



I'm HOME Annual Conference 2026

September 16 – 17, 2026

DoubleTree Suites by Hilton Hotel Detroit Downtown, Fort Shelby
525 West Lafayette Blvd, Detroit, Michigan, 48226

WEDNESDAY, SEPTEMBER 16

8:00 – 8:30 a.m. **Breakfast**
Location: The Crystal Ballroom

8:30 – 9:30 a.m. **Welcome and Opening Remarks**
Location: The Crystal Ballroom

- Lincoln Institute of Land Policy
- Tony Lentych, Michigan State Housing Development Authority
- JPMC Policy Center

9:30 – 10:30 a.m. **Opening Plenary Presentation**
Location: The Crystal Ballroom

Setting the stage for the conference: the State Policy Playbook and the 21st Century Road to Housing. With an estimated shortfall of 4-7 million homes nationwide, the question isn't if MH is part of the solution, but how we can accelerate their use in producing and preserving more attainable homes. Join authors from the recently released State Policy Playbook to unpack specific, actionable tools that are already working to leverage MH to meet our nation's housing goals. Attendees will leave not just with list of solutions to implement, but with a frame through which to examine the rest of the sessions.

Speakers:

Rachel Siegel, Pew Charitable Trusts
Grant Beck, Next Step Network
Laura Abernathy, ROC USA
David Sanchez, ROC USA
Moderator: Arica Young, Lincoln Institute of Land Policy

10:40 – 11:55 a.m. **BREAKOUT SESSION I**

A. Resident Rights & Organizing — Resident Power Works!

Location: The Crystal Ballroom

Participants in Resident Power Works! will have the opportunity to hear directly from (and interact with) manufactured housing resident leaders on the front line of organizing for safe, healthy and affordable communities across Michigan. You will hear both about the abuses residents are facing and the wins they are achieving. This interactive workshop will challenge participants to find ways to support resident power in their own organizations and communities.

Speakers:

Michigan resident leaders: Carla Kinsey, Diana Troiani, Kristina Steele, Linda Grossman, Marge Wisniewski, Theo Gantos.

Moderator: Paul Terranova, MHAAction

B. Scaling Factory-Built Housing — From Pilots to Pipelines

Location: The Terrace Ballroom

State strategies for scaling factory-built housing markets. This session bridges the gap between policy theory and market reality by demonstrating how state-level interventions can build a factory built housing market. By showcasing several approaches, we hope to equip and inspire other state leaders and housing practitioners with the tools to transition from sporadic projects to a predictable, high-volume pipeline of affordable, high-quality housing.

Speakers:

Tyler Pullen, UC Berkeley Turner Center

Philip Agee, Virginia Tech

Jovan Harrison, Innovative Housing Incentive Program (IHIP) at Colorado Office of Economic Development and International Trade (OEDIT)

Jeremy Potter, True Footage

Moderator: Stephanie Hawke, UC Berkeley

12:15 – 1:25 p.m.

Lunch & Mid-day Plenary

Location: The Crystal Ballroom

A. How MHC residents and industry are working together to modernize state policy.

It's been nearly 40 years since Michigan's manufactured housing laws have been significantly overhauled. But a group of bipartisan state legislators, manufactured housing community residents, and the manufactured housing industry itself have come together to break the gridlock with an ambitious package of bills that are advancing through the state legislature. Come hear from the main players about why change is needed in Michigan and how the bills advancing can inform your state's policies.

Speakers:

Senator John D. Cherry, Michigan State Senate

Greg Abler, Center for Civil Justice

Holly Hook, Resident leader at Swartz Creek Estates

Moderator: David Sanchez, ROC USA

B. Manufactured Housing Communities in Visuals and Voices

Since 2017, Kathleen Tunnell Handel has traveled throughout the United States photographing within MHC communities and video interviewing and making portraits with residents. Tunnell

Handel shares her collaborative project - “Where the Heart Is: Portraits from American Trailer and Mobile Home Parks” that challenges ingrained stereotypes and amplifies resident’s voices while archiving what is threatened and rapidly being lost.

During Q&A, share your own ideas about ways that this project could have a broader impact on the challenges facing MHC residents.

Speaker:

Kathleen Tunell Handel

1:30 – 3:15 p.m.

BREAKOUT SESSION II

A. Regulatory Standards

Location: The Crystal Ballroom

Scalability through standards: how consistent regulatory requirements drive scale of off-site construction.

Off-site construction's benefits cannot be realized if projects face regulatory hurdles that introduce unnecessary levels of inefficiency and inconsistency. Standards present an opportunity to bring consistency that allows manufacturers to scale and deliver the housing we need. This session will bring together representatives from a standards developer, state industrialized building program and manufacturer to explore the benefits of standardization and the path forward for widespread use.

Speakers:

Jeff Brown, VA DHCD

Sara Ann Logan, Volumetric Building Companies

Parker Pence, Center for Public Enterprise

Moderator: Ryan Colker, ICC

B. Resilience & Disaster Recovery

Location: The Terrace Ballroom

Post-disaster resilience in manufactured home communities: a continuum of local recovery solutions from repair to replacement.

