



**Community  
Preservation  
Corporation**

**Symposium Agenda**

# Symposium Agenda

12:00 - 1:00 PM **Networking and Lunch**

1:00 PM **Welcome Remarks by Rafael E. Cestero, Chief Executive Officer, The Community Preservation Corporation**

1:05 - 4:00 PM **Innovative Idea Talks\***

## **Session 1 - Leveraging Technology to Streamline Access to Affordable Rental Housing | 1:05 - 1:30 PM**

*Section Introduced by Ingrid Gould Ellen, CPC Board Member and Faculty Director of the NYU Furman Center*

Innovative Idea Talks\* by:

**Laura Lazarus**, Co-Founder and CEO, Anthos|Home  
*Streamline Leasing for Landlords Renting to Voucher Holders*

**Christine Wendell**, Co-Founder and CEO, Pronto Housing  
*Software to Automate Affordable Housing Income Certifications*

**Shin Inoue**, The Flagstone Initiative  
*Tech-Driven Upstream Eviction Prevention*

## **Session 2 - Accelerating Resilience and the Clean Energy Transition | 1:30 - 2:00 PM**

*Section Introduced by Sadie McKeown, President, The Community Preservation Corporation*

Innovative Idea Talks by:

**Amin Irving**, Founder and CEO, Ginosko Modular  
*Making Modular Work: Pre-Fabricated, Net Zero Housing Production in Michigan*

**Bomee Jung**, Co-Founder, Cadence OneFive  
*Share to Scale: Making Every Retrofit Count*

**Ken Calligar**, Founder and CEO, RSG 3-D  
*Disaster-Proof Homes for the Future*

**J. Philip Thompson**, Professor of Political Science and Urban Planning, Massachusetts Institute of Technology  
*Virtual Power Plants: Reducing Electricity Costs for Low-Income People while Greening Low-Income Communities*

\*After each session, there will be approximately 5-7 Minutes of Q&A: CPC team members will vet and select best audience-submitted questions (to be collected on notecards)



*All Innovative Idea Talks will be approximately five minutes long.*

# Symposium Agenda

2:00 - 2:15 PM **Break**

2:15- 4:00 PM **Innovative Idea Talks<sup>+</sup>**

## **Session 3 - Expanding Supply Amid a National Housing Crisis | 2:15 - 2:45 PM**

*Section Introduced by Nicole Ferreira, President, CPC Mortgage Company*

Innovative Idea Talks by:

**Muzzy Rosenblatt**, CEO, Bowery Residents Committee  
*The 21<sup>st</sup> Century SRO*

**Lily Steponaitis**, Director of Special Projects, Self-Help  
*Low-Interest Mortgages to Subsidize ADU-Creation*

**Atticus LeBlanc**, Founder and CEO, Padsplit  
*Co-Living for Affordability*

## **Session 4 - Housing Solutions to Close the Racial Wealth Gap | 2:45 - 3:15 PM**

*Section Introduced by Lawrence Hammond, Senior Vice President, Director of CPC ACCESS*

Innovative Idea Talks by:

**Ed Briscoe**, Founder and CEO, Weave Finance  
*Tenant Equity Vehicle*

**Taiisa Kelly**, Chief Executive Officer, Monarch Housing Associates  
*Empowering BIPOC Real Estate Developers*

**Daphany Rose Sanchez**, Executive Director, KC3  
*Open Source Data for an Equitable Transition to Sustainable Homes*

## **Session 5 - Homeownership as a Foundation for Economic Opportunity | 3:15 - 3:45 PM**

*Section Introduced by Malini Nyar, Senior Vice President and Chief Risk Officer, CPC*

Innovative Idea Talks by:

**Cara Purcell**, Director of Innovative Finance, Grounded Solutions  
*Repurposing Private Investment Infrastructure to Build a Pipeline of Permanently Affordable Homes*

**Adam Weinstein**, President and CEO, Phipps Houses  
*Appreciation Mortgages to Expand Homeownership*

**Jena Reed**, Vice President, Hope Enterprise Corporation  
*Year 16 Mortgages*

**Kirk Goodrich**, President, Monadnock Development  
*What Employers Can Do to Support Homeownership*



*All Innovative Idea Talks will be approximately five minutes long.*

# Symposium Agenda

3:45 - 4:00 PM **Break**

4:00 - 5:00 PM **Innovations for the Future of Housing Panel**

## *Panelists*

**Richard Roberts**, CPC Board Chair and Redstone Equity Partners Principal and Managing Director

*Moderator*

**Jamar Adams**, Founder and Managing Principal, Essence Development

**Shaun Donovan**, CEO and President, Enterprise Community Partners

**Amy Hovey**, Executive Director and CEO, Michigan State Housing Development Authority

**Jeremy Johnson**, Head of Citi Community Capital, Citi

**Doug Shoemaker**, Former President, Mercy Housing California

5:00 - 6:00 PM **Symposium Happy Hour**





**Community  
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**Symposium Session Descriptions**

# Leveraging Technology to Streamline Access to Affordable Housing



Section Introduced by Ingrid Gould Ellen, CPC Board Member and Faculty Director of the NYU Furman Center

Access to quality, affordable rental housing isn't just a matter of increasing investment or building more units. It is also about modernizing current processes and systems using today's technology. The ideas in this section present ways to leverage data, technology, and resources to break down barriers to efficiency in current systems that are critical to today's rental housing eco-system, including how rent payments are made, and the income verification, apartment search and lease-up processes for voucher holders and landlords.

