

2018 Conference on Housing & Economic Development

Monday, March 5, 2018

Morning Sessions

Special Pre-Conference Opportunities

9:00 a. m. – 11:00 a.m.	REALTOR®/Lender Training – Speaker: Cindy Bengal
10:00 am – 11:45 am	Registration Trade Show Open / Home Partnership Foundation Silent Auction
11:45 am – 1:30 pm	Lunch, Welcoming, and Keynote Speaker – Elliot Eisenburg, Ph.D. WELCOMING REMARKS: GERALD M. HUNTER President and Executive Director, Idaho Housing and Finance Association
1:30 pm – 1:45 pm	Break Trade Show Open/ Home Partnership Foundation Silent Auction

Afternoon Sessions

Workshop Sessions

	Outlook for Homebuyers	Homelessness 101	Capitalizing on Workplace Diversity	The Syndicator Challenge
1:45pm – 2:45pm	<p>What does the market have in store for homebuyers and how you can be prepared to assist your clients.</p> <p>Lars Hansen, President, Brighton Homes</p> <p>Emmett Munson, Branch Manager, Umpqua Bank</p> <p>Hamilton Fout, Director of Economics, Fannie Mae</p> <p>Breanna Vanstrom, CEO, Boise Regional REALTORS®</p>	<p>Learn about HUD’s goals and strategies to end homelessness and how communities are responding nationally.</p> <p>Michael Lindsay, Technical Assistance, HUD</p>	<p>Employers who fail to embrace generational and cultural diversity will fall behind. This session will provide history, context, tools, and strategies to help navigate these differences and allow you to outpace your peers and competitors.</p> <p>Brenda Blitman, HR Consultant, Ameriben</p>	<p>Expert panelists will answer questions about current tax credit project trends, regulatory issues, investment activities in Idaho and around the nation</p> <p>Jeff Nishita, Partner, Novogradac & Company LLP</p> <p>Terry Gentry, Executive VP, Richman Group</p> <p>Jennifer Seamons, SVP, Key Community Development Corp. KeyBank</p>

2:45 pm– 3:15 pm	Break Trade Show Open/ Home Partnership Foundation Silent Auction
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Micro Sessions

	Foil the Hackers	Navigating Landlord Issues	Navigating Changes in the Social Media Landscape	Virtual Reality in the Housing Industry
3:15 pm - 3:45 pm	<p>Understand the most important advances in cyber security including big data and analytics. Keep your data and customer information safe with insight from industry leaders.</p> <p>Trevor Alexander, Senior Engineer, Silent Break Security</p>	<p>Learn from an expert how to handle important landlord issues such as Fair Housing/ requests for accommodation, LEP compliance and others.</p> <p>Dave Penny, Partner, Cosho Humphry, LLP</p>	<p>Ever wonder how to keep up with social media and all the changes that seem to happen overnight? Learn tips, tools and tricks to navigate and understand the ever changing and evolving social media landscape.</p>	<p>Learn how 3D and virtual reality technology can help buy and sell properties.</p> <p>Sheridan Hodson, Co-Founder, EPIC Realty/ White Room VR</p> <p>Chad McCloud, Co-Founder, EPIC Realty/ White Room VR</p>

3:45 pm- 4:00 pm	Break Trade Show Open/ Home Partnership Foundation Silent Auction
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General Session

4:00 pm– 5:00 pm	<p>General Session – Housing Trends Moderator: Gerald Hunter</p> <p>David Bieter, Mayor, City of Boise Isaac Chavez, CEO, Idaho Realtors Jan Rogers, CEO, Regional Economic Development for Eastern Idaho</p>
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Networking Reception	
5:00 pm- 7:00 pm	Networking Event/Trade Show Open Home Partnership Foundation Silent Auction Ends 6:30pm

Tuesday, March 6, 2018							
8:00 am – 9:30 am	Breakfast and Keynote Speaker – Richard Florida, Author <i>The New Urban Crisis</i>, University of Toronto WELCOMING REMARKS: GERALD M. HUNTER President and Executive Director, Idaho Housing and Finance Association						
9:30 am– 9:45am	Break Trade Show Open						
Morning Sessions							
Workshop Sessions					Micro-sessions		
9:45 am – 10:45 am	Trends in Mortgage Technology	Combating Nimbyism – Who, What, Where, When, and How	Homelessness 201	Nuts and Bolts of Economic Development	9:45 am - 10:15 am	Leadership Development	Smartphone Video Bootcamp Part I
	Examine how technology is changing the mortgage industry and customer interaction. Steve Cox , Branch Manager, Fairway Independent Mortgage Corporation	How to change the perception of affordable housing and react to critics. We will also discuss tenant population issues and how affordable housing builds community. Michelle Griffith , Executive Director, ARCH Community Housing Trust	Provides a national and local perspective on homelessness resources, strategies, and outlook. Michael Lindsey , Technical Assistance, HUD Lisa Steele , Homeless Program Manager, IHFA	Revisit Idaho’s economic growth, take stock of current best practices, and anticipate future trends. Randy Shroll , Economic Development Specialist, Idaho Department of Commerce Dennis Weed , Director, Boundary County Economic Development Council		Learn about today's tools to better engage your team and help them successfully reach their goals as well as those of the organization. Patti Perkins , CEO Calyx-Weaver	Video use on social media and websites is exploding. Receive tips and tricks to help you record edit and post effective video. Holly Conti , Producer, Oliver Russell Marketing Jay Saenz , Digital Marketing Manager, Oliver Russel Marketing
	Brian Cusick , Product Development Manager, Single Family Business Solutions, Fannie Mae	Thomas Mannschreck , Owner, Thomas Development Company	Maureen Brewer , Continuum of Care Program Manager, City of Boise	Nathan Murray , Economic Development Director, Twin Falls		Break	
	Penny Reed , SVP, Strategic Engagement and Financial Reform, Wells Fargo Home Lending Terry Heffner , Idaho District Manager, Guild Mortgage	Kathryn Almberg , Director, The Housing Company	Wyatt Schroeder , Executive Director, CATCH		10:15 am – 10:20 am		
				10:20 am – 10:45 am	Student Loans: Homeownership Delayed 7 Years	Smartphone Video Bootcamp Part II	
					Rising tuition costs and student loan debt often impact the younger generation's ability to buy a home. Learn finance strategies to help balance student	Video use on social media and websites is exploding. Receive tips and tricks to help you record edit and post effective video. Holly Conti , Producer,	

