



## Entering the Future



## The 19<sup>th</sup> Annual Affordable Housing Conference

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

Dear Colleagues,

It is a pleasure to welcome you to *Housing Washington 2012*, our 19th annual nationally recognized conference exclusively focused on affordable housing.

As we prepare to *Enter the Future*, we look forward to sharing fresh viewpoints and providing you with multiple opportunities for peer-to-peer engagement and collaboration.

We are privileged to host many outstanding speakers who join to take an in-depth look at tomorrow's issues. They will offer perspectives on what lies ahead and the best ways to navigate the changing landscape as we enter this post-recession period.

Generational influences, the upcoming governor's race, national funding and creative design are just a few of the themes we'll explore. Industry experts will share best methods to achieve goals and address how we continue to meet the affordable housing needs of varied populations across the region.

In addition to our comprehensive program, we are excited to present a lively showcase of products and services, featuring special opportunities for you to network with exhibitors and friends.

We will also recognize those making a positive impact on the affordable housing industry at a special *Friend of Housing* awards luncheon, which is not to be missed!

As we can never get too much of your feedback, please give us your comments throughout the conference and in the post-conference email survey. Your input is key to ensuring *Housing Washington* continues to successfully meet the industry's educational needs from year to year.

Thank you for your participation!



**Kim Herman**  
Executive Director  
Washington State Housing  
Finance Commission



**Rogers Weed**  
Director  
Washington State  
Department of Commerce



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## OUR SPONSORS

We wish to thank our *Housing Washington 2012* sponsors and the many organizations in the non-profit and governmental communities for their support and promotion of this year's conference.

### Platinum

#### Bank of America



As the leading consumer bank in the country, Bank of America understands that it has a unique responsibility to help promote economic recovery through lending, investing and giving. Through Q2, we provided \$27.2 billion in residential first mortgages, helping nearly 120,000 people purchase a home or refinance an existing mortgage, including \$6.3 billion in mortgages to more than 39,000 low- and moderate-income (LMI) customers. In 2011, we provided \$151.8 billion in residential first mortgages, helping more than 695,000 people purchase a home or refinance an existing mortgage, including \$35 billion in mortgages to more than 237,000 LMI customers. The bank has partnerships with more than 550 HUD-approved homebuyer education providers and 2,500 affordable housing programs, in an effort to increase outreach to distressed homeowners, Bank of America has opened Customer Assistance Centers in hard hit markets across the country, including one in Seattle. Through the Customer Assistance Center and other outreach efforts, we partner with a wide array of leading policy experts and nonprofit organizations to ensure that our efforts are having the greatest impact, particularly in neighborhoods disproportionately affected by the foreclosure crisis.

#### UnionBank

In today's economic environment, Union Bank is a strong financial partner you can count on, with a proven track record in community development. With a history of nearly 100 years in the Northwest, Union Bank offers flexible financing and equity investments in affordable housing developments that provide housing for working families and those with special needs, such as farm workers, seniors, and the homeless. We have the experience that can help you navigate even the most complex projects.



#### CHASE

CHASE takes pride in working to develop vibrant and diverse communities. Through our Community Development Banking group, we provide a range of solutions that meet the needs of low-and moderate-income households and communities in Washington and across the United States. CHASE distinguishes itself as a national leader in community development by providing loans, investments, and community development services. A primary tool is financing for affordable housing and economic development projects in the form of construction loans, permanent loans, and letters of credit. CHASE is also active in support of commercial projects through the New Market Tax Credit program. We manage proprietary NMTC allocations received by the U.S. Department of Treasury as well as investments with third-parties. In addition, CHASE is an active financial resource for the community development industry with financing products for other partners and intermediaries active in community development that finance or invest in affordable housing, charter schools, healthcare facilities, etc. Finally, the people of CHASE are active members of the communities in which they work through non-profit boards, advisory groups, and other volunteer activities.

