



BUILDING RURAL COMMUNITIES

HAC 2016 RURAL HOUSING CONFERENCE

CONFERENCE PROGRAM



CONFERENCE SCHEDULE 2016

TUESDAY, NOVEMBER 29

7:30 am – 7:00 pm
REGISTRATION AND INFORMATION
Ballroom Level

8:30 am – 5:30 pm
SECTION 502 PACKAGING TRAINING
Penn Quarter

8:30 am – 6:00 pm
PRECONFERENCE MEETINGS
Meeting Room Level

6:30 pm – 8:30 pm
KICK OFF RECEPTION
Grand Ballroom

WEDNESDAY, NOVEMBER 30

7:30 am – 7:00 pm
REGISTRATION AND INFORMATION
Ballroom Level

8:00 am – 10:00 am
OPENING CONFERENCE PLENARY
Inequality: The Rural Perspective

10:15 am – 5:30 pm
SECTION 502 PACKAGING TRAINING
Penn Quarter

10:15 am – 11:45 am
CONCURRENT WORKSHOPS

12:00 pm – 2:00 pm
LUNCHEON PLENARY SESSION
The Changing Face of Rural America

2:15 pm – 3:45 pm
CONCURRENT WORKSHOPS

4:00 pm – 5:30 pm
MEET THE NATIONAL RURAL
HOUSING COALITION
Grand Ballroom

THURSDAY, DECEMBER 1

7:30 am – 6:30 pm
REGISTRATION AND INFORMATION
Ballroom Level

8:00 am – 10:00 am
OPENING CONFERENCE PLENARY

*Inequality: The Rural Perspective
Continued*

The Opioid Epidemic: The Rural
Perspective
Grand Ballroom

10:15 am – 5:30 pm
SECTION 502 PACKAGING TRAINING
Penn Quarter

10:15 am – 11:45 am
CONCURRENT WORKSHOPS

12:00 pm – 2:00 pm
LUNCHEON PLENARY SESSION
Renewing the Discussion
*Grand Ballroom (breakout discussion
rooms to be announced)*

2:15 pm – 5:30 pm
CONCURRENT WORKSHOPS

6:30 pm – 9:00 pm
RURAL HOUSING AWARDS BANQUET

FRIDAY, DECEMBER 2

7:30 am – 11:30 am
REGISTRATION AND INFORMATION
Ballroom Level

8:00 am – 11:30 am
OPENING CONFERENCE PLENARY
Renewing the Discussion - Reports from
Discussion Groups

HUD, USDA RD & Veterans Affairs: The
Nuts and Bolts

11:30 am – 12:00 pm
CLOSING REMARKS & UNTIL WE
MEET AGAIN

WELCOME

TO THE 2016 HAC RURAL HOUSING CONFERENCE

DEAR CONFERENCE ATTENDEES:

On behalf of the board of directors and staff of the Housing Assistance Council we are pleased to welcome you to the 2016 Rural Housing Conference. The 2016 conference theme, *Building Rural Communities*, underscores the broad impact of improved housing. It explicitly recognizes that providing decent, affordable rural housing is a thread in the larger local and regional community fabric and that communities are more likely to be vibrant when resources are interwoven to meet the needs of their residents. Our work to address housing and community challenges across rural America is a quest to Build Rural Communities so that they are healthy, sustainable, and vibrant places to live, work, and stay. The HAC 2016 Rural Housing Conference will continue building upon our vision and expanding upon our past accomplishments.

HAC sincerely appreciates the many partners who have contributed to making this conference possible. The conference is the collaborative result of many organizations that joined together as part of our advisory committee. From assistance in planning the agenda to identifying workshop topics and presenters, their efforts and support were extremely helpful and critical to the overall success of the conference. HAC is especially grateful to our major contributors and sponsors, whose generosity and support of the conference has made attendance possible for rural nonprofits from across the country who otherwise would have not been able to participate.

HAC is also proud to note that 2016 marks the 45th anniversary of HAC's founding. In honor of the occasion, conference attendees will receive copies of a new publication: *45 Years. 45 Stories*.

Again, welcome and thank you for participating in the HAC 2016 Rural Housing Conference and making it possible by your attendance. We look forward to spending the week with you! Please enjoy the conference and take this opportunity to establish new contacts. We hope you are able to take your conference experiences back to your community and continue the important work of *Building Rural Communities*.

