

THE NAREB 70th ANNUAL CONVENTION



“Building Black Wealth through Homeownership”

Intercontinental Hotel
444 St. Charles Avenue
New Orleans, LA 70130
(504) 525-5566 or (800) 439-4745

July 28, 2017 - August 1, 2017
PRELIMINARY AGENDA

Friday, July 28, 2017	
7:00am - 2:00pm	<p>NAREB Golf Tournament Bayou Oaks at City Park, 1140 Filmore Avenue, New Orleans, LA 70124 <i>Individual Stroke Play / Cost - \$150 / Deadline Date - July 18, 2017</i> This includes entry into all events, 18-holes of golf, cart, lunch and a chance to win prizes! Closest to the pin, longest drive and flighted trophies.</p>
8:00am - 5:00pm	Convention Registration
9:00am - 4:45pm	<p>NAP: Investment Analysis for Income Properties Investment Analysis for Income Properties provides a thorough exploration of concepts, calculations, and processes involved in the analysis and valuation of income properties. The course delves into the steps of income property valuation and the foundation for the financial analysis of income properties. The various types of gross income as well as the conversion of income into a value indicator. Development of the NOI is reviewed and the calculation to find the capitalization rate for direct capitalization is presented and examined. This course is geared to the practicing appraiser, property manager, developer, sales professional and investor. Hosted by: National Society of Real Estate Appraisers (NSREA) Presenters: Samuel Stewart, CRA, MAI; David Harmon, CRA</p>
10:00am - 12:00pm	<p>NAP: NID Housing Counseling Agency Roundtable NID-HCA has built a team of real estate professionals who counsel clients to become sustainable homeowners. The NID HUD Certified Counselors assists annually over 6,000 first-time homebuyers with \$1.54 billion+ residential sales. The roundtable will explore best practices and strategies for improving and increasing homeownership for all Americans and particularly in underserved communities of color. ~Open to all Attendees~</p>
1:00pm - 1:30pm	Women’s Council of NAREB Nominating Committee Meeting
1:00pm - 5:00pm	<p>NU: REALTIST & Green <i>Resource Efficient Home Specialist (REHS) Certification</i> There is value in Green Homes - learn how to Profit from it. The market is growing and demand is increasing for resource efficient homes. Join us and learn from experts in home sales about this profitable market. This Certification course is your ticket to increased referrals and commissions by becoming the Go-to real estate professional in your market. **To Earn the REHS Certification - You Must Pass the Online Exam</p>

	Pre-registration is required to attend Presenter: John Shipman, Build it Green, Senior Director
1:30pm - 4:00pm	Women's Council of NAREB Interviews
4:00pm - 6:00pm	Regional VP Business Meeting "Bridging the Gap between Leadership & Membership" Presiding: LaSchell S. Steward, Chair, NAREB Regional VP
Saturday, July 29, 2017	
8:00am - 5:00pm	Convention Registration
10:00am - 2:00pm	Town Hall Meeting Community Wealth Building Day Join NAREB members as we network with local political leaders, consumers & exhibitors. Location: Southern University at New Orleans/Leonard S. Washington Memorial Library 6400 Press Drive, New Orleans, LA 70126 Moderator: Courtney Johnson-Rose, 3rd VP, NAREB, Community Day Chair
2:30pm - 4:30pm	NU: Getting Your Business Government Ready... This session is designed to provide an overview of the federal government contracting process. Students will be exposed to how they can transition their small businesses to work with the Federal government. We will review the services provided by the Small Business Administration (SBA) and their Certification programs. We will demonstrate how to utilize various federal databases to register to do business with the federal government, find contracting opportunities, how to market to the federal government, and how to collaborate with other businesses to build capacity and gain past performance. Presenter: Stacey Mollison, President & CEO, Libra Management Group
2:30pm - 4:30pm	NAP: Creative Financing with Commercial Real Estate This workshop is ideal for those wanting knowledge and understanding of how to utilizing creative financing techniques and strategies to buy, sell, finance and invest in real estate. Hosted by: Commercial Investment Division (CID) of NAREB Presenter: Steve Patterson, CCIM, Broker/Owner Infinity Investments
2:30pm - 4:30pm	NAREB Executive Committee Meeting Presiding: Ron Cooper, President, NAREB
5:00pm - 6:00pm	Women's Council of NAREB Elections
6:30pm - 8:30pm	NAREB Affiliates & Emerging Leaders Reception Join NAREB and Affiliates as they celebrate their Emerging Leaders. Partners: Latonia Donaldson, VP, Director of Multicultural Lending, PrimeLending; Heather Battaglia, SVP, Diverse Market Segments, Citi; Maria Baker, VP Community Relations Corporate Social Responsibility, NationStar Mortgage
Sunday, July 30, 2017	
7:00am - 5:00pm	Convention Registration
8:00am - 9:30am	Prayer Breakfast "Catalyst of Change" Terrance H. Johnson, frequently referred to as "Pastor J," is the founder and senior pastor of Higher Dimension Church in Houston, TX. He is known throughout the country as a compelling preacher, spiritual teacher and relationship visionary. Pastor J is also credited with galvanizing his large congregation to work in partnership with numerous community and business partners to redevelop poor and underserved Houston area communities that meet the spiritual, physical and economic needs of the communities' residents. Pastor J is known as a "catalyst of change." Speaker: Pastor Terrance H. Johnson, Higher Dimension Church, Houston, TX Partner: Viola Solomon, SVP, Director Community Lending Mortgage, BBVA Compass
10:00am - 10:30am	Let's Talk: Money and Life Events What is the BEST piece of financial advice you ever received? Knowing what you know now, what financial advice would you give someone starting out? You are invited to join in on the

