2011 Conference Highlights

Conference videos and PDF PowerPoint presentations: http://flhousing.org/2011-conference-presentations

Ed Jennings, *HUD Southeast Regional Administrator, opened the FHC Conference with a rousing motivational speech encouraging everyone to "Tell Your Story." Jennings highlighted the great work being done in Florida and how we need to ensure the public is aware and kept informed. Hold press conferences, write letters, visit with officials to share stories of how housing changes people's lives and creates jobs, enhancing local and state economies.*

Alan Mallach, *Center for Community Progress, gave the Keynote Address, emphasizing the importance of remembering and staying focused on the people who need affordable housing and less on the products. Mallach believes the critical part of our jobs is to help people stay in their homes be it with financial counseling, building support systems and other available programs. "Preserving existing affordable housing is the more desirable goal in today's economic environment as this creates opportunities for new thinking, especially rental housing."*

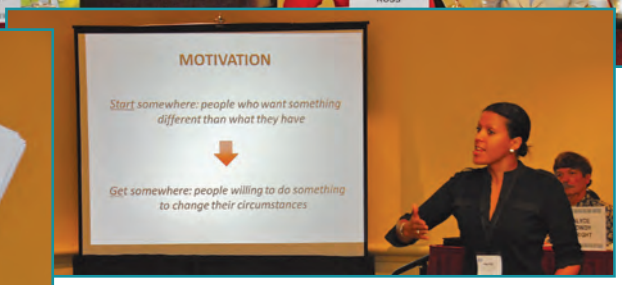
The Public Policy Plenary focused on: Is there a need for affordable housing in today's economic environment? ***Mark Hendrickson*** *moderated with panelist:* ***Len Tylka,*** *founding principal in LTL Associates, Inc., LTL Builders, Past President of the Florida Home Builders Association and the current Florida Housing Finance Corporation Chairman;* ***Ken Pruitt,*** *St. Lucie County Property Appraiser and former Florida Senate President;* ***Todd Greene,*** *Vice President in the research division at the Federal Reserve Bank of Atlanta; and* ***Nicholas Johnson****, Vice President for State Fiscal Policy with the D.C. Center on Budget and Policy Priorities.*

In the State of State address, ***Steve Auger****, Executive Director of Florida Housing Finance Corporation, spoke about the upcoming legislative session and the impact made by educating policy makers about the need for affordable housing. He thanked the Florida Housing Coalition membership for its role in helping to repeal the cap on the trust funds and Florida Housing Coalition staff for its expertise and assistance to Florida's housing providers and housing counselors.* HNN

SHIP and Legislative Advocacy

***SHIP Roundtable Part I**: Implementing SHIP. **Rob Dearduff**, Florida Housing Finance Corporation, acknowledged the difficulty in running a housing program that has seen its housing funds diverted to general revenue in recent history, imploring the SHIP Administrators to not consider SHIP "dead" and continue to do their best with what funds remain and return through program income.*

***Part II:** Securing SHIP-Tips for Legislative Advocacy. **Jaimie Ross,** facilitator of the Sadowski Coalition, emphasized that legislators want to hear from their constituents in their district offices. Visit legislators with a group that represents the breadth of the community, including business, housing industry, and people who have a personal story to tell. SHIP Administrators do not need to go, but can arm the group with information about the local program, including success stories and existing needs. Sadowski Coalition materials can be found at the new website www.sadowskicoalition.com .*



***Alyce Gowdy Wright** inspired the group to engage in grassroots organizing.*

***Kent Spuhler,** Executive Director, Florida Legal Services, made a presentation about the parameters for lobbying for nonprofits and government employees.*

*The rest of the morning was a lively role play using seasoned lobbyists in the role of legislators meeting with housing advocates to discuss using housing trust fund monies for housing. **Trey Price**, Public Policy Representative with Florida Realtors and **Rebecca Delarosa**, lobbyist with Greenburg Traurig, represents the Sadowski Coalition's interest under the Sadowski Education Effort funded primarily by the Florida Association of Local Housing Finance Authorities.*

