



**Housing Coalition**  
Northern Shenandoah Valley

7<sup>TH</sup> ANNUAL HOUSING SUMMIT

# Economics of Housing

## Escaping the Housing Trap

FRIDAY, MAY 23, 2025

LAUREL RIDGE COMMUNITY COLLEGE  
CORRON COMMUNITY DEVELOPMENT CENTER



**EDWARD ERFURT**  
Strong Towns

**ROBERT MCNAB PH.D.**  
Old Dominion University

**RYAN PRICE**  
Virginia Realtors

# ECONOMICS OF HOUSING ESCAPING THE HOUSING TRAP

## Schedule for Friday, May 23, 2025

**8:00 – 8:45**    **Registration, Continental Breakfast, and Networking**

**8:45 – 9:00**    **Welcome and Introductions**

**Kim Herbstritt**

Executive Director, Blue Ridge Habitat for Humanity

**Frank Curbeira**

Strategic Housing Officer, Virginia Housing

**Lauri Sisney**

Association Executive, Blue Ridge Association of Realtors

**9:00 – 9:30**    **Housing and the Economy in Virginia**

**Ryan Price, AICP**

Chief Economist

Virginia Realtors

**9:30 – 10:30**    **Tariffs, Uncertainty, and Economic Conditions**

**Robert McNab**

Professor & Chair, Department of Economics

Old Dominion University

**10:30 – 10:45**    Break

**Sandra Bloom**

Community Member

**10:45 – 12:15**    **Escaping the Housing Trap**

**Edward Erfurt**

Director of Community Action

Strong Towns

**12:15 – 12:30**    **Housing Summit Closing / Call to Action**

**12:30 – 2:00**    **Lunch and Work Session**

**The Strong Towns Approach to Public Investment**

**STRONG  
TOWNS**

# SPEAKERS



**Edward Erfurt** is the Director of Community Action at Strong Towns. He is a trained architect and passionate urban designer with over 20 years of public- and private-sector experience focused on the management, design, and successful implementation of development and placemaking projects that enrich the tapestry of place. He believes in community-focused processes that are founded on diverse viewpoints, a concern for equity, and guided through time-tested, traditional town-planning principles and development patterns that result in sustainable growth with the community character embraced by the communities which he serves.



**Professor Robert M. McNab** currently serves as the Chair of the Department of Economics and Director of the Dragas Center for Economic Analysis and Policy and in the Strome College of Business at Old Dominion University. He is a member of the Federal Reserve Bank of Philadelphia's Survey of Professional Forecasters and is an Associate Editor with the Reviews of Economic Literature. Professor McNab has published in Applied Economics, Cornell Hospitality Quarterly, Defense and Peace Economics, National Tax Journal, Public Budgeting and Finance, and World Development. From 2018 to 2022, he was a member of the Joint Advisory Board of Economists for the Commonwealth of Virginia. He edits the annual State of the Region: Hampton Roads and State of the Commonwealth reports. Professor McNab has appeared in the Associated Press, China Global Television Network, CNN, Newsweek, Wall Street Journal, Washington Post, Yahoo News, Yahoo Finance, Richmond Times-Dispatch, Virginian Pilot, and Daily Press, among others. Dr. McNab joined the faculty of the Department of Economics in the Strome College of Business of Old Dominion University in July 2016 and previously was a member of the faculty of the Naval Postgraduate School in Monterey, California from 2000 to 2016.



Over the past 15 years, **Ryan Price** has honed his knowledge of Virginia's economy and housing market in a variety of roles in the public, private, and non-profit sectors. Ryan's research focuses on housing market trends in Virginia, and the economic and demographic factors that move the market. Ryan is the Chief Economist for Virginia REALTORS®, leading our Research and Statistics Team. Prior to joining Virginia REALTORS®, he served as the President of research consulting firm LSA Planning, as an Urban Planner for the City of Alexandria, as a researcher at the Center for Regional Analysis at George Mason University, and as a Financial Analyst at Freddie Mac, among other roles. Ryan received a master's degree in urban and regional planning from Virginia Tech, and a bachelor's degree in finance from James Madison University.





**VISION**

A sustainable and vibrant community where everyone has access to safe, decent, and affordable housing.

**MISSION**

Mobilizing the community to positively influence and address housing challenges in the Northern Shenandoah Valley.

**VALUES**

**Community:** We will be a vibrant advocate of affordable and workforce housing while striving to advance strategies and solutions that honor and respect the equity, diversity, and inclusion of the community. We will engage all dimensions of the community recognizing that housing is a determinant of health, education, and social cohesiveness. Housing is Health, Growth, and Wellness.

**Collaboration:** We commit to a multi-sector approach that values and recognizes the importance of together, advancing housing solutions with the community.

**Innovation:** We are open and commit to adopting creative solutions to solve complex housing needs. We will take risks and introduce new thinking, technologies, projects, and forward-thinking ideas and strategies.

**Sustainability:** Our mission requires honesty, transparency, and integrity in all we do, even as we establish the resources and infrastructure to advance sustainable housing solutions.

**STEERING COMMITTEE**

Major Blevins, *The Salvation Army*; Sandra Bloom, *Community Member*; Bob Boulter, *Faithworks*; Pastor Julia Burkley, *Opequon Presbyterian Church*; Kim Wilt, *United Way of Northern Shenandoah Valley*; Lauren Clouse, *Winchester Rescue Mission*; Wendy Connor, *Coldwell Banker*; Jason Corron, *First Bank*; Andrea Cosans, *CCAP*; Jason Craig, *Valley Health*; Rebekah DesMarais, *Community Foundation of the Northern Shenandoah Valley*; Alex Gearin, *Northern Shenandoah Valley Regional Commission*; Kim Herbstritt, *Blue Ridge Habitat for Humanity*; Mark Peter Lynch, *Guild Mortgage*; Dr. Doug Norell, *Valley Interfaith Council*; Nasser Rahimzadeh, *City of Winchester*; Lauri Sisney, *Blue Ridge Association of Realtors*; Dave Sweeney, *F&M Mortgage*; Amanda Whitson, *Realty One Group*.

**Thank You to Our Partners**

