



IOWA FINANCE
AUTHORITY



POST CARDS



TRADE SECRETS WILL BE REVEALED.
NEW RECRUITS WILL BE INDUCTED.
POTENTIAL WILL BE UNLOCKED.



SEPTEMBER 6-8 | 2017
DOUBLETREE CEDAR RAPIDS

SPECIAL GUESTS INCLUDE

| | |
|--|---|
| <p>LEIGH ANNE TUOHY <small>As portrayed in the Oscar-Winning film "The Blind Side" "The Power of One"</small></p> | <p>THE WATER COOLERS <small>Does This Stuff Happen to Anyone Else?</small></p> |
|--|---|

DECODE CONFIDENTIAL WISDOM IN ONE OF THESE SECTORS:

| | | | | |
|---|--|---|---|---|
|  AFFORDABLE HOMEOWNERSHIP |  AFFORDABLE RENTAL |  HOMELESSNESS IN IOWA |  AFFORDABLE HOUSING DEVELOPMENT |  LEADERSHIP |
|---|--|---|---|---|

HousingIowaConference.com | #PineappleClubIA



IOWA FINANCE AUTHORITY
2015 Grand Avenue
Des Moines, Iowa 50312

PRSRST STD
U.S. POSTAGE
PAID
Des Moines, IA
Permit No. 121

MOBILE APP





WELCOME TO THE CLUB

Pineapples symbolize a warm welcome, friendship and hospitality. Historically, if a pineapple was placed outside of a hut, it was a sign the dwellers were receiving visitors ... so it's only fitting that we roll out the pineapples for our guests, attendees of 2017 HOUSINGIOWA CONFERENCE. Please accept this heartfelt welcome to the **PINEAPPLE CLUB!**

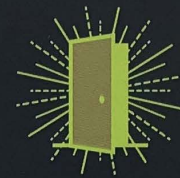
We hope this club will help you forge new connections, unlock housing wisdom and discover new ideas. Our mission is to strengthen our dedication to enhancing the quality of life for Iowans by providing them with their own warm welcome to a new home.

See you soon!

Your friends at the Iowa Finance Authority



GAIN ACCESS
DOWNLOAD THE HOUSINGIOWA APP



GIVE BACK
The Iowa Finance Authority is collecting toiletry donations to help Eastern Iowans in need. You can help – donate your unused hotel toiletries at the registration table!



LEARN FROM SPONSORS

Visit all conference exhibitors, have them sign-off on your checklist and turn it in at the registration table by noon on Thursday. You could win a gift card!

#PineappleCulbIA

Use our handshake to identify other housing enthusiasts and learn more trade secrets. Extra points will be awarded to initiates who master "The Pineapple Squeeze."



LEADERSHIP
(Clasp hands)



TRUST
(Slide & lock pinkies)



FRIENDSHIP
(Shake on it)



INTEGRITY
(Pull apart ...)



HOSPITALITY
(Make a pineapple)

