

CONVERGENCE

UNITING FOR HOUSING AFFORDABILITY

PHILADELPHIA®

CONVERGENCE Philadelphia Launch Event

March 15, 2023
9:00 AM – 4:00 PM

The Center for Architecture and Design
1218 Arch Street
Philadelphia, PA 19107

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|------|---------------------|---|---|
| I. | 9:00 AM – 9:30 AM | Registration and Breakfast | |
| II. | 9:30 AM – 10:00 AM | Welcome and Opening Remarks | Bob Broeksmit, MBA
Mayor Jim Kenney, City of Philadelphia |
| III. | 10:00 AM – 10:15 AM | CONVERGENCE Overview

Overview of the CONVERGENCE concept, including the key challenges it attempts to address, the collective impact model, and the role of MBA. | Wendy Penn, MBA |
| IV. | 10:15 AM – 11:15 AM | Understanding the Market – Data Driven Insights

A discussion around what the data tells us about minority homeownership patterns and opportunities in Philadelphia. | Moderator:
Mike Fratantoni, MBA

Panelists:
Ira Goldstein, Reinvestment Fund
Corey McMillian, Radian
Cindy Waldron, Freddie Mac |
| V. | 11:15 AM – 12:15 PM | Understanding the “Why” – People Driven Insights

Housing professionals will share insights about barriers to homeownership, how to leverage the good work already being done, and working collaboratively to bridge the trust and information gaps that are persistent in minority communities. | Moderator:
Ernest Campbell, Wells Fargo Home Mortgage

Panelists:
Kenneth Bigos, Affordable Housing Centers of Pennsylvania |

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Annette Collier, *Philadelphia Metropolitan Board of Realtist*
Will Gonzalez, *Ceiba*
Michael Innis-Thompson, *TD Bank*

VI. 12:15 PM – 1:30 PM

Lunch

VII. 1:30 PM – 2:30 PM

Making it Work – Translating Insights into Actions

Representatives from CONVERGENCE Columbus, Memphis, and Philadelphia will discuss strategies and potential solutions, including programs, products, and outreach efforts designed to help close the minority homeownership gap in their cities.

Moderator:
Wendy Penn, *MBA*

Panelists:
Doreen Graves, *Tennessee Housing Development Agency*
Keryna Johnson, *Affordable Housing Alliance of Central Ohio*
Sarah Yeung, *Sojourner Consulting*

VIII. 2:30 PM – 2:45 PM

Closing Remarks

Steve O'Connor, *MBA*

IX. 2:45 PM – 4:00 PM

Optional Networking

Thank you to our Cornerstone Partners:

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WELLS FARGO Home Mortgage

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