

THE 21<sup>ST</sup> ANNUAL  
AFFORDABLE HOUSING  
CONFERENCE

**October 6 – 8, 2014**



Greater Tacoma Convention & Trade Center  
Tacoma, Washington

**PROGRAM**

PRESENTED BY



WASHINGTON STATE  
HOUSING FINANCE  
COMMISSION

*Opening doors to a better life*



**Department of Commerce**  
*Innovation is in our nature.*

IN PARTNERSHIP WITH



WASHINGTON LOW INCOME  
**Housing Alliance**

## WELCOME

Dear Colleagues,

We are delighted once again to welcome you to *Housing Washington 2014*, the country's leading regional affordable housing conference. We searched the industry to bring you the best presenters who provide a critical look into key issues impacting housing affordability in today's market environment.

Despite our region and country's growing economic outlook, many individuals and families continue to face the difficult challenge of finding a home they can afford – the reason 'making home affordable' remains a top priority for our industry.

Our keynote speakers will address the economic and political issues impacting affordable housing. Through our Town Hall, we encourage you to become an active participant. Submit your questions at the registration desk or come prepared to ask them during this lively interactive event. *Housing Washington* provides the forum for you to engage in the meaningful, collaborative and interactive discussions that lead to solutions for the future.

You are also invited to participate in our new 'look and learn' Lobby Talk discussions. These open-air, informal forums have been specially designed to deliver valuable advice, practical tips and best practices while you are enjoying your break from our regular focus sessions.

We also encourage you to browse this year's vibrant exhibitor showcase. It's a chance for you to network, learn about the latest industry products and services, and rub elbows with your colleagues and friends!

Don't forget to give us your comments throughout the conference and in the post-conference email survey. Your input helps us ensure that *Housing Washington* continues to successfully meet the industry's educational needs from year to year.

On behalf of our partners, the Department of Commerce and the Washington Low Income Housing Alliance, we thank you for your participation in *Housing Washington 2014*!

Sincerely,



**Kim Herman**

Executive Director  
Washington State Housing  
Finance Commission



**Brian Bonlender**

Director  
Washington State  
Department of Commerce

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## OUR SPONSORS

Thank you to the following organizations for their support and promotion of this year's conference.

### Platinum



At Bank of America, we're connecting people to safe, affordable housing and working to revitalize neighborhoods in communities across the United States. Last year, through a range of financing solutions, Bank of America Merrill Lynch provided more than \$2.6 billion for community development initiatives, helping to create 11,000 affordable housing units in these neighborhoods, including the Puget Sound region.



At Chase, we're proud to be a national leader in financing for affordable housing and community development projects that revitalize communities and provide housing opportunities for low income households in urban and rural communities in Washington and across the United States.



Since 1946, FirstSouthwest has been a trusted leader in public finance and capital markets. And for over 25 years, our dedicated housing professionals have partnered with state and local housing issuers nationwide in structuring single and multi-family transactions.



Union Bank offers affordable housing solutions including construction lending, bond financing, tax credit equity and treasury management services. Union Bank is a consistent community partner.



U.S. Bank is building strong communities and changing lives through creative solutions and resources – grants, financing, tax credit investments, flexible mortgage products and down payment assistance – that support Washington's affordable housing needs.

### DON'T FIGHT THE TRAFFIC!

Stay for Tuesday night's reception, guaranteed to be filled with lively conversation and networking.

## OUR SPONSORS

### Gold



WELLS  
FARGO

### Silver



Federal Home Loan  
Bank Seattle



**RAYMOND JAMES**



## OUR SPONSORS

### Bronze

AmericanWest Bank  
Beacon Development Group  
Bellwether Housing  
Cascade Affordable Housing Consultants, LLC  
Cascade Management, Inc.  
Champion Home Builders, Inc.  
Community Economics  
Loveridge Hunt & Co., PLLC  
Rafn Company  
Washington Community Reinvestment Association  
Watson & McDonell, PLLC

### Precious Gem

Boston Capital Corporation  
Edward Jones Public Finance  
Foster Pepper PLLC  
George K. Baum & Co.  
Kutak Rock LLP  
Pacifica Law Group LLP

### Nonprofit & Government

Affordable Housing Consortia of Washington  
Contract Management Services, A Division of the Bremerton Housing Authority  
Community Frameworks  
Emmons Modular/NAYA Family Center  
Environmental Works  
Foundation for Healthy Generations  
HomeSage  
HomeSight  
King County Housing Authority  
Low Income Investment Fund  
Mercy Housing Northwest  
Northwest Indian Housing Association  
Office of Rural & Farmworker Housing  
Parkview Services  
Rural Community Assistance Corp  
Tacoma-Pierce County Health Department  
USDA Rural Development  
Washington Homeownership Resource Center  
Washington Multi-Family Housing Association  
Washington State Department of Social & Health Services – Home & Community Services – Traumatic Brain Injury Council

### Exhibitor

Affordable Housing Risk Pool  
AHMA/ARHC  
Ally Community Development  
Aptfinder.org/Multifamily Affordable Properties  
Association of Washington Housing Authorities  
Central City Concern/Central City Bed  
Clark Nuber P.S.  
Connected Community Solutions  
GGLO  
Guardian Real Estate Services  
Market Design Furniture, Inc.  
Novogradac & Company LLP  
Propel Insurance  
Riverstone Residential Group  
Walsh Construction Company

## SPONSOR SHOWCASE OF EXHIBITORS

Take time to talk with exhibitors and learn more about their products and services.