WELCOME





REGISTRATION



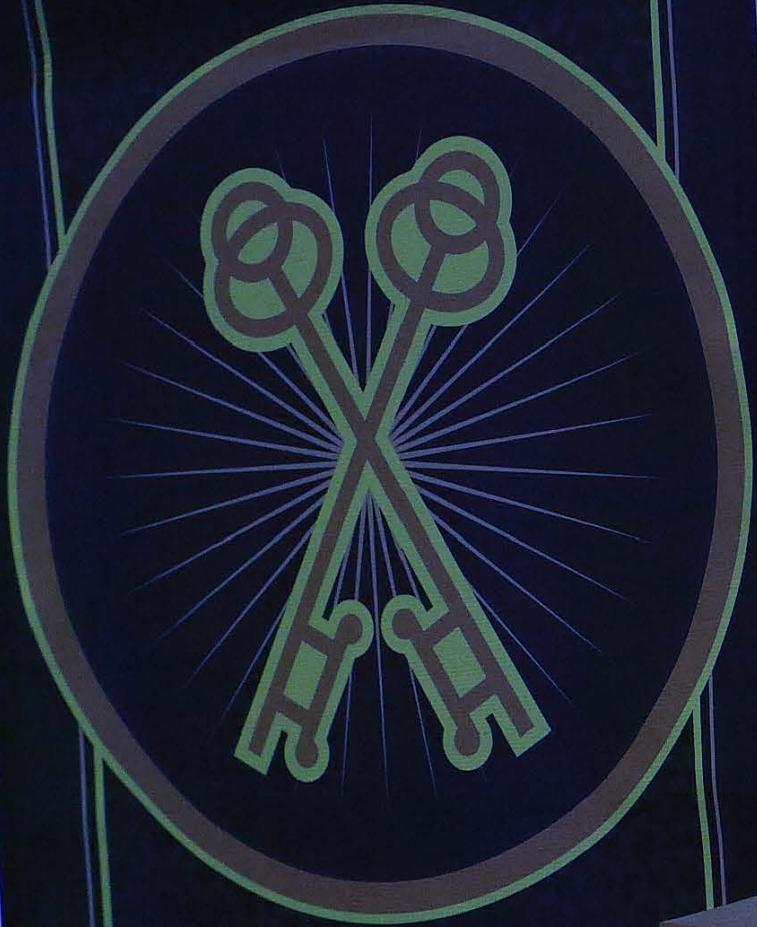
CLUB

HOUSING
ENLIGHTENMENT
AWAITS

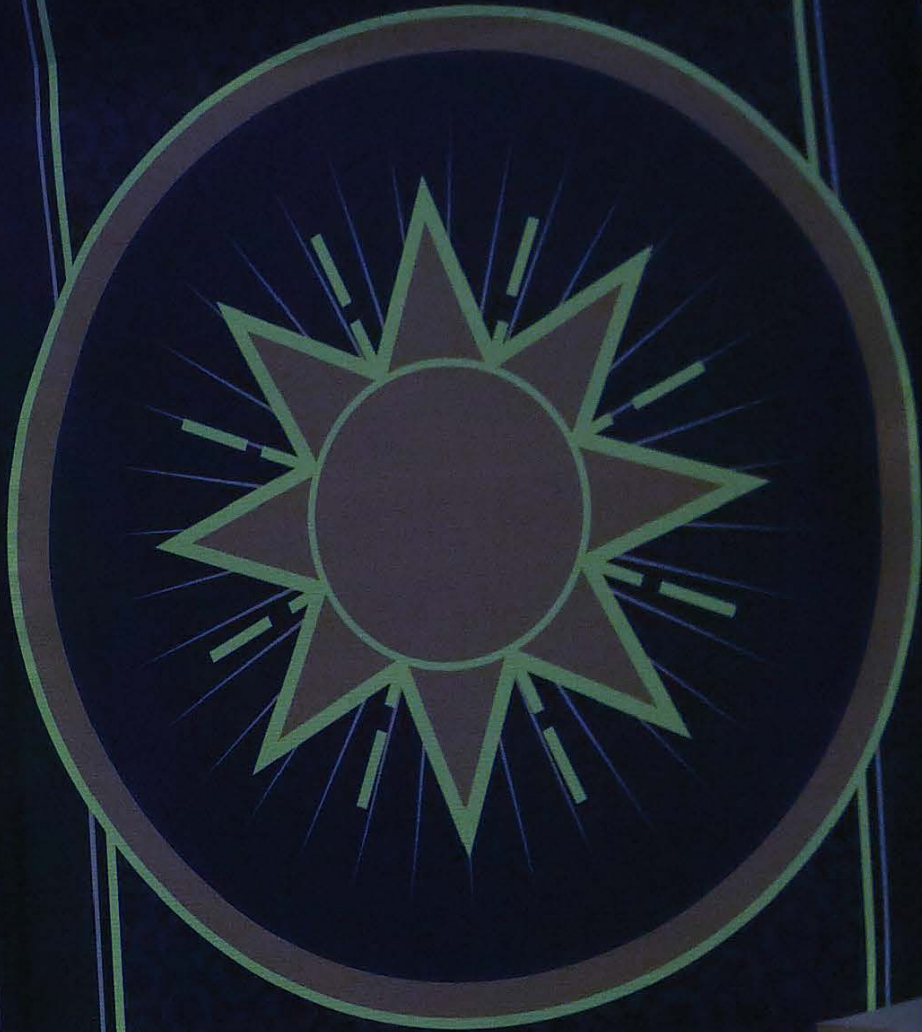




HOMEOWNERSHIP



AFFORDABLE
RENTAL



LEADERSHIP





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IOWA FINANCE
AUTHORITY

UV

MADE IN CHINA

IOWA FINANCE
AUTHORITY



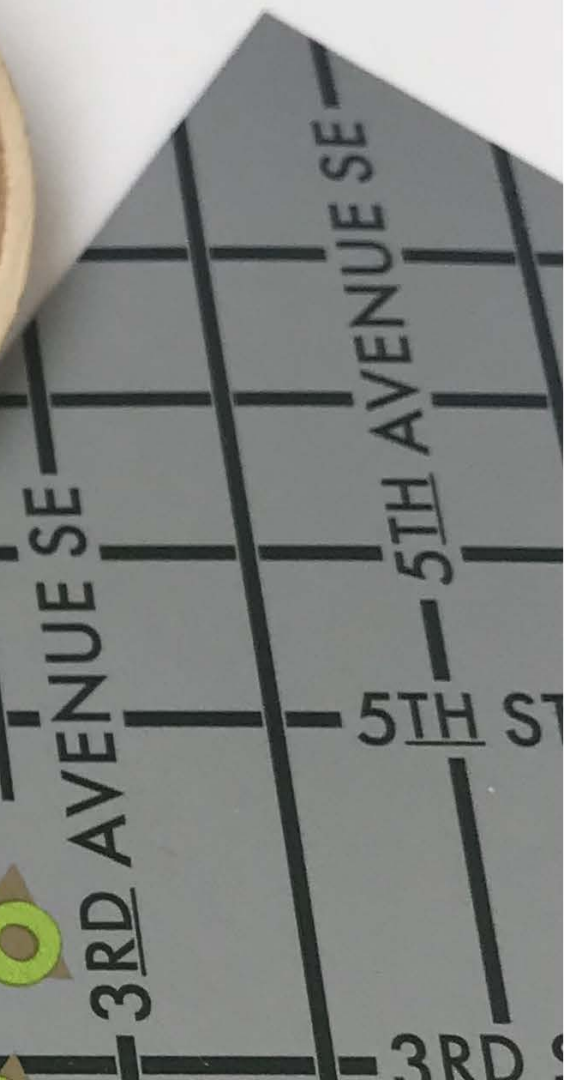
-8 | 2017
AR RAPIDS

INCLUDE
THE WATER CO

Does This Stuff Happen



rd Avenue
50312





MAKE YOURSELF AT HOME

Pineapples symbolize a warm welcome, friendship and hospitality. Historically, if a pineapple was placed outside of a hut, it was to signify that the dwellers were receiving visitors ... so it's only fitting that we have rolled out the pineapples for our guests, attendees of the 2017 HousingIowa Conference. Please accept this heartfelt welcome to the *Pineapple Club!*

While we won't make you learn a secret handshake to gain entry, one rule of the Pineapple Club is that recruits must actively interact with various sessions and networking events designed to engage and inspire.

If these instructions are carefully followed, I assure you that trade secrets will be revealed, ideas will flow, perceptions will be challenged, relationships will be formed ... and ultimately new recruits will officially be inducted into the *Pineapple Club*.

We welcome you to unlock the wisdom within one of our sectors. Club members are encouraged to attend any session in any track with the exception of the training courses that required pre-registration.