#### usbank

At U.S. Bank, building strong communities and changing lives through partnerships is an important part of our business. We are pleased to partner with many organizations that develop and preserve affordable housing throughout Washington. U.S. Bank brings together many resources including grants, innovative financing structures, tax credit investments, flexible mortgage products and down payment assistance, to meet Washington's affordable housing needs. We offer creative solutions to help ensure that people in our state have access to safe, attractive and affordable housing.

## OUR SPONSORS

Gold



WELLS  
FARGO

Silver



**RAYMOND JAMES®**

Morgan Keegan

Z|B[a]



## OUR SPONSORS

### Bronze

Beacon Development Group  
Cascade Affordable Housing Consultants  
Clark Nuber  
Federal Home Loan Bank of Seattle  
GGLO  
Guild Mortgage Company  
Loveridge Hunt & Co., PLLC  
Mercy Housing Northwest  
National Development Council/NDC Corporate  
Equity Fund, L.P.  
Parkview Services  
RAFN Company  
SMR Architects  
The Richman Group Affordable Housing Corp.  
Walsh Construction Company  
Washington Community Reinvestment  
Association  
Washington Homeownership Resource Center

### Precious Gem

Aegon USA Realty Advisors, LLC  
AmericanWest Bank  
Boston Capital  
CMS Contract Management Services  
Edward Jones  
Foster Pepper PLLC  
George K. Baum & Co.  
Kutak Rock LLP  
Pacifica Law Group LLP  
Walker & Dunlop  
Washington Trust Bank

### Nonprofit & Government

Affordable Housing Management Association of Washington  
Comprehensive Health Education Foundation  
Common Ground  
DSHS/ADSA/HCS  
Digital Promise  
Environmental Works  
Fair Housing Partners of Washington State  
HomeSight  
HUDtraining.org  
Insurance Program for Association Housing  
Multifamily Affordable Properties/AptFinder.org  
Northwest Indian Housing Association  
Office of the Insurance Commissioner  
Pacific Northwest Regional Council NAHRO  
Pioneer Construction Services  
Rural Community Assistance Corp  
Tacoma Pierce County Affordable Housing Consortium  
USDA Rural Development