Sincerely,



Andy Bias

Board Chair



Peter Carey

President

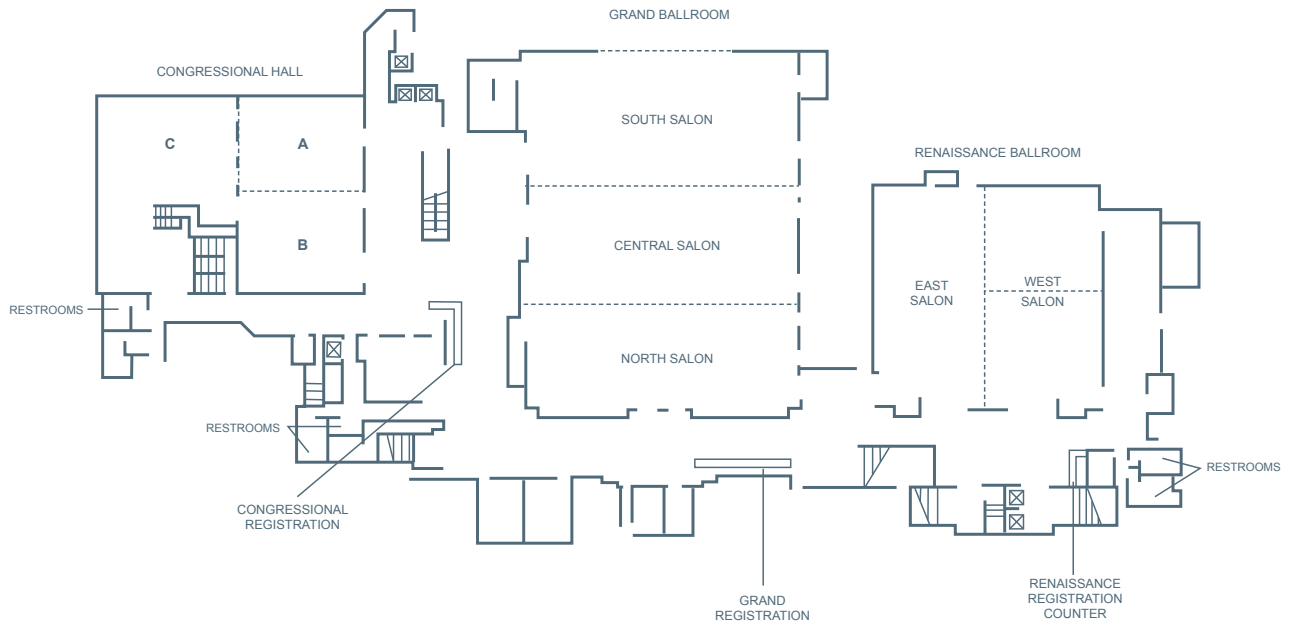


Moises Loza

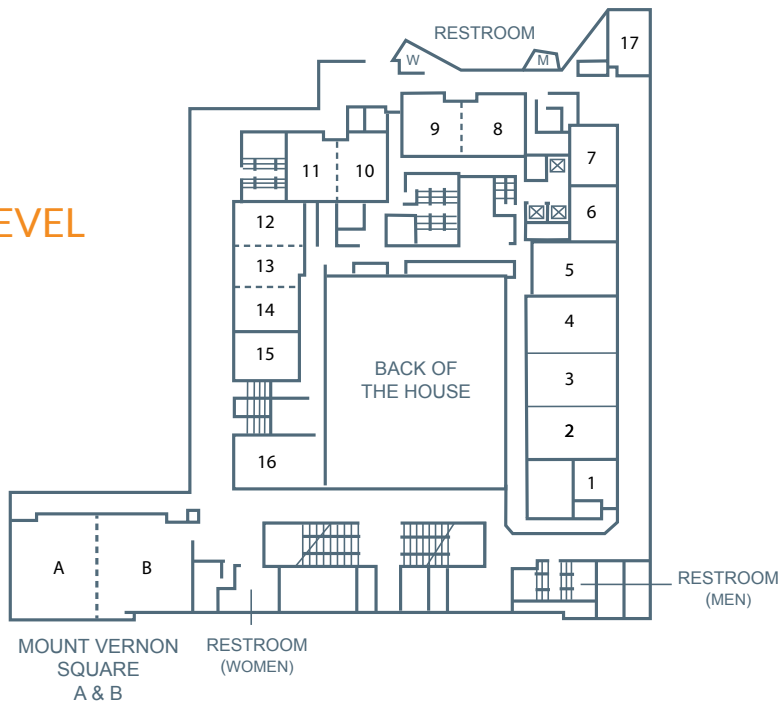
Executive Director

HOTEL MAPS

BALLROOM LEVEL



MEETING ROOM LEVEL



USDA Rural Development is proud to join HAC in celebrating 45 years of building rural communities together.

<http://www.rd.usda.gov/>



United States
Department of
Agriculture

Rural Development

USDA is an equal opportunity provider, employer, and lender.

CONFERENCE INFORMATION

The Registration and Information Desks are located on the Ballroom level.

Registration/Information Hours

Tuesday, November 29	7:30 am - 7:00 pm
Wednesday, November 30	7:30 am - 5:30 pm
Thursday, December 1	7:30 am - 6:30 pm
Friday, December 2	7:30 am - 11:30 am

If you need help, HAC technical assistance staff at the Information Desk will be able to assist you with choosing which workshops to attend.

CONFERENCE NAME BADGES

Your conference badge is your pass to the meals and events you are registered to attend. If you need to replace a lost name badge, please inquire at the Registration Desk. If you would like to purchase additional tickets for the awards banquet dinner, please go to the Registration Desk. The cost is \$85 each for additional awards banquet tickets.

EVALUATIONS

Please complete a workshop evaluation form for each workshop session you attend. The workshop evaluations will be provided to you during the workshop and the completed evaluations should be returned to the workshop coordinator before you leave the room. The overall conference evaluation can be found in your conference bag or on the conference app. Please take a few moments at the end of the conference to provide us with your feedback. These forms can be returned to the Registration/Information area or filled out in the conference app. Those who turn in their paper evaluations will receive a token gift.

EXHIBIT HALL

Please visit the Exhibit Hall located next to Registration/Information on the meeting room level. Organizations and vendors that support low-income rural housing development will display their products and services. Take advantage of this vast informational resource. A list of exhibitors is available in the conference app and on page 35

Exhibit Hall Hours

Tuesday, November 29	4:00 pm - 6:30 pm
Wednesday, November 30	8:00 am - 5:30 pm
Thursday, December 1	8:00 am - 5:30 pm
Friday, December 2	7:30 am - 11:30 am

CONNECT DURING THE CONFERENCE!

#BuildingRural

Include this hashtag on all your social media posts to interact with the conference. Share your pictures on Instagram. Follow HAC on Twitter for updates and tweet about your sessions. Chat with other conference attendees about the issues that are important to you by joining our LinkedIn group and participating in the discussions. Follow HAC on Facebook and LinkedIn for rural housing news and other housing information.

Use the conference app to join in our interactive competitive conference experience. Who can be the most engaged conference attendee? Play Click! and see your name on the conference leaderboard. Connect your profiles to the app for easy sharing and networking throughout the conference.

Download the Mobile App Now!

<https://crowd.cc/buildingrural>



Scan this code with a
QR reader to easily
download the app.



CONNECT

QUILTS

In isolated rural regions, women gathered together in an effort to overcome the loneliness that so many pioneer women experienced. Out of this tradition grew quilting or “gathering around the frame”. Quilts, particularly hand-made quilts are readily identifiable symbols of ingenuity, pride, and enduring quality. These symbols, also critical elements to Building Rural Communities. HAC is proud to highlight and announce three beautiful, hand-made quilts that have been made exclusively for and donated to the HAC 2016 Rural Housing Conference.

These artistic expressions of Building Rural Communities will be on display throughout the conference and the lucky winner(s) will be announced at the HAC Rural Housing Awards Banquet on Thursday, December 1, 2016, starting at 6:30 PM. Tickets are \$5 each. All proceeds will go to the charity of choice for the quilt-maker.

RENEWING THE DISCUSSION

During the luncheon, plenary discussion on Thursday, December 1, participants will engage in dialogue about emerging rural housing issues. Conference attendees will join in facilitated discussions to share, learn, and strategize about five issues raised by stakeholders:

- Nurturing Rural Leaders
- Connecting Place-making and Place-based Opportunities
- Persistent Poverty & Rural Inequality
- Proposals for the New Administration
- Responding to the Opiate Crisis

LEARNING SERIES

Some workshops at the National Rural Housing Conference follow a particular theme. These workshops are categorized as Learning Series and are marked accordingly in the conference agenda. The Learning Series include:



Native American Housing

These workshops address the development of affordable housing and community development in Native American communities. Sponsored by Wells Fargo Housing Foundation.



Veterans

Join practitioners and funders to learn best practices and innovative approaches for housing rural veterans. Sponsored by The Home Depot Foundation, JP Morgan Chase, and Wells Fargo Housing Foundation.



Green Building

The workshops will offer information, skills, and resources that attendees can use to integrate green building strategies into their affordable housing projects.



Self-Help Housing

Developed and presented by T&MA providers and Section 523 Grantees, these workshops have valuable information and ideas for the novice self-help developer to the experienced professional..

CLICK
Join the Conference Scavenger Hunt!

