The Center for Housing Solutions and Urban Initiatives is pleased to present this year’s exciting line-up of speakers and panelists from the region, as well as nationally recognized housing and community development experts.

8:00AM  REGISTRATION AND NETWORKING

8:30AM  INTRODUCTION AND SETTING THE STAGE
Joe Czajka, SVP – Pattern for Progress

8:45am  TRENDS IN URBANIZATION
Presenter: Jason Bram, Economist, Federal Reserve Bank of New York

Our urban centers are experiencing shifting demographics, new investment, gig economy, revitalization and a market demand for smaller living space with amenities, designed for live/work and a strong desire for walkable communities near transit and employment. These market shifts and new investment impacts the housing and general real estate market and may influence issues related to gentrification....

Jason Bram is a Research Officer in the Federal Reserve Bank of New York's Regional Analysis Function. His research and analysis focuses on the U.S. economy, with a primary emphasis on the Federal Reserve's Second District, which includes New York State, northern New Jersey, and southwestern Connecticut, as well as Puerto Rico and the U.S. Virgin Islands. He produces the regional Beige Book reports, and uses monthly business surveys to monitor and analyze current and emerging economic trends and issues of concern. Recent research has focused on housing markets and composite indexes of regional economic activity. Earlier research focused on analyzing the impact of the 9/11 terrorist attack on the New York City economy. He has also published studies on some key sectors of the local economy, conducted ongoing research on commuting patterns, and researched the role of consumer confidence in the U.S. economy.
9:30am  **Housing and Economic Development – Connecting the Dots**  
**Presenter:** Jessica Andors, Executive Director, Lawrence Community Works

Jessica was an integral part of a team of community organizers that spearheaded LCW’s rebirth in 1999. Since then, LCW has grown from a staff of one and a deficit, to a $2.5 million organization with over 5,000 resident and stakeholder members, and over $50 million invested in affordable housing, family asset building, community organizing and development. Jessica received her Master’s of City Planning degree from MIT, where she was honored for outstanding contributions to the intellectual life of the Department of Urban Studies and Planning. Previously, she worked in the New York and San Francisco nonprofit sectors after graduating summa cum laude from Amherst College in 1993. Jessica has served on the boards of the Lawrence Teen Coalition, the Hope Street Youth Center, the Essex Art Center, and chaired the statewide asset-building MIDAS Collaborative. She currently serves on the Board of the Massachusetts Association of Community Development Corporations and Mill Cities Community Investments, a community development financial institution serving the Merrimack Valley.

10:15 Break

10:30am  **Panel discussion on the connections between housing and economic development from two perspectives:**

1. Creating communities to attract and retain a workforce
2. Housing development as an economic development engine

**Moderator:** Mike Oates, CEO – Hudson Valley Economic Development Corporation

**Panelists:** perspective of developers, realtors and large employers

Joe Bonura, Principal, Bonura Hospitality Group

Joe Apicella, Managing Director of Development, MacQuesten Development

Matt Rand, CEO; Rand Realty - Better Homes and Garden

Sue Gerry, Senior Vice President, Strategic Alliances & Partnerships, Westchester Medical Center

11:30am  **The Challenge of Revitalizing Small Cities: Lessons from The Divided City**  
**Presenter:** Alan Mallach, Senior Fellow, Center for Community Progress

In his new book *The Divided City*, Mallach looks at how to foster urban revival while building opportunity and inclusion, making a compelling case that strategies must be local as well as concrete, focusing on people’s needs—education, jobs, housing and quality of life. While there are many differences between struggling small cities like Poughkeepsie and Newburgh and larger ones like Detroit or Baltimore, they share the same underlying challenges. Mallach will explore how their location and historic building stock are key assets that these cities can use to foster change, and how to make the goal of drawing additional population and investment to the cities part of a larger vision of equitable revitalization.

Alan Mallach is a senior fellow at the Center for Community Progress in Washington DC. A city planner, advocate and writer, he is nationally known for his work on housing, economic development, and urban
revitalization, and has worked with local governments and community organizations across the country to develop creative policies and strategies to rebuild their cities and neighborhoods.

A former director of housing & economic development in Trenton, New Jersey, he currently teaches in the graduate city planning program at Pratt Institute in New York City. He has spoken on housing and urban issues in the United States, Europe, Israel and Japan, and was a visiting scholar at the University of Nevada Las Vegas in 2010. His recent books include A Decent Home: Planning, Building and Preserving Affordable Housing and Bringing Buildings Back: From Vacant Properties to Community Assets, which has become a resource for thousands of planners, lawyers, public officials and community leaders dealing with problem property and revitalization issues. He is a member of the College of Fellows of the American Institute of Certified Planners, and holds a B.A. degree from Yale University.

12:30  LUNCH – (Meal to start and then speaker will begin about 12:45pm)

12:45  Intersection of Health and Community Development

Speaker - Sarah Norman, Director of Healthy Homes and Communities, NeighborWorks, Washington, DC

Sarah Norman joined NeighborWorks in 2014 as director of healthy homes and communities. This newly created position recognizes the important role that homes and neighborhoods play in determining health, and the focus that NeighborWorks places on promoting health through community development.

The move to NeighborWorks puts Norman right where she wants to be – close to the ground where effective programs and policies are developed. Norman discovered the importance of field work when she served as chief of the lead, asthma and healthy housing bureau and as senior policy advisor for the Baltimore City Health Department.

Norman came to NeighborWorks from the Centers for Medicare & Medicaid Services (CMS), where she directed a $250 million grant program to enhance transparency around medical and insurance prices. Previously, she served as senior advisor to the director of oversight at the CMS Center for Consumer Information and Insurance Oversight. Norman also served as senior health and housing policy advisor to New York’s Congresswoman Louise M. Slaughter and worked in public health in Egypt, Zambia and Ethiopia.

A Massachusetts native, Sarah served in the state's House of Representatives and completed her education at Harvard University, with both a master's degree in public policy from The Kennedy School of Government and a BA from Harvard College. Norman also serves on the boards of several nonprofit organizations, including the Baltimore Medical System and the Harvard Alumni Association.

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Call or email Robin at (845) 565-4900 for sponsorship or reservation information