



# I'm HOME Annual Conference 2024

September 24 – 25, 2024

Embassy Suites by Hilton Scottsdale Resort  
Scottsdale, AZ

*On Monday September 23 5:00 – 6:30 p.m., there will be an informal networking opportunity at the Azul Restaurant at the Embassy Suites by Hilton Scottsdale Resort.*

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## TUESDAY, SEPTEMBER 24

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8:30 – 9:30 a.m.      **Conference Check In & Breakfast**

*Light breakfast will be provided.*

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9:30 – 10:30 a.m.      **Welcome & Opening Plenary Session**

The I'm HOME Annual Conference 2024 will kick off with an opening plenary session moderated by conference master of ceremonies, Andrea Levere. Panelists will take stock of the progress made in the manufactured housing industry and policy arena over the past year and discuss how their organizations are centering the affordability crisis and resiliency.

Speakers:      Andrea Levere, Chair, ROC USA Board of Directors  
George McCarthy, CEO, Lincoln Institute of Land Policy  
Emily Thaden, President, ROC USA  
Mayor Corey Woods, Tempe, AZ

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10:30 – 10:45 a.m.      **Break**

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10:45 – 11:55 a.m.      **BREAKOUT SESSION I**

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### **Climate Resiliency and Environmental Hazards Research Panel**

In this session, researchers from across the country will share insights from their work at the intersection of manufactured housing, climate resiliency and financing. Topics covered will include real property financing as a component of resilience, heat mitigation, and flooding recovery.

Speakers:      Esther Sullivan, Associate Professor of Sociology, University of Colorado Denver  
Kelly Hemshaw, Senior Lecturer, University of Vermont  
Mark Kear, Assistant Professor, University of Arizona  
Elise Otto, University of Arizona

Andrew Rumbach, Senior Fellow, Urban Institute

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**Spotlight on Phoenix and Arizona Advocacy**

In this panel discussion, participants will hear from local advocates about the fight for manufactured homeowners and communities in the Phoenix area and Arizona at large. Panelists will discuss recent legislative wins, park closures, resident relocation, and ways in which they aim to preserve this integral housing stock.

Speakers: Sarah Liguori, Director, Adalet Advisory  
Maxine Becker, Director of Strategic Partnerships, Arizona Bar Foundation  
Anna Maria Maldonado, Principal, Marketplace Phoenix  
Deanna Mireau, President, Arizona Manufactured Homeowners Association

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12:00 – 1:00 p.m. **Lunch**

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1:00 – 2:00 p.m. **State of the Field**  
Chadwick Reed, Ivory Innovations and Consultant, Joint Center for Housing Studies at Harvard University

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2:15 – 3:25 p.m. **BREAKOUT SESSION II**

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**Zoning Obstacles and Opportunities**

During this session, panelists will discuss the barriers imposed by restrictive zoning and share recent zoning wins from Maryland and New Hampshire.

Speakers: Elena Kaye-Schiess, Senior Program Manager – Rural Initiatives, NeighborWorks America  
Grant Beck, Vice President of Strategic Partnerships, Next Step  
David Garcia, National Policy Director, Up for Growth  
Sarah Marchant, COO & SVP of ROC NH, New Hampshire Community Loan Fund

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**Manufactured Home Communities and the Loneliness Epidemic**

In 2023, U.S. Surgeon General Dr. Vivek Murthy released an advisory on the negative impacts of the loneliness epidemic. This session focuses on examining factors related to loneliness, its health costs, and the built environment, especially as residents are facing new climate-related challenges. We will hear from residents on their communities' efforts to boost relationships, community operators who seek to provide options that ensure residents can build a sense of place, and researchers who have examined the overall impact of social isolations.

Speakers: Arica Young, Associate Director, Lincoln Institute of Land Policy  
Bruce Thelen, COO, Sun Communities

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3:40 – 4:50 p.m.

**BREAKOUT SESSION III**

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**Manufactured Housing & Indigenous Communities**

Approximately 17 percent of reservation households reside in manufactured housing according to the Minneapolis Fed Center for Indian Country Development. In this session, panelists will discuss the barriers to broader adoption of manufactured housing on tribal land and share innovative practices to address the housing needs of indigenous communities across the country.

Speakers:

Fern Orie, Interim CEO, Washington Indigenous Housing & Economic Development Corporation

Frankee Hall, Director of Tribal Development, Brunton Architects and Engineers

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**Infrastructure Investment – Funding Resiliency through PRICE, CDBG and other sources**

Over the past year, the federal government has taken considerable steps to invest in green infrastructure, including commitments to manufactured home communities through HUD’s CDBG and PRICE programs. Panelists will underscore the need for infrastructure improvement and share how their organizations have been able to utilize funding to increase resiliency for communities and their residents.

