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MAKING WAVES
IN YOUR PR CAREER?

APRIL 22-24

Western District Conference
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Marlee Lauffer
Senior Vice President, Marketing & Communications
Newhall Land

Marlee Lauffer joined Newhall Land in 1989 and is responsible for the company's marketing and communications programs, including media relations, community relations, public affairs and master marketing. Her primary communication focus is on obtaining community awareness, understanding and support of the company's future land development plans including the 12,000-acre Newhall Ranch project in the Santa Clarita Valley.

Marlee conducts extensive outreach efforts to protect the Valencia/Newhall Ranch brand, to position Newhall Land as an active part of the local community and to proactively mitigate potential issues. Newhall Land's master marketing program is designed to enhance the sense of community that distinguishes Valencia/Newhall Ranch from its competition, and to coordinate and direct efforts of current and future homebuilders.