	<p>conversation! We'll discuss overcoming obstacles and planning for a sound financial future. Bring your financial future into focus and get answers to your questions. Consider ways you can empower your network of family and friends to enhance their financial future.</p> <p>Presenter: <i>John Fisher, VP & Branch Manager, Schwab Bank</i></p> <p>Partner: <i>Nelson Ramos, Managing Director, Diverse Markets, Schwab Bank</i></p>
10:00am - 10:30am	<p>A Home of Your Own</p> <p>Join Fannie Mae's Chief Diversity Officer, NID, NAREB and SunTrust Mortgage for an update of the "<i>Home of Your Own</i>" Pilot cities: Atlanta, GA & Miami, FL. This session will discuss the importance of building strategic partnerships to serve the homeownership needs of minorities more effectively.</p> <p>Partners: <i>Charmaine Brown, Director, Diversity & Inclusion, Human Resources, Fannie Mae; Anthony Weekly, SVP-Inclusive Lending/CRA Strategy, SunTrust Mortgage; Latisha Carlisle, Vice President of Housing Programs, NID-HCA National</i></p>
10:45am - 11:00am	<p>Exhibitors Expo Begins ~ Ribbon Cutting!</p> <p>Join us for the kick-off of the Grand Opening of the Exhibitors EXPO! Meet and Greet the Exhibitors, Partners, Sponsors, Affiliates of NAREB and special guests as we celebrate at the 70th Annual Convention Ribbon Cutting Ceremony and Networking Extravaganza. Win Raffle Prizes!</p>
11:00am -12:30pm	<p>NAREB 70th Annual Convention Opening Ceremony & Celebration!</p> <p>Come experience the full flavor of how this year's convention will move Black homeownership forward and the role NAREB REALTIST have to play.</p> <p>Speaker: <i>Marc H. Morial, President, National Urban League</i></p> <p>Partner: <i>Cerita Battles, Head of Retail Diverse Segments, Wells Fargo Home Mortgage</i></p>
12:30pm - 5:00pm	<p>Exhibitors Expo - Visit and network with the exhibitors!</p>
12:30pm - 1:30pm	<p>Lunch on your own & Networking</p>
1:00pm - 3:00pm	<p>NAREB Foundation Meeting</p> <p>Presiding: <i>Evelyn A. Reeves, Chair</i></p>
1:45pm - 3:15pm	<p>The State of Housing in Black America (SHIBA) 2017 "View from the Ground"</p> <p>Session provides an overview of specific communities across the country where Black homeownership is on the rise, stagnating or is declining. Session will present the factors that support homeownership growth, or are contributing to stagnation and decline.</p> <p>Presenter: <i>Mark Alston, Chair, Political Affairs Committee (PAC), NAREB</i></p> <hr/> <p>2M5 Presentation 70 Years and Counting - "The Way Forward is Back Through"</p> <p>The session presents and clarifies specific ways to continue the legacy of NAREB through the growth of your business. Session also explores the shared vision and perspective of two NAREB presidents committed to building black wealth through homeownership. The Best is Yet to Come!</p> <p>Presenter: <i>Dr. Pamela Jolly, Strategist, NAREB, CEO, Torch Enterprises, Inc.</i></p> <p>Sponsor: <i>State of Housing in Black America (SHIBA)</i></p>
3:30pm - 4:30pm	<p>How Diversity & Inclusion Programs Can Increase Black Homeownership</p> <p>This presentation is designed to highlight the importance of how workforce and supplier diversity policies and programs in both the public and private sectors can contribute to increasing the rate of Black Homeownership and business ownership in the United States. The panel discussion will include powerful topics such as:</p> <ul style="list-style-type: none"> • How to Secure Business Opportunities with the Government and Banks beyond REOs • How to obtain consulting and vendor contracts • How increasing the number of Black loan officers and senior level executives can help increase black homeownership <p>Moderator: <i>Antoine Thompson, Executive Director, NAREB</i></p>
3:30pm - 5:00pm	<p>NU: Level Up with a Virtual Assistant</p> <p>Are you overwhelmed by your workload? You know you need to hire someone but you do not want the financial responsibility of a full-time employee. Then it's time for you to leverage crowd-sourcing! A Virtual Assistant can take over some of your most tedious tasks without you shouldering the responsibility of someone's livelihood. Participate in this workshop to</p>

