



*STATE OF THE ORANGE COUNTY ECONOMY AND
REAL ESTATE MARKETS . . . A REPORTER'S
PERSPECTIVE.*

Jon Lansner

Orange County Register business columnist Jon Lansner is one of the most widely quoted and influential business writers in Southern California. From his perspective as a seasoned journalist, he has covered a wide range of economic and real estate issues that affect Orange County and this region. On Sept. 19, Jon will present an update of his Big Orange Index -- a compilation of three-dozen benchmarks of the local business climate. Jon's most recent Index shows the seventh consecutive quarterly gain this past spring. That's not all:

- It's widespread expansion. All six sub-indexes rose for the second consecutive quarter. The last time we had such broad growth, back-to-back, was 2005.
- The corporate sector continues to be a leader. The Big Orange's Boss Index, tracking corporate emotes, advanced for the seventh consecutive quarter. Big question is when the improved corporate climate will translate to significant employment gains.
- Local shoppers are in a better mood. The Big Orange Consumer Index rose for the seventh straight time, too, as spending is on the rise.
- And the real estate recovery edges forward. The Property Owner sub-index also enjoys a seven-quarter winning streak, as landlords enjoy rising rents and construction bounces off lows not seen in two decades.

Jon has been with The Orange County Register since 1986 covering the region's economy, financial markets and real estate industries as a reporter, editor, columnist and blogger. His Register blog, "Lansner on Real Estate" has been honored by the Society of Business Editors and Writers for 2007, 2008 and 2009 with "Best In Business" honors. Jon was president in 2005-06 of SABEW, the nation's largest trade group for financial journalism professionals. He was also named to the "50 Most Influential Online in Real Estate" list by Inman News for 2009. Before coming to Orange County, Jon spent seven years at the Pittsburgh Press, working in the sports and business departments. He's a graduate of the University of Pennsylvania's Wharton School and written three books on investing.