



UNLOCKING THE MARKET: BIG IDEAS FOR LOCAL HOUSING CHALLENGES

PRESENTED BY *URBAN INSTITUTE AND FANNIE MAE*

Wednesday, September 18, 2019

- 8:00 a.m.** **Registration and breakfast**
- 9:00 a.m.** **Opening remarks**
- **Sarah Rosen Wartell**, President, Urban Institute [@swartell](#)
 - **Hugh Frater**, CEO, Fannie Mae [@FannieMae](#)
- 9:10 a.m.** **New Partnerships: The Changing Role of Institutions and Businesses**
- **AJ Jackson**, Executive Vice President, Social Impact Investing, JBG Smith [@jbgsmith](#)
 - **Michele Jawando**, Head of US Progressive Engagement, Google [@MicheleJawando](#)
 - **Daryl Shore**, Director, Inclusive Communities, Prudential Financial [@DJS2300](#)
 - **Alicia Wilson**, Vice President for Economic Development, Johns Hopkins University [@ALWilsonBmore](#)
 - **David Zuckerman**, Director for Healthcare Engagement, Democracy Collaborative [@democracycollab](#)
 - **Ben Hecht**, President and CEO, Living Cities (*moderator*) [@benhecht](#)
- 10:00 a.m.** **Presentation**
- **Laura Grannemann**, Vice President, Strategic Investments, Quicken Loans Community Fund [@QLnews](#)
- 10:20 a.m.** **Break**



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- 10:35 a.m. High-Growth Cities: A DC Case Study**
- **Polly Donaldson**, Director, DC Department of Housing and Community Development [@maryrandolph](#)
 - **Christian Dorsey**, Chair, Arlington County Board [@CD4arlington](#)
 - **Michelle McDonough Winters**, Executive Director, Alliance for Housing Solutions
 - **Kriston Capps**, Staff Writer, CityLab (*moderator*) [@kristoncapps](#)
- 11:10 a.m. Big Ideas in Charlotte, NC: A Fast-Growing City Re-Imagines its Housing Supply Strategy**
- **Ralphine Caldwell**, Executive Director, LISC Charlotte [@LISC_HQ](#)
 - **Pamela Wideman**, Director, Housing and Neighborhood Services, City of Charlotte [@CLTgov](#)
 - **Kriston Capps**, Staff Writer, CityLab (*moderator*) [@kristoncapps](#)
- 11:30 a.m. Introduction**
- **David Benson**, President, Fannie Mae [@FannieMae](#)
- 11:35 a.m. Presentation**
- **Janne Flisrand**, Cofounder, Neighbors for More Neighbors [@janneformpls](#)
- 11:55 a.m. Closing remarks**
- **Jeffery R. Hayward**, Executive Vice President, Fannie Mae [@Hay_Jeff_](#)
 - **Alanna McCargo**, Vice President, Housing Finance Policy, Urban Institute [@MyHomeMatters](#)
- 12:00 p.m. Lunch and networking**
- 1:00 p.m. Event concludes**