



WISCONSIN HOUSING AND  
ECONOMIC DEVELOPMENT AUTHORITY  
***MEDIA RELEASE***

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**Registration underway for WHEDA Conference 2018**  
***“Evicted” author Matthew Desmond will be the keynote speaker***

(MADISON) – Registration is now underway for the Wisconsin Housing and Economic Development Authority (WHEDA) Conference 2018. The conference takes place at the Monona Terrace Community and Convention Center in Madison on Tuesday, August 21, 2018.

“We have organized a number of presentations by highly qualified experts who will offer their vast knowledge and critical insights with attending developers, syndicators, asset managers, and property managers,” said WHEDA Executive Director Wyman Winston. “With more than 700 attendees The WHEDA Conference is a can’t miss event for our industry colleagues and a strong demonstration that collectively we are poised to provide more employment and housing opportunities to improve the lives of Wisconsinites and their families.”

Sessions will be held on important topics including the new federal Opportunity Zones, federal and state affordable housing tax credits, public/private partnerships on employer-assisted housing, Wisconsin’s landlord/tenant law changes, reducing crime among tenants, what’s new at WHEDA, HUD updates, and much more.

There will also be a full day Tax Credit Compliance workshop that provides an overview of housing tax credits and related compliance requirements. As space is limited, individuals interested in this workshop must reserve a seat at the time of conference registration. In addition to the Tax Credit Compliance workshop, there will be many other topics of interest for asset managers and property managers.

Pulitzer Prize winner, Princeton sociologist Matthew Desmond, the author of *The New York Times* bestseller *Evicted: Poverty and Profit in the American City*, will deliver the keynote address. The Times wrote, “Desmond turned eviction into a national topic of conversation with ‘Evicted,’ a book that chronicled how poor families who lost their homes in Milwaukee sank ever deeper into poverty. It became a favorite among civic groups and on college campuses.”

“I’m very excited to have Matthew Desmond share what his extensive research has uncovered about the nationwide pervasive problems associated with eviction,” said WHEDA Executive Director Wyman Winston. “His keynote promises to be eye-opening and enlightening.”

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During lunch, Faith Kohler, the director of “30 Seconds Away: Breaking the Cycle,” will be showing selected clips from the film, a documentary exploring Milwaukee’s chronic homelessness problem. You can view the trailer at [www.30secondsaway.com](http://www.30secondsaway.com).

To learn more and to register for the conference, go to <https://www.wheda.com/theconference/>.

For over 45 years, **WHEDA**, as an independent state authority, has provided low-cost financing for housing and small business development in Wisconsin. Since 1972, WHEDA has financed more than 73,000 affordable rental units, helped more than 125,800 families purchase a home and made more than 29,000 small business and agricultural loan guarantees. For more information on WHEDA programs, visit [wheda.com](http://wheda.com) or call 800-334-6873.

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