



TRENDS TO TRANSFORM YOUR BUSINESS: NEW IDEAS TO EXPEDITE YOUR GROWTH

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SUNDAY, SEPTEMBER 17

| | | |
|--------|--|-------------------------|
| 3:00PM | REGISTRATION | REGENCY FOYER |
| 3:30PM | PRE-CONFERENCE WORKSHOP START LIVING YOUR DESTINY: LIVE THE LIFE YOU WANT TO LIVE MARLENE ROBINSON POWERED BY HOMEFREE-USA | REGENCY C / 2 MEZZANINE |
| 5:00PM | REACHING MILLIONS WELCOME CARNIVAL POWERED BY QUICKEN LOANS | 33 RD FLOOR |



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MONDAY, SEPTEMBER 18

| | | |
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| 7:00AM – 12:30PM | REGISTRATION | REGENCY FOYER |
| 7:00AM | BREAKFAST – POWERED BY FANNIE MAE | REGENCY FOYER |
| 8:15AM | MORNING BREAKOUTS | |
| | KEEP YOUR CLIENTS COMING BACK: FROM CLIENT SERVICE TO CUSTOMER EXPERIENCE | |
| | KELLEY ZASKE, QUICKEN LOANS | REGENCY C |
| | MILAN GRIFFIN, HOMEFREE-USA | |
| | POWERED BY QUICKEN LOANS | |
| | CROWD FUNDING FOR DOWN PAYMENT: AMAZING NEW WAYS TO RAISE MONEY | |
| | PAUL AKINMADE, CMG FINANCIAL | REGENCY A |
| | POWERED BY CMG FINANCIAL | |
| 9:30AM | GENERAL SESSION | REGENCY B |
| | WELCOME TO PHILADELPHIA | |
| | MARCIA GRIFFIN, PRESIDENT, HOMEFREE-USA | |
| | 3 THINGS YOU MUST DO IN PHILADELPHIA | |
| | KEN BIGOS, AFFORDABLE HOUSING CENTERS OF PENNSYLVANIA | |
| | POWERED BY WELLS FARGO | |
| | KEYNOTE | |
| | STRATEGIES FOR BUSINESS AND PERSONAL SUCCESS | |
| | DR. RANDAL PINKETT, BCT PARTNERS | |
| | POWERED BY CITI | |
| 11:00AM | BREAK - POWERED BY FEDERAL HOME LOAN BANK OF ATLANTA | REGENCY FOYER |
| | KEYNOTE | |
| | ARM YOURSELF FOR ECONOMIC WAR | REGENCY B |
| | DR. FREDERICK D. HAYNES, III, SR. PASTOR, FRIENDSHIP-WEST BAPTIST CHURCH | |
| | POWERED BY HOMEFREE-USA | |
| 12:30PM | LUNCHEON | REGENCY B |
| | REPRESENTATIVE CHARLIE DENT, R-PA | |
| | INTRODUCTION BY: MJ WATKINS, RADIAN GUARANTY | |
| | POWERED BY RADIAN GUARANTY | |
| 2:15PM | STREETS OF PHILADELPHIA TOUR | HOTEL MARKET STREET ENTRANCE |
| | POWERED BY BANK OF AMERICA | |
| 5:30PM – 7:30PM | A TASTE OF PHILADELPHIA WITH WELLS FARGO | REGENCY B |



