

# Shared Housing

Best Practices, Challenges & Recommendations

The California Endowment Center  
November 27<sup>th</sup>, 2012

- 9:00 a.m. Check-in**
- 9:30 a.m. Welcome Remarks**  
David Grunwald, *President and CEO, ALA*
- 9:40 a.m. National Shared Housing Resource Center (NSHRC)**  
Rebecca Sheppard, *Co-President, NSHRC*
- 9:50 a.m. Shared Housing – A Cross Section of the Field**  
Britta Larson, *Center on Halsted*      Laura Fanucchi, *HIP Housing*  
Marymae Henley, *CHC*      Kirby Dunn, *HomeShare Vermont*
- 11:00 a.m. Moving Towards Improved Data Collection**  
Byron Cregeur, *Executive Director, Shared Housing Services*
- 11:30 a.m. Pay for Success Financing Model: Presentation and Q&A**  
Caroline Whistler, *Partner, Third Sector Capital*
- 12:00 p.m. Lunch Buffet on the Patio**
- 12:45 p.m. Keynote Speaker: Jeff Roos, Regional President, Lennar**  
Introduction by: Jeff Dinkin, *Founding Partner of Regent Properties and Vice Chair of ALA's Board of Directors*
- 1:15 p.m. From Niche to Mainstream: A National Campaign**  
Moderator: Jeff Schaffer, *VP Market Leader, Enterprise Community Partners*  
Rodney Harrell, *Senior Strategic Policy Advisor, AARP Public Policy Institute*  
Mercedes Marquez, *Deputy Mayor on Housing, City of Los Angeles*  
Sylia Obagi, *Director of Operations, Annenberg Foundation*  
Jon Pynoos, *UPS Foundation Professor of Gerontology Andrus Center, USC*
- 2:30 p.m. Reaching the Consumer- Effective Marketing Campaigns**  
Ann Burroughs, *Executive Director, Taproot Foundation*  
Christina Goodwin, *Executive Director, Home Share Now*
- 3:30 p.m. Next Steps & Program Conclusion**  
David Grunwald, *President and CEO, ALA*