Affordable Housing Consortia of Washington

Affordable Housing Risk Pool

AHMA/ARHC

Ally Community Development

AmericanWest Bank

Aptfinder.org/Multifamily Affordable Properties

Association of Washington Housing Authorities

Bank of America

Beacon Development Group

Bellwether Housing

Cascade Management

Central City Concern/Central City Bed

Champion Home Builders

Chase

Citi Community Capital

Clark Nuber

Community Frameworks

Connected Community Solutions

Emmons Modular/NAYA Family Center

Enterprise

Environmental Works

Federal Home Loan Bank of Seattle

Foundation for Healthy Generations

GGLO

Guardian Real Estate Services

HomeSage

HomeSight

Impact Capital & National Equity Fund

KeyBank

King County Housing Authority

Loveridge Hunt & Co., PLLC

Low Income Investment Fund

Market Design Furniture, Inc.

National Development Council/NDC Corporate Equity Fund, LP

Northwest Indian Housing Association

Novogradac & Company LLP

Office of Rural & Farmworker Housing

Parkview Services

PNC Real Estate

Propel Insurance

Rafn Company

Riverstone Residential Group

Rural Community Assistance Corp

Tacoma-Pierce County Health Department

Umpqua Bank

Union Bank NA

U.S. Bank

USDA Rural Development

Walsh Construction Co.

Washington Community Reinvestment Association

Washington Homeownership Resource Center

Washington Low Income Housing Alliance

Washington Multi-Family Housing Association

Washington State Department of Commerce

Washington State Housing Finance Commission

Watson & McDonell, PLLC

Wells Fargo Bank

ZBA Architecture, PS

# OVERVIEW

## CONFERENCE LOCATIONS

Monday's reception will be held in the Venice Ballroom at Hotel Murano. All conference sessions will be held at the Greater Tacoma Convention & Trade Center (GTCTC). A facility layout is on page 14.

## CONFERENCE CHECK-IN

### **Location: 3<sup>rd</sup> Floor Lobby**

Hours: Monday, October 6: 3:00 – 5:00 p.m.  
Tuesday, October 7: 7:00 a.m. – 5:00 p.m.  
Wednesday, October 8: 7:30 a.m. – Noon

## SPEAKER PREP ROOM

### **Location: Room 318**

This room is provided to speakers who would like a quiet place to work.

## AV TECH ROOM

### **Location: Room 317**

Technicians are available for computer assistance during the following hours:

Monday, October 6: 3:00 – 5:30 p.m.  
Tuesday, October 7: 7:00 – 9:45 a.m.  
Wednesday, October 8: 7:00 – 9:30 a.m.

## NAME BADGES

Your name badge is your meal ticket and entry into all sessions and receptions. Please wear it during conference activities. Name badge recycling is available at Conference Check-In.

## MESSAGES

A message board will be located near Conference Check-In.

## NETWORK LOUNGE

### **Location: 3<sup>rd</sup> Floor Lobby**

Use this special area to get connected, check emails, power up your mobile device, search job postings, find resources and have an impromptu meeting.

## SPECIAL FILM VIEWING:

### *American Refugees: Four Animated Short Films*

### **Location: Network Lounge, 3<sup>rd</sup> Floor Lobby**

Looking for inspiration? Come hear stories of real families who have experienced the crisis of homelessness. Local filmmaking teams partnered with Seattle University's Project on Family Homelessness in producing these four short films. The films will run on a continuous loop.

## CERTIFICATE OF COMPLETION

A Certificate of Completion is available to participants wishing to self-report to their professional associations. Visit the Network Lounge to sign up and register your request.

## CONFERENCE EVALUATION

An overall conference evaluation will be emailed to all participants post-conference.

## EXHIBITOR MOVE-OUT

Exhibitors may begin dismantling their exhibits on Wednesday, October 8 at 2:00 p.m. Early tear down is highly discouraged.

## HOTEL CHECK-OUT

Check-out is at 11:00 a.m. at Hotel Murano. Please plan your time accordingly and make arrangements with the hotel for storing your luggage. **Housing Washington cannot accommodate luggage storage.**

