



THE 21ST ANNUAL AFFORDABLE HOUSING CONFERENCE

October 6–8, 2014

Greater Tacoma Convention & Trade Center • Tacoma, Washington

PROGRAM-AT-A-GLANCE

(Subject to change)

Unless otherwise noted, events will take place at the Greater Tacoma Convention & Trade Center.

Monday, October 6				
1:00–4:00pm	<p>Pre-Conference Mobile Workshop: Innovations At The Kirkland Avenue Townhomes Additional fee of \$15 with proceeds donated to the Housing Development Consortium by Champion Commercial Structures. Limit of 50. <i>Sponsored by Champion Commercial Structures with support from Schemata Workshop, Inc., Renton Housing Authority, Shelter Resources, SvR Design Company & City of Renton.</i></p>			
3:00–5:00pm	Conference Check-In			
5:00–6:30pm	<p>Welcome Reception Location: Venice Ballroom, Hotel Murano</p>			
Tuesday, October 7				
7:00am–5:00pm	Conference Check-In			
7:00–8:30am	Sponsor Showcase Gallery Of Exhibits Opening & Breakfast			
8:30–10:00am	<p>Opening General Session Welcome Remarks: Karen Miller, Chair, Washington State Housing Finance Commission Comments: Terry Jones, South Sound Marketing President, U.S. Bank Keynote Address: Economics Of Housing Elliot Eisenberg, Ph.D., President, Graphsandlaughs, LLC</p>			
10:00–10:30am	Sponsor Showcase Gallery Of Exhibits & Beverage Break			
10:30–11:45am Focus Sessions	<p>T1 Portfolio Stewardship: Planning & Implementing Recapitalization Strategies</p>	<p>T2 Urban, Suburban & Rural: Challenge & Opportunities</p>	<p>T3 Getting Creative: Beyond Traditional Homeownership</p>	<p>T4 New Era Of Housing Advocacy</p>

Tuesday, October 7 <i>continued</i>				
11:45am–1:15pm	<p align="center">21st Annual Friend Of Housing Awards Luncheon Host: Kim Herman, Executive Director, Washington State Housing Finance Commission Comments: Washington State Department of Commerce Representative Michael Marz, Vice Chairman, FirstSouthwest Company</p>			
1:15–2:15pm	<p align="center">Dessert & Expert Bars</p>			
1:20–1:40pm	<p align="center">Lobby Talks: First Series #1: Housing 101 #2: Social Media: The Big Picture #3: Post Tour: Lessons Learned In Multifamily Modular</p>			
1:45–2:10pm	<p align="center">Lobby Talks: Second Series #1: United For Homes Campaign #2: Social Media: Twitter Boot Camp #3: Piece By Piece: The Benefits Of Modular Residential</p>			
2:15–3:30pm Focus Sessions	<p align="center">T5 The Big Change: How The 2014 Mid-Term Elections Will Impact The Legislative Environment In 2015 & Beyond</p>	<p align="center">T6 Conquering Crisis: Crisis Prevention Strategies For Caregivers Of The Aging</p>	<p align="center">T7 Policies, Tools & Processes For Housing Our Nation's Veterans</p>	<p align="center">T8 Unlocking Home: Three Keys To Affordable Communities</p>
3:30–3:45pm	<p align="center">Beverage Break</p>			
3:45–5:15pm	<p align="center">Town Hall Host: Kim Herman, Executive Director, Washington State Housing Finance Commission Comments: Bryan Friend, Vice President, Union Bank America's Housing Future: Ask The Experts Experts: Bill Rumpf, President, Mercy Housing Kristin Siglin, Vice President, Policy, Housing Partnership Network Barry Zigas, Director Of Housing Policy, Consumer Federation Of America</p>			
5:15–6:30pm	<p align="center">Reception: Innovations, Ideas & Conversation</p>			

Wednesday, October 8	
7:30am–Noon	Conference Check-In
7:30–8:30am	Sponsor Showcase Gallery Of Exhibits & Breakfast

Wednesday, October 8 *continued*

8:30–9:45am	<p style="text-align: center;">General Session Host: Rachael Myers, Executive Director, Washington Low Income Housing Alliance Comments: Chuck Weinstock, Vice President, Community Development Banking, Chase</p> <p style="text-align: center;">Keynote Address: Political News You Can Use Christina Bellantoni, Editor-In-Chief, Roll Call</p>			
9:45–10:15am	<p>Sponsor Showcase Gallery Of Exhibits & Beverage Break</p>			
9:50–10:10am	<p style="text-align: center;">Lobby Talks: Third Series #1: Aging In Place: Top 5 Things To Remember #2: Writing For Dollar\$: Reaching Donors With Powerful Prose #3: Top 10 Housing Messages</p>			
10:15–11:15am Focus Sessions	<p>W1 The Evolution Of Advocacy In Fair Housing Policy</p>	<p>W2 A Conversation With HUD's Regional Administrator</p>	<p>W3 Understanding The 55+ Housing Market</p>	<p>W4 The Washington State Housing Needs Study: Framework, Findings & Moving Forward</p>
11:15–11:30am	<p>Beverage Break</p>			
11:30am–12:30pm Focus Sessions	<p>W5 Converting Transitional Housing To Fit The Needs Of The Community</p>	<p>W6 Beyond Housing: Bridging Policy Silos To Maximize Impact & Leverage</p>	<p>W7 Mission Possible: Achieving Affordable Green & Energy Efficient Housing</p>	<p>W8 Biggest Bang For The Buck</p>
12:30–2:00pm	<p style="text-align: center;">Closing Lunch Host: Paul Edwards, Deputy Director, Washington State Housing Finance Commission Comments: Jan Laskey, Senior Vice President, Community Development Lending Northwest Region, Bank of America Merrill Lynch</p> <p style="text-align: center;">Keynote Address: Happy City: Your City, Your Life Charles Montgomery, Author & Urban Experimentalist</p>			