



presents the 7<sup>th</sup> Annual Housing Conference

• • • **Connecting the Dots** • • •

How We Can Re-Energize Philadelphia's Housing Market with--

- A Renewed Commitment by the City
- Public/Private Partnerships

Green & Sustainable Building • Financing • Marketing

**Wednesday, September 17, 2008 from 1:00 – 5:00 p.m.**

Perelman Quadrangle at Penn, Houston Hall, Hall of Flags  
3417 Spruce Street

Reception immediately following, 5:00 – 6:30 p.m.

- 1:00 – 1:10      **Greetings and Opening Remarks:** Sam Sherman,  
New Urban Ventures, President, BIA of Philadelphia
- 1:10 – 1:30      **Zoning Reform Update:** Karen Black, May 8 Consulting
- 1:30 – 1:45      **Housing Policy Update:** Anne Fadullon,  
Dale Corporation and Co-Chair, BIA Housing Conference
- 1:45 – 2:30      **Keynote Speaker:** Andrew Altman, Deputy Mayor, City of Philadelphia

Andrew Altman was appointed Deputy Mayor for Planning and Economic Development and Director of Commerce in March, 2008. The creation and appointment by Mayor Nutter of the position of Deputy Mayor represents the first time that authority for all of the planning and economic development functions of the city have been brought together under one position accountable to the Mayor. As chief economic development official of Philadelphia, Mr. Altman's portfolio includes the Department of Commerce, the City Planning Commission, the Office of Housing and Community Development, the Department of Licenses and Inspections, the Historical Commission, and quasi-independent city agencies including the Philadelphia Industrial Development Corporation, Philadelphia Commercial Development Corporation, Philadelphia Housing Development Corporation, Penn's Landing Corporation and all workforce entities. Mayor Nutter also appointed Mr. Altman Chairman of the City Planning Commission.

Prior to joining Mayor Nutter's administration, Mr. Altman was President of Altman Development LLC in New York City which he founded in 2005 to lead large-scale, urban development projects on behalf of private equity and development firms. Previously, Mr. Altman was the first President and CEO of the Anacostia Waterfront Corporation in Washington, D.C., established to guide the revitalization of over 2800 acres of urban waterfront.

- 2:30 – 2:45      **Break**
- 2:45 – 3:00      **State of the Philadelphia Housing Market and Outlook:** Kevin Gillen,  
Vice President and Senior Consultant, Econsult
- 3:00 – 3:45      **Penn Connects:** Anne Papageorge, Vice President for Facilities and Real Estate Services at the University of Pennsylvania presents the University's plan to establish new connections and gateways between the Penn Campus, Center City and neighboring communities.
- 3:45 – 5:00      **What Sells?:** Panelists discuss financing, marketing large and small scale development, and sustainability in today's housing market.  
Chuck Breder, Toll Brothers  
Jim Goldstein, GMAC Mortgage  
Michael Gross, Manko, Gold, Katcher & Fox LLP  
David Perlman, Philadelphia Residential Development Corporation
- 5:00 – 6:30      Join us on the Balcony Level of the Hall of Flags for cocktails and hors d'oeuvres.

**REGISTRATION FORM ON REVERSE SIDE**

*The BIA is the leading association promoting residential development and construction in the City. Our mission is to advocate for and create more market-rate housing in Philadelphia, including support for public and private initiatives. The BIA is a powerful voice at all levels of government and is affiliated with the Pennsylvania Builders Association (PBA) and the National Association of Homebuilders (NAHB).*

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**Register and pay by September 3<sup>rd</sup> and save—just \$85/member; \$95/non-member.  
After September 3<sup>rd</sup>, \$100/member; \$110/non-member.  
Registrants on September 17th will pay an additional \$20.**

Company Name \_\_\_\_\_

Attendee(s) Name(s) \_\_\_\_\_

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