1. Download and log into the Conference App.
2. Select the CLICK icon.
3. Choose a challenge.
4. Submit a photo.
5. Watch your progress in the CLICK Leaderboard and Social Stream

PRE-CONFERENCE DAY

TUESDAY, NOVEMBER 29

7:30 AM – 7:00 PM

Registration and Information

PRE-CONFERENCE MEETINGS (CLOSED UNLESS OTHERWISE NOTED)

8:30 AM – 5:30 PM

Section 502 Packaging Training

Penn Quarter

9:00 AM – 10:30 AM

USDA RD Multi-Family Housing Meeting

Meeting Room 12/13/14 (Open)

9:00 AM – 10:45 AM

Section 502 Packaging Intermediaries – USDA Meeting

Meeting Rooms 8/9

9:00 AM – 11:00 AM

Housing for Veterans in Rural America Meeting

Meeting Room 5 (OPEN)

9:00 AM – 12:00 PM

National Farmworker Alliance Meeting

Meeting Room 2

10:45 AM – 11:30 AM

Section 502 Packagers, Employers, Intermediary & USDA Forum

Meeting Room 8/9

11:30 AM – 1:00 PM

National Rural Self Help Housing Association Meeting

Meeting Rooms 8/9

12:00 PM – 3:00 PM

Native American Housing Stakeholders' Meeting

Meeting Room 5 (Open)

1:00 PM – 3:00 PM

T&MA Contractors and RD Meeting

Meeting Room 6

1:00 PM – 4:00 PM

RCDI Pre-Conference Meeting

Meeting Room 2

2:00 PM – 4:00 PM

National Farmworker Housing Directors Association

Meeting Room 3

2:00 PM – 4:00 PM

Persistent Poverty Strategy Working Group

Meeting Room 8/9

4:00 PM – 6:00 PM

National Rural Housing Coalition Annual Meeting

Congressional Ballroom A/B (Open)

KICK-OFF RECEPTION

6:30 PM – 8:30 PM

Grand Central/South Ballrooms (Open)

CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 30

8:00 AM – 10:00 AM

OPENING CONFERENCE PLENARY - Grand Central/South Ballrooms
Inequality: The Rural Perspective

Keynote Speakers:

Rep. Blaine Luetkemeyer (MO)

John Henneberger, TX Low Income Housing Information Service

10:15 AM – 5:30 PM

Section 502 Packaging Training

Penn Quarter

10:15 AM - 11:45 AM

CONCURRENT MORNING WORKSHOPS

Reevaluating Your Project When the Market Changes - Meeting Room 2

 Home Adaptation, Home Repair, and Rehabilitation for Veterans - Meeting Room 3


An Introduction to USDA's Section 502 Certified Loan Application Packaging Process - Meeting Room 4

Putting Success in Succession - Meeting Room 10

Top Ten Things You Need to Know to Implement the New Uniform Guidance - Congressional B

 Energy Efficient Multi-Family Housing: Documenting the Impact - Meeting Room 5

Evaluating Your Organization: Gathering, Evaluating, and Using the Data - Meeting Room 8

 Understanding and Ending Veteran Homelessness - Meeting Room 13

 Introduction to USDA's Mutual Self-Help Housing Program - Congressional A

12:00 PM – 2:00 PM

LUNCHEON PLENARY SESSION - Grand Central/South Ballrooms

The Changing Face of Rural America

Presentation by HAC's Lance George

Panel Discussion Facilitated by: **Rep. Bennie Thompson (MS)**

Panelists: **Whitney Kimball Coe**, Center for Rural Strategies

Tanya Fiddler, Native CDFI Network

Agatha So, National Council of La Raza

2:15 PM – 3:45 PM


CONCURRENT AFTERNOON WORKSHOPS

Millennials, Boomers, and Beyond: Trends, Challenges, and Implications for the Future of Housing - Meeting Room 8

Tiny House Movement - Meeting Room 13

 Using VA and USDA Rural Development Programs on Tribal Trust Lands - Meeting Room 3

Homebuyer Development: HOME and USDA Section 502/523 - Meeting Room 2

 Untying the Knots in Identifying Resources for Veterans Housing - Meeting Room 4

Public Relations: Telling Your Nonprofit Story - Meeting Room 10

How Might the New Uniform Guidance Impact Your Audit? - Congressional B

Connecting Communities through Technology: A Dialogue with NTCA-The Rural Broadband Association - Meeting Room 5

 Construction Management While Maintaining Family Labor - Congressional A

4:00 PM – 5:30 PM

MEET THE NATIONAL RURAL HOUSING COALITION - Grand Central/South Ballrooms

What the Election Means for Rural Housing

Keynote Speakers:

Bob Rapoza, National Rural Housing Coalition

Karen Speakman, National Rural Housing Coalition

CONFERENCE SCHEDULE

THURSDAY, DECEMBER 1

8:00 AM – 10:00 AM

MORNING CONFERENCE PLENARY - Grand Central/South Ballrooms

Inequality: The Rural Perspective (cont'd)

Keynote Speaker:

Rep. Keith Ellison (MN)

Opioid Epidemic: The Rural Perspective

Keynote Speaker:

Sec. Tom Vilsack/USDA (invited)

Alan Morgan, National Rural Health Association

10:15 AM – 5:30 PM

Section 502 Packaging Training

Penn Quarter

10:15 AM - 11:45 AM

CONCURRENT MORNING WORKSHOPS

USDA Multifamily Housing Preservation and Maturing Mortgages - *Meeting Room 8*

 Resilience - The Next Frontier - *Meeting Room 10*

Duty to Serve: What Does it Mean for Rural America? - *Meeting Room 14*

National Housing Trust Fund - *Congressional B*

Mergers and Acquisitions - *Meeting Room 5*

Big Data, Small Data . . . Rural Data? - *Meeting Room 13*

Aging in Community - *Meeting Room 2*

 Self-Help Housing Marketing and Recruitment Brainstorming - *Congressional A*

12:00 PM – 2:00 PM

LUNCHEON PLENARY SESSION - Grand Central/South Ballrooms


Building Rural Communities: A Discussion

(Group Discussion of Conference White Papers)

- Nurturing Rural Leaders by Janet Topolsky and Rob Wiener/Giselda Saldago
- Connecting Place-making and Place-based Opportunities to Rural Housing by Thor Erickson, Lizzie Macwillie and Suzanne Anarde
- Persistent Poverty and Rural Inequality: Where does Rural Housing Fit In? by R. Scott McReynolds and Ann Williams Cass
- Proposals for the New Administration by Julie Bornstein and Hope Cupit
- Responding to the Opiate Crisis: Local Best Practices and the Connection to Affordable Housing by Alan Morgan and Sec. Vilsack

2:15 PM – 3:45 PM

CONCURRENT AFTERNOON WORKSHOPS

 Zeroing in on Energy, Water, and Healthy Housing - *Meeting Room 5*


Making Manufactured Housing Work for Rural America - *Meeting Room 2*

Using LIHTC's in the Preservation and New Construction of USDA's Farm Labor Housing Properties - *Meeting Room 10*

 USDA Section 502 Loan Packaging: What's New and What's Challenging - *Meeting Room 13*

Philanthropy for Rural America: A Conversation with Funders - *Congressional B*

Creative Placemaking - *Meeting Room 6*

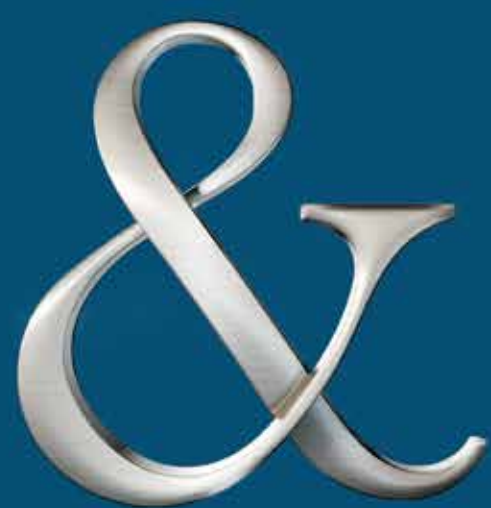
 Addressing Barriers to Native Homeownership - *Meeting Room 8*

 Program Director Best Practices: People, Product, and Processes - *Congressional A*

BUILDING STRONG COMMUNITIES

We proudly support the efforts of the Housing Assistance Council
and their positive impact on rural Veterans.