## CELL PHONES & PDAS

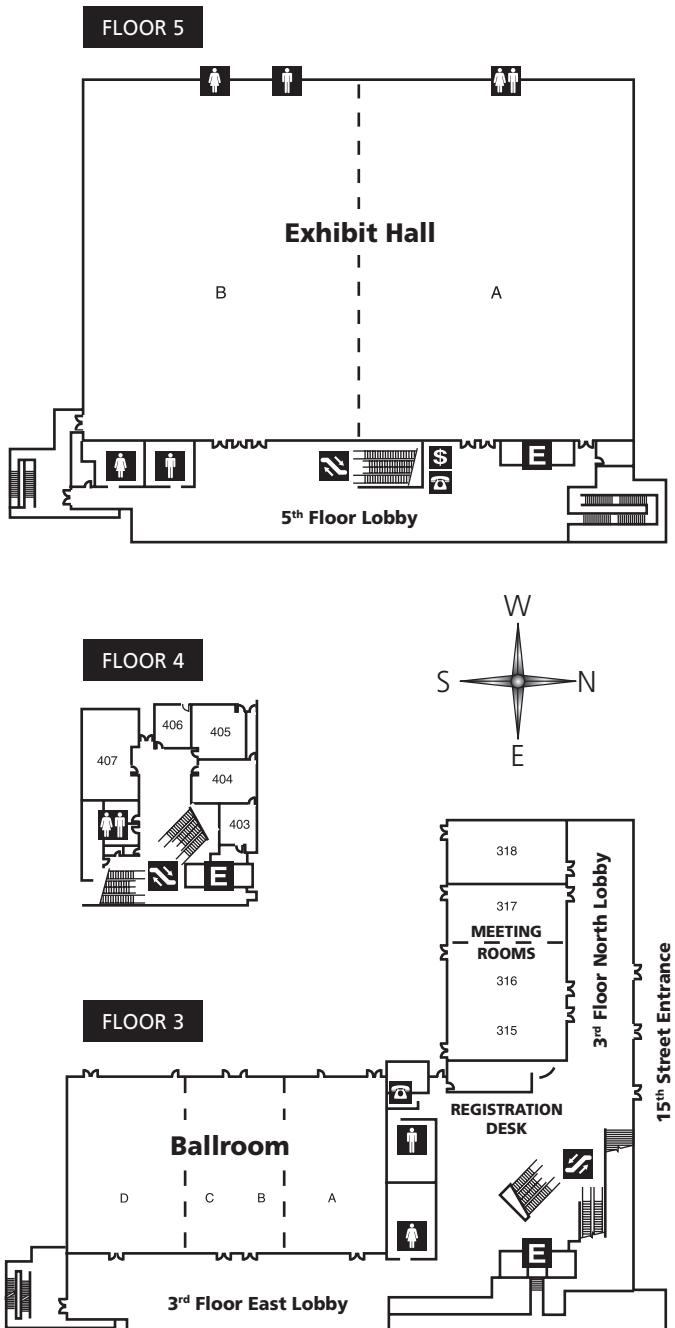
As a courtesy to all, please silence your cell phones and PDAs during sessions.

## PARKING

The Greater Tacoma Convention & Trade Center's (GTCTC) parking lots can be accessed off of Market & 17th Street. Additional parking is available at the Tacoma Dome Station (complimentary), where travel to GTCTC is available via the Tacoma Light Rail Train.

## TACOMA LIGHT RAIL TRAIN

Tacoma offers a free light rail train service, which runs throughout the downtown corridor. Trains run every twelve minutes from 6:00 a.m. – 8:00 p.m., Monday through Friday. A GTCTC stop is located on Commerce Street.



**Greater Tacoma Convention & Trade Center**

**Washington State Housing Finance Commission**

Karen Carlson-Bunce  
Margret Graham  
Jama Hawk  
Jason Hennigan  
Michael Soper

**Washington State Department of Commerce**

Doug Ogden  
Jeff Spring

**Washington Low Income Housing Alliance**

Denise Rodriguez

**The Consulting Team**

Bellastoria Communications  
Catherine Filippini  
Engstrom Public Relations, Inc.  
Cheryl Engstrom  
Event Dynamics, Inc.  
Sarah Boyle  
Amy Cresswell  
Ginger Gray  
Emily Olson  
Joanie Pop

**Website Development**

Maureen Smith

**Audio Visual Team**

Chase Productions  
AV Factory

## KEYNOTE SPEAKERS

**Tuesday, October 7**

**Opening Address**

**Elliot Eisenberg, Ph.D.**

President, GraphsandLaughs, LLC

Elliot Eisenberg, Ph.D. is a nationally acclaimed economist specializing in making the arcana and minutiae of economics fun, relevant and educational. He was a Senior Economist with the National Association of Home Builders in Washington, D.C., and is a frequent speaker on economic forecasts, economic impacts of industries such as homebuilding and tourism, consequences of government regulation, strategic business development and other current economic issues. He is the creator of the multifamily stock index, has published some 85 articles, serves on the Expert Advisory Board of Mortgage Market Guide and has spoken to hundreds of business groups and associations.



**Wednesday, October 8**

**Morning Address**

**Christina Bellantoni**

Editor-in-Chief, *Roll Call*

Christina Bellantoni is an award-winning journalist with unsurpassed knowledge of local and national politics. Formerly the politics editor at PBS's *NewsHour*, Christina is now editor-in-chief of *Roll Call*. Christina left *NewsHour* after directing coverage of the White House and Congress and also served as an on-air political analyst. She was a former senior reporter-blogger in *Talking Points Memo's (TPM)* D.C. bureau and served as White House correspondent for the *Washington Times*. Christina also is a contributing editor for *More Magazine*, and authored the December 2011 *Running (For President) in Heels* and the May 2011 *The Great Awakening of the Mommy Patriots*.



## PHOTOGRAPHY

Professional photos taken are the property of *Housing Washington* and may be used for future promotional purposes.

**Closing Address**

**Charles Montgomery**

Best-Selling Author & Urban Experimentalist

Charles Montgomery is the author of *Happy City*, where he explores the intersection of urban design and the new science of happiness. In his work, he uses happiness science to drive high-profile experiments that help citizens transform their relationships with each other and their cities. He cites studies from the Vancouver 2010 Olympics, the BMW Guggenheim Lab and the citizens of New York City, using mobile apps to map the psychology of public space. His writings on urban planning, psychology, culture and history have appeared in magazines and journals on three continents. His first book, *The Last Heathen*, won the 2005 Charles Taylor Prize for Literary Non-Fiction and vigorous praise from reviewers in *The New York Times*, *The Guardian* and elsewhere.