### Exhibitor

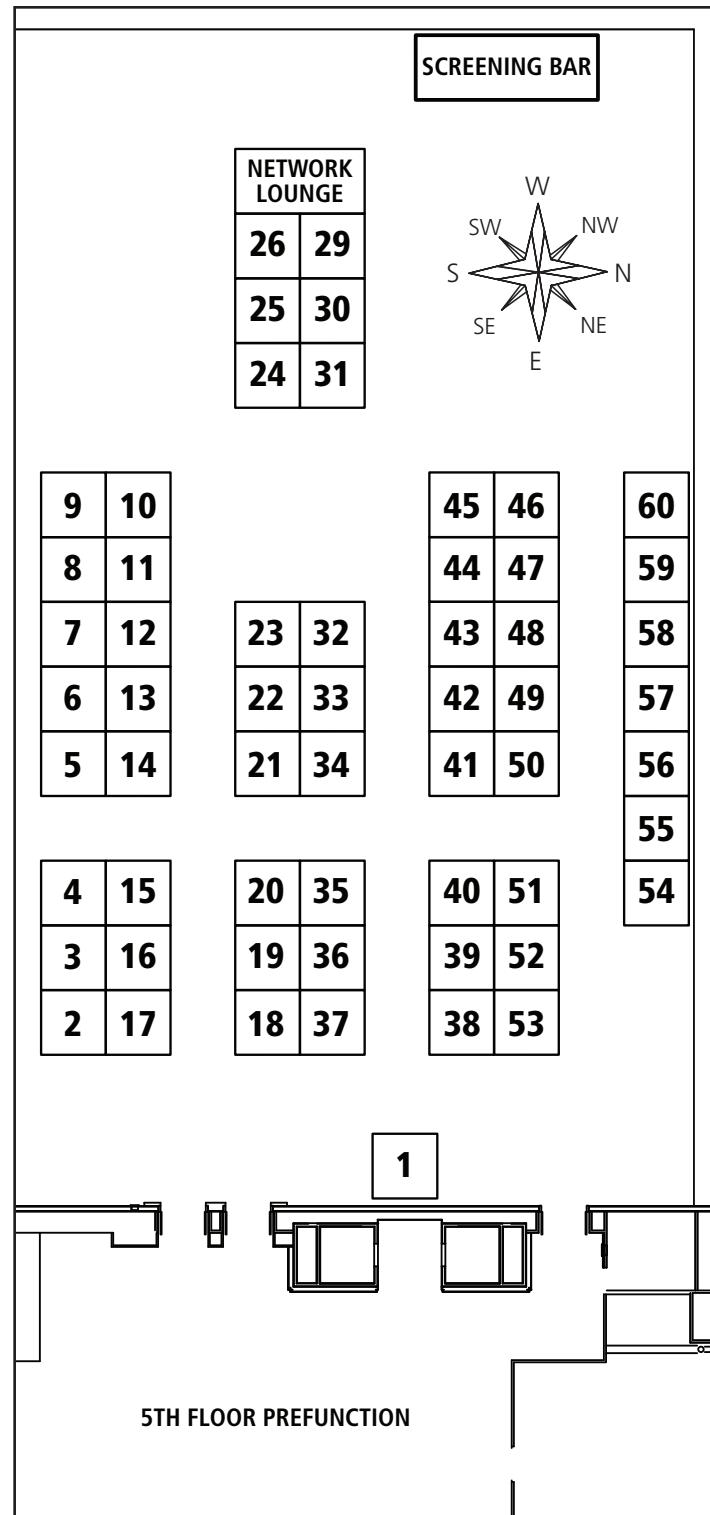
Absher Construction  
AHRP/ORWACA/HARRP  
American Property Management, Inc.  
Association of Washington Housing Authorities  
Boston Financial Investment Management  
Cascade Management, Inc.  
Citi Community Capital  
ConAm Management  
CliftonLarsonAllen LLP  
Guardian Management  
Novogradac & Company LLP  
OneBuild, Inc.  
Precision Concrete Cutting  
Propel Insurance

## SPONSOR SHOWCASE EXHIBITORS

Take time throughout the conference to visit our Sponsor Showcase, talk with exhibitors and learn more about their products and services. Please check the easel signs for booth locations and updates.

Absher Construction Company	52
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Chase	53
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Clark Nuber	20
CliftonLarsonAllen LLP	12
Combined Funders Monitoring Group	56
Common Ground	26
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The Network Lounge is available throughout the conference for impromptu meetings and business networking.



## SPONSOR SHOWCASE EXHIBITORS

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# OVERVIEW

## Conference Locations

All conference sessions will be held at the Greater Tacoma Convention & Trade Center (GTCTC). A facility layout is on page 38.

## Conference Check-In

**Location:** 3rd Floor Registration Foyer

Hours: Monday, October 15: 3:00 – 5:30 p.m.

Tuesday, October 16: 7:00 a.m. – 5:00 p.m.

Wednesday, October 17: 7:00 a.m. – 12:30 p.m.

## Name Badges

Your name badge is your meal ticket and entry into all of the sessions and receptions. Please wear it at all times during conference activities and recycle it at the end of your stay.

Name badge ribbons are color-coded as follows:

Gray = WSHFC Commissioners

Purple = Hosts

Green = Sponsors

Yellow = Exhibitors

Maroon = Speakers

Blue = Conference Staff

## Messages

A message board will be located by Conference Check-In. Messages may be left for you by calling Whitney Bowerman at 360-453-7368.

## CEU Credits

CEU credits from the Washington Council of the American Institute of Architects are available to qualifying candidates. A conference "Certificate of Completion" is also available to self-reporting attendees. Please see the CEU table near Conference Check-In for details and reporting forms.

## Conference Evaluations

Your feedback counts. Please take a moment before leaving *Housing Washington 2012* to complete the session evaluation forms and drop them off at Conference Check-In. An overall conference evaluation will be emailed to all participants at the conclusion of the conference.

