



Schedule At-A-Glance
NAHREP® 2015 Housing Policy & Hispanic Lending Conference

Sunday, March 29, 2015	
8:00 AM – 11:00 AM Imperial II	NAHREP National Board of Directors <i>Private Meeting</i>
11:00 AM – 12:00 PM Imperial II	NAHREP Foundation Meeting <i>Private Meeting</i>
2:00 PM – 4:00 PM Culpeper Room	NAHREP Corporate Board of Governors Meeting <i>Private Meeting</i>
1:30 PM – 5:00 PM Grand Ballroom	Icons Mastermind Session <i>Invitation Only</i> <p>The NAHREP Icons mastermind group is a forum for the top Latino real estate agents from across the country to exchange ideas, business practices, and success tactics with other top producing agents.</p> <p>This session includes an exclusive segment called “Below The Bottom Line Training” which outlines how to develop long term wealth building strategies for real estate agents and brokers. The session also includes a “Top Line Mastermind” giving you the tools to effectively build your business for ultimate success. The session includes roundtable peer to peer mastermind sessions and an environment for top level producers from markets nationwide to collaborate and exercise best practices.</p> <p>Moderator/MC: Leo Pareja, #1 Agent in the U.S., 2013</p> <p>Mastermind Sessions: CORE Mastermind Topic: Listing Mastery What’s NOW Mastermind Topic: Marketing & Branding Future Trends Topic: Industry’s Biggest Trends That Will Bring Business Building In The Future</p> <p>Wealth Building Panelist Session: Gary Acosta, NAHREP CEO & Co-Founder David Acosta, Broker/Owner, Keller Williams Realty David Acosta Real Estate Group Alicia Treviño, President & CEO, Century 21 Fine Homes & Estates Daisy Lopez Cid, Broker/Owner, REMAX Premier Properties</p> <p>Wealth Building Presentation: Gary Acosta, NAHREP CEO & Co-Founder Landon Taylor - CIE Base 11 Board Director John Beneventi- CIE Base 11 Board Director</p>

Monday, March 30, 2015	
7:00 AM – 7:00 PM Imperial Wall	Conference Registration & Hill Visit Information Desk
9:00 AM – 11:00 AM Off Site	White House Briefing <i>Invitation Only</i>
12:00 PM – 1:30 PM Grand Ballroom [Livestream]	Keynote Luncheon <i>Ticketed Event</i> Sponsored by Wells Fargo



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Keynote Speaker: John Quiñones, ABC News Correspondent

John Quiñones' story is one of personal triumph in the face of adversity. A seventh-generation Latino-American from a humble family of migrant workers, John moved on to eventually hold the distinctive title of ABC's first ever Latino correspondent. A seven-time Emmy Award winning journalist and host of *Primetime: What Would You Do?*, John's story enraptures audiences with its powerful message of overcoming difficulty and thriving regardless of socioeconomic barriers.

Master of Ceremonies: Daisy Lopez- Cid, RE/MAX Premier Properties

Invocation: Liza Mendez, Pedro Realty International

Keynote Introduction & Sponsor Remarks: Cerita Battles, Wells Fargo

Keynote Closing Q&A: Helen Archer, Keller Williams Realty

2:00 PM – 3:00 PM
Executive Forum

NAHREP State of Hispanic Homeownership Report Release

Private Session

This invitation-only press conference will feature key findings and implications of NAHREP's fifth annual State of Hispanic Homeownership Report, outlined by the report authors.

Moderator: Joe Nery, 2015 NAHREP President Elect

Panelists: Gary Acosta, NAHREP
 Marisa Calderon, NAHREP
 Alejandro Becerra, NAHREP

2:00 PM – 3:00 PM

Networking Break

3:15 PM – 5:00 PM
Grand Ballroom
[Livestream]

Opening General Session

State of Hispanic Homeownership Report Townhall

Fresh off the release of the association's fifth annual State of Hispanic Homeownership Report, this townhall will feature housing frontrunners discussing the findings and implications of the report. The panel of experts will weigh in on housing trends, barriers to homeownership, and opportunities with respect to the growing Hispanic homebuyer market. This panel is a must-see for those interested in the current and future role of Latinos in the real estate and housing sector.