# PROGRAM

## Monday, October 6

**1:00 – 5:00 p.m.  
Exhibitor Move-In**

Location: Exhibit Hall A

**3:00 – 5:00 p.m.  
Conference Check-In**

Location: 3<sup>rd</sup> Floor Lobby

**5:00 – 6:30 p.m.  
Welcome Reception**

Location: Venice Ballroom, Hotel Murano

Enjoy light treats while mingling with colleagues at this casual kick-off.

### **TOWN HALL QUESTIONS**

Submit your questions to Conference Check-In by 2:00 p.m. on Tuesday, October 7 for this special Town Hall session.



## Tuesday, October 7

**7:00 a.m. – 5:00 p.m.  
Conference Check-In**

Location: 3<sup>rd</sup> Floor Lobby

**7:00 – 8:30 a.m.  
Sponsor Showcase Of Exhibitors Opening & Breakfast**

Location: Exhibit Hall A

Enjoy breakfast, engage in lively peer-to-peer networking and browse the Sponsor Showcase Gallery of Exhibits for exciting products and services.

**8:30 – 10:00 a.m.  
Opening General Session**

Location: Exhibit Hall B

Welcome Remarks: Karen Miller, Chair, Washington State Housing Finance Commission

Comments: Terry Jones, South Sound Market President, U.S. Bank



**Keynote Address:  
Economics Of Housing**

Elliot Eisenberg, Ph.D., President,  
Graphsandlaughs, LLC

**10:00 – 10:30 a.m.  
Sponsor Showcase Of Exhibitors & Beverage Break**

Location: Exhibit Hall A

# PROGRAM-AT-A-GLANCE

<b>Monday, October 6</b>				
3:00–5:00pm	<b>Conference Check-In</b> Location: 3 <sup>rd</sup> Floor Lobby			
5:00–6:30pm	<b>Welcome Reception</b> Location: Venice Ballroom, Hotel Murano			
<b>Tuesday, October 7</b>				
7:00am–5:00pm	<b>Conference Check-In</b> Location: 3 <sup>rd</sup> Floor Lobby			
7:00–8:30am	<b>Sponsor Showcase Of Exhibitors Opening &amp; Breakfast</b> Location: Exhibit Hall A			
8:30–10:00am	<b>Opening General Session</b> <b>Welcome Remarks:</b> Karen Miller, Chair, Washington State Housing Finance Commission <b>Comments:</b> Terry Jones, South Sound Market President, U.S. Bank  <b>Keynote Address:</b> Elliot Eisenberg, Ph.D., President, GraphsandLaughs, LLC <b>Economics Of Housing</b> Location: Exhibit Hall B			
10:00–10:30am	<b>Sponsor Showcase Of Exhibitors &amp; Beverage Break</b> Location: Exhibit Hall A			
10:30–11:45am Focus Sessions	<b>T1</b> Portfolio Stewardship: Planning & Implementing Recapitalization Strategies Location: Ballroom A	<b>T2</b> Urban, Suburban & Rural: Challenge & Opportunities Location: Ballroom B & C	<b>T3</b> Getting Creative: Beyond Traditional Homeownership Location: Ballroom D	<b>T4</b> New Era Of Housing Advocacy Location: Room 315 & 316
11:45am–1:15pm	<b>21<sup>st</sup> Annual Friend Of Housing Awards Luncheon</b> <b>Host:</b> Kim Herman, Executive Director, Washington State Housing Finance Commission <b>Comments:</b> Brian Bonlender, Director, Washington State Department of Commerce Michael Marz, Vice Chairman, FirstSouthwest Company Location: Exhibit Hall A			
1:15–2:15pm	<b>Dessert &amp; Friend Of Housing Expert Bars</b> Location: Exhibit Hall A & 5 <sup>th</sup> Floor Lobby			
1:20–1:40pm	<b>Lobby Talks: First Series</b> <b>#1:</b> Housing 101 Location: South Corner, Exhibit Hall A	<b>#2:</b> Social Media: The Big Picture Location: 5 <sup>th</sup> Floor Lobby	<b>#3:</b> Post Tour: Lessons Learned In Multifamily Modular Location: Northwest Corner, Exhibit Hall A	
1:45–2:10pm	<b>Lobby Talks: Second Series</b> — Location: Exhibit Hall A <b>#1:</b> United For Homes Campaign Location: South Corner, Exhibit Hall A	<b>#2:</b> Social Media: Twitter Boot Camp Location: 5 <sup>th</sup> Floor Lobby	<b>#3:</b> Piece By Piece: The Benefits Of Modular Residential Location: Northwest Corner, Exhibit Hall A	
2:15–3:30pm Focus Sessions	<b>T5</b> The Big Change: How The 2014 Mid-Term Elections Will Impact The Legislative Environment In 2015 & Beyond Location: Ballroom A	<b>T6</b> Conquering Crisis: Crisis Prevention Strategies For Caregivers Of The Aging Location: Room 315 & 316	<b>T7</b> Policies, Tools & Processes For Housing Our Nation's Veterans Location: Ballroom B & C	<b>T8</b> Unlocking Home: Three Keys To Affordable Communities Location: Ballroom D
3:30–3:45pm	<b>Beverage Break</b> Location: 5 <sup>th</sup> Floor Lobby			

