



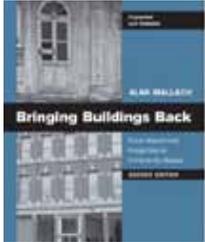
THE FLORIDA HOUSING COALITION'S 24th ANNUAL CONFERENCE: FLORIDA'S PREMIER STATEWIDE AFFORDABLE HOUSING TRAINING & TECHNICAL ASSISTANCE EVENT

September 26-28, 2011

Lunch Keynote Address By:

Alan Mallach

Senior Fellow, Center for Community Progress



Alan Mallach is a nationally recognized advocate and scholar on housing, land use, community and economic development. Mallach is a senior fellow at the Center for Community Progress and teaches in the graduate city planning program at Pratt Institute in New York City. In addition, he is an author of *A Decent Home: Planning, Building and Preserving Affordable Housing* and *Bringing Buildings Back: From Vacant Properties to Community Assets*. Mallach is also a senior fellow at the Metropolitan Policy Program of The Brookings Institution, a visiting scholar at the Federal Reserve Bank of Philadelphia and a member of the College of Fellows of the American Institute of Certified Planners.

September 26

FEATURING

PUBLIC POLICY PLENARY:

Housing and the Economy; and the future of Housing Programs.

Caucus / Partner Meetings: Formal networking time for:

- FAHRO and FRA
- Florida Legal Services Statewide Affordable Housing Project
- Foreclosure Counselors
- Fundraising for Nonprofits
- Green Partners and Utility Companies
- SHIP Administrators

September 28

SHIP and NSP Roundtables

September 27

- TRACK 1:** Neighborhood Stabilization in Florida Recovery and Reinvestment - Progress overview; new HUD guidance; upcoming tasks and milestones; and training for program design
- TRACK 2:** Affordable Green Housing - Integrating design; establishing initiatives and policies; and creating effective partnerships
- TRACK 3:** Preservation - From HUD to USDA: Focus on identifying and acquiring existing assisted rental housing
- TRACK 4:** Foreclosure Prevention - Hardest-Hit Program update; mediation training; and other foreclosure alternatives

In addition to the four training workshops within each track, we will have training sessions on the nuts and bolts of housing finance and development; housing finance and development for the expert; case studies and success stories, legislative advocacy, community organizing, and new tools for accessing funding opportunities.

Hotel Accommodations:

Rosen Shingle Creek Resort

9939 Universal Blvd., Orlando, FL 32819

The group rate for single/double occupancy:

Early Bird Rate: \$135 (Before June 24) / \$145 (After June 24)

Make your reservations today! (866) 996-6338



For more information, email Johnitta Richards Wells at the Florida Housing Coalition at richards@flhousing.org.

STATE OF THE STATE KEYNOTES



Ed Jennings, Regional Administrator for HUD serving eight states including Florida.



Steve Auger, Executive Director for Florida Housing Finance Corporation



An invitation will be made to the Executive Director of the newly created Department of Economic Opportunity when named.

PUBLIC POLICY PLENARY – Moderated by Mark Hendrickson



Housing = Jobs. That's how the Sadowski Affordable Housing Act got passed in 1992. Florida's construction industry was in a slump. Local governments needed funds to incentivize the private sector; this was the way to implement the housing element of the comprehensive plans and provide for housing everyone, including those hardest to house, such as the very lowest of the paid workforce like farmworkers and anyone who may no longer be able to work such as the elderly and disabled.

The Sadowski Act created a dedicated revenue source for affordable housing in Florida and over the first decade of its implementation earned acclaim as the national model for creative housing programs that stood the tests of accountability, productivity, and a 6:1 return on public sector investment. So when a Governor, House, and Senate agreed to make "Jobs, job number one" and "Get to Work," housing advocates were justifiably optimistic that the housing trust fund monies might be appropriated for housing—putting some 15,000 Floridians to work while infusing over \$1.4 billion in economic activity. But the 2011 session was the first time since the inception of the Act in 1992 that not a penny of the Sadowski Housing Trust Funds was appropriated for housing.

The public policy plenary at the 2011 conference will focus on this key question:

Why isn't the legislature appropriating housing trust fund money for housing?

We will have a panel of national and state experts examining the state of Florida's real property and labor markets, state fiscal policies, economics, policy, and political considerations to help us understand the answer to this question. With a better understanding of why our Housing= Jobs message has not won the day for us, we intend to chart a more successful course, so that housing monies will indeed be appropriated for housing in the future.

This is sure to be the number one policy issue for nearly all of the more than 600 housing professionals that attend the Florida Housing Coalition's statewide annual conference. We look forward to your participation.

We Thank our PLATINUM SPONSORS-This conference could not happen without them.

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**WELLS
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Full brochure and on-line registration will be available by the end of June.