	<p>learn the essential steps to hiring your first Virtual Assistant painlessly. This session is ideal for those that have unsuccessfully tried hiring a virtual assistant or want to try hiring a virtual assistant for the first time.</p> <p>Presenter: Lee Davenport, CEO, Learn with Lee, National Real Estate Coach & Consultant</p>
7:00pm - 10:30pm	<p>President's Welcome Reception</p> <p>Join NAREB as we welcome convention attendees, speakers, presenters, partners and guests to Kick-off the start of the 70th Annual Convention. Let's have a Mardi Gras with music, beads, masks and a 2nd line band.</p> <p>Location: Club XLIV in Champions Square, LaSalle St, New Orleans, LA 70113</p> <p>Partners: Rodney Hood, Corporate Responsibility Manager, Chase; Eddy Perez, CMB, President, Equity Prime Mortgage LLC; Rick Sharga, Chief Marketing Officer, Ten-X; Michael Innis-Thompson, Managing Director, Community Lending & Industry Relations, Union Bank; Lenny McNeill, SVP, Managing Director, National Strategic Markets, U.S. Bank</p>

Monday, July 31, 2017

7:00am - 4:00pm	Convention Registration
8:00am - 9:30am	<p>Legislative Breakfast - "View From The Hill"</p> <p>Hear perspectives from industry and political representatives on the how NAREB's '<i>Advocacy, Activism and Action</i>' strategy may impact the current housing policies and regulations in today's current market and financing guidelines which has contributed to the low homeownership rate of 42.7% and declining.</p> <p>Partner: Fred Underwood, Director, Diversity and Community Outreach Programs, National Association of REALTORS®</p>
9:00am - 5:00pm	Exhibitors Expo - Visit and network with the exhibitors!
9:45am - 11:45am	<p>NU: What's the Plan Business Outlook</p> <p>Do you feel like you are on a hamster wheel, busy but not moving anywhere in your business? This workshop is definitely for you! There are 7 basic areas in which businesses struggle that stunt their growth. Once you know them, you don't have to be a victim of them anymore. Let's identify your specific pain points and then, create action steps to help your business finish the year and beyond strong. This session is Ideal for those that are new in business, stuck or frustrated entrepreneurs and business owners.</p> <p>Presenter: Lee Davenport, CEO, Learn with Lee, National Real Estate Coach & Consultant, Inman Author</p>
9:45am - 11:45am	<p>NU: Revolutionizing Retirement Income for Black Home Owners</p> <p>The state of Retirement Income for Moderate to Mass Affluent Black Boomers and current retirees is suffering. The average savings is considerably less than their white counterpart. However there are a few key strategies that can be explored that could Revolutionize Retirement Income for Black Homeowners. Make a difference, be front and center in this conversation. This session is ideal for all attendees.</p> <p>Presenter: Dr. Don Graves, President and Founder of the HECM Institute for Housing Wealth Studies, Adjunct Professor of Retirement Income</p>
12:00pm - 1:45pm	<p>Women's Council of NAREB - Scholarship Luncheon Ticketed Event</p> <p>The Time Is Now...."Possess The Land"</p> <p>Speaker: Katrina Y. Emery, Education Director, NASA Stennis Space Center</p>
2:00 pm - 2:30pm	<p>Freddie Mac Presentation</p> <p>Partner: Anthony Hutchinson, Director, Government & Industry Relations, Freddie Mac</p>
2:00 pm - 2:30pm	<p>Emotional Intelligence in a Diverse Market - "It's Impact and What to Consider"</p> <p>There's a lot of buzz centered on emotional intelligence and it has become the new way to view sales and service within the Mortgage and Real Estate market, and with good reason. Cutting-edge research into emotional intelligence has shown that it plays a critical role in higher likability with customers, your long-term success/branding and personal job satisfaction.</p>