Visit jpmorganchase.com/veterans to learn more about our
deep commitment to our military and veterans.





JPMORGAN CHASE & Co.

CONFERENCE SCHEDULE

THURSDAY, DECEMBER 1

4:00 PM – 5:30 PM

CONCURRENT AFTERNOON WORKSHOPS

- Equity in Housing - Meeting Room 6
- Rural New Market Tax Credits - Meeting Room 2
- Understanding Effective Partnerships - Meeting Room 14
- Philanthropy for Rural America: Learning from Other Grant Seekers - Congressional B
- Housing as Economic Development - Meeting Room 8
- Using LIHTCs in the Preservation and New Construction of USDA's Farm Labor Housing Properties - Meeting Room 10
- Affirmatively Furthering Fair Housing - Meeting Room 13
-  Zeroing in on Energy, Water, and Healthy Housing, Part 2 - *Meeting Room 5*
-  Building the Future by Restoring the Past: Te USDA Self-Help Rehab Program - Congressional A

6:30 PM – 9:00 PM

HAC RURAL HOUSING AWARDS BANQUET

FRIDAY, DECEMBER 2

8:00 AM – 11:30 AM

MORNING PLENARY SESSION - Grand Central/South Ballrooms

Brief Reports from Discussion Groups (8:00 - 9:00)

USDA RD, HUD AND VETERAN AFFAIRS: THE NUTS AND BOLTS (9:00 – 11:15)

Keynote Speakers:

- USDA – Lisa Mensah/Under Secretary for Rural Development
- HUD – Jackie Williams Ph. D/Director, Rural Housing and Economic Development
- VA – Mike Frueh/ Chief of Staff for Principal Deputy Under Secretary for Benefits Thomas J. Murphy

Breakout Sessions (10:00 am – 11:15am):

- HUD/FHA - Grand South Ballroom
- USDA - Grand North Ballroom
- VA – Congressional A

11:30 AM – 12:00 PM

CLOSING PLENARY SESSION - Grand Central/South Ballrooms

Farewell and 'Til We Meet Again

Remarks by Moises Loza

that place called Home

Everyone deserves the comfort and security of home, no matter where they live or how old they are. AARP Foundation is proud to support the HAC Rural Housing Conference in its efforts to raise awareness about the housing challenges faced by rural Americans of every age. We all benefit when every single family has that safe, affordable place called home.

AARP Foundation works to help struggling older adults on issues related to housing, income, hunger and social isolation, and to protect their rights in the courts.

AARP Foundation®

Research That Builds Strong Communities

HUD User is the source for affordable housing and community development research, reports, and data from the U.S. Department of Housing and Urban Development's Office of Policy Development and Research (PD&R). Visit our website at www.huduser.gov to explore the various resources available on HUD User. Subscribe to receive email updates through our eLists and check out *The Edge*, PD&R's online magazine which offers a concise view of PD&R research, periodicals, events, and publications.

Please be sure to stop by our HUD User exhibit at the HAC 2016 Rural Housing Conference, November 30–December 2 in Washington, DC. You can obtain free copies of our research publications, learn about our eBookstore and mobile apps, and sign up to receive news on the latest research, reports, and data from PD&R. Stay connected with HUD User by following us on Twitter @HUDUSERnews.



Connect With HUD User



A black and white photograph of a man in a wheelchair. He has a prosthetic left arm and is wearing a green t-shirt with "ATLANTA BRVES" printed on it. He is looking off to the side. The background shows a window and some interior items. An orange-bordered box in the top left corner contains the text "TEAM DEPOT".

**TEAM
DEPOT**

HONORS

Those who served us all.

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DOING MORE FOR VETERANS



WORKSHOP DESCRIPTIONS

TRACK A: Housing Development

A1

Reevaluating Your Project When the Market Changes

Time: Wednesday, 10:15am – 11:45am

Location: Meeting Room 2

Factories close. Land prices rise and fall. The grant or loan you were counting on doesn't always come through. Change happens. Can you pivot deftly? Join us as we identify and examine the tools and techniques needed to respond to challenges and create new opportunities.

Moderator: Sehar Siddiqi, National Association of REALTORS®

Presenters: Edward Barnett, MD Department of Housing and Community Development
Dave Clark, Woodlands Development Group

A2

Home Adaptation, Home Repair, and Rehabilitation for Veterans

Time: Wednesday, 10:15am – 11:45am

Location: Meeting Room 3

This workshop will provide an overview on the Specially Adapted Housing (SAH) grant program from Veteran Affairs (VA), which assists veterans with service-connected disabilities with building, remodeling, or purchasing an adapted home. The panel will further discuss programs that address recruitment, creative funding, construction, volunteers, service to project, and community, local, and national level of engagement. Also, the program provides an opportunity for veterans to contribute to the community.

Moderator: Marvin Ginn, Native Community Finance

Presenters: Sehar Siddiqi, National Association of REALTORS®
John David, Southern Appalachian Labor School

David Gilkeson, Habitat for Humanity International

Robert Mims, US Department of Veterans Affairs

A3

Millennials, Boomers, and Beyond: Trends, Challenges, and Implications for the Future of Housing

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 8

As households mature and change, so do their housing needs and preferences. Whether you are new to housing development or a seasoned professional, understanding trends will help you plan for the future. In this session, we will learn about the impact of demographics and drivers of housing demand; millennial attitudes towards homeownership; trends in household finance, access to credit, and debt; the current state of affordability; and more. Join us to discuss how these trends will impact rural affordable housing and your business.

Presenters: Whitney Kimball Coe, Center for Rural Strategies

Jessica Lautz, National Association of REALTORS®

Daniel McCue, Joint Center for Housing Studies at Harvard University

A4

Tiny House Movement

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 13

According to Wikipedia, "the tiny house movement is a description for the architectural and social movement that advocates living simply in small homes." Can tiny living provide affordable shelter for seniors and others? The answer is yes. Find out more from a practitioner in the industry.

Presenter: Pam Dorr, Hale Empowerment and Revitalization Organization

R. Michael Cross, R. Michael Cross Design Group

WORKSHOP KEY:



Green Building



Veterans Housing



Native American Housing



Self-Help Housing

WORKSHOP DESCRIPTIONS

A5

USDA Multifamily Housing Preservation and Maturing Mortgages

Time: Thursday, 10:15am – 11:45am
Location: Meeting Room 8

An increasing number of mortgages have begun to reach their maturity dates on USDA Section 515 and 514/516 rental properties. How can these affordable rentals be preserved and what policy changes are needed? Expert panelists will provide advice and best practices for preserving USDA-financed rental properties in 2017 and beyond.