## Hotel Murano Check-Out

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

## Speaker Prep Room

**Location:** Room 405

This room is provided to speakers who would like a quiet place to work on or prepare for their presentation.

## AV Tech Room

**Location:** Room 318

Speakers who have not submitted PowerPoint presentations prior to arrival are requested to bring them on a thumb drive or CD to Room 318. Our audio-visual technicians are available to load your presentation onto the computer supplied for your use as follows:

Tuesday, October 16: 7:00 – 9:45 a.m.

Wednesday, October 17: 7:00 – 9:15 a.m.

After the hours listed above, technicians will be stationed in the session rooms, supporting the program in process.

## 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. Van accessible parking is available in Parking Lot A in the garage. Additional parking is available at the Tacoma Dome Station (complimentary), where travel to GTCTC is available via Tacoma's Light Rail Train. Current parking rates at GTCTC are as follows:

0 – 4 hours: \$5 • 4+ hours – all day: \$10

*(Subject to change at any time.)*

## Tacoma's Light Rail Train

Tacoma offers a free light rail train service, which runs throughout the downtown corridor. The light rail train runs every 12 minutes from 6:00 a.m. – 8:00 p.m., Monday through Friday. A GTCTC stop is located just outside the first floor, on Commerce Street.

## SPECIAL EVENTS

### **Monday, October 15**

#### **Housing Washington Housewarming Reception**

**Time: 5:00 – 6:30 p.m.**

**Location: The Living Room, Hotel Murano**

Join with colleagues at this informal social gathering. Enjoy light snacks and refreshments, make new connections and reconnect with friends.

### **Tuesday, October 16**

#### **Morning Breakfast Jumpstart**

**Time: 7:00 – 8:30 a.m.**

**Location: Exhibit Hall A & 5th Floor Prefunction**

Jumpstart your morning with more than just coffee. Come early to enjoy breakfast, engage in lively peer-to-peer networking and browse the Sponsor Showcase for exciting products and services.

#### **Friend of Housing Awards**

**Time: 11:45 – 1:30 p.m.**

**Location: Exhibit Hall B**

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

#### **Business-To-Business Networking**

**Time: 1:30 – 2:00 p.m.**

**Location: Exhibit Hall A & 5th Floor Prefunction**

Satisfy that sweet tooth with an assortment of delectable desserts as you browse booths and discuss your interests with exhibitors at the Sponsor Showcase.

#### **Oktoberfest Reception with Sponsors**

**Time: 5:15 – 7:00 p.m.**

**Location: Exhibit Hall A & 5th Floor Prefunction**

Don't fight the traffic. Stay and enjoy an early evening Bavarian celebration, mix-n-mingle with exhibitors at the Sponsor Showcase and maybe win a prize!

### **Wednesday, October 17**

#### **Morning Breakfast Jumpstart**

**Time: 7:00 – 8:30 a.m.**

**Location: Exhibit Hall A & 5th Floor Prefunction**

Come early again to enjoy a shot of java, breakfast and a final visit with exhibitors at the Sponsor Showcase.

## SPECIAL FEATURES

### **Sponsor Showcase Exhibitors**

**Location: Exhibit Hall A & 5th Floor Prefunction**

Take time throughout the conference to visit our Sponsor Showcase, talk with exhibitors and learn more about their products and services.

### **Screening Bar**

**Location: Exhibit Hall A**

Who is allowed to shape our cities and how do they do it? *Urbanized*, a documentary feature presented in short segments, frames a global discussion on the future of cities and looks at the issues and strategies behind urban design. Don't miss this opportunity to view the latest film from the Gary Hustwit design trilogy.

### **Housing Washington Door Prizes**

Don't miss your chance to give your productivity a boost.

Drawings will take place during the Oktoberfest Reception on Tuesday, October 16 and at the closing lunch on Wednesday, October 17. Two entry tickets are provided to eligible attendees at check-in as part of your name badge package. Prize descriptions, entry instructions and the ticket drum are located adjacent to Registration Check-In. You must be present to win.

