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Ben Stein Slated as Keynote Speaker for 27th Annual High Desert Opportunity Event

Victorville, Calif. - The High Desert Opportunity Committee has announced that actor, author, economist, and pop culture icon *Ben Stein* will serve as Keynote Speaker for the 2009 High Desert Opportunity business conference.

The annual event will be held on Thursday, October 15th, 2009 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.

This year’s speaker may be best known for his cable television Comedy Central Quiz Show, “Win Ben Stein’s Money” that ran from 1997 through 2002, or as the professor in the *Ferris Bueller’s Day Off* movie, but he is also a serious economist.

Stein has been a regular columnist for *Los Angeles Magazine* and *New York Magazine*, an editorial writer for the *Wall Street Journal* and a frequent contributor to *Barrons*. He has written articles about the ethics of management buyouts and issues of fraud in the Milken Drexel junk bond scheme that attracted national attention. Stein has also been featured as a television commentator for CBS Sunday Morning and FOX News.

He has also worked as an economist at the Department of Commerce and was a trial lawyer in the field of trade regulation at the Federal Trade Commission in Washington, DC.

Stein graduated from Columbia University in 1966 with honors in economics. He graduated from Yale Law School in 1970 as valedictorian of his class by election of his classmates. He also studied in the graduate school of economics at Yale.

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 27th year, High Desert Opportunity continually attracts over 1,000 attendees focusing on the benefits of doing business in the High Desert.

(More)

Past keynote speakers at HDO have included 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, 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 about High Desert Opportunity, please call 760-245-7600 or visit the website: www.highdesertopportunity.com.

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