*Many thanks to **Suzanne Cabrera, Susan Leigh** and **Andrea Baker Dean** pictured at top right on SHIP Advocacy panel; Suzanne pictured left of Trey Price speaking at podium for great role playing!* HNN

The 501(c)(3)$1,000 Raffle

***Ignacio Esteban**, Executive Director of Florida Community Loan Fund, is presented a $1,000 check from **Aileen Pruitt**, PNC Florida Market Manager for Community Development Banking.* HNN

***Kathy Patterson,** Executive Director of Housing Development Corp., is presented a $1,000 check from **Machelle Maner,** Wells Fargo Senior Community Development Officer.* HNN

The Exhibit Hall was the center of activity, providing opportunities to network with colleagues while meeting and talking with the diverse vendors. Twenty-two exhibitors promoted new services, financial programs and green products.

STATEWIDE AFFORDABLE HOUSING CONFERENCE 2012

SAVE THE DATE

September 10-12, 2012

Rosen Shingle Creek, Orlando, FL

Florida Housing Coalitions 25th Annual Conference: Florida's Premier Statewide Affordable Housing Training and Technical Assistance Event

*FHC President **Jaimie Ross** (center) presented awards to **Nikkie Spitzer,** Supervisory Project Manager with the HUD Tampa Office Multifamily Housing Team and **Anthony Jones**, Director of the Pinellas County Community Development Department (not pictured), for their outstanding efforts in collaboration with housing advocates to preserve Project-Based Section 8 housing and specifically for the successful preservation of Norton Apartments in 2011. From L to R: **Christine Allamanno**, Affordable Housing Project Attorney with Gulf Coast Legal Services, Inc.; **Bob Osterman**, HUD Tampa Office; **Nikki Spitzer,** HUD Tampa Office Supervisory Project Manager and **Frank Bowman**, Housing Development Manager of the Pinellas County Community Development Department.*

*The Housing Veterans workshop, moderated by **Jack Humburg**, FHC Board member, was presented by **Sharon Lee**, Low Income Housing Institute and **Ed Quill**, Volunteers of America of Florida, Inc.*

*The Nonprofit Capacity Building with Social Media workshop was presented by **Susan Tenby**, TechSoup and moderated by **Wight Greger**, FHC Board member.*

*The Growth Management, Housing and Civic Engagement workshop, moderated by **Charles Elsesser,** FHC Board member (C) was presented by **Doug Coward**, Clean Energy Strategies, LLC (L) and **Charles Pattison,** 1000 Friends of Florida (R).*

*The Connection between Fair Housing and Affordable Housing workshop was presented by **C.J. Miles**, Fair Housing Continuum, Inc. and moderated by **Lori Sandonato**, FHC Board member.*

*The Using HUD 221D for Preservation workshop moderated by **Don Hadsell**, FHC Board member (C), was presented by **Doug McCree**, First Housing Development Corp. of Florida (L) and **Frank Baldasare**, CWCapital (R).*

*The Property Management workshop was presented by **Lee Felgar**, Preservation Housing Management, LLC and **Mike Kent**, Progressive Management of America, Inc.* HNN

NSP Track

***Calvin Richardson**, Real Estate Manager - Credit, Fannie Mae, provided lessons learned and toolkit for a great rehabilitation program of foreclosed and abandoned single-family properties to ensure the job is done on time and under budget. He discussed the Exclusive NSP First Look, an exclusive opportunity for NSP recipients to make an offer on properties during the first 3 days the property is listed with no outside competition; and the Public Entity Pool Transaction for purchasing 25 or more Fannie Mae properties in one transaction.*

***Candace Tapscott**, Director, HUD Office of Fair Housing and Equal Opportunity, explained the best way for NSP grantees to create jobs, training and employment opportunities for people in need in our communities. She provided the responsibilities of the Section 3 coordinator, residents, businesses, procurement standards and Federal labor standards; how to comply, documentation strategies and which projects are subject to Section 3.*

***Scott Kline**, Vice President of National Housing Trust/ Enterprise Preservation Corporation, shared his experience working on multi-family projects with NSP funding. He presented how to approach the acquisition, rehabilitation and rental of foreclosed properties from initial inspection to property management.*

