

# 2018 Conference on Housing & Economic Development

## Monday, March 5, 2018

### Morning Sessions

#### Special Pre-Conference Opportunities

9:00 a.m. – 11:00 a.m.	<b>110 C</b> REALTOR®/Lender Training –Cindy Bengal, Business Development Team Lead – Idaho Housing and Finance Association
9:00 – 11:30 a.m.	<b>110 D</b> – IHFA Branch Staff Meeting
10:00 am – 11:45 am	<i>Registration   Trade Show Open / Home Partnership Foundation Silent Auction</i>
11:45 am – 1:30 pm	<b>Lunch, Welcoming, and Keynote Speaker – 100 AB</b>  WELCOMING REMARKS: GERALD M. HUNTER   President and Executive Director, Idaho Housing and Finance Association KEYNOTE SPEAKER: ELLIOT EISENBURG, PH.D., Economic Expert known as “The Stand-Up Economist”
1:30 pm – 1:45 pm	<i>Break   Trade Show Open/ Home Partnership Foundation Silent Auction</i>

### Afternoon Sessions

#### Workshop Sessions

	Outlook for Homebuyers	Homelessness 101	Capitalizing on Workplace Diversity	The Syndicator Challenge
1:45pm – 2:45pm	<b>120 BC</b>  What does the market have in store for homebuyers and how you can be prepared to assist your clients?  <b>Lars Hansen</b> , President, Brighton Homes  <b>Emmett Munson</b> , Branch Manager, Umpqua Bank  <b>Hamilton Fout</b> , Director of Economics, Fannie Mae  <b>Breanna Vanstrom</b> , CEO, Boise Regional REALTORS®	<b>110 C</b>  Learn about HUD’s goals and strategies to end homelessness and how communities are responding nationally.  <b>Michael Lindsay</b> , Senior Technical Specialist, ICF	<b>110 AB</b>  This session will provide history, context, tools, and strategies to help navigate generational and cultural diversity and allow you to outpace your peers and competitors.  <b>Brenda Blitman</b> , HR Consultant, Ameriben	<b>120 A</b>  Expert panelists will answer questions about current tax credit project trends, regulatory issues, investment activities in Idaho and around the nation  <b>Jeff Nishita</b> , Partner, Novogradac & Company LLP  <b>Terry Gentry</b> , Executive VP, Richman Group  <b>Jennifer Seamons</b> , SVP, Key Community Development Corp. KeyBank  <b>Stacie Altmann</b> , RBC
	<i>2:45 pm– 3:15 pm Break   Trade Show Open/ Home Partnership Foundation Silent Auction</i>			

#### 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	<b>120 BC</b>  Understand the most important advances in cybersecurity including big data and analytics.  <b>Trevor Alexander</b> , Senior Engineer, Silent Break Security	<b>120 A</b>  Learn from an expert how to handle important landlord issues such as Fair Housing, requests for accommodation, LEP compliance, and others.  <b>Dave Penny</b> , Partner, Cosho Humphry, LLP	<b>110 AB</b>  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 evolving social media landscape.  <b>Jarrett Webster</b> , Revity	<b>110 C</b>  Learn how 3D and virtual reality technology can help buy and sell properties.  <b>Sheridan Hodson</b> , Co-Founder, EPIC Realty/ White Room VR  <b>Chad McCloud</b> , Co-Founder, EPIC Realty/ White Room VR

3:45 pm- 4:00 pm	<i>Break   Trade Show Open/ Home Partnership Foundation Silent Auction</i>
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General Session	
4:00 pm– 5:00 pm	<p><b>General Session – Addressing Idaho’s Housing Needs – 100 AB</b> An informative session addressing current and future housing needs in Idaho.</p> <p><b>Moderator: Gerald Hunter</b></p> <p><b>Panelists:</b>  <b>Mayor David Bieter</b>, City of Boise  <b>Isaac Chavez</b>, Chief Executive Officer, Idaho REALTORS®  <b>Jan Rogers</b>, Chief Executive Officer, Regional Economic Development for Eastern Idaho</p>
Networking Reception	
5:00 pm– 7:00 pm	<p><b>Friends in Housing and Economic Development Reception</b>  <b>Trade Show Open</b>  <b>Home Partnership Foundation Silent Auction Ends – 6:30pm</b></p>