Speakers:

Jeanie Oliver, Vice President of ROC NH & Energy Solutions, New Hampshire Community Loan Fund

Danielle Maiden, Cooperative Housing Director, NeighborWorks Montana

Ron Palmer, President, Lakeville Village, Inc.

Jeremiah Ward, WISP Program Director, Cooperative Development Institute

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5:00 – 7:00 p.m.

**Reception, Embassy Suites by Hilton Scottsdale Resort**

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**WEDNESDAY, SEPTEMBER 25**

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8:00–9:30 a.m.

**Site Visit Departures**

*Buses for the site visits will depart between 8:00 - 8:30 a.m. Specific logistics will be shared via email.*

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9:30 – 12:00 p.m.

**MORNING EXCURSIONS**

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**Site Visit: Clayton Buckeye Factory**

Participants will tour a Clayton Homes manufacturing facility in Buckeye, Arizona and have the unique opportunity to see how homes are built on the factory floor.

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**Site Visit: Palm Creek Resort & Residences**

Participants will tour the Palm Creek Resort & Residences, a 55+ manufactured home community in Casa Grande, Arizona, operated by Sun Communities.

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**A Decent Home Screening & Post-Screening Discussion**

Participants will watch A Decent Home, a documentary focused on the injustices faced by mobile home community residents. A panel with the filmmaker and advocates will follow the screening. The panel will highlight the themes of the film and discuss policy solutions to preserve America’s manufactured home communities.

Speakers: Paul Bradley, CEO, ROC USA & Integrity Community Solutions  
Carolyn Carter, Deputy Director, National Consumer Law Center  
Joanne DeMichele, Homeowner Advocate  
Sara Terry, filmmaker, A Decent Home

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12:00 – 12:45 p.m. **Lunch**

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1:00 – 2:10 p.m. **BREAKOUT SESSION IV**

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**Benchmarking the Industry – 2024 Report**

The I’m HOME Network has a vision that all manufactured housing is built to high standards that offers owners durable, efficient, healthy, and safe homes. I’m HOME has developed a benchmark to track the market transformations within the manufactured housing industry that support this vision. Panelists will react to the 2024 report and share how the benchmark may be utilized by advocates.

Speakers: Kim Vermeer, President, Urban Habitat Initiatives, Inc.  
Dave Anderson, Executive Director, National Manufactured Home Owners Association  
Stacey Epperson, President & CEO, Next Step  
Mark Kresowik, Senior Policy Director, American Council for an Energy-Efficient Economy

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**The Potential Role for Housing Finance Agencies**

In this session, participants will hear about innovative practices at housing finance agencies to support manufactured housing and its residents. Panelists will share lessons learned and discuss how to encourage other housing finance agencies to take bolder steps to prioritize manufactured housing.

Speakers: Michael Urban, Managing Director of Homeownership, Virginia Housing  
Megan Roush, Director of Development, Vermont Housing Finance Agency  
Natividad Seefeld, President, Park Plaza Cooperative  
Michael Sloss, Managing Director of ROC USA Capital, ROC USA

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2:25 – 3:35 p.m.

**BREAKOUT SESSION V**

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**Building Climate Resilient Homes**

Manufactured homes have become increasingly more climate resilient over the past several years with the roll out of new standards such as Department of Energy Zero Energy Ready Homes. In this session, panelists will discuss these new standards, how they are being implemented and their potential impact in the face of growing climate risk.

Speakers:

Amy Barnard, Vice President of Next Step Homes, Next Step

Ramsey Cohen, Vice President of National Sales, Clayton Homes

Jesse Ibarra, Chief Business Officer, NPHS, Inc.

Julie Shiyou-Woodard, President & CEO, Smart Home America

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**The Role of the Federal Government and Government-Sponsored Enterprises in Single and Multifamily Financing**

In this panel discussion, panelists will discuss the role of the federal government and Government-Sponsored Enterprises, Fannie Mae and Freddie Mac, in providing financing for manufactured housing residents and manufactured home communities.

Speakers:

Rachel Siegel, Senior Officer, The Pew Charitable Trusts

David Sanchez, Acting Chief of Staff, Federal Housing Administration, Office of Housing, US Department of Housing and Urban Development

Ingrid Ripley, Executive Director, US Department of Agriculture

Mike Price, Senior Policy Analyst, Federal Housing Finance Agency

Simone Beaty, Senior Director and Product Owner, Freddie Mac

Todd Kopstein, CEO, Cascade Financial Services

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3:50 – 4:30 p.m.

**Closing Session**

During this session, the I'm HOME Network will present a Lifetime Achievement Award to Congressman David E. Price for his commitment to manufactured home communities and their residents. The award will be accepted by fellow North Carolinian, John Holdsclaw IV, President and CEO of Rochdale Capital.

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