



HomeFree USA

# Digital Drivers for Business Growth

Get tools for a successful future

## MGM GRAND DETROIT - DETROIT, MICHIGAN SEPTEMBER 19 -21, 2016

### AGENDA

#### SUNDAY, SEPTEMBER 18

3:00PM – 5:00PM	<b>REGISTRATION</b>	<b>GRAND REGISTRATION</b>
3:30PM	<b>PRE-CONFERENCE WORKSHOP</b> <b>WHY CUSTOMERS DON'T COME BACK</b> CHARMAINE BROWN, FANNIE MAE - MODERATOR FLOYD DAVIS, COMMUNITY LINK HEATHER LOVIER, QUICKEN LOANS CHERYL NOLDA, WELLS FARGO	<b>GARNET ROOM</b>
5:00PM	<b>WELCOME TO MOTOWN RECEPTION</b> SPONSORED BY MICROSOFT INTRODUCING DIANA ROSS AND THE MOTOWN RESURRECTION	<b>IGNITE LOUNGE</b>

#### MONDAY, SEPTEMBER 19

7:00AM – NOON	<b>REGISTRATION</b>	<b>GRAND REGISTRATION</b>
8:15AM	<b>MORNING BREAKOUT 1</b> <b>COLLABORATION: THE POWER TO MOVE PEOPLE FORWARD</b> DR. DEFOREST SOARIES	<b>SALON 3</b>
	<b>MORNING BREAKOUT 2</b> GARNET – LEVEL 3 <b>HOW TECHNOLOGY CAN CHANGE A CITY</b> JERRY PAFFENDORF, LOVELAND TECHNOLOGIES TOSHA TABRON, JPCHASE	<b>SALON 4</b>

12th Annual HomeFree-USA

**REACHING MILLIONS**  
Leadership and Housing Counseling Training Conference

6200 Baltimore Avenue,  
Riverdale, MD 20737  
(301) 891-8400

[www.homefreeusa.org](http://www.homefreeusa.org)

20 F Street, NW 7th Floor,  
Washington, DC 20011  
(202) 526-2000

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9:30AM **MORNING PLENARY** **SALONS 1 & 2**  
**WELCOME**  
MARCIA GRIFFIN, HOMEFREE-USA  
MIKE DUGGAN, MAYOR, CITY OF DETROIT  
**A CULTURE OF INNOVATION: CHANGING THE MORTGAGE MINDSET**  
BILL EMERSON, CEO, QUICKEN LOANS  
CELL PHONE BREAK  
**TRANSFORMING HOMEOWNERSHIP WITH HOUSING COUNSELING**  
JAMES H. CARR, CENTER FOR AMERICAN PROGRESS

**MONDAY, SEPTEMBER 19 – CONTINUED**

1:00PM **BOXED LUNCH** **DISTRIBUTED ON BUS TOUR**  
1:30PM **BUS TOUR OF DETROIT**  
4:00PM **QUICKEN LOANS CAMPUS TOUR**  
5:00PM **QUICKEN LOANS RECEPTION**

**TUESDAY, SEPTEMBER 20**

7:00 AM **BECOMING A CDFI BREAKFAST** **GARNET ROOM**  
8:15AM **MORNING BREAKOUT 1:** **SALON 3**  
**BRANDING: IT'S NOT WHAT YOU DO, IT'S WHAT YOU DO FOR PEOPLE**  
GREG GOYNE, NATIONSTAR MORTGAGE  
**MORNING BREAKOUT 2:** **SALON 4**  
CONNECTING WITH THE NEW ADMINISTRATION (REGARDLESS OF PARTY AFFILIATION)  
NANCY BOCSKOR, NANCY BOCSKOR COMPANY  
9:30AM **MORNING PLENARY** **SALONS 1 & 2**  
**STRATEGIES TO CONNECT LENDERS TO HOMEOWNERSHIP ADVISORS**  
DANNY GARDNER, FREDDIE MAC – MODERATOR  
MILT SHARP, EHOME AMERICA  
KATHY CUMMINGS, BANK OF AMERICA  
JUSTIN HERRING, QUICKEN LOANS  
CELL PHONE BREAK  
**GENERATING MILLIONS ON A DIME: GET OUT OF YOUR OWN WAY**  
TERRY WATSON, THE AHA GUY  
12:30PM **ANNUAL AWARDS LUNCHEON** **SALONS 3 & 4**

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2:15PM **AFTERNOON PLENARY** **SALONS 1 & 2**  
**INNOVATIVE WAYS TO EXPAND HOMEOWNERSHIP**  
STEVE O'CONNOR, MORTGAGE BANKERS ASSOCIATION – MODERATOR  
KIMBERLY JOHNSON, FANNIE MAE  
STEVE JAMES, FANNIE MAE  
SERHAT OZTOP, CHASE

CELL PHONE BREAK

3:45PM **PROVEN WAYS TO REACH MILLIONS (STEAL MY IDEA)**  
MARCIA GRIFFIN, HOMEFREE-USA – MODERATOR  
KRISTIN FAUST, NHS CHICAGO  
DINA HARRIS, NATIONAL FAITH HOMEBUYERS  
JEE LEE, SHALOM CENTER  
DEXTER PEARSON, USDA  
CONNIE WRIGHT, WELLS FARGO HOUSING FOUNDATION  
JOHN LAWLESS, FANNIE MAE

### WEDNESDAY, SEPTEMBER 21

8:15AM **MORNING BREAKOUT 1** **AMBER ROOM**  
**THE LATEST SOCIAL MEDIA TOOLS TO USE**  
CHRISTINE GOULD, HOMEFREE-USA – MODERATOR  
JILL FORTE-JACKSON, ATLANTA JOURNAL-CONSTITUTION/COX MEDIA GROUP  
KIM SCHOTT, SCHOTT CULTURAL CONSULTING  
MATT CARDWELL, QUICKEN LOANS

**MORNING BREAKOUT 2** **GARNET ROOM**  
**A LOSS MITIGATION UPDATE**  
MARCIA GRIFFIN, HOMEFREE-USA - MODERATOR  
HOLLY OLSSON, FREDDIE MAC  
JILL SHOWELL, OCWEN FINANCIAL  
MARK MCARDLE, U.S. DEPARTMENT OF THE TREASURY

9:30AM **MORNING PLENARY** **SALONS 1 & 2**  
**WHERE IS COUNSELING GOING: SHAPING HOUSING POLICY WITH THE  
NEW ADMINISTRATION**  
CORA FULMORE, THE COUNSELOR'S CORNER – MODERATOR  
BRUCE DORPALEN, NHRC  
MARK COLE, HOPE LOANPORT  
PHIL BRACKEN, RADIAN

CELL PHONE BREAK

11:00AM **LEADERSHIP OF THE FUTURE: PROPEL YOURSELF FOR GROWTH**  
MICHAEL GRANT, PRESIDENT, GNC

11:30AM **CONFERENCE ADJOURNS**