						loan debt and homeownership. Brittney Gardner, Assistant Vice President, Wells Fargo	Oliver Russell Marketing Jay Saenz, Digital Marketing Manager, Oliver Russell Marketing
10:45 am – 11:00 am Break Trade Show Open							
Workshop Sessions					Micro-sessions		
11:00 am – 12:00 pm	Staying Relevant in an Ever-Changing Industry	Location, Location, Location	Improving Outcomes for Employees and Employers	We Need Each Other: Rural-Urban Interdependency	11:00 am – 11:30 am	Content Marketing Part 1	Why Modular Housing?
	The next generation homebuyer wants both a trusted expert and digital tools. Learn how these seemingly contradictory trends can work together. Dan Sullivan, Mortgage Manager, CapEd Mark Prince, Ada County Sales Team Leader, Title One Justin Tripon, Loan Officer, Citywide Home Loans Sheridan Hodson, Co-Founder, EPIC Realty/ White Room VR	Examine the various ways funders are looking at site viability, the different strategies employed, and how to manage the conflicts that sometime arise when developing affordable housing.	Hear from leading experts in workforce development how investing in employee’s can have a powerful impact on your business and the economy. Melinda Smyser, Director, Idaho Department of Labor	This session will focus on how rural and urban communities can collaborate to help each other grow and thrive. These experts will give you the keys to success in creating flourishing partnerships. Jon Barrett, Executive Director, Idaho Rural Partnership Kristen Jensen,		Learn the various types of creative modular homes and the reasons and benefits of this type of home from production to livability. Scott Flynn, CEO, Indie Dwell	
					11:30 am–11:35 am	Break	
					11:35 am – 12:00 pm	Content Marketing Part 2	Nurturing the Start-up Ecosystem
						Content marketing can help build and strengthen relationships with current customers and attract new ones. Learn how to use storytelling to build your customer base and increase loyalty.	Examine the ways economic development organizations can embrace a start-up strategy within their communities through the bolstering of support for incubators, accelerators, main street revitalization grants, capital, and more Rick Ritter, Lab Director, New Ventures Lab, Inc. Dan Faricy, Director, Trailhead

							John Williamson, Executive in Residence, College of Business and Economics, BSU
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Afternoon Sessions

12:00 pm – 1:00 pm	<p>Lunch – “Bring it to the Table”</p> <p>Join us for lunch and “Continue the Conversation” from all of the great sessions you’ve attended. Grab your lunch and join in on a table talk conversation that interests you. Table topics will focus on relevant content impacting today’s housing and economic development industry. This is a great way for you to share ideas and best practices and make new connections during lunch</p>
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Workshop Sessions

	Trends in Rental Housing	Encouraging Economic Vitality	Focusing on the Customer Experience	Innovative Approaches to Address Homelessness
1:00 pm – 2:00 pm	<p>This session will evaluate trends in rental housing, including rent growth, affordability, and outlook.</p> <p>Andrew Probst, CEO HomeRiver Group</p> <p>Rachel Denton, Partner, Novagradic & Company LLP</p> <p>Brittany Shreiner, Associate, HOLST Architects</p>	<p>Come learn about how public higher education institutions can help your community and the businesses in your community to succeed.</p> <p>CeCe Gassner, Director, Economic Development, BSU</p> <p>Jana Jones, Executive Director, Economic Development, University of Idaho</p>	<p>Explore how advances in technology are drastically changing customer behavior, preference and expectation.</p> <p>Steven Ramirez, CEO, Beyond the Arc</p>	<p>Learn how other communities have been successful in creating permanent supportive housing, and how Idaho is on its way to doing the same.</p> <p>Vanessa Fry, Assistant Director, Boise State University</p> <p>Annie Bacci, Associate Director, CSH</p> <p>Kendra Lutes, Clinical Supervisor, Terry Reilly</p> <p>Diana Lachiondo, Director of Community Partnerships, City of Boise</p>

2:00 pm – 2:15 pm	Break Trade Show Open
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General Sessions

2:15 pm – 3:15 pm	<p>Keynote and Closing Session – Jack Uldrich</p> <p>Closing Remarks: GERALD M. HUNTER, President and Executive Director, Idaho Housing and Finance Association</p>
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