# PROGRAM-AT-A-GLANCE

## Tuesday, October 7

3:45–5:15pm	<p style="text-align: center;"><b>Town Hall</b></p> <p><b>Host:</b> Kim Herman, Executive Director, Washington State Housing Finance Commission</p> <p><b>Comments:</b> Bryan Friend, Vice President, Union Bank</p> <p style="text-align: center;"><b>America's Housing Future: Ask The Experts</b></p> <p><b>Experts:</b> Bill Rumpf, President, Mercy Housing Kristin Siglin, Vice President, Policy, Housing Partnership Network Barry Zigas, Director Of Housing Policy, Consumer Federation Of America</p> <p style="text-align: center;">Location: Exhibit Hall B</p>
5:15–6:30pm	<p style="text-align: center;"><b>Reception: Innovations, Ideas &amp; Conversation</b></p> <p style="text-align: center;">Location: Exhibit Hall A</p>

## Wednesday, October 8

7:30am–Noon	<b>Conference Check-In</b> Location: 3 <sup>rd</sup> Floor Lobby						
7:30–8:30am	<b>Sponsor Showcase Of Exhibitors &amp; Breakfast</b> Location: Exhibit Hall A						
8:30–9:45am	<p style="text-align: center;"><b>General Session</b></p> <p><b>Host:</b> Rachael Myers, Executive Director, Washington Low Income Housing Alliance</p> <p><b>Comments:</b> Chuck Weinstock, Vice President, Community Development Banking, Chase</p> <p> <b>Keynote Address:</b> Christina Bellantoni, Editor-In-Chief, <i>Roll Call</i></p> <p style="text-align: center;"><b>Political News You Can Use</b></p> <p style="text-align: center;">Location: Exhibit Hall B</p>						
9:45–10:15am	<b>Sponsor Showcase Of Exhibitors &amp; Beverage Break</b> Location: Exhibit Hall A						
9:50–10:10am	<p style="text-align: center;"><b>Lobby Talks: Third Series</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 5px;"><b>#1:</b> Aging In Place: Top 5 Things To Remember Location: South Corner, Exhibit Hall A</td> <td style="width: 33%; padding: 5px;"><b>#2:</b> Writing For Dollars: Reaching Donors With Powerful Prose Location: 5<sup>th</sup> Floor Lobby</td> <td style="width: 33%; padding: 5px;"><b>#3:</b> Top 10 Housing Messages Location: Northwest Corner, Exhibit Hall A</td> </tr> </table>				<b>#1:</b> Aging In Place: Top 5 Things To Remember Location: South Corner, Exhibit Hall A	<b>#2:</b> Writing For Dollars: Reaching Donors With Powerful Prose Location: 5 <sup>th</sup> Floor Lobby	<b>#3:</b> Top 10 Housing Messages Location: Northwest Corner, Exhibit Hall A
<b>#1:</b> Aging In Place: Top 5 Things To Remember Location: South Corner, Exhibit Hall A	<b>#2:</b> Writing For Dollars: Reaching Donors With Powerful Prose Location: 5 <sup>th</sup> Floor Lobby	<b>#3:</b> Top 10 Housing Messages Location: Northwest Corner, Exhibit Hall A					
10:15–11:15am Focus Sessions	<b>W1</b> The Evolution Of Advocacy In Fair Housing Policy  Location: Room 315 & 316	<b>W2</b> A Conversation With HUD's Regional Administrator  Location: Ballroom B & C	<b>W3</b> Understanding The 55+ Housing Market  Location: Ballroom D	<b>W4</b> The Washington State Housing Needs Study: Framework, Findings & Moving Forward  Location: Ballroom A			
11:15–11:30am	<b>Beverage Break</b> Location: 3 <sup>rd</sup> Floor East & North Lobbies						
11:30am–12:30pm Focus Sessions	<b>W5</b> Converting Transitional Housing To Fit The Needs Of The Community  Location: Room 315 & 316	<b>W6</b> Beyond Housing: Bridging Policy Silos To Maximize Impact & Leverage  Location: Ballroom B & C	<b>W7</b> Mission Possible: Achieving Affordable Green & Energy Efficient Housing  Location: Ballroom D	<b>W8</b> Biggest Bang For The Buck  Location: Ballroom A			
12:30–2:00pm	<p style="text-align: center;"><b>Closing Lunch</b></p> <p><b>Host:</b> Paul Edwards, Deputy Director, Washington State Housing Finance Commission</p> <p><b>Comments:</b> Jan Laskey, Senior Vice President, Community Development Lending Northwest Region, Bank of America Merrill Lynch</p> <p> <b>Keynote Address:</b> Charles Montgomery, Author &amp; Urban Experimentalist</p> <p style="text-align: center;"><b>Happy City: Your City, Your Life</b></p> <p style="text-align: center;">Location: Exhibit Hall B</p>						

**Tuesday, October 7**

**10:30 – 11:45 a.m.**  
**Focus Sessions**

## **T1 Portfolio Stewardship: Planning & Implementing Recapitalization Strategies**

**Location:** Ballroom A

*Presenters: Robin Boyce, Executive Director, Housing Development Center  
Tom Davis, Senior Vice President, Recap Real Estate Advisors*

Learn about recapitalization of your affordable housing portfolio, including planning and implementing recapitalization transactions. Experts will provide practical ideas for setting priorities, preparing for recapitalization transactions, recognizing red flags, asset positioning in advance of the recapitalization year and avoiding issues, which will haunt you down the road. Leave with practical tools and resources to help you make the most of your portfolio from a mission and financial perspective.