	<p>People and teams who have a high level of emotional intelligence are more confident, more capable, and earn greater respect from their colleagues and customers. It also involves the ability to shift perspective and influence others who are different in order to achieve needs and objectives in a constructive way. If you're looking for a way to improve this increasingly talked about skill, this seminar is one you don't want to miss.</p> <p>Presenter: <i>Majurial "MJ" Watkins, AMP, Multicultural Business Manager, Radian Guaranty, Inc.</i> Partner: <i>Phil W. Bracken, CMB, Chief Policy Officer, Head of Government & Industry Relations, Radian Guaranty, Inc.</i></p>
2:30pm - 4:30pm	<p>NU: The Power of Lead Generation <i>"A Marketing Strategy for Limitless Growth!"</i></p> <p>How do you capture more leads [regardless of your industry] and become more visible and profitable in the market place? How do you stop chasing the dollar and put into action a commanding strategy that will have money chasing you. Get empowered and inspired and take action and control of your marketing platform to effectively leverage digital channels to connect with current and potential customers.</p> <p>Presenter: <i>Pending</i></p>
2:30pm - 4:30pm	<p>NU: Mining the Diamond Beneath Your Feet</p> <p>This workshop teaches industry professionals the stages of the Urban Gentrification Process. Also providing participants with the real world business approach to understanding how to use the gentrification process to grow their business. Agents will learn to identify the opportunities in a changing environment. They will also learn how to identify the targeted areas prior to gentrification. They will learn how to identify and market to the incoming target demographic and negotiate for listings from the current population.</p> <p>Presenter: <i>Presenter: Jason Fenwick, Senior Director - Business Advisory Group; Windors, Wyeth & Ward, LLC</i></p>
3:00 pm - 4:30pm	<p>NAREB National Partners Advisory Board (NNPAB) Meeting <i>Invitation Only</i> meeting brings together members of the newly formed National Partners Advisory Board which includes corporate partners, NAREB Foundation leaders and NAREB executive leadership to discuss engagement expectations. Participants will identify opportunities, timelines, and prospective collaborative efforts that support NAREB's national agenda to Build Black Wealth through Homeownership.</p> <p><i>Participants: Robert Hughes, Chair, Board of Directors, NAREB; Ron Cooper, President, NAREB; C. Renee Wilson, Relationship Manager, NAREB; Dr. Pamela Jolly, Strategist, NAREB, CEO, Torch Enterprises, Inc.; and Partner Advisory Board Members</i></p>
4:30 pm - 7:00pm	<p>NAREB Board of Directors Meeting <i>Presiding: Robert Hughes, Chair, Board of Directors, NAREB</i></p>
Tuesday, August 1, 2017	
8:00am - 1:00pm	Convention Registration
9:00am -12:00pm	Exhibitors Expo - Visit and network with the exhibitors!
9:00am - 9:30am	<p>Bank of America Presentation Presenter: <i>Mitch Gibson, SVP, Strategic Relationship Manager, Bank of America</i></p>
9:00am - 10:00am	<p>NAP: Bridging the Gap between Investment & Community Development</p> <p>This session will provide an overview for agents to understand the impact of working with investors, how to become an investor and the transition to community developer. The session will also define the needs of the client i.e.; investor, builder, developer; reviewing development projects from single family to multi-family/multi-use. This session aims to give REALTIST tangible start points to become part of the footprint of change, growth and development in the communities they serve.</p> <p>Hosted by: United Developers Council (UDC) of NAREB Moderator: <i>Andrea Cooksey</i> Panel Presenters: <i>Ramon Tookes, Michele Calloway, Courtney Johnson-Rose & Clifford Turner</i></p>

