

# Welcome

*Welcome to the 18th VA Lenders Conference! While I have been with the VA Loan Program for almost 13 years, this year will only be my 2<sup>nd</sup> time attending the conference. As many of you know, this event started as a more regionally-hosted event by a few of our Regional Loan Centers with dozens of attendees. Over the last few years, the conference has grown to include hundreds of participants (over 500 last year). The former program Director, Mike Frueh, used to say this was his favorite event of the year. Based on what I saw first-hand last year and what we have planned for you this year, I am confident that the conference will become my favorite event too! Before I go any further, I would be remiss if I did not take a moment to thank you, our industry partners, in helping us deliver the American dream of homeownership to our Nation's Veterans and Servicemembers, who have accomplished and sacrificed so much for each and every one of us. To get back to the conference, we have some exciting changes that will help improve our interactions with you and our Veteran customers in the near and long-term. I know that the VA team has put forth a tremendous amount of effort to share information with you, and I promise you that if you stay engaged throughout the conference you will have some great takeaways for yourself and your colleagues back at the office. Again, welcome to the conference that we have designed just for you, and I want to wish you an enjoyable and informative experience!*

**Jeffrey F. London**  
*Director, Loan Guaranty Service*



**Jeffrey F. London** is the Director of the Loan Guaranty Service at the U.S. Department of Veterans Affairs (VA). He directs the national loan program responsible for helping veterans obtain mortgages to purchase homes, adapt homes to accommodate certain service-connected disabilities, retain their homes if they experience financial difficulties, as well as the program that sells REO properties acquired through this process. Before being appointed as the Director, Jeff served as the Deputy Director of the VA home loan program where he was responsible for the formulation, initiation, and execution of strategies, standards, policies, regulations, and procedures for the program. Previously, Jeff served as the Assistant Director for Oversight. Prior to joining VA, Jeff was a District Manager for ConocoPhillips Corporation and was responsible for corporate retail operations in Pennsylvania and Delaware. Jeff has a BA in Government from Franklin & Marshall College and a Masters of Public Administration from Rutgers University.