



**FOR IMMEDIATE RELEASE**

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***NBA Legend Earvin “Magic” Johnson Announced As  
Keynote Speaker for 29<sup>th</sup> Annual High Desert  
Opportunity Business Conference***

**Victorville, Calif.** - The High Desert Opportunity Committee is proud to announce that NBA legend and business entrepreneur Earvin “Magic” Johnson will serve as Keynote Speaker for the 2010 High Desert Opportunity business conference.

The annual event will be held on Thursday, October 21<sup>th</sup>, 2010 at the San Bernardino County Fairgrounds in Victorville, CA. The conference aims to draw “out of the area” business owners, commercial real estate brokers, developers and site locators to the High Desert region.

Earvin Johnson first earned the name “Magic” by Fred Stabley Jr., a local sports writer in Lansing, MI after watching the high school standout record a rare triple-double in a game as a sophomore. Mr. Johnson went on to lead his high school team to the state championship his senior year. He then went on to play for Michigan State, leading that team to the national championship in one of the most thrilling games in NCAA basketball history against Indiana State University and future Hall of Famer Larry Bird.

Magic Johnson played his entire professional career with the Los Angeles Lakers, racking up five NBA titles, three NBA finals MVPs, 12 All-Star appearances, three league MVPs and a gold medal as a member of the 1992 “Dream Team” Olympic squad. He transformed his position as point guard, ushering in a new style of play deemed “Showtime” and often showcased his skills on the national stage against friendly rival Larry Bird and the Boston Celtics.

Magic Johnson’s success has not been exclusive to basketball. Since his retirement, Johnson has been involved in many successful business ventures, has written numerous books, is the Chairman and CEO of Magic Johnson Enterprises and is the Founder and Chairman of Magic Johnson Foundation, Inc. Both organizations address the educational, health and social needs of children and young adults in urban communities. Founded in 1991, the Magic Johnson Foundation has become one of the most recognizable charitable organizations in the world.

Mr. Johnson is still actively involved with the NBA as an analyst for ESPN's *NBA Countdown* and as the Vice President and part owner of the Los Angeles Lakers.

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**About High Desert Opportunity**

High Desert Opportunity (HDO) is the premier High Desert event showcasing local businesses and development opportunities for new and expanding businesses. The goal of the event is to support economic growth and stability by attracting businesses and jobs to the High Desert. The region encompasses the cities of Adelanto, Apple Valley, Barstow, Hesperia and Victorville as well as portions of San Bernardino County. In its 29<sup>th</sup> year, High Desert Opportunity continually attracts close to 1,000 attendees focusing on the benefits of doing business in the High Desert.

Past keynote speakers at HDO have included Ben Stein, John Naber, Jack Canfield, Steve Forbes, Newt Gingrich, Oliver North, Terry Bradshaw and Elizabeth Dole among others.

Previous conference sessions have included topics such as local real estate and development trends, economic forecasting and infrastructure and transportation plans. The expo features local businesses, commercial real estate associates, the local chambers of commerce, local and regional government representatives from the High Desert. The event is organized by a volunteer group of approximately 40 local business professionals and community leaders dedicated to promoting economic growth in the region.

For more information or to purchase tickets for High Desert Opportunity, please call 760-245-7600 or visit the website: [www.highdesertopportunity.com](http://www.highdesertopportunity.com).

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