### **Literature Table**

**Location: 3rd Floor Registration Foyer**

Table space is provided to place general information about your company or organization. Offered on a first-come, first-serve basis.

### **Job Board**

**Location: 3rd Floor Registration Foyer**

If you're looking to fill a position or seeking a job, come prepared to post information. It's a great way to connect with the best in the Pacific Northwest housing industry.

### **Internet Lounge**

**Location: 3rd Floor Registration Foyer**

High-speed Internet will be available at the *Housing Washington* Internet Lounge. Complimentary wireless Internet is also available throughout the Greater Tacoma Convention & Trade Center. (Speed is based on number of users at any given time).

## KEYNOTE SPEAKERS

### Tuesday, October 16



#### OPENING KEYNOTE

**Maddy Dychtwald**, Author,  
Age Wave Co-Founder

Maddy Dychtwald is an author, speaker and Age Wave co-founder. She is also a leading expert on the changing demographic. She spent more than 25 years investigating and forecasting lifestyle and market trends of older adults and the 79 million baby boomers. Maddy has addressed more than 300,000 business and social service leaders worldwide and is regularly featured in prominent media. Her newest book, *Influence: How Women's Soaring Economic Power Will Transform Our World for the Better* (2010), explores how women are the major change agent of the decade to come. Maddy co-founded Age Wave, the nation's foremost thought leader on population aging trends and their profound business, lifestyle and cultural implications.

### Wednesday, October 17



#### MORNING KEYNOTE

**The Honorable Shaun Donovan**, Secretary, U.S.  
Department of Housing &  
Urban Development

On January 26, 2009, Shaun Donovan was sworn in as the 15th Secretary for Housing and Urban Development (HUD). Through his leadership, HUD helped stabilize the housing market and worked to keep families in their homes. Secretary Donovan previously served as Commissioner of the New York City Department of Housing Preservation and Development (HPD). Prior to that, he worked in the private sector on financing affordable housing, and was a visiting scholar at New York University. He was also a consultant to the Millennial Housing Commission. Secretary Donovan rejoined HUD after his previous service in the Clinton administration as Deputy Assistant Secretary for Multifamily Housing. He also served as acting FHA Commissioner during the Clinton/Bush presidential transition.



#### LUNCH KEYNOTE

**Jeff Henderson**, Award  
Winning Chef; Author of *New  
York Times* Bestseller *Cooked*;  
Star of Food Network's *The  
Chef Jeff Project*

Chef Jeff Henderson is an award-winning chef, motivational speaker, *New York Times* best-selling author and *Food Network* television personality. Jeff grew up on the tough streets of Central LA and San Diego. At 19, he was running a \$35,000 a week drug operation. By 24, Jeff was arrested and during his 10 years in prison, he discovered a passion for cooking and committed himself to turning his life around. He struggled for years, eventually becoming the executive chef of Café Bellagio in Las Vegas. His story was first told in the *New York Times* best-selling memoir, *Cooked: My Journey from the Streets to the Stove*. His follow up book, *The Power of Potential*, was released in 2012.

