



In its brief history, the Arizona Housing Forum has always produced dynamic keynote speakers: (l to r) Henry Cisneros, Juan Williams, Dr. Rachel Bratt, Ron Terwilliger, Barry Zigas , Ron Sims.

## PROGRAM HIGHLIGHTS

### Wednesday | September 15

Registration is available starting at 4:00 pm in the Tucson Lobby. Join everyone at 5:30 pm on the Salud Patio for the hotel's complimentary Tequila Toast to the "legend of Arriba, Abajo." A welcome reception is planned on the Ania Terrace beginning at 6:00 pm. Did you know that Arizona has more observatories to view dark skies than any other state? Lose yourself in the stars away from the light pollution of the city by finding your favorite constellation or a meteor shower. Time to network, have a few hors d'oeuvres and enjoy being serenaded by Tucson's Davis Bilingual Elementary School "mariachitos."

### Thursday | September 16

Following a welcome by Tucson Mayor Bob Walkup, ADOH Director Michael Traylor will deliver the 2010 state of housing in Arizona address, **INNOVATION... The Road to Recovery.**

Join us at lunch to celebrate the success and innovative spirit of Arizona housing professionals nominated by their peers as "Housing Heros." Six awards will be presented to nominated individuals and organizations at the annual **Housing Hero Luncheon.** Catherine Reagor, real estate reporter for the **Arizona Republic**, will emcee the luncheon.



Stay with us after dinner on Thursday evening and be drawn into the comedy web of David Fitzsimmons, nationally syndicated political cartoonist and satirist. David will entertain the audience with his own brand of humor and artistry while dooling about current affairs.

### Friday | September 17

Our traditional economic breakfast presentation will be by Dr. Lee McPheters, Research Professor in Arizona State University's W.P. Carey School of Business and Director of the school's JPMorgan Chase Economic Outlook Center, which specializes in economic forecasts for Arizona. Dr. McPheters is author of the article, **The End (of Recession) is Near, But it Won't Be Pretty**, a look at his optimistic but cautious view of the Arizona economy.



Save your questions until the end for a brief Q & A period.



This year's invited keynote speaker, Mercedes Marquez, was President Obama's choice as HUD Assistant Secretary for Community Planning and Development, the division which oversees the CDBG, HOME and HOPWA programs.

Ms. Marquez has proven herself to be one of the nation's most savvy and effective housing advocates, and a dynamic and knowledgeable speaker.

A \$50 registration fee is available for those attending only the Keynote Luncheon.