## **T2 Urban, Suburban & Rural: Challenge & Opportunities**

**Location:** Ballroom B & C

*Moderator: Chris Estes, President & CEO, National Housing Conference*

*Panelists: Leah Greenwood, Ace Housing Project Manager, Reach Community Development, Inc.  
Bryan Ketcham, Director, Catholic Charities Housing Services  
George Petrie, President & CEO, Goodman Real Estate*

The challenges and opportunities facing affordable housing practitioners can vary widely depending on the region in which they work. Find out about the present and future of affordable housing development in urban, suburban and rural settings. Experienced development experts engage in a lively, informative and interactive conversation – exposing both the conflicts and connections among each region's prospects and needs.

## **T3 Getting Creative: Beyond Traditional Homeownership**

**Location:** Ballroom D

*Presenters: Michael Brown, Partner, Burlington Associates in Community Development*

*Linda Hugo, President & CEO, Community Frameworks*

Homeownership remains beyond the reach of many who live and work in our communities. The challenges prospective buyers face are growing and becoming more complex. Learn about the strategies that alter the traditional structure of homeownership, integrated subsidies, and how the nonprofit affordable homeownership delivery system is adapting to current market and financing realities.

## **T4 New Era Of Housing Advocacy**

**Location:** Room 315 & 316

*Presenters: Ben Miksch, Affordable Housing Policy & Advocacy Specialist, Washington Low Income Housing Alliance  
Michele Thomas, Director of Policy & Advocacy, Washington Low Income Housing Alliance*

In a challenging political environment and with increased competition for public dollars, housing advocates need to step up the game. New messengers, more voices and innovative advocacy strategies will help secure funding for the Housing Trust Fund, homelessness services, and more. Learn how you and your organization can play a key role in securing critical resources, and why your voice is essential to restoring investments in affordable homes.



# PROGRAM

**Tuesday, October 7**

**11:45 a.m. – 1:15 p.m.**

## **21<sup>st</sup> Annual *Friend Of Housing* Luncheon**

**Location: Exhibit Hall B**

*Host: Kim Herman, Executive Director, Washington State Housing Finance Commission*

*Comments: Brian Bonlender, Director, Washington State Department of Commerce*

*Michael Marz, Vice Chairman, FirstSouthwest Company*

Enjoy this lunchtime celebration featuring inspiring stories of remarkable accomplishments from people working in the public, private and independent sectors of the industry.

**1:15 – 2:15 p.m.**

## **Dessert & *Friend Of Housing* Expert Bars**

**Location: Exhibit Hall A & 5<sup>th</sup> Floor Lobby**

Satisfy that sweet tooth and network with your peers. A great opportunity to converse one-on-one with *Friend of Housing* awardees at the Expert Bars located in lobby area.

**1:20 – 1:40 p.m.**

## **Lobby Talks: First Series**

### **#1 Housing 101**

**Location: South Corner, Exhibit Hall A**

*Presenter: Paul Purcell, President, Beacon Development*

New to housing? Participate in an interactive introduction to affordable housing development in today's dynamic environment. Learn quick tips to develop your industry knowledge.

### **#2 Social Media: The Big Picture**

**Location: 5<sup>th</sup> Floor Lobby**

*Presenter: Joaquin Uy, Communications Specialist, Washington Low Income Housing Alliance*

Does social media make you want to toss your computer and smart phone out the window? Don't despair. Hear the basics of key social media platforms so you can stop stressing. Learn quick tips and walk away with the knowledge of how to begin tapping into the viral world.

### **#3 Post Tour: Lessons Learned In Multifamily Modular**

**Location: Northwest Corner, Exhibit Hall A**

*Presenter: Grace Kim, AIA, Principal & Architect, Schemata Workshop, Inc.*

*Audience Experts: Mark Gropper, Executive Director, Renton Housing Authority*

*Steve Payne, Director of Business Development, U.S. Operations, Champion Commercial Structures*

Receive a sneak peak of lessons learned from the first affordable, multifamily, multi-story and sustainable modular construction project in Western Washington – home to 18 families, including two veteran households.

**1:45 – 2:10 p.m.**

## **Lobby Talks: Second Series**

### **#1 United For Homes Campaign**

**Location: South Corner, Exhibit Hall A**

*Presenter: Ben Miksch, Affordable Housing Policy & Advocacy Specialist, Washington Low Income Housing Alliance*

Learn about the national proposal to provide significant funding to the National Housing Trust Fund to expand affordable housing by modifying the Mortgage Interest Deduction.

### **#2 Social Media: #Twitter Boot Camp**

**Location: 5<sup>th</sup> Floor Lobby**

*Presenter: Joaquin Uy, Communications Specialist, Washington Low Income Housing Alliance*

Get an understanding of the hashtag and how it can work to build attention for your cause. Walk away with the basics on how to communicate in 140 characters or less.

### **#3 Piece By Piece: The Benefits Of Modular Residential**

**Location: Northwest Corner, Exhibit Hall A**

*Presenter: Stuart Emmons, Principal, Emmons Modular*

Learn what's happening in the multifamily modular sector to create affordable mixed use housing and reduce affordable housing cost through efficiencies and innovation.

