



Riding the Housing Rollercoaster

Tenth Annual Ventura County Housing Conference

FOR IMMEDIATE RELEASE

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Tenth Annual Ventura County Housing Conference Set for September 21

“**Riding the Housing Rollercoaster: Dips, Curves & Staying On Track**” is the theme for the 10th Annual Ventura County Housing Conference, slated for Wednesday, September 21, 2011, 8:00 am to 1:30 pm, at the Ventura County Office of Education Conference Center, 5100 Adolfo Road, in Camarillo, California. More than two hundred housing advocates, civic leaders, developers, architects, bankers, real estate professionals, affordable housing agencies and other industry stakeholders are expected to attend this important forum for regional housing issues. Conference registration, including a continental breakfast and buffet lunch, is \$110 in advance or \$125 at the door. Register online at www.vchome.org or call (805) 200-6321.

In celebration of the tenth anniversary milestone, two visionaries in the Ventura County housing industry will be honored during a special lunchtime presentation: Rodney Fernandez, Executive Director of the Cabrillo Economic Development Corporation, will receive the “Lifetime Achievement Award”; Lynn Jacobs, former director of the California Department of Housing & Community Development, will receive the Housing Visionary Award. Both will be in attendance to receive their awards.

New this year to the format will be eight “Mini Topics” – each 15 minutes long – offering updates on timely topics related to local housing issues. “We are modeling this portion of the Conference after academic “poster sessions” where attendees gather around the poster board for a quick presentation on a specific topic or concept, and then move around the room to the next one,” says Alex Russell, Chair of the 2011 Ventura County Housing Conference. The mini topics at the Housing Conference will be:

- Building Green – Innovative Housing Projects**
- CEDC Millennium Housing Study**
- Compact for Sustainable Ventura County**
- Housing Ventura County’s Farm**
- Retooling Redevelopment**
- Ten Year Strategy to End Homelessness**
- Transportation & Housing Integration**
- Ventura County Housing Trust Fund Opportunities**

Mark Schniepp, Ph.D., Director of the California Economic Forecast will open the Conference with **VC Housing: What Got Built, What Didn't, and Why** - an in-depth look at the Ventura County housing landscape and entitlement process, intertwined with video interviews of individuals involved with some of the region's most significant housing projects.

"The housing entitlement process determines what gets built in each of the cities throughout Ventura County," said Russell. "Sometimes this process can be a bit tricky, and like a roller coaster ride, can include unexpected twists and turns en route to the finish line."

Also featured during the morning conference will be two Panel Presentations: **Foreclosures: Prevention, Preservation & Opportunities** and **Financing Future Projects: Affordable & Market Rate**.

The 10th Annual Ventura County Housing Conference is presented by title sponsor Citi, and hosted by Housing Opportunities Made Easier (HOME), Cabrillo Economic Development Corporation (CEDC), and Ventura County Economic Development Association (VCEDA).

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