## Featuring Innovative Idea Talks by



### **Laura Lazarus**

Co-Founder and CEO, Anthos | Home

**Streamlining Leasing for Landlords Renting to Voucher-Holders**



### **Christine Wendell**

Co-Founder and CEO, Pronto Housing

**Software to Automate Affordable Housing Income Certifications**



### **Shin Inoue**

Co-Founder and CEO, The Flagstone Initiative

**Improve Housing Stability for Rent-Burdened Families with Rent Splitting and Rent Loans**

# Accelerating Resilience and the Clean Energy Transition



Section Introduced by Sadie McKeown, President,  
The Community Preservation Corporation (CPC)

As intensifying storms, floods, and wildfires destroy homes, pressure continues to mount on the housing market and our power grid. A comprehensive solution to the housing problem must incorporate new ways to create, store, and distribute energy, and new models for more resilient, affordable homes that individuals and families can rely upon for the long term.

Speakers will share new, resilient building materials and approaches to creating affordable, net zero housing, as well as the potential to leverage open data to more efficiently invest in today's multifamily buildings to provide long-term stability and sustainability for the residents who call them home. The opportunity to take advantage of Virtual Power Plants to generate capital in underserved communities while easing pressures on the electric grid will also be introduced.

## Featuring Innovative Idea Talks by



### Amin Irving

Founder and CEO, Ginosko Modular

**Making Modular Work: Pre-Fabricated, Net Zero Housing Production in Michigan**



### Ken Calligar

Founder and CEO, RSG 3-D

**Disaster Proof Homes for the Future**



### Bomee Jung

Co-Founder, Cadence OneFive

**Share to Scale: Making Every Retrofit Count**



### J. Philip Thompson

Professor of Political Science and Urban Planning,  
Massachusetts Institute of Technology

**Virtual Power Plants: Reducing Electricity Costs for Low-Income People while Greening Low-Income Communities**



# Expanding Supply Amid a National Housing Crisis



Section Introduced by Nicole Ferreira, President,  
CPC Mortgage Company

When we think about housing supply issues, we often think about big buildings and big solutions. The other way to approach the issue is to do more with the infrastructure we already have. This section will cover some interesting ideas that aren't "skyline-altering-big" but, if implemented at scale, could have a significant impact on housing supply and getting more people into homes, more quickly.

These ideas, from the 21st century SRO to new financing tools to promote ADU-creation, pave the way for a discussion on how we envision and define standards for quality, affordable homes now and into the future.

## Featuring Innovative Idea Talks by



**Muzzy Rosenblatt**

CEO, Bowery Residents Committee  
**The 21<sup>st</sup> Century SRO**



**Lily Steponaitis**

Director of Special Projects, Self-Help  
**Low-Interest Mortgages to Subsidize ADU-Creation**



**Atticus LeBlanc**

Founder and CEO, Padsplit  
**Tech-Powered Shared Housing**





# Housing Solutions to Close the Racial Wealth Gap



Section Introduced by Lawrence Hammond, Senior Vice President, Director of CPC ACCESS

A result of historic exclusion from opportunities to build wealth, Black families' median wealth is just \$28,000 compared to \$188,000 for white families. Considering the fact that homeownership is one of the main mechanisms for acquiring wealth in our economy, there is no question that housing affordability and the racial wealth gap are inextricably linked.

Whether paying a mortgage or paying rent, the ability to afford a stable home is the foundation for American ideals like advancing a career, starting a family, or building a business. Additionally, diversifying the real estate industry, which has historically been underrepresented with less than 1% comprised of black and brown developers, helps to promote efforts in closing the racial wealth gap. This section includes new approaches to breaking down the barriers to homeownership and building wealth, with a particular focus on communities of color.

## Featuring Innovative Idea Talks by



**Ed Briscoe**

Founder and CEO, Weave Finance  
**Tenant Equity Vehicle**



**Taiisa Kelly**

Chief Executive Officer, Monarch Housing Associates  
**Empowering BIPOC Real Estate Developers**



**Daphany Rose-Sanchez**

Executive Director, KC3  
**Open Source Data for an Equitable Transition to Sustainable Homes**



# Homeownership as a Foundation for Economic Opportunity



Section Introduced by Malini Nyar, Senior Vice President and Chief Risk Officer, CPC

A stable home is the foundation for American ideals like advancing a career, starting a business, and building wealth for the next generation. Yet, owning a home has become increasingly difficult to achieve and for some, it's a prospect that seems unreachable.

Speakers in this section will discuss innovative approaches for sharing risk, leveraging resources, and providing support to make homeownership an attainable goal for low and middle income individuals and families.

## Featuring Innovative Idea Talks by



### **Cara Purcell**

Director of Innovative Finance, Grounded Solutions  
**Shared Equity Housing Portfolios to Build Pipeline of Permanently Affordable Homes in Communities of Color**



### **Adam Weinstein**

President and CEO, Phipps Houses  
**Appreciation Mortgages to Expand Home Ownership**



### **Jena Reed**

Vice President, Hope Enterprise Corporation  
**Year 16 Mortgages**



### **Kirk Goodrich**

President, Monadnock Development  
**What Employers Can Do to Support Homeownership**



# Innovations for the Future of Housing Panel

## Panelists



### **Richard Roberts**

CPC Board Chair and Redstone Equity Partners Principal and Managing Director

*Moderator*



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