**Tuesday, October 7**

**2:15 – 3:30 p.m.  
Focus Sessions**

**T5 The Big Change: How The 2014 Mid-Term Elections Will Impact The Legislative Environment In 2015 & Beyond**

**Location: Ballroom A**

*Presenter: David Bradley, Executive Director, National Community Action Foundation*

With Congressional approval ratings at all-time lows and confidence in government to 'do the right thing' continuing to erode, the outcome of the 2014 mid-term elections will likely have a profound impact on Washington spending and policy decisions. Hear answers to the following questions: What happens if Republicans gain control of the Senate and keep the House? How will President Obama govern during the last two years of his Administration? Will partisan gridlock ever end and are we looking at political stand offs as a reoccurring theme?

**T6 Conquering Crisis: Crisis Prevention Strategies For Caregivers Of The Aging**

**Location: Room 315 & 316**

*Presenter: Dan Weedin, CIC, CRM, President, Toro Consulting, Inc.*

Crisis prevention and resiliency do not come about by accident or luck – rather they're strategic executive functions that require strong preventative and contingent actions, and behavior. This highly interactive and dynamic session will help you assure the quality of care for residents, regardless of what life brings. You will walk away with strategy and tactics to assure continuation of operations, including implementation of a crisis communication plan, to protect your reputation and support your community of residents, families and employees.

**T7 Policies, Tools & Processes For Housing Our Nation's Veterans**

**Location: Ballroom B & C**

*Presenters: Debbie Burkart, National Vice President Supportive Housing, National Equity Fund, Inc.*

*Chris Estes, President & CEO, National Housing Conference  
MJ Kiser, Program Director, Compass Housing Alliance*

Nationally and throughout Washington, veterans face housing challenges ranging from severe housing cost burden to homelessness. Our presenters will discuss how the housing community is serving veterans' needs through federal policy priorities, supportive housing development and regional coordination.

**T8 Unlocking Home: Three Keys To Affordable Communities**

**Location: Ballroom D**

*Presenter: Alan During, Executive Director, Sightline Institute*

Hidden in city regulations are simple but powerful barriers to affordable housing – rules that impact history's answers to affordable dwellings: the rooming house, the roommate, the in-law apartment and the backyard cottage. By banning what used to be the bottom end of the private housing market, urban quarters have been made expensive and scarce. Take a hard look at the trends, what many others have missed and the loss of culture that makes our cities diverse and vibrant.

**3:30 – 3:45 p.m.  
Beverage Break**

**Location: 5<sup>th</sup> Floor Lobby**

# PROGRAM

## Tuesday, October 7

### 3:45 – 5:15 p.m. Town Hall

Location: Exhibit Hall B

Host: Kim Herman, Executive Director, Washington State Housing Finance Commission

Comments: Bryan Friend, Vice President, Union Bank

### **America's Housing Future: Ask The Experts**

Experts: Bill Rumpf, President, Mercy Housing Northwest  
Kristin Siglin, Vice President for Policy, Housing Partnership Network

Barry Zigas, Director of Housing Policy, Consumer Federation of America

Participate in a dynamic town hall-style forum and get the facts on America's housing future. Housing experts will share their unique perspective on the future facing the affordable housing industry and audience members will have an opportunity to engage in lively discussion.

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### 5:15 – 6:30 p.m.

### **Reception: Innovation, Ideas & Conversation**

Location: Exhibit Hall A

Don't fight the traffic. Stay and enjoy an early evening reception filled with lively conversation and socializing, while enjoying delectable hors d'oeuvres and no host beverages

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## EVALUATIONS

Please take a moment to complete the session evaluations.

## Wednesday, October 8

### 7:30 a.m. – Noon

### **Conference Check-In**

Location: 3<sup>rd</sup> Floor Lobby

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### 7:30 – 8:30 a.m.

### **Sponsor Showcase Of Exhibitors & Breakfast**

Location: Exhibit Hall A

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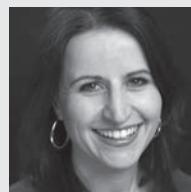
### 8:30 – 9:45 a.m.

### **General Session**

Location: Exhibit Hall B

Host: Rachael Myers, Executive Director, Washington Low Income Housing Alliance

Comments: Chuck Weinstock, Vice President, Community Development Banking, Chase



### **Keynote Address: Political News You Can Use**

Christina Bellantoni, Editor-In-Chief, Roll Call

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### 9:45 – 10:15 a.m.

### **Sponsor Showcase Of Exhibitors & Beverage Break**

Location: Exhibit Hall A

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# PROGRAM

**Wednesday, October 8**

**9:50 – 10:10 a.m.**  
**Lobby Talks: Third Series**

## **#1 Aging In Place: Top 5 Things To Remember For Success**

**Location:** South Corner, Exhibit Hall A

*Presenter: Aaron Murphy, Owner & Architect, ADM Architecture, LLC*

Successful aging in place requires forward planning and can include challenging discussions between adult children and their parents. Keep your freedom, your independence and MONEY by knowing critical points of where to start, including concept and sequencing for long-term success.

## **#2 Writing For Dollar\$: Reaching Donors With Powerful Prose**

**Location:** 5<sup>th</sup> Floor Lobby

*Presenter: Teresa Moore, President, Moore Ink. PR & Fundraising Communications*

From appeals to websites, newsletters to tweets, communicating effectively with donors takes planning, passion and purpose. Learn how to engage donors with messages that have impact and improve every written communique you send.

