



# AGENDA

April 8  
2026

<b>8:00 – 9:00 AM</b>	<b>Registration and Breakfast</b>
<b>9:00 – 9:15 AM</b>	<b>Welcome Remarks</b> <ul style="list-style-type: none"> <li>David Dworkin, National Housing Conference</li> <li>Brenda Muñiz, JPMorganChase</li> </ul>
<b>9:15 – 9:45 AM</b>	<b>Fireside Chat</b> <ul style="list-style-type: none"> <li>Craig Trainor, HUD Assistant Secretary for Fair Housing and Equal Opportunity</li> <li>David Dworkin, National Housing Conference</li> </ul>
<b>9:45 – 10:45 AM</b>	<b>From Technical to Tangible: Communicating Complex Housing Issues</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Caitlin Vannoy, National Association of REALTORS®</li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Julian Glover, National Fair Housing Alliance</li> <li>Tobias Peter, American Enterprise Institute’s Housing Center</li> <li>Zoé Valentín Flores, UnidosUS</li> <li>Michael Butchko, NeighborWorks® America</li> </ul>
	
<b>10:45 – 11:00 AM</b>	<b>Break</b>
<b>11:00 – Noon</b>	<b>Inside the Newsroom: What Housing Reporters Need Now</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Katy O’Donnell, Bloomberg</li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Rachel Siegel, The Washington Post</li> <li>Nicole Friedman, The Wall Street Journal</li> <li>Victoria Guida, POLITICO</li> </ul>
<b>12:00 – 12:45 PM</b>	<b>Lunch</b> 
<b>12:45 – 1:00 PM</b>	<b>Keynote Address</b> <ul style="list-style-type: none"> <li>Secretary Scott Turner, U.S. Department of Housing and Urban Development (HUD)</li> </ul>
<b>1:00 – 1:15 PM</b>	<b>Break</b>

<b>1:15 – 2:05 PM</b>	<b>Technology and the Future of Housing Narratives</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Tim Rood, Impact Capitol</li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Joslyn Hatfield-Eng, National Multifamily Housing Council</li> <li>Sipho Simela, Matrix Rental Solutions</li> <li>Marisa Calderon, Prosperity Now</li> </ul>
<b>2:10 – 3:00 PM</b>	<b>One Housing Story, Many Generations: Communicating Stability, Affordability, and Policy Impact</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Makada Henry Nickie, JPMorganChase Institute</li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Jeremy Potter, Next Belt Strategies LLC</li> <li>Rodney Harrell, PhD, AARP</li> <li>Kate Rodgers, Student Homes Coalition</li> <li>Brian Jones, Community Solutions</li> </ul>
<b>3:00 – 3:15 PM</b>	<b>Break</b>
<b>3:15 – 4:05 PM</b>	<b>Communicating Before, During, and After a Natural Disaster</b> <b>Moderator:</b> <ul style="list-style-type: none"> <li>Marion McFadden, IEM</li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>Michael Newman, Insurance Institute for Business &amp; Home Safety (IBHS)</li> <li>Jessie Handforth Kome, CohnReznick</li> <li>Angie Garling, Low Income Investment Fund</li> </ul>
<b>4:10 – 4:55 PM</b>	<b>Communicating with Confidence in Today’s Media Landscape</b> <ul style="list-style-type: none"> <li>Howard Lalli, HL Strategy</li> <li>Audrey Eason, Clayton</li> </ul>
<b>5:00 – 6:00 PM</b>	<b>Networking Reception</b> <b>Location: Holeman Lounge</b> 

Read more about sessions and speakers at [bit.ly/SFHC26](https://bit.ly/SFHC26)