## PROGRAM - AT - A - GLANCE

<b>Monday, October 15</b>								
3:00–5:30pm	<b>Conference Check-in</b> Location: 3rd Floor Registration Foyer							
5:00–6:30pm	<b>Housing Washington Housewarming Reception</b> Location: The Living Room, Hotel Murano							
<b>Tuesday, October 16</b>								
7:00am–5:00pm	<b>Conference Check-in</b> Location: 3rd Floor Registration Foyer		<b>Morning Breakfast Jumpstart: Peer-to-Peer Networking</b> (until 8:30am) Location: Exhibit Hall A					
8:30–10:00am	<b>Opening General Session</b> <b>Welcome:</b> Karen Miller, Chair, Washington State Housing Finance Commission <b>Comments:</b> The Honorable James L. McIntire, State Treasurer, State of Washington <b>Comments &amp; Introduction:</b> Bryan Friend, Vice President, Community Development Finance, Union Bank, NA <b>Keynote Address:</b> Maddy Dychtwald, Author; Age Wave Co-Founder  <b>"Generations &amp; the Future of Housing"</b> Location: Exhibit Hall B							
10:00–10:15am	<b>B E V E R A G E   B R E A K</b> – Location: 3rd Floor Foyer							
10:15–11:45am Focus Sessions	<b>T1</b> The Power of Words: Lessons Learned from a Decade of Progress Location: Ballroom BC	<b>T2</b> Thriving in Tough Times: Strategies for a Financially Healthy Organization Location: Ballroom A	<b>T3</b> Employer-Assisted Housing: A Unique Approach to Local Workforce Housing Challenges Location: Ballroom D	<b>T4</b> Understanding the New Foreclosure Fairness Act II Location: Room 316 & 317	<b>T5</b> Housing 101 Location: Room 315			
11:45am–1:30pm	<b>Lunch</b> <b>Comments &amp; Introduction:</b> Kent Ramsey, Tacoma Area Market President, U.S. Bank <b>Friend of Housing Awards</b> Location: Exhibit Hall B							
1:30–2:00pm	<b>Dessert &amp; Business-to-Business Networking</b> Location: Exhibit Hall A							
2:00–3:30pm Focus Sessions	<b>T6</b> Designing Sustainable Homes & Neighborhoods Location: Ballroom BC	<b>T7</b> Findings from the 2012 IAHSA Affordable Housing with Services Tour Study Location: Room 315	<b>T8</b> Legislative Roundtable Location: Ballroom A	<b>T9</b> Asset Management for Developers Location: Ballroom D	<b>T10</b> Lessons from the Neighborhood Stabilization Program Location: Room 316 & 317			
3:30–3:45pm	<b>B E V E R A G E   B R E A K</b> – Location: 3rd Floor Foyer							

## PROGRAM-AT-A-GLANCE

<b>Tuesday, October 16</b>					
3:45–5:15pm Focus Sessions	<b>T11</b> Integrating Sustainability into Our Communities  <b>Location:</b> Ballroom D	<b>T12</b> Integrating Advocacy Throughout Your Organization  <b>Location:</b> Room 315	<b>T13</b> Using Tax Increment Financing to Create Equitable Transit-Oriented Communities  <b>Location:</b> Ballroom A	<b>T14</b> The Green Asset Manager: Addressing the Total Cost of Ownership for the Bottom Line(s)  <b>Location:</b> Room 316 & 317	<b>T15</b> Designing Homes & Communities for the Third Age  <b>Location:</b> Ballroom BC
5:15–7:00pm	<b>Oktoberfest Reception with Sponsors</b> Location: Exhibit Hall A				
<b>Wednesday, October 17</b>					
7:00am–12:30pm	<b>Conference Check-in</b>  <b>Location:</b> 3rd Floor Registration Foyer			<b>Morning Breakfast Jumpstart: Peer-to-Peer Networking</b> (until 8:30am)  <b>Location:</b> Exhibit Hall A	
8:30–9:45am	<p style="text-align: center;"><b>General Session</b></p> <p><b>Comments:</b> Rogers Weed, Director, Washington State Department of Commerce</p> <p><b>Comments &amp; Introduction:</b> Bob Peters, Washington State President, Bank of America</p> <p><b>Keynote Address:</b> The Honorable Shaun Donovan, Secretary, U.S. Department of Housing &amp; Urban Development</p> <p style="text-align: center;"> <b>"Housing &amp; Communities Built to Last"</b></p> <p style="text-align: center;">Location: Exhibit Hall B</p>				
10:00–11:15am Focus Sessions	<b>W1</b> Modular Homes: Affordable, Accessible, Efficient & Innovative  <b>Location:</b> Ballroom BC	<b>W2</b> Practical Planning for Affordable Housing: Cost-Efficient Development in "The New Normal"  <b>Location:</b> Ballroom A	<b>W3</b> Winter is Coming: Charting a Course to Meet the Nation's Housing Needs  <b>Location:</b> Room 315-317	<b>W4</b> Biggest Bang for Your Buck: Round 2  <b>Location:</b> Ballroom D	
11:15–11:30am	<b>B E V E R A G E   B R E A K</b> – <b>Location:</b> 3rd Floor Foyer				
11:30am–12:45pm Focus Sessions	<b>W5</b> Who's Minding the Store? Ethics Policies & Codes of Conduct  <b>Location:</b> Ballroom BC	<b>W6</b> Designing Places for People in an Evolving Market  <b>Location:</b> Ballroom D	<b>W7</b> Community Action & Affordable Housing in Today's Political & Economic Climate  <b>Location:</b> Room 315-317	<b>W8</b> Tapping into Rural Development Single Family Housing Guaranteed Loans  <b>Location:</b> Ballroom A	
12:45–2:30pm	<p style="text-align: center;"><b>Closing Lunch</b></p> <p><b>Comments &amp; Introduction:</b> Chuck Weinstock, Vice President, Community Development Banking, Chase</p> <p><b>Keynote Address:</b> Jeff Henderson, Award-Winning Chef; Author of <i>New York Times</i> Bestseller <i>Cooked</i>; Star of Food Network's <i>The Chef Jeff Project</i></p> <p style="text-align: center;"> <b>"From the Streets to the Stove: The Power of Potential"</b></p> <p style="text-align: center;">Location: Exhibit Hall B</p>				