Mobile homes are vulnerable to the threats of natural disaster, energy insecurity and disinvestment. This panel draws on lessons from Boulder County, Colorado, which has long been committed to manufactured home community (MHC) preservation and has supported MHC recovery from a devastating flood and high-wind events. Recovery solutions discussed will span from mobile home repair to replacement with both manufactured and modular housing. Panelists will cover innovative funding and outreach.

Speakers:

Molly Tayer, City of Boulder

Laurel Mattrey, City of Boulder

Andrew Kadlec, Boulder County

Moderator: Crystal Launder, City of Boulder

3:30 – 4:15 p.m

North Corktown and the Community Land Trust Model

Location: The Crystal Ballroom

Intro Session: Lessons Learned in North Corktown (3:00 – 3:25)*Speakers:*

Chris Nicely, ManufacturedHomes.com

Bre Williamson, North Corktown

Mark Bennett, Detroit Justice Center

Community Land Trusts: Opportunities and Challenges for Modular and Manufactured Housing Development (3:25 – 4:15)*Speakers:*

Jenee Gaynor, NeighborWorks America

Clemente Mojica, NPHS

4:15 – 5:00 p.m. **Transport to North Corktown from the hotel lobby**

5:00 – 5:45 p.m. **Site Tour of North Corktown**

5:45 – 6:00 p.m. **Transport to Reception**

6:00 – 8:00 p.m. **Reception**
Slows Bar BQ
2138 Michigan Ave, Detroit, MI 48216
Buses will be returning to the hotel at 7:30 p.m. and 8:00 p.m.

THURSDAY, SEPTEMBER 17

8:00 – 9:00 a.m. **Breakfast**
Location: The Crystal Ballroom

9:00 – 11:00 a.m. **Factory-Built Housing as Urban Infill Lab**
Location: The Crystal Ballroom

This working lab explores how factory-built housing can be deployed as urban infill, opening with a facilitated panel in which four practitioners each offer a brief framing perspective before a broader group dialogue. Participants then move through two rounds of self-selected breakout tables, each hosted by a subject-matter lead and structured so attendees can dig into the practical questions most relevant to their own projects. The five table themes cover site pre-development, finance, utilities, working with local officials and the community, and factory and general contractor coordination. The session closes with a report-out in which table hosts share key insights and action ideas, and the facilitator synthesizes common themes and shared next steps.

Facilitators:

Amy Bernard, NextStep

Jenna Louie, Villa Homes

Jon Wright, Oregon Housing and Community Services

Dave Berglund, CoNorth

Amin Irving, Ginosko Development

Rachel Siegel, Pew Charitable Trusts
Dennis Su, Pew Charitable Trusts
Chris Nicely, Lane Associates
Mark Bennett, Detroit Justice Center
Anthony Fernandez, CoNorth
Clemente Mojica, NPHS
Andrew Bryant, Clayton

Case study stations:
Site pre-development (transportation / lot assembly)
Finance
Working with Utilities
Working with Local Officials
Factory & general contractor coordination

11:15 – 12:30 p.m. **BREAKOUT SESSION III**

A. Expanding and Preserving Attainable Housing with Manufactured Homes: A Case Study of Virginia

Location: The Crystal Ballroom

The recently released State Policy Playbook outlines five distinct goals for expanding and preserving attainable housing with manufactured homes. Using these goals as the panel's frame, advocates, policy makers, practitioners, and residents of MHC will discuss how the Commonwealth of Virginia is meeting each of these goals, and where policy makers should focus next to create a more comprehensive and impactful approach to expanding and preserving affordable housing with MH.

Speakers:

Daniel Rezai, VPLC
Ivana Escobar, Fairfax County Redevelopment & Housing Authority
Seva Rodnyansky, Pew Charitable Trusts

Moderator: Laura Abernathy, ROC USA

B. CrossMod & Attainable Homeownership

Location: The Terrace Ballroom

Putting attainable homeownership within reach: CrossMod homes. Millions of first-time homebuyers are on the sidelines. How can we reduce the cost of building new homes while serving more communities across the country? CrossMod homes combine the efficiency, build quality, curb appeal, and consumer design choices to create a new generation of homeowners. Learn from housing practitioners in the field representing homebuilders, developers, government, and philanthropy as to how CrossMod homes can bridge the supply gap.

Speakers:

Andrew Bryant, Clayton
Jenna Louie, Villa Homes
Kahya Fox, Habitat for Humanity of the Greater La Crosse Region
Moderator: Grant Beck, Next Step Network

12:45 – 1:15 p.m. **Lunch & Closing Plenary**

Location: The Crystal Ballroom

From playbook to practice: what will you do when you get home?

Speakers:

Tara Roche, Pew Charitable Trust

Clemente Mojica, NPHS