Moderator: Ellen Lurie Hoffman, National Housing Trust

Presenters: Gideon Anders, National Housing Law Project
Laurence Anderson, Rural Housing Preservation Associates
E. Carlton Jarratt, USDA Rural Development

A6

Resilience – The Next Frontier

Time: Thursday, 10:15am – 11:45am
Location: Meeting Room 10

Careful land use planning and adherence to robust building codes and standards are necessary to resist and adapt to climate change. This is especially true in rural areas where there is less enforcement of codes and standards, less population density, and fewer skilled professionals. This panel will cover how rural areas can better deal with natural disasters through Executive Orders and recent guidance to HUD, USDA, and the VA, focused on improving resilience in single- family housing – the most vulnerable of building types.

Presenters: Theodore Toon, White House Office of Management and Budget
Meghan Walsh, White House Office of Management and Budget

A7

Zeroing in on Energy, Water, and Healthy Housing

Time: Thursday, 2:15pm – 5:30pm
Location: Meeting Room 5

This panel will cover a broad range of topics including energy and water conservation programs; energy code updates; Renew300 solar commitment; EPA WaterSense; EPA Indoor AirPLUS; EPA Portfolio Manager and benchmarking; DOE Zero Energy Ready Home; CNA e-Tool; and USGBC's SITES program.

Moderator: Meghan Walsh, White House Office of Management and Budget

Presenters: Surabhi Dabir, USDA Rural Housing Service

Michael Freedberg, US Department of Housing and Urban Development

Julia Hustwit, US Department of Housing and Urban Development

Samuel Rashkin, US Department of Energy

Bob Snieckus, USDA Natural Resources Conservation Service

A8

Making Manufactured Housing Work for Rural America

Time: Thursday, 2:15pm – 3:45pm
Location: Meeting Room 2

Once shunned by nonprofit housing developers, manufactured homes are now making inroads into affordable housing projects and mindsets. Much of this progress is attributable to new perspectives and policies on this once maligned form of housing. A group of experts will discuss the progress, as well as challenges and strategies to continue manufactured housing's transformation into a viable and quality housing option in rural America.

Moderator: Lance George, Housing Assistance Council

WORKSHOP KEY:



Green Building



Veterans Housing



Native American Housing



Self-Help Housing



Creating vibrant, healthy and enduring rural communities

RCAC works with rural nonprofit housing developers and housing authorities, rural communities and Tribal entities in the western United States. We build affordable housing networks so rural communities have access to quality affordable homes. Our staff works with more than 50 self-help organizations to produce single-family homes under the Mutual Self-Help Housing program.

In addition, RCAC is a housing counseling intermediary and supports 50 local counseling agencies; we are recruiting for the next Tribal Housing Excellence Academy cohort; and we are an intermediary in the 502 packaging program. Our Development solutions staff works to expand the affordable rental home supply in rural areas.

RCAC's Loan Fund finances single and multi-family affordable homes for lower income families. Loans are available for short-term acquisition, pre-development, site development and single and multifamily affordable housing construction.

For more information about RCAC and its programs, go to www.rcac.org

WORKSHOP DESCRIPTIONS

Presenters: Pamela Danner, US Department of Housing and Urban Development
Thomas Heinemann, Manufactured Housing Institute
Mike Price, Federal Housing Finance Agency

A9 Equity in Housing

Time: Thursday, 4:00pm – 5:30pm
Location: Meeting Room 6

This session will explore the sustainABLEhouse and MiCASiTA initiatives from CDC Brownsville and buildingcommunityWORKSHOP in the Rio Grande Valley of Texas. sustainABLEhouse seeks to create sustainable processes for housers to integrate client-led design into their development model with little addition in cost and time. MiCASiTA seeks to

offer an alternative housing and finance model to reach the hardest-to-reach affordable housing clients. Learn more about these initiatives from the source.

Presenters: Omar Hakeem, buildingcommunity WORKSHOP
Nick Mitchell-Bennett, Community Development Corporation of Brownsville

NCALL Congratulates HAC on another great National Rural Housing Conference!

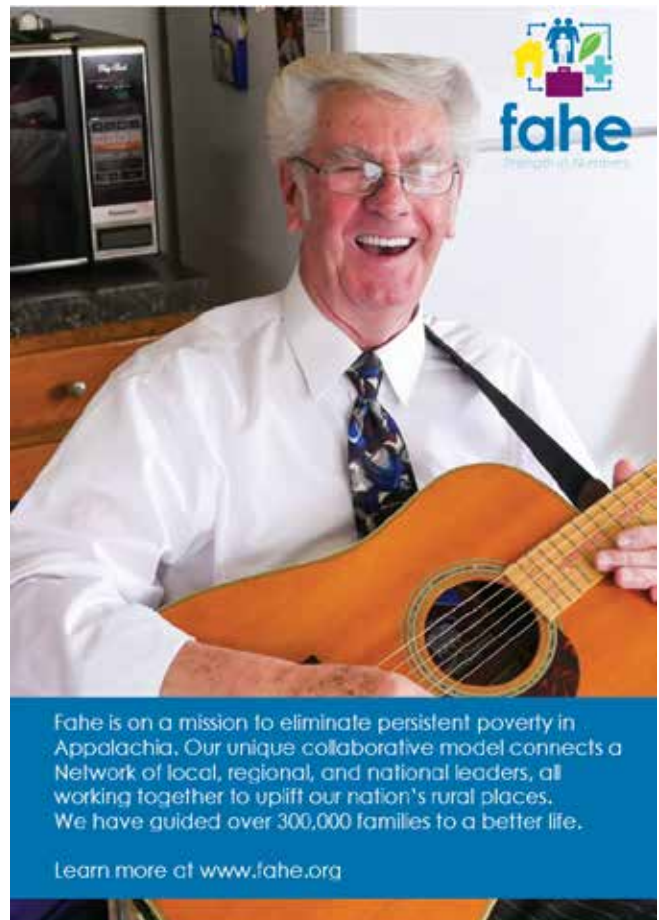


NCALL is your housing services provider, offering self-help housing, multi-family housing development, homeownership counseling, foreclosure prevention, stand-by ME financial coaching, neighborhood revitalization and community

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Fahe is on a mission to eliminate persistent poverty in Appalachia. Our unique collaborative model connects a Network of local, regional, and national leaders, all working together to uplift our nation's rural places. We have guided over 300,000 families to a better life.

Learn more at www.fahe.org

WORKSHOP DESCRIPTIONS

TRACK B: Finance

B1

Homebuyer Development: HOME and USDA Section 502/523

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 2

Staff from HUD's Office of Affordable Housing Programs and USDA RD will discuss project financing and regulatory considerations when using HOME funds in combination with the USDA Section 502 Direct Loan and Section 523 Mutual Self-Help programs for homebuyer new construction projects.