## PROGRAM

### Monday, October 15

3:00 – 5:30 p.m.

#### Conference Check-In

Location: 3rd Floor Registration Lobby

5:00 – 6:30 p.m.

#### Housing Washington Housewarming Reception

Location: The Living Room, Hotel Murano

Join with colleagues at this informal social gathering. Enjoy light snacks and refreshments, make new connections and reconnect with friends.

### Tuesday, October 16

7:00 a.m. – 5:00 p.m.

#### Conference Check-In

Location: 3rd Floor Registration Lobby

7:00 – 8:30 a.m.

#### Morning Breakfast Jumpstart: Peer-to-Peer Networking

Location: Exhibit Hall A

Jumpstart your morning with more than just coffee. Come early to enjoy breakfast, engage in lively peer-to-peer networking and browse the Sponsor Showcase for exciting products and services.



8:30 – 10:00 a.m.

#### Opening General Session

Location: Exhibit Hall B

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

Comments: The Honorable James L. McIntire, State Treasurer, State of Washington

Comments & Introduction: Bryan Friend, Vice President, Community Development Finance, Union Bank, NA

#### Keynote Address:

Maddy Dychtwald, Author; Age Wave Co-Founder

#### Generations & the Future of Housing

For the first time in history, four generations of adults are active participants in the workforce and marketplace. Each has its own lifestyle, values, attitudes, and hopes and dreams concerning home, work and money, means of connecting and communicating, and marketplace preferences. This high-impact presentation will explore these as well as the key social forces that have shaped each generation – Millennials, Gen Xers, Boomers and the Silent Generation.

10:00 – 10:15 a.m.

#### B E V E R A G E   B R E A K

Location: 3rd Floor Foyer

10:15 – 11:45 a.m.

#### Focus Sessions

##### **T1 The Power of Words: Lessons Learned from a Decade of Progress**

Location: Ballroom BC

Presenter: Michael Anderson, Affordable Housing Organizer, Center for Community Change

Designed to inform and equip Washington advocates in their work to fund affordable housing programs, this session will present communications strategies for building your base of support, developing and disseminating key messages, and influencing public opinion. Discussion will include a review of best practices, lessons learned from a decade of progress and a Housing Alliance case study on successful and impactful messaging.