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TUESDAY, SEPTEMBER 19

| | | |
|---------|---|---------------|
| 7:00AM | BREAKFAST – POWERED BY FANNIE MAE | REGENCY FOYER |
| 8:15AM | MORNING BREAKOUTS HIDDEN TRUTHS TO GROW YOUR ORGANIZATION: WHAT'S NEEDED? WHAT'S NOT? ROBERT ROBERTSON, WELLS FARGO POWERED BY WELLS FARGO | REGENCY A |
| | DIGITAL RESOURCES TO IMPROVE FINANCIAL CAPABILITY SAMANTHA BUCHAN, JPMORGAN CHASE POWERED BY CHASE | REGENCY C |
| 9:30AM | GENERAL SESSION KEYNOTE WHAT EVERY CLIENT VALUES ERIC ALMQUIST, BAIN & COMPANY, INC. POWERED BY SUNTRUST | REGENCY B |
| 10:30AM | BREAK - POWERED BY FEDERAL HOME LOAN BANK OF ATLANTA KEYNOTE THE INSIDER'S VIEW: CONSUMER TRENDS TO BOOST BUSINESS ANGELA L. TALTON, NIELSEN HOLDINGS POWERED BY MR. COOPER | REGENCY FOYER |
| 12:15PM | AWARDS LUNCHEON PRESIDENT'S AWARD RECIPIENT: DANNY GARDNER, FREDDIE MAC POWERED BY QUICKEN LOANS | WASHINGTON |
| 2:00PM | GENERAL SESSION #NEXTGEN: MEET HOMEOWNERSHIP LEADERS UNDER 40 MODERATOR: SIMONE GRIFFIN, HOMEFREE-USA JENNA EVANS, OCWEN MILAN GRIFFIN, HOMEFREE-USA ROBERT KIRKLAND, WELLS FARGO TYLER NEWHALL, QUICKEN LOANS POWERED BY OCWEN | REGENCY B |



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TUESDAY, SEPTEMBER 19

| | | |
|--------|--|---------------|
| 3:45PM | BREAK - POWERED BY FEDERAL HOME LOAN BANK OF ATLANTA | REGENCY FOYER |
| 4:00PM | SPECIAL EVENT (INVITATION ONLY) | |
| 7:00PM | EXCLUSIVE PERFORMANCE EL DEBARGE, SINGER, SONG-WRITER, 3-TIME GRAMMY NOMINEE POWERED BY WELLS FARGO | REGENCY B |

WEDNESDAY, SEPTEMBER 20

| | | |
|---------|--|---------------|
| 7:00AM | BREAKFAST – POWERED BY FANNIE MAE | REGENCY FOYER |
| 8:15AM | GENERAL SESSION INNOVATIVE WAYS TO INCREASE HOMEOWNERSHIP MODERATOR: MILT SHARP, JR., EHOMEAMERICA TINO DIAZ, AMERICA’S HOMEOWNER ALLIANCE ART FLEMING, FEDERAL HOME LOAN BANK OF ATLANTA DANNY GARDNER, FREDDIE MAC BRIAN HUDSON, SR., PENNSYLVANIA HOUSING FINANCE AGENCY POWERED BY FREDDIE MAC CULTIVATING WOMEN LEADERS TO EXPAND THE MORTGAGE INDUSTRY MODERATOR: TUJUANNA WILLIAMS, FANNIE MAE CERITA BATTLES, WELLS FARGO MARCIA DAVIES, MBA SANDRA THOMPSON, FHFA POWERED BY FANNIE MAE | REGENCY B |
| 10:30AM | BREAK – POWERED BY FEDERAL HOME LOAN BANK OF ATLANTA | REGENCY FOYER |
| 11:00AM | GENERAL SESSION KEYNOTE Overcoming and Moving Forward DORINDA WALKER, PRUDENTIAL INSURANCE POWERED BY USDA CONFERENCE ADJOURNS | REGENCY B |



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POST-CONFERENCE EDUCATION

WEDNESDAY, SEPTEMBER 20

12:00PM **RENT REPORTING FOR CREDIT BUILDING** REGENCY C
CREDIT BUILDERS ALLIANCE
POWERED BY CHASE

THURSDAY, SEPTEMBER 21 AND FRIDAY, SEPTEMBER 22

8:30AM **HO200** LESCAZE
BUILDING COMPETENCY FOR HUD HOUSING COUNSELING CERTIFICATION