Moderator: Sarah Belleful, Minnesota Housing Partnership

Presenters: Brice Eidson, US Department of Housing and Urban Development

Tiffani C. Moore, US Department of Housing and Urban Development

Barry Ramsey, USDA Rural Development

B2

An Introduction to USDA's Section 502 Certified Loan Application Packaging Process

Time: Wednesday, 10:15am – 11:45am

Location: Meeting Room 4

Are you wondering if your organization should participate in USDA Rural Development's Certified Loan Application Packaging Process? Do you want to know if you or your staff should attend the three-day advanced course on Section 502 Packaging Training for Nonprofit Developers? Join us as we discuss how USDA Rural Development's Certified Loan Application Packaging Process operates, how organizations like yours can participate, and the pre-requisites for participation.

Presenters: Tom Carew, FAHE

Tammy Repine, USDA Rural Development

B3

Using VA and USDA Rural Development Programs on Tribal Trust Lands

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 3

Join us for a lively discussion and get your questions answered as VA and USDA staff present information about how to use a variety of federal programs on tribal land.

Moderator: Twila Martin -Kekahbah, Turtle Mountain Band of Chippewa

Presenters: Tedd Buelow, USDA Rural Development

Richard Givot, US Department of Veterans Affairs

Lynn Trujillo, USDA Rural Development

B4

Untying the Knots in Identifying Resources for Veterans Housing

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 4

Developing housing for veterans can be challenging, especially with so many choices and regulations. This session will discuss methods of development designed for rural areas, including single-family homes on scattered sites, subdivisions, multifamily developments, and the YouthBuild program. It will also explore resources to make projects into reality. Panelists will strategize ways to work the knots out of all those tangled ropes of financing and development. For participants who are experienced or just getting started.

Moderator: Marvin Ginn, Native Community Finance

Presenters: Eric Bryant, US Department of Veterans Affairs

Lenora Jarvis-Mackey, River City Community Development Corporation

Retha Patton, Eastern Eight Community Development Corporation

WORKSHOP KEY:



Green Building



Veterans Housing



Native American Housing



Self-Help Housing

WORKSHOP DESCRIPTIONS

B5

Duty to Serve: What Does it Mean for Rural America?

Time: Thursday, 10:15am – 11:45am

Location: Meeting Room 14

The Housing and Economic Recovery Act of 2008 mandates that Fannie Mae and Freddie Mac have a “Duty to Serve” three traditionally underserved markets of 1) rural housing, 2) manufactured housing, and 3) affordable housing preservation. The Federal Housing Finance Agency (FHFA) is in the final stages of implementing the Duty to Serve rule. This session will help housing providers better understand Duty to Serve, with a particular focus on the rural housing component.

Moderator: Sarah Edelman, Center for American Progress

Presenters: Simone Beaty, Freddie Mac

Jim Gray, Federal Housing Finance Agency

Bob Simpson, Fannie Mae

B6

National Housing Trust Fund

Time: Thursday, 10:15am – 11:45am

Location: Congressional B

Get up to speed on the National Housing Trust Fund (NHTF). Join us for a brief overview of the NHTF and learn how to influence your state’s NHTF Allocation Plan next year. Hear about ideal features you might want to consider in your state’s NHTF Allocation Plans.

Moderator: Polly Nichol, Housing Assistance Council

Presenters: Willa Davidian, Vermont Housing & Conservation Board

Ed Gramlich, National Low Income Housing Coalition

B7

Using LIHTCs in the Preservation and New Construction of USDA’s Farm Labor Housing Properties

Time: Thursday, 2:15pm – 5:30pm

Location: Meeting Room 10

Presenters will discuss how organizations are utilizing USDA multifamily programs and the Low Income Housing Tax Credit (LIHTC) program to finance new development and preserve existing projects. Panelists will explain how the LIHTC program works and will discuss how to use it in combination with the USDA Section 514 Farm Labor Housing Loan program.

Moderator: Marty Miller, Office of Rural and Farmworker Housing

Presenters: Keith Burgess, BBVA Compass

Rose Garcia, Tierra del Sol Housing Corporation

Mirna Reyes-Bible, USDA Rural Development

B8/E6

USDA Section 502 Loan Packaging: What’s New and What’s Challenging

Time: Thursday, 2:15pm – 3:45pm

Location: Meeting Room 13

Handbook 3550 changes causing you to wonder “what’s new”? Learn how to implement key changes successfully and avoid the common errors and omissions that cause delays in processing Section 502 loan applications. This session will help you improve the quality and completeness of your applications and get your participants to a faster loan closing.

Presenter: Antonio Burkett, USDA Rural Development



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Presenters: Randy Griffith, Little Dixie Community Action Agency
Jack Kauffman, NCALL Research, Inc.
Angela Sisco, Rural Community Assistance Corporation
Myron Wooden, USDA Rural Development

lack of economic diversity and investors, the limited availability of credit, and geographic isolation. This workshop will focus on the impact of rural NMTCs in small communities, a case study where NMTCs helped to rebuild a town after a devastating tornado, and pitfalls to avoid as told by one of the largest financial institutions in the country.

Moderator: Carla Mannings, Partners for the Common Good

Presenters: Paul Anderson, Rapoza Associates
Corinne Ingrassia, JPMorgan Chase
Kevin Smith, Community Ventures

B9

Rural New Markets Tax Credits

Time: Thursday, 4:00pm – 5:30pm

Location: Meeting Room 2

Come hear how local communities have used New Markets Tax

Credits (NMTCs) to unlock their investment potential and create economic opportunity in rural communities across the United States. NMTCs were designed to increase the flow of capital to businesses in local economies, which is especially helpful as rural economies present unique obstacles including a

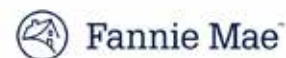


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WORKSHOP DESCRIPTIONS

TRACK C: Organizational Development

C1

Putting Success in Succession

Time: Wednesday, 10:15am – 11:45am

Location: Meeting Room 10

Whether the result of an anticipated retirement or an unplanned departure, sooner or later every organization faces leadership change. No matter how smooth the transition, there are always issues for the board, staff, and funders. Organizations are often reluctant to face this issue, but understanding the challenges and planning for change can help to minimize disruption and assure long-term sustainability. Join us for a discussion with panelists who have firsthand experience with transition.

Moderator: Peter Carey, Housing Assistance Council

Presenters: Tom Adams, Raffa, P.C.

Merten Bangemann-Johnson,
NeighborWorks Umpqua

Laura Buxbaum, Coastal Enterprises, Inc.

C2

Top Ten Things You Need to Know to Implement the New Uniform Guidance

Time: Wednesday, 10:15am – 11:45am

Location: Congressional B

It's here. The Uniform Guidance (UG), sometimes referred to as the Super Circular, went into effect at the end of December 2014 for all federally funded entities. What has your organization done to ensure that you are in compliance with these new regulations? Do you know what the new rules are for procurement and for indirect costs? Are you familiar with what can now be charged to federal awards, and what cannot? Do you know where to find these new regulations? In this session, we will explore the top

10 things you should know about implementing the UG and how they may impact your organization as a direct recipient, pass-through entity, and/or subrecipient of federal funds.