Moderator: Marisa Calderon, NAHREP

Speakers: Dr. Chris Herbert, Harvard Joint Center for Housing Studies
 Ellen Seidman, The Urban Institute
 Jason Madiedo, 2014 NAHREP President
 Rick Sharga, Auction.com
 Dr. Lynn Fisher, Mortgage Bankers Association

Housing Policy Townhall

Current affairs and developments in Washington make it an interesting and, on occasion, turbulent time in housing policy. A panel of policy experts discuss the effects federal regulation currently has on homeownership rates in local community and across the country. They also weigh in on current and future mortgage availability, predatory lending, and overall growth in the housing market. As the industry's leading thinkers on the matter, they give their insight on trends and the future of housing policy for the upcoming year.



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Moderator: Joe Nery, NAHREP
Speakers: Barry Zigas, Consumer Federation of America
 Paul Mullings, Freddie Mac
 Brad Blackwell, Wells Fargo Home Mortgage
 Erin Lantz, Zillow

6:00 PM – 8:00 PM House of Sweden 2900 K Street NW Washington, DC 20007	<p>Welcome Reception <i>Sponsored by the National Association of REALTORS®</i></p> <p>Master of Ceremonies: Daisy Lopez Cid, REMAX Premier Properties Sponsor Remarks: Chris Polychron, National Association of REALTORS®</p> <p>Transportation from the Fairmont Hotel to the House of Sweden will be provided.</p>
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Tuesday, March 31, 2015

8:00 AM – 7:00 PM Imperial Wall	<p>Conference Registration & Hill Visit Information Desk</p>
9:00 AM – 10:30 AM Grand Ballroom	<p>General Session – 53 Million and One This encore performance of NAHREP’s one of a kind theatrical performance, 53 Million & One tells the story of one man’s journey from a small rural town in Mexico to become a successful real estate entrepreneur in the land of opportunity. His story shines a spotlight on the driving desire to succeed, the challenges, and the experiences that define the more than 53 million Latinos who call America home. The increasing political and economic strength of the Latino population has stimulated a growing interest in the culture and the emotional drivers behind this explosive demographic. Latinos themselves are seeking ways to create stronger bonds and a better understanding of their own cultural roots. This one man multi-media show will take the audience on a journey that will highlight the common challenges and experiences that have shaped the Latino community in America, including why homeownership and an entrepreneurial spirit are interconnected with Latino culture. For anyone interested in the Latino experience, this is the one event that you are guaranteed to never forget!</p> <p>Title Sponsor Remarks: Radian Guaranty Featuring: Gerardo “Jerry” Ascencio, 2012 NAHREP President</p>
11:00 AM – 12:00 PM Executive Forum	<p>NAHREP Hispanic Wealth Project Blueprint Release <i>Private Session</i> As the hardest hit demographic group during the recent housing crisis, Hispanics lost over two-thirds of their household wealth. This inspired NAHREP to develop the Hispanic Wealth Project, an initiative with the goal to achieve a fifty-percent Hispanic homeownership rate by 2024. This private press conference will review the NAHREP Foundation Hispanic Wealth Project Blueprint. Moderator: Landon Taylor, Base 11 Panelists: Henry Cisneros, CityView Gary Acosta, NAHREP Brian Hurley, Gradus Capital, Inc.</p>
11:00 AM – 12:00 PM Ballroom Foyer	<p>Platinum and Icons Networking Reception Sponsored by Union Bank</p>