***Gladys Schneider,** FHC Technical Assistance Director, detailed the strategies needed to move the NSP inventory. She covered value added rehab with energy efficiency, curb appeal and on point pricing, buyer creative outreach, effective counseling, and mortgage readiness, accessing credit with good underwriting and packaging skills and looking for alternative types of financing.*

***Lisa Hoffmeyer**, FHC Technical Advisor, presented different NSP homebuyer financing options from conventional FHA to seller financing programs, understanding the credit and financing needs of your buyers, managing processes for efficiency and long-term affordability and strategies to leverage resources and subsidy layering.* HNN

HUD NSP Grantees

The NSP Roundtable attendees discussed how Florida's NSP grantees and partners continue to tackle the foreclosure crisis, in addition to featured success stories from families, neighborhoods and communities. From L to R: ***Gary Causey****, HUD CPD Field Office Director;* ***George Romagnoli****, FHC Chair;* ***Gladys Schneider****, FHC Technical Assistance Director;* ***Maria Ortiz****, Community, HUD Planning and Development Director; and* ***John Laswick****, HUD Team Leader for NSP.*

The well-attended NSP Expert Tables provided attendees the opportunity to discuss specific questions and get answers on a wide array of topics. Representatives from HUD were available for one-on-one consultation.

HUD representatives and grantees were able to meet face to face to work on problems and solutions for NSP 1, 2 and 3.

John Laswick, *HUD Team Leader for NSP, encouraged NSP grantees to get their questions answered and share successes for NSP projects. John has been a champion for ensuring that NSP meets its goals and that grantees have the answers and tools they need to succeed.*

Dionne Roberts *of Training and Development Associates (center) advises on Program Income and Financial Management questions. All grantees agree that understanding basic program income rules, plus developing a more structured strategy to generate and expend program income for sustainability will make dollars go further.*

Jennifer Hylton *and* ***Hunter Kurtz*** *from HUD answered questions on NSP Program Design and making changes to NSP action plan.* HNN

Green Track

With Special Appreciation to Progress Energy

Melvin Philpot, *Moderator, Progress Energy,* ***Karen Sutherland****, Buildings Research Florida Solar Energy Center, and* ***Dr. Pierce Jones****, University of Florida, shared programs that save money on utilities and addressed strategies, policies and incentives to implement energy efficiency and water conservation into affordable housing during the Our Energy Economy - What Makes Cents? workshop.*

The Sustainable Design and Construction workshop featured national experts who explained elements used to create sustainability. From L to R: ***Bill O'Dell****, Moderator, Florida's Shimberg Center for Housing Studies,* ***Meaghan Shannon Vlkovi****c, Enterprise Community Partners,* ***Sharon Lee****, Low Income Housing Institute, and* ***Cathy Byrd****, Innovative Restorations.*

Dr. John Keifer (L) *and* ***Ben Millar (R)*** *of E³ Building Sciences presented Energy-Efficient Building Practices and Single Family Housing and LEED green workshops where attendees learned green building requires innovations in design and construction.*

The Utility Companies and Green Partners Caucus participants discussed whether Florida has an effective system and coordination framework in place to include all stakeholders in addressing affordable green housing with incentives, policies, funding, programs and guidelines emphasizing conservation and efficiency.

Leveraging Green Funding Opportunities workshop participants heard different ways to pay for "green housing" and offered input for FHFC's programs that include favoring energy efficiency and sustainability. From L to R: ***Brad Goar****, Moderator, Florida Power & Light,* ***Elizabeth O'Neill****, Florida Housing Finance Corporation, and* ***Doug Coward****, Clean Energy Strategies, LLC.*

Green Affordable Housing panelists gave insight into the green affordable housing arena. From L to R: ***Ben Johnson****, Moderator, Seltzer Management Group, Inc.,* ***Jennifer Ramos,*** *Florida Yards and Neighbors-Orange County Extension Agent,* ***Ron Spoor****, Habitat for Humanity of Pinellas County,* ***Bill Lazar****, St John's Housing Partnership.* HNN