Presenter: Judith Monteux, Rural Community Assistance Corporation

C3

Public Relations: Telling Your Nonprofit Story

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 10

Storytelling is a powerful method to express what your organization does and why in an interesting and meaningful way. Grounded in cognitive science research, this workshop will explore the basics of good communication and the many ways to tell a story online using real-life examples. This hands-on session will allow you to practice telling your story through multiple social media channels.

Moderator: Christina Davila, Housing Assistance Council

Presenters: Angela Boyd, Make Room Campaign and Enterprise Community Partners

Amy Clark, National Housing Conference

C4

How Might the New Uniform Guidance Impact Your Audit?

Time: Wednesday, 2:15pm – 3:45pm

Location: Congressional B

Now that the first year of implementation of the new Uniform Guidance has been completed, some organizations are subject to audits based on this new Super Circular. Hear from the auditors' perspective about what changes and expectations will occur in your engagement.

Presenters: Jeri Fleming, RSM US LLP

Kimberly Pannell, Raffa, P.C.

WORKSHOP KEY:



Green Building



Veterans Housing



Native American Housing



Self-Help Housing

WORKSHOP DESCRIPTIONS

C5

Mergers and Acquisitions

Time: Thursday, 10:15am – 11:45am

Location: Meeting Room 5

Mergers and acquisitions (M&A) occur frequently and are considered good business practice in the for-profit business world. But in the nonprofit arena, they are presumed to occur due to an absence of leadership or financial hardship. M&As are not, and should not be considered, an act of failure, but rather a means to strengthen an organization's effectiveness, spread best practices, expand reach, and operate cost-effectively. .

Presenters: Janaka Casper, Community Housing Partners
Stanley Keasling, Rural Community Assistance Corporation

C7

Philanthropy for Rural America: A Conversation with Funders

Time: Thursday, 2:15pm – 3:45pm

Location: Congressional B

Experienced grant makers from major institutions who have funded rural housing and community development will focus on questions such as: What do funders look for? How can we get more resources into rural places? And how should funders be approached? This session is Part 1 of Philanthropy for Rural America; workshop C9 is Part 2.

Moderator: Joe Belden, Housing Assistance Council

Presenters: Colleen Briggs, JPMorgan Chase & Co.
Stephen Fitzgerald, Bank of America
Connie Wright, Wells Fargo Housing Foundation

C8

Understanding Effective Partnerships

Time: Thursday, 4:00pm – 5:30pm

Location: Meeting Room 14

Organizations and projects become stronger through partnerships. Some organizations have formed unique and innovative relationships that make their projects more competitive and successful. Expert panelists will share their stories on how to develop partnerships and make a larger difference.

Presenters: Geoffrey Anderson, Smart Growth America
Rosemary Fagrelus, Minnesota Housing Partnership
Tom Manning-Beavin, Kentucky Highlands Community Development Corporation



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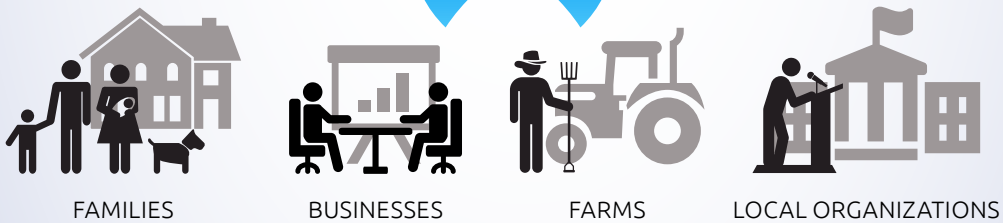
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WORKSHOP DESCRIPTIONS

C9

Philanthropy for Rural America: Learning from Other Grant Seekers

Time: Thursday, 4:00pm – 5:30pm
Location: Congressional B

Nonprofit rural leaders who have successfully raised funds from private sources will discuss how they succeeded in fundraising. What are key factors to consider? What are do's and don'ts? How did panelists get started? How should funders be approached? How can more private charitable resources be directed to rural places? This session is Part 2 of Philanthropy for Rural America; workshop C7 is Part 1.

Moderator: Joe Belden, Housing Assistance Council
Presenters: Jim King, FAHE
 Joe Myer, NCALL Research, Inc.
 Ali Solis, Enterprise Community Partners

TRACK D: Innovation and Policy

D1

Evaluating Your Organization: Gathering, Evaluating, and Using the Data

Time: Wednesday, 10:15am – 11:45am
Location: Meeting Room 8

Performance information is a powerful tool for an organization to better understand how it operates and how to improve its efforts. This data can also help an organization tell its story about what it does and how it impacts a community. Hear from experts in the field who will touch on the elements of a successful assessment, describe how to successfully evaluate activities, and discuss the role successful program evaluations play in helping groups document their efforts and meet funding obligations.

Moderator: Maggie Slane, Family Services of Rhode Island
Presenters: Farron Levy, True Impact
 Lori Moen, GROW South Dakota
 Chris Walker, Rural LISC

D2

Understanding and Ending Veteran Homelessness

Time: Wednesday, 10:15am – 11:45am
Location: Meeting Room 13

Veterans are more likely than civilians to experience homelessness. Understanding why and the unique challenges many homeless veterans face will provide nonprofit developers with a greater understanding of how they can assist homeless veterans in their communities. Join our expert panel as they provide best practices for serving homeless veterans.

Moderator: Heather Prill Pritchard, The Home Depot Foundation
Presenters: Kathryn Monet, National Alliance to End Homelessness
 Joshua Stewart, National Coalition for Homeless Veterans



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WORKSHOP DESCRIPTIONS

D3

Connecting Communities through Technology: A Dialogue with NTCA-The Rural Broadband Association

Time: Wednesday, 2:15pm – 3:45pm

Location: Meeting Room 5

Join this discussion for an introduction to the 850+ rural telecommunications providers that NTCA-The Rural Broadband Association represents. The session will include a dialogue about what partnership opportunities might exist, as well as some insight into the policy challenges facing rural broadband providers. Come with your questions, success stories, and challenges about broadband as it relates to rural housing projects.

Presenter: Kelly Wismer, NTCA-The Rural Broadband Association

D4

Energy Efficient Multifamily Housing: Documenting the Impact

Time: Wednesday, 10:15am – 11:45am

Location: Meeting Room 5

New HOME regulations on the calculation of utility allowances may require you to calculate and develop your project utility allowances. Learn about the nation's first USDA "Super Green" development. Explore how to document and translate the savings into actual utility allowances that meet the new HOME requirements.

Presenter: Tom Bishop, Homestead Affordable Housing, Inc.

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WORKSHOP DESCRIPTIONS

D5

Big Data, Small Data . . . Rural Data?

Time: Thursday, 10:15am – 11:45am

Location: Meeting Room 13

Quality data are increasingly essential to the understanding and improvement of housing conditions. Accurate and timely information can also greatly enhance an organization's ability to fulfill its mission more efficiently and with greater foresight. However, it is also a reality that many rural nonprofit housing organizations do not have the time, resources, or staff capacity to wade through the virtual mountains of data available today. This workshop presents resources, insights, tips, and suggestions on ways to use and present data to help improve housing conditions in your community. The session will include interactive examples of data clearinghouses, tools, and mapping utilities geared for the nonprofit user.

