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

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

   Wendy Penn, MBA

   Overview of the CONVERGENCE concept, including the key challenges it attempts to address, the collective impact model, and the role of MBA.

IV. 10:15 AM – 11:15 AM  Understanding the Market – Data Driven Insights

   Mike Fratantoni, MBA
   Moderator:
   Mike Fratantoni, MBA
   Panelists:
   Ira Goldstein, Reinvestment Fund
   Corey McMillian, Radian
   Cindy Waldron, Freddie Mac

   A discussion around what the data tells us about minority homeownership patterns and opportunities in Philadelphia.

V. 11:15 AM – 12:15 PM  Understanding the “Why” – People Driven Insights

   Ernest Campbell, Wells Fargo Home Mortgage
   Moderator:
   Ernest Campbell, Wells Fargo Home Mortgage
   Panelists:
   Kenneth Bigos, Affordable Housing Centers of Pennsylvania

   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.
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

IX. 2:45 PM – 4:00 PM Optional Networking

Thank you to our Cornerstone Partners:

radian
TD Bank
Wells Fargo Home Mortgage