## **#3 Top 10 Best Housing Messages**

**Location:** Northwest Corner, Exhibit Hall A

*Presenter: Michele Thomas, Director of Policy & Advocacy, Washington Low Income Housing Alliance*

Having trouble getting your message across? Learn what worked for the Alliance this year and how properly framing the message can help you break through the clutter.

**10:15 – 11:15 a.m.**

## **Focus Sessions**

### **W1 The Evolution Of Advocacy In Fair Housing Policy**

**Location:** Room 315 & 316

*Presenter: Angela Rye, Principal & CEO, IMPACT Strategies*

This session will examine historical practices from redlining to adjustable rate mortgages and the policies implemented to address disparities in lending to American families. Discussion to also include important strategies for consideration by housing advocates when confronting the need for change in legislation and regulations.

### **W2 A Conversation With HUD's Regional Administrator**

**Location:** Ballroom B & C

*Presenter: Bill Block, Regional Administrator, Region X, U.S. Department of Housing & Urban Development*

Join in on an update of current HUD initiatives and a conversation on how HUD can better partner with you and your organization.

### **W3 Understanding The 55+ Housing Market**

**Location:** Ballroom D

*Presenter: Sharon Dworkin Bell, Senior Vice President, Multifamily & 50+ Housing, National Association of Home Builders*

We've heard for years from the baby boomer generation and the impact they continue to have in the marketplace. Find out how large the 55+ population is today and the forecast for its growth. As boomers sell their homes to suit changing lifestyles, learn what they are looking for in a home and community including location, features and amenities.

## **PRESENTATIONS**

Provided PowerPoint presentations and handouts will be posted to  
**[www.wshfc.org/conf](http://www.wshfc.org/conf)**.

# PROGRAM

**Wednesday, October 8**

## **W4 Washington State Housing Needs Study: Framework, Findings & Moving Forward**

**Location:** Ballroom A

*Presenters: Leslie Brinson Price, Mayor's Office of Policy & Innovation, City of Seattle*

*Tedd Kelleher, Managing Director, Housing Assistance Unit, Washington State Department of Commerce*

*Faith Pettis, Partner, Pacifica Law Group*

This session will provide an overview of the first statewide housing needs study done in over ten years. Presenters will discuss methodology and findings. Hear the potential policy implications of this study, which includes demographic trends, supply analysis and a forecast of housing needs.

**11:15 – 11:30 a.m.**

### **Beverage Break**

**Location:** 3<sup>rd</sup> Floor East & North Lobbies



**11:30 a.m. – 12:30 p.m.**

### **Focus Sessions**

## **W5 Converting Transitional Housing To Fit The Needs Of The Community**

**Location:** Room 315 & 316

*Presenters: Kate Budd, Program Coordinator, Clark County Department of Community Services*

*Sheila Morley, Homeless Program Manager, Community, Housing & Human Services Department, City of Spokane*

*Tim Sullivan, Senior Manager, Housing & Homeless Programs, Yakima County Department of Human Services*

A groundswell of data suggests that rapid rehousing is as valuable as, and more cost-effective, at housing people who are non-severely disabled than transitional housing. While a primary strategy is to continue adding units of permanent supportive housing, learn how the effort can be supplemented by converting existing transitional housing units to fill a critical need.

## **W6 Beyond Housing: Bridging Policy Silos To Maximize Impact & Leverage**

**Location:** Ballroom B & C

*Presenter: Jeff Lubell, Director of Housing & Community Initiatives, Abt Associates*

Explore the many opportunities to enhance impact, align interests and build political alliances to advance shared goals related to affordable housing, education, health, transportation, the environment and workforce development. The session will include a specific emphasis on opportunities related to: mixed-income development near transit or other infill locations, rental housing plus services, and the economic impacts of affordable housing.

## **W7 Mission Possible: Achieving Affordable Green & Energy Efficient Housing**

**Location:** Ballroom D

*Presenter: Dave Porter, Executive Director, PorterWorks*

Affordable and green can play nice together. Gain insights and hear examples of green and energy efficient homes that do not break the bank. Explore and discuss the building methodology, design best practices, location efficiency, lending and valuation challenges and strategies to make a difference.

**W8 Biggest Bang For The Buck****Location:** Ballroom A

Presenters: Heather Bunn, Vice President, Rafn Company  
 Marty Kooistra, Executive Director, Housing Development

Consortium of Seattle-King County  
 Scott Starr, AIA, Principal, SMR Architects

The Practical Development Solutions Affinity Group of HDC shares the work it is doing to help members make product and specification decisions that balance first cost with life cycle cost in key areas of construction. Hear first-hand how these challenging conversations are occurring and where input is key to achieving a successful balance.

**12:30 – 2:00 p.m.****Closing Lunch****Location:** Exhibit Hall B

Host: Paul Edwards, Deputy Director, Washington State Housing Finance Commission

Comments: Jan Laskey, Senior Vice President, Community Development Lending Northwest Region, Bank of America Merrill Lynch

**Keynote Address:****Happy City: Your City, Your Life**

Charles Montgomery, Author & Urban Experimentalist

**2:00 – 5:00 p.m.****Exhibitor Move-Out**

Session topics & speakers are subject to change.

**MARK YOUR CALENDAR****October 5-7, 2015**

Spokane Convention Center  
 Spokane, Washington

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- Program Development:** Sponsorships support the development of robust educational programming including a broad range of timely industry topics, nationally recognized speakers and top-level presenters.
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## NOTES

# Thank you

for attending



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