Moderator: Sarah Sattelmeyer, The Pew Charitable Trusts

Presenters: John Cromartie, USDA Economic Research Service

Corianne Scally, Urban Institute

Drew Zachary, White House Domestic Policy Council, US Department of Housing and Urban Development

D6

Aging in Community

Time: Thursday, 10:15am – 11:45am

Location: Meeting Room 2

Many older adults want to live and grow old in their own homes and communities. Yet there are often barriers to aging in community. Join us as we discuss the challenges older adults in rural communities can face and highlight innovative ideas and practices that allow people to age in place.

Presenters: John Fowler, Peoples' Self-Help Housing

Pam Johnson, FAHE

Karen Kali, National Community Reinvestment Coalition

Robert Zdenek, National Community Reinvestment Coalition

D7

Creative Placemaking

Time: Thursday, 2:15pm – 3:45pm

Location: Meeting Room 6

Placemaking capitalizes on a local community's assets and potential, with the intention of creating public spaces that promote people's health and well-being. This session will explore the history and methodology of placemaking initiatives, showcasing creative placemaking projects with an emphasis on rural locations. This session is hosted by buildingcommunityWORKSHOP, a nonprofit community design center seeking to improve the livability and viability of communities through the practice of thoughtful design and making.

Moderator: Omar Hakeem, buildingcommunity WORKSHOP

Presenters: Michaela Accardi, buildingcommunityWORKSHOP

Lizzie MacWillie, buildingcommunityWORKSHOP



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WORKSHOP DESCRIPTIONS

D8

Addressing Barriers to Native Homeownership

Time: Thursday, 2:15pm – 3:45pm

Location: Meeting Room 8

Obstacles to Native American homeownership can include limited access to funding and financing, trust land issues, lack of housing stock, and a perception that homeownership is not possible. The South Dakota Native Homeownership Coalition is working together to address these barriers and promote homeownership on tribal lands across the state. In this workshop we learn about the coalition's accomplishments and plans for the future, and highlight the impactful work of coalition member organizations.

Presenters: Leslie Newman, Seven Sisters Community Development Group, LLC
Tawney Brunsch, Lakota Funds
Jennifer Irving, Thunder Valley Community Development Corporation
Sharon Vogel, Cheyenne River Housing Authority

D9

Housing as Economic Development

Time: Thursday, 4:00pm – 5:30pm

Location: Meeting Room 8

This workshop will explore the connection between affordable housing and local economic development through the experiences of affordable housing developers. Find out firsthand how developing affordable housing could have an economic impact on your community..

Presenters: Pam Dorr, Hale Empowerment and Revitalization Organization
Earl Pfeiffer, Florida Home Partnership
Greg Sparks, Rural LISC

D10

Affirmatively Furthering Fair Housing

Time: Thursday, 4:00pm – 5:30pm

Location: Meeting Room 13

Any agency that receives federal support must actively comply with all anti-discrimination laws. The new Affirmatively Furthering Fair Housing (AFFH) rule issued by the US Department of Housing and Urban Development signals a new aggressive approach to addressing noncompliance and undoing the historical patterns of segregation in urban, suburban, and rural housing markets across the United States. Join us as national expert Stella Adams discusses how to address discrimination and use the new AFFH rule to improve quality of life.

Presenter: Stella Adams, National Community Reinvestment Coalition

WORKSHOP KEY:



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Veterans Housing



Native American Housing



Self-Help Housing

WORKSHOP DESCRIPTIONS

Self Help Housing – Developed and presented by T&MA providers, these workshops have valuable information and ideas for the novice self-help developer to the experienced professional.

E1

Introduction to USDA's Mutual Self-Help Housing Program

Time: Wednesday, 10:15am – 11:45am

Location: Congressional A

Have you heard of USDA's Mutual Self-Help Housing program but weren't sure if it would be a good fit for your agency? This session will provide an overview of the program covering funding possibilities, regulation requirements, and the grant application process. It will also look at eligible grant uses, program development, staffing needs, and feasibility.

Presenters: Jason Stillwell, Little Dixie Community Action Agency

Nancy Jacobsen, Rural Community Assistance Corporation

Tara Rogers, Florida Non-Profit Housing, Inc.

E2

Self-Help Housing Marketing and Recruitment Brainstorming

Time: Thursday, 10:15am – 11:45am

Location: Congressional A

It can be challenging to find participants for a Self-Help Housing Program. Come hear about unique ways to market your program to potential families and individuals. Work with peers to develop and discuss ideas about how to get the most interest for the least cost..

Presenters: Nancy Jacobsen, Rural Community Assistance Corporation

Jill Lordan, NCALL Research, Inc.

Kristina Naylor, NCALL Research, Inc.

Charles Rust, Little Dixie Community Action Agency

E3

Construction Management While Maintaining Family Labor

Time: Wednesday, 2:15pm – 3:45pm

Location: Congressional A

What is the best way to solve problems on a Self-Help Housing construction site? Attendees are invited to share their thoughts on how best to manage the self-help construction process. Common problems, energy efficient construction, and creating and enforcing membership agreements will be discussed.

Presenters: Mike Bounds, Little Dixie Community Action Agency

Jeff Gaddy, Florida Non-Profit Housing, Inc.

Barney Ingram, Little Dixie Community Action Agency

Dick Kempe, Rural Community Assistance Corporation

E5

Program Director Best Practices with People, Product, and Process

Time: Thursday, 2:15pm – 3:45pm

Location: Congressional A

Managing a successful Self-Help Housing Program takes a lot of work. Hear about best practices for managing a program, specifically related to people, product, and processes. Learn from other groups about what makes their programs work well.

Presenters: Jill Lordan, NCALL Research, Inc.

Tara Rogers, Florida Non-Profit Housing, Inc.

Mike Rudloff, Tierra del Sol Housing Corporation

Angela Sisco, Rural Community Assistance Corporation

Kyle White, Little Dixie Community Action Agency

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Self-Help Housing

WORKSHOP DESCRIPTIONS

E6/B8



USDA Section 502 Loan Packaging: What's New and What's Challenging

See page 21

E7



Building the Future by Restoring the Past: The USDA Self-Help Rehab Program

Time: Thursday, 4:00pm – 5:30pm
Location: Congressional A

USDA Self-Help Housing Rehab activities (acquisition/rehab and owner-occupied rehab) are being viewed more often as a viable addition to housing preservation efforts and existing affordable housing activities. This session is designed for organizations currently active in USDA self-help rehab activities and for those

considering it in the future. There will be a general discussion on the latest USDA instructions and guidance governing selfhelp rehab activities, as well as highlighting rehab best practices currently underway. The panel will consist of technical assistance providers, representatives from USDA RD, and organizations currently active in self-help rehab activities.

Presenters: Sandy Albert, Community Concepts
Arthur Chaput, NeighborWorks Umpqua
Byron Fischer, Little Dixie Community Action Agency
Andria Hively, USDA Rural Development
Michele Weaver, Rural Community Assistance Corporation

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