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10:30 AM – 2:00 PM	Open Lunch Break		
2:00 PM – 3:30 PM Grand Ballroom [Livestream]	General Session – NAHREP Hispanic Wealth Project Townhall: The Path to a 50% Hispanic Homeownership Rate Industry powerhouses share the framework to the Hispanic Wealth Project as well as suggested actions needed by companies within the industry to contribute to achieving the goal to triple Hispanic household wealth in the next 10 years and to achieve a fifty-percent Hispanic homeownership rate by 2024. Opening Remarks: Jason Madiedo, 2014 NAHREP President Moderator: Armando Falcon, Falcon Capital Advisors Panelists: Michael Innis-Thompson, Union Bank Phil Bracken, Radian Maria Zywiciel, NAHREP Consulting Services Tanya Reu, Realogy Patty Arvielo, New American Funding		
3:45 PM – 4:45 PM Concurrent Educational Sessions	<i>Longworth Room</i> Loan Products for Hispanic Homebuyers A panel of lenders and housing experts will discuss the loan products particularly relevant to Hispanic homebuyers including new product developments on the horizon. This session is intended for loan officers as well as real estate brokers. The panel will outline nuances of Hispanic homebuyers and why some loan products are especially applicable to this group. Moderator: Sean Jenkins, Charles Schwab Panelists: Gerry Fernandez, Pacific Union Financial Marc Hernandez, Alterra Home Loans Nelson Ramos, Radian Guaranty Orly Garcia, SunTrust Mario Vargas, PrimeLending Milton Dellossier, Wells Fargo	<i>Culpeper Room</i> Building A Culturally Competent Workforce Creating a company culture which fosters a culturally competent workforce will give your organization the edge required to increase Hispanic market share. Hear industry experts discuss how real estate or mortgage businesses can create long term hiring and operational strategies, focused on business and professional development within all levels of your organization. Moderator: Liza Mendez, Pedro Realty International Panelists: Tanya Reu, Realogy Maria Zywiciel, NAHREP Consulting Services April Taylor, Wells Fargo	<i>Latrobe Room</i> Fair Lending and Compliance Failure to adhere to Fair Lending Laws can be damaging to your reputation and your bottom line. Our panel discusses the fair lending issues and new guidelines in respect to the Consumer Financial Protection Bureau which are significant to our industry and your business. Moderator: Sergio Barajas, National Community Stabilization Trust Panelists: Joseph Gormley, Mortgage Bankers Association Kristen Messerli, Cultural Outreach Solutions Ben Harpenau, Bank of America Fred Underwood, National Association of REALTORS®



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6:00 PM – 7:00 PM Grand Ballroom Foyer	Presidential Installation Gala Reception Entertainment by Trio Caliente
7:00 PM – 10:00 PM Grand Ballroom [livestream]	Presidential Installation Gala <i>Ticketed Event</i> <i>Sponsored by Bank of America</i> This evening's event is a celebratory occasion where NAHREP acknowledges the contributions of its leadership for 2014 and welcomes in its 2015 National Board of Directors. The highlight of the evening is the installation of NAHREP's 2015 leadership, with the installation of the Teresa Palacios Smith as President. Master of Ceremonies: Leo Pareja, Keller Williams Realty Leo Pareja Team Sponsor Remarks: Dottie Sheppick, Bank of America Keynote Remarks: Teresa Palacios Smith, 2015 NAHREP President
Wednesday, April 1, 2015	
7:00AM – 5:00 PM Imperial I	Hill Visit Information Desk
8:00 AM – 8:30 AM Imperial II	Hill Visit How-To Training Attendees get first-hand training on how to conduct a successful meeting with lawmakers on Capitol Hill. Speakers: Marisa Calderon, NAHREP Joe Nery, 2015 NAHREP President Elect
9:00 AM – 4:00 PM Offsite	Capitol Hill Visits Capitol Hill visits give NAHREP members the opportunity to meet with key lawmakers to advocate NAHREP's policy plan and discuss issues that affect the industry and community. This unique opportunity allows NAHREP members to truly be the Voice for Hispanic Real Estate® and to participate first-hand in the policy making process. With the 2015 Policy Position Statement in hand, NAHREP members will participate in in-person meetings where they will share why NAHREP's policy positions are important to the future of the industry. The meetings allow NAHREP members the opportunity to advocate to their representatives to write legislation supporting NAHREP's key call-to-action.