



Maine Real Estate &
Development Association

Supporting Responsible Development
www.mereda.org

MEREDA's Fall Conference

October 23, 2025



The Housing Crisis: *Can we Crack the Code?*

The MEREDA Fall Conference 2025 will take a hard look at the housing sector. Experienced leaders in the Maine real estate economy will discuss the challenges and opportunities in creating housing, including the barriers developers face, as well as state and local trends shaping the housing market. Speakers will look at the economic impact of the housing crisis at both the national and local level while two panels will discuss ways in which Maine can address local housing needs in a sustainable and impactful way. The conference will bring together industry leaders, policymakers, and stakeholders to discuss solutions and innovative approaches to the evolving housing landscape.

8:30 AM – 9:00 AM

(Includes Continental Breakfast)

Registration | Networking

Continuing Education Credit Sign-In

9:00 AM – 9:10 AM

Welcome & Housekeeping Remarks

Shannon Richards, MEREDA President

9:10 AM - 9:55 AM

State of the Nation's Housing

Chris Herbert, Managing Director of the Harvard Joint Center for Housing Studies

9:55 AM - 10:25 PM

Mid-Year Numbers

Kenneth J. Entenmann, Chief Investment Officer & Chief Economist, NBT Bank / NBT Wealth Management

10:25 AM – 10:40 AM

Break - Networking

10:40 AM - 11:25 AM

Municipal Challenges

Moderated Discussion led by Elizabeth Frazier, Partner, Pierce Atwood

Panelists: **Vanessa Farr**, Haley Ward

Hope Eye, Eastern Maine Development Corp.

Benjamin Breadmore, Town of Holden

11:25 AM - 12:10 PM

Innovations in Housing

Moderated Discussion led by Chris Herbert, Managing Director of the Harvard Joint Center for Housing Studies

Panelists: **Rebecca Hatfield**, Hancock Lumber

Kyle Barker, Primary Projects

Chris Marshall, GreenMars

12:10 - 12:30 PM

Moderated Audience Q&A & Wrap Up

12:30 PM Continuing Education Credit Sign-Out
(Lunch is not included)