



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

### PRELIMINARY AGENDA - PAGE 1 OF 3

#### SUNDAY, SEPTEMBER 17, 12PM

- 3:00PM                    **REGISTRATION**
- 3:30PM                    PRE-CONFERENCE WORKSHOP
- 5:00PM                    **HOMEFREE-USA WELCOME RECEPTION**  
SPONSORED BY FANNIE MAE

#### MONDAY, SEPTEMBER 18

- 7:00AM                    REGISTRATION
- 7:00AM                    BREAKFAST
- 8:15AM                    **MORNING BREAKOUTS**
- 9:30AM                    **OPENING PLENARY**  
KEYNOTE  
DR. FREDERICK D. HAYNES, III, SENIOR PASTOR, FRIENDSHIP-WEST CHURCH
- 12:45PM                  **LUNCH**  
REPRESENTATIVE CHARLES DENT, R-PA
- 2:30PM                    PHILADELPHIA TOUR
- 4:00 PM                    WELLS FARGO HOSPITALITY SUITE



# PRELIMINARY AGENDA - PAGE 2 OF 3

## TUESDAY, SEPTEMBER 19

7:00AM BREAKFAST

8:15AM **MORNING BREAKOUTS**

9:30AM **MORNING PLENARY**

THE 5 THINGS EVERY CLIENT VALUES

ERIC ALMQUIST, PARTNER, BAIN & COMPANY, INC.

THE INSIDER'S VIEW: CONSUMER TRENDS TO BOOST BUSINESS

ANGELA L. TALTON, CHIEF DIVERSITY OFFICER, NIELSEN HOLDINGS

12:00PM **AWARDS LUNCHEON**

PRESIDENT'S AWARD RECIPIENT: DANNY GARDNER, FREDDIE MAC

1:45PM **AFTERNOON PLENARY**

THE ECONOMICS OF HOMEOWNERSHIP

#NEXTGEN: MEET HOMEOWNERSHIP LEADERS UNDER 40

7:00PM ENTERTAINMENT



# PRELIMINARY AGENDA - PAGE 3 OF 3

## WEDNESDAY, SEPTEMBER 20

7:00AM BREAKFAST

8:15AM **PLENARY**  
INNOVATIVE WAYS TO INCREASE HOMEOWNERSHIP  
CULTIVATING WOMEN LEADERS TO EXPAND THE MORTGAGE INDUSTRY

11:00AM **CLOSING PLENARY**

### POST-CONFERENCE EVENT

12:00PM **RENT REPORTING FOR CREDIT BUILDING**  
CREDIT BUILDERS ALLIANCE

