

Housing Conference 2018

Speakers



Keynote | Don Weden was the Principal Planner for the Comprehensive Planning Section of the Santa Clara County Planning Office for many years prior to his retirement. Through his many presentations, he has encouraged local communities to prepare for the significant changes, challenges, and opportunities that will be coming our way in the years ahead – that will greatly impact our lives and those of our children and future generations.



Greg Popovich has been involved in all areas of real estate including finance, development, construction and investment. Greg has built, developed or owned custom and track home subdivisions, industrial condominiums, hotels, motels, small shopping centers and speculation properties. His primary focus has become Accessory Dwelling Units in Northern California (ADUs). ADUs have so many uses in today's world. One critical use involves utilizing ADUs for seniors to age-in-place by allowing either the homeowner (senior), family member or caregiver to stay in the ADU and the other party in the main house in familiar surroundings. This can be a huge cost savings over other alternatives. Greg has also implemented a program for teachers, called Housing Affordability for Teacher Stability (HATS), that gives teachers reduced rents in ADUs to help them to live in the community that they work. ADUs will contribute to alleviating the huge rent burden imposed on our community.



Kaye Sharbrough, a graduate of UCLA, is a senior housing counselor and founder of Senior Seasons. Senior Seasons is a housing referral and resources company, established in 2004 that has helped hundreds of seniors to find active and supportive new homes and counseled & educated thousands. As an educator, Kaye used to teach children English and history and now is delighted to be teaching families and the professionals who serve them about senior housing.



Cindy Hofen is a Certified Senior Relocation and Transition Specialist and owner of Managing Moves & More serving Santa Clara and San Mateo County. For the past ten years, Cindy and her caring, compassionate staff has helped over 1,500 older adults throughout the Bay Area with organizing, downsizing and relocation. MM&M also offers home staging, new home set up and estate clear outs. Cindy is an Accredited member of the National Association of Senior Move Managers and a member of the Avenidas Board of Directors. More information is available at www.ManagingMoves.com.



Paula Wolfson, LCSW, Manager of Avenidas Care Partners has over twenty-five years of full time geriatric social work expertise providing both clinical services and community organization. As the manager of Avenidas Care Partners, Paula consults with older adults, their families and community partners to help enhance everyone's coping with life transitions. Paula facilitates 9 monthly caregiver support groups, provides geriatric case management and consultation. Paula's professional expertise is in cultural competence, patient care advocacy, conflict resolution, crisis intervention, hospital discharge planning, community organization, elder neglect and abuse, caregiver support, group facilitation, conference content development, public speaking.

- Previous employment includes Stanford University Hospital, Palo Alto, Suburban Hospital in Bethesda, MD, The George Washington University Medical School and Hospital, Washington DC.
- MSW, School of Social Services, Catholic University of America.
- Professional Membership: The National Association of Social Workers.

Paula is a former photojournalist and is a Polar Plunge Survivor, Alaska Inner Passage, National Geographic Expedition, 2015!

Check back later for more amazing speakers!