

NeighborWorks® Symposium
A New Era in Affordable Housing:
Investing for Impact in Sustainable Communities

August 18, 2010 • 8:30 am - 4:00 pm

NeighborWorks Training Institute • Philadelphia, PA

Philadelphia Marriott Hotel • 1201 Market Street

Registration Information: www.nw.org/training #AH 910

Content Contact: Francie Ferguson fferguson@nw.org

8:30 – 9:45

OPENING PLENARY

**WELCOME & FRAMING
KEYNOTE ADDRESS**

*Kenneth D. Wade, CEO NeighborWorks America
Angela Blackwell, Founder and CEO, PolicyLink*

Symposium Commentator

*Eric Belsky, Managing Director,
Joint Center for Housing Studies, Harvard University*

10:00 – 11:30

A NEW ERA SITUATION ROOMS (Concurrent Sessions)

**INVESTING IN HOUSING AS
INFRASTRUCTURE**

*Consider the proposal for investing in the
organizations that steward affordability*

White Paper: David Smith, Chairman
Recap Real Estate Advisors

Moderator: Thomas Bledsoe, CEO
Housing Partnership Network

Discussants:

Amy Anthony, CEO

Preservation of Affordable Housing

Lisa Hall, Executive Vice President
Calvert Foundation

Jackie Kohr, Managing Director
Imprint Capital Advisors

Daniel Letendre, CDFI Lending & Investing Executive,
Bank of America

**DESIGNING AFFORDABILITY AS
INFRASTRUCTURE**

Explore the proposal for designing in affordability

White Paper: Emily Talen, PhD, Professor
School of Sustainability, Arizona State University

Moderator: Jennifer Hurley, Principal
*Hurley Franks & Associates and
Board member, Congress for New Urbanism*

Presenters of Lessons from Success

Lee Cochran, CFO

Charlotte Mecklenberg Housing Partnership

Joe Keeper, Director, Housing & Real Estate
Development, Native American Connections

Rick Goodemann, CEO

Southwest Minnesota Housing Partnership

Michael Johns, General Manager, Program Development
and Design, Philadelphia Housing Authority

Johns Welsh, Director Multifamily Division, AHC Inc.

Discussants of CNU White Paper:

James Mitchell, City Councilmember City of Charlotte,
*NC and second vice president Board member, National
League of Cities*

Stella Tsai, Planning Commissioner, City of Philadelphia,
PA

Peter Fallon, Planning Commissioner, Arlington County,
VA

Todd Prafke, City Administrator, Saint Peter, MN

Kurt Creager, Executive Director, ASU Stardust Center
for Affordable Homes and the Family

11:30 – 1:00 SYMPOSIUM LUNCHEON

Keynote Address *Preston Pinkett, III, Sr. Vice President, Prudential Financial, and Board of Directors, Global Impact Investing Network*
The Opportunity:
Who Are These Impact Investors? Where Does Affordable Housing Fit In?

1:15 - 2:45 AFTERNOON PLENARY

Framing and Situation Room Headlines: *Eric Belsky*

Social Returns of Affordable Housing:

White Paper: *Sara Olsen, Founding Partner, SVT Group*

DISCUSSION: How can understanding these returns influence impact investor decisions?

How do these returns get worked into an investment model? How do different types of investors respond to this information? What guidance do investors and their advisors have for the affordable housing field?

Moderator: *Nancy Andrews, CEO, Low Income Investment Fund*

Discussants: *Lisa Davis, Program Officer, Ford Foundation*

Lisa Michelle Galley, Founder and Managing Principal, Galley Eco Capital

Daniel Nissenbaum, Chief Operating Officer - Urban Investment Group, Goldman Sachs

Barbara VanScoy, Founder & Senior Portfolio Manager, Community Capital Management

3:00 – 3:45 CONCLUSIONS: The challenge and opportunity for affordable housing

Does affordable housing need to better explain the returns? Are there new Impact Investors we need to reach? What changes do we need to make as an industry to attract these investments? Can we work in with the New Urbanists to build policy framework encouraging inclusion of affordability?

Moderator: *Bill Kelly, CEO, Stewards of Affordable Housing for the Future*

Discussants: *Shelley Poticha, Director and Senior Advisor for Sustainable Housing and Communities, Department of Housing and Urban Development*

Janaka Casper, CEO, Community Housing Partners Corporation

Brian Shuman, CEO, Mercy Housing

3:45 – 4:00 FINAL COMMENTARY: The New Era — Ways Forward

Eric Belsky, Managing Director, Joint Center for Housing Studies

Eileen Fitzgerald, COO, NeighborWorks America