I hope you will enjoy all your *Pineapple Club* membership has to offer by taking the time to network with your peers, actively participate in the experiences and share your own expertise in the vast array of opportunities being offered.

On behalf of the Iowa Finance Authority staff and Board of Directors, we thank our sponsors for supporting our efforts to provide exceptional educational opportunities to housing professionals at an affordable rate.

It is our hope that you will make some new connections, gain some new ideas and strengthen our shared dedication to enhancing the quality of life for Iowans by providing them with their own warm welcome to an affordable place they can call home.



Sincerely,

David D. Jamison

Executive Director, Iowa Finance Authority
HEAD PINEAPPLE IN CHARGE





JUICE STATION

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CommonBond
COMMUNITIES



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HOUSINGIOWA CONFERENCE GROWTH

| | ATTENDANCE | LOCATION |
|------|------------|--------------|
| 2018 | 811 | Des Moines |
| 2017 | 709 | Cedar Rapids |
| 2016 | 706 | Des Moines |
| 2015 | 551 | Coralville |
| 2014 | 572 | Des Moines |
| 2013 | 445 | Coralville |
| 2012 | 464 | Des Moines |
| 2011 | 468 | Des Moines |
| 2010 | 303 | Des Moines |
| 2009 | 278 | Des Moines |
| 2008 | 309 | Des Moines |
| 2007 | 331 | Des Moines |
| 2006 | 211 | Des Moines |