# PROGRAM

## **T2 Thriving in Tough Times: Strategies for a Financially Healthy Organization**

**Location:** Ballroom A

*Presenters: Melora Hiller, Management Consultant, Melora Hiller Consulting*

*Scott Schaffer, Executive Director, Common Ground*

An affordable housing system doesn't just require housing opportunities for low-income people. It also requires strong organizations, structured with a solid business model, effective management and focused leadership to ensure future success. This hands-on problem-solving session will explore the essentials of sound nonprofit business models, assessment methods, and tools that assist in the development of effective organizational strategies.

## **T3 Employer-Assisted Housing: A Unique Approach to Local Workforce Housing Challenges**

**Location:** Ballroom D

*Moderator: Lora McCray, Housing Opportunity Manager, National Association of REALTORS®*

*Presenters: Sarah Champion, Director of Operations, SiteCrafting, Inc.*

*Chris Venne, Development Finance Director, Community Frameworks*

*Dianne Wasson, Vice-President; Affinity Lending Regional Manager, HomeStreet Bank*

Get a comprehensive overview of Employer-Assisted Housing (EAH) – a unique benefit that employers can implement to help meet the housing needs of their employees – and learn about its effectiveness as a strategy to address local workforce housing needs. Experts will present examples of successful EAH programs in Washington state and discuss the many benefits of this program to employees, employers and the community.

## **T4 Understanding the New Foreclosure Fairness Act II**

**Location:** Room 316 & 317

*Moderator: The Honorable Tina L. Orwall, M.S.W., State Legislator, Washington State House of Representatives (33rd District)*

*Presenters: Denny Eliason, Founding Partner, Alliances Northwest*

*Dan McConnon, Deputy Director, Washington State Department of Commerce*

*Bruce Neas, Legislative Coordinator, Columbia Legal Services*

*James Sugarman, Assistant Attorney General, Consumer Protection Division, Washington State Attorney General's Office*

Back by popular demand, our expert panel will present recent updates to, and the current status of, the Foreclosure Fairness Act. They'll follow up last year's analysis on the Act's statewide implementation and impacts, with a discussion on what the future of this program holds for residents of Washington state.

## **T5 Housing 101**

**Location:** Room 315

*Presenter: Paul Purcell, President, Beacon Development Group*

Receive an interactive introduction to developing affordable housing in today's dynamic environment. This is a practical session for anyone and everyone who wants or needs to develop their affordable housing knowledge including the process, layers, market, skills and the vernacular.

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**11:45 – 1:30 p.m.**

## **Lunch & *Friend of Housing* Awards**

**Location:** Exhibit Hall B

*Comments & Introduction: Kent Ramsey, Tacoma Area Market President, U.S. Bank*

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

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# PROGRAM

1:30 – 2:00 p.m.

## Dessert & Business-to-Business Networking

Location: Exhibit Hall A

Satisfy that sweet tooth with an assortment of delectable desserts as you browse booths and discuss your interests with exhibitors at the Sponsor Showcase.

2:00 – 3:15 p.m.

## Focus Sessions

### T6 Designing Sustainable Homes & Neighborhoods

Location: Ballroom BC

Presenter: Avi Friedman, Ph.D., Professor; Director, Affordable Homes Research Group, School of Architecture, McGill University

While sustainability grows as a leading approach, small and large municipalities and building firms are reviewing how they can retool their planning and design strategies. This session introduces the need for that approach, explains and defines sustainable systems, outlines principles and shows examples of sustainable homes and communities – many of which were personally designed by Dr. Friedman.

### T7 Findings from the 2012 International Association of Housing & Services for the Aging (IAHSA) Affordable Housing with Services Tour Study

Location: Room 315

Presenter: Julie Martin, Director of Senior Living & Community Services, LeadingAge of Washington

Senior housing providers in Vermont and Massachusetts are at the forefront of developing housing with health and supportive services, and have been instrumental in influencing policy. This session will report on findings from the IAHSA tour study including implementation, types of services and support offered, delivery mechanisms, community partners, funding sources and much more.

### T8 Legislative Roundtable

Location: Ballroom A

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