9:30am-10:00am	<p>The Real Estate Blueprint Better Homes and Gardens® Real Estate invites you to The Entrepreneur Blueprint: Empowering You To Succeed in Business and Life. Join fellow esteemed real estate professionals for a dynamic session where industry leaders will reveal how to take your business to the next level. Learn how to take on adversity and navigate decisions along your path to success. <i>Partner: Better Homes & Gardens</i></p>
10:15am-11:45am	<p>NU: The State of Service Creating a “Cash Flow” Customer Service Experience We all know that providing excellent customer service is essential to your business’ reputation and growth. By increasing the quality of your support services and employees, you can grow your profitability by 125%. Maximizing customer satisfaction will increase your repeat and referral business. The “bottom line”... happy customers and clients do more business with you. <i>Presenter: LJ Jennings, President, NAREB Sales Division, National Trainer</i></p>
10:15am-11:45am	<p>Property Preservation”An Additional Income Stream” Do you often feel like you are only as good as your last [REO] transaction? Think again... This session will provide attendees with an added-value tool to their business tool belt. After attending this session, attendees will be more confident and gain a better understanding of what is required to position your business securely back into the marketplace - by way of utilizing indispensable methods and strategies to be a profitable property preservation. <i>Presenter: Maurice Muhammad, Broker/Owner, Progressive Realty</i></p>
11:45pm- 1:15pm	<p>Lunch on your own & Networking</p>
11:45pm - 1:15pm	<p>Community, Civic and Faith-Based Leaders Engagement Luncheon <i>Invitation Only</i> gathering brings together community, civic and faith-based leaders, with NAREB leadership, NAREB Affiliates, and NAREB partners to exchange views and approaches designed to help shape a replicable, collaborative, community-based strategy to increase economic outcomes for Black Americans through homeownership, and investment in conjunction with NAREB’s 2Mn5 initiative. NAREB Facilitators: Courtney Johnson-Rose, 3rd VP, NAREB; C. Renee Wilson, Relationship Manager, NAREB; Dr. Pamela Jolly, Strategist, NAREB; Bishop Craig Worsham, Faith-Based Program Facilitator, NAREB <i>Sponsoring Partner: Wells Fargo</i></p>
1:30pm - 3:30pm	<p>NAREB General Session & Elections / Members Only/Badge Required <i>Presiding: Ron Cooper, President, NAREB</i></p>
7:00pm - 7:30pm	<p>Cocktails & Conversation</p>
7:30pm - 10:30pm	<p>70th Installation & Awards Gala <i>Keynote Speaker: Mel Watt, Director of Federal Housing Finance Agency</i> Come join us as we recognize and celebrate the milestones and accomplishments of our fellow NAREB members. <i>Partner: Glenda Gabriel, Neighborhood Lending Executive, Bank of America</i></p>
Wednesday, August 2, 2017 Post Convention NAREB Activities	
8:00am - 8:45am	<p>Convention Debriefing - All conference committee chairs & co-chairs <i>Presiding: Rose M. Dixon, Convention Chair</i></p>
9:00am - 12:00pm	<p>NAREB Board of Directors Meeting <i>Presiding: Robert Hughes, Chair, Board of Directors, NAREB</i></p>
<i>The agenda is subject to change!</i>	

*NAREB Affiliate Programming (NAP)

*NAREB University of Real Estate (NU)