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FOR IMMEDIATE RELEASE

CHAMBER ANNOUNCES AGENDA FOR VISION 2010- WORKFORCE HOUSING

RICHMOND, VA - November 8, 2006- The Greater Richmond Chamber today unveiled the agenda and panel for the upcoming Vision 2010 Workforce Housing event that will be held November 17, 2006 at The Cultural Arts Center at Glen Allen from 7:30-10:30am.

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| 7:00 a.m. | Continental Breakfast and Registration | |
| 7:45 a.m. | Welcome and Introductions | Jim Dunn
President and CEO
Greater Richmond Chamber |
| 7:50 a.m. | Greater Richmond Challenge Team Presentation | |
| 8:05 a.m. | Workforce Housing and Market Affordability | Conrad Egan
President and CEO
National Housing Conference |
| 8:45 a.m. | Research Documenting Greater Richmond's Workforce Housing Challenge | John Martin
President and CEO
Southeastern Institute of Research |
| 9:00 a.m. | Addressing the Challenge: Response Panel
Comments and Audience Questions | Moderator: T.K. Somanath
Executive Director
The Better Housing Coalition |
| 10:00 a.m. | Call to Action | Bobby Ukrop
President and CEO, Ukrop's Super Markets, Inc.
Chairman, Greater Richmond Chamber |
| 10:15 a.m. | Adjourn | |

Panel Members:

Conrad Egan-President and CEO, National Housing Conference

Bob Grauer- Vice President of Solutions, Luck Stone Corporation

Greta Harris-Vice President of Southeast Region, Local Initiatives Support Corporation (LISC)

Douglas S. Jones- Chief Financial Officer, Keystone Builders Resource Group, Inc.

Laura Lafayette-Senior Vice President, Richmond Association of Realtors

James T. Napier- President, Napier Realtors

Chair, The Partnership for Workforce Homes

Anthony Scott- Interim Executive Director, Richmond Redevelopment and Housing Authority

Vision 20/10 is an annual update report to the community on progress in addressing issues previously identified as a regional priority for action during this current decade. The program and format will focus on one key area each year until 2010. The 2006 focus topic is Affordable Workforce Housing. The goal is to spotlight the issue, define affordable housing, define the need identify those impacted, highlight those currently working on the issue, discuss key objectives and benchmark metrics for measuring progress going forward, , define the impediments to progress, celebrate what is working and explore ways for the region to be engaged in closing the gap on this topic.

The event is free and open to the public. Additional information, including the original research findings, can be found at: <http://www.grcc.com/page/name/Vision2010>

About the Chamber:

Since 1867, the Greater Richmond Chamber (www.GRCC.com) has taken the lead to enhance and institute change in the Richmond Region, making the region an ideal location for businesses to prosper. The Chamber, a not-for-profit business membership association with more than 1,800 members and a professional staff of 40, is a catalyst for business development and the voice of business in Greater Richmond.

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