Tuesday, March 6, 2018							
8:00 am – 9:30 am	<p><b>Breakfast and Keynote Speaker — 100AB</b></p> <p>WELCOMING REMARKS: GERALD M. HUNTER   President and Executive Director, Idaho Housing and Finance Association            KEYNOTE SPEAKER: RICHARD FLORIDA, Author <i>The New Urban Crisis</i>, University of Toronto</p>						
9:30 am– 9:45am	<b>Break   Trade Show Open</b>						
Morning Sessions							
Workshop Sessions					Micro-sessions		
9:45 am – 10:45 am	<b>Trends in Mortgage Technology</b>	<b>Combating Nimbyism – Who, What, Where, When, and How</b>	<b>Homelessness 201</b>	<b>Nuts and Bolts of Economic Development</b>	9:45 am - 10:15 am	<b>Leadership Development</b>	<b>Smartphone Video Bootcamp Part I</b>
	120 C	110 A	110 C	120 B		110 B	120 A
	Examine how technology is changing the mortgage industry and customer interaction.	Learn how to change the perception of affordable housing, react to critics, dispel the myths, and gain community support.	Provides a national and local perspective on homelessness resources, strategies, and outlook.	Revisit Idaho’s economic growth, take stock of current best practices, and anticipate future trends.		Learn about today’s tools to better engage your team and help them successfully reach their goals as well as those of the organization.	Video use on social media and websites is exploding. Receive tips and tricks to help you record edit and post effective video.
	<b>Steve Cox</b> , Branch Manager, Fairway Independent Mortgage Corporation	<b>Thomas Mannschreck</b> , CEO, Thomas Development Company	<b>Michael Lindsay</b> , Senior Technical Specialist, ICF	<b>Randy Shroll</b> , Economic Development Specialist, Idaho Department of Commerce	<b>Patti Perkins</b> , CEO/Owner Calyx-Weaver	<b>Holly Conti</b> , Producer, Oliver Russell Marketing	
<b>Brian Cusick</b> , Product Development Manager, Single Family Business Solutions, Fannie Mae	<b>Kathryn Almborg</b> , Director, The Housing Company	<b>Lisa Steele</b> , Homeless Program Manager, IHFA	<b>Dennis Weed</b> , Director, Boundary County Economic Development Council		<b>Jay Saenz</b> , Digital Marketing Manager, Oliver Russel Marketing		
<b>Penny Reed</b> , SVP, Strategic Engagement and	<b>Erik Kingston</b> , Housing	<b>Maureen Brewer</b> , Continuum of Care Program Manager, City of Boise	<b>Nathan Murray</b> , Economic Development				
		<b>Wyatt Schroeder</b> , Executive Director, CATCH		10:15 am – 10:20 am	<b>Break</b>		
				10:20 am –	<b>Student</b>	<b>Smartphone</b>	

	Financial Reform, Wells Fargo Home Lending  <b>Terry Heffner</b> , Idaho District Manager, Guild Mortgage	Resources Coordinator, HIRC		Director, Twin Falls	<b>10:45 am</b>	<b>Loans:</b> Homeownership Delayed 7 Years  <b>110 B</b>  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 loan debt and homeownership.  <b>Brittney Gardner</b> , Assistant Vice President, Wells Fargo	<b>Video Bootcamp Part II</b>  <b>120 A</b>  Video use on social media and websites is exploding. Receive tips and tricks to help you record edit and post effective video.  <b>Holly Conti</b> , Producer, Oliver Russell Marketing  <b>Jay Saenz</b> , Digital Marketing Manager, Oliver Russell Marketing	
<b>10:45 am – 11:00 am</b>	<b>Break   Trade Show Open</b>							
<b>Workshop Sessions</b>					<b>Micro-sessions</b>			
<b>11:00 am – 12:00 pm</b>	<b>Staying Relevant in an Ever-Changing Industry</b>	<b>Why Modular Housing?</b>	<b>Improving Outcomes for Employees and Employers</b>	<b>We Need Each Other: Rural-Urban Interdependency</b>	<b>11:00 am – 11:30 am</b>	<b>Content Marketing Part 1</b>		
	<b>120 C</b>  The next generation homebuyer wants both a trusted expert and digital tools. Learn how these seemingly contradictory trends can work together.  <b>Dan Sullivan</b> , Mortgage Manager, CapEd  <b>Mark Prince</b> , Ada County Sales Team Leader, TitleOne  <b>Justin Tripon</b> , Loan Officer, Citywide Home Loans  <b>Sheridan Hodson</b> , Co-Founder, EPIC Realty/ White Room VR	<b>110 A</b>  Learn about new modular homes and how they are revolutionizing the building industry.  <b>Scott Flynn</b> , CEO, Indie Dwell	<b>120 A</b>  Hear from Idaho businesses large and small how investing in employees can have a powerful impact on your business and the economy. Business invited to join Director Smyser on this panel include representatives from Paylocity Corp., House of Design and Figure 8 Investments  <b>Melinda Smyser</b> , Director, Idaho Department of Labor  <b>Jamie Cooper</b> , CEO, Drake Cooper  <b>Lisa Cooper</b> , President, Figure 8 Investment Strategies	<b>120 B</b>  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.  <b>Jon Barrett</b> , Executive Director, Idaho Rural Partnership  <b>Kristen Jensen</b> , Director, Great Rift Business Development  <b>Jaap Vos, Ph.D.</b> Director, Urban Design Center  <b>Jerry Miller</b> , Economic Development Specialist, Idaho		<b>110 B</b>  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.  <b>Kate Holgate</b> , Creative Director, Stoltz Marketing Group		
						<b>11:30 am–11:35 am</b>	<b>Break</b>	
						<b>11:35 am – 12:00 pm</b>	<b>Content Marketing Part 2</b>	<b>Nurturing the Start-up Ecosystem</b>
							<b>110 B</b>  Content marketing can help build and strengthen relationships with current customers and attract new ones. Learn how to use storytelling to	<b>110 C</b>  Examine the ways economic development organizations can embrace a start-up strategy within their communities through the bolstering of

			<b>Toby Miller,</b> Technician Programs Manager, Western States Equipment Co.	Commerce  <b>Representative Caroline Nilsson Troy,</b> Genesee		build your customer base and increase loyalty.  <b>Kate Holgate,</b> Creative Director, Stoltz Marketing Group	support for incubators, accelerators, main street revitalization grants, capital, and more  <b>Rick Ritter,</b> Lab Director, New Ventures Lab, Inc.  <b>Dan Faricy,</b> Director, Trailhead  <b>John Williamson,</b> Executive in Residence, College of Business and Economics, BSU
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**Afternoon Sessions**

<b>12:00 pm – 1:00 pm</b>	<b>Lunch – “Bring it to the Table” - 100 AB</b> 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
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**Workshop Sessions**

	<b>Trends in Rental Housing</b>	<b>Encouraging Economic Vitality</b>	<b>Focusing on the Customer Experience</b>	<b>Innovative Approaches to Address Homelessness</b>
<b>1:00 pm – 2:00 pm</b>	<b>120 A</b>  This session will evaluate trends in rental housing, including rent growth, affordability, and outlook.  <b>Andrew Probst,</b> CEO HomeRiver Group  <b>Rachel Denton,</b> Partner, Novagradic & Company LLP  <b>Kim Wilson,</b> Partner, HOLST Architects  <b>Andrew Mentzer,</b> Economic Development Director, Valley County	<b>110 AB</b>  Learn how private businesses are partnering with public universities to create economic opportunities that once would have been impossible.  <b>CeCe Gassner,</b> Director, Economic Development, BSU  <b>Jana Jones,</b> Executive Director, Economic Development, University of Idaho  <b>Christi Rood,</b> Executive Director, College of Western Idaho	<b>120 BC</b>  Explore how advances in technology are drastically changing customer behavior, preference, and expectation.  <b>Steven Ramirez,</b> CEO, Beyond the Arc	<b>110 C</b>  Learn how other communities have been successful in creating permanent supportive housing, and how Idaho is on its way to doing the same.  <b>Vanessa Fry,</b> Assistant Director, Boise State University  <b>Annie Bacci,</b> Associate Director, CSH  <b>Kendra Lutes,</b> Clinical Supervisor, Terry Reilly  <b>Diana Lachiondo,</b> Director of Community Partnerships, City of Boise

<b>2:00 pm – 2:15 pm</b>	<b>Break   Trade Show Open</b>
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**General Sessions**

<b>2:15 pm – 3:15 pm</b>	<b>Keynote and Closing Session – 100AB</b>  <b>KEYNOTE SPEAKER: JACK ULDRICH,</b> Leading Futurist and Best-Selling Author <b>CLOSING REMARKS: GERALD M. HUNTER  </b> President and Executive Director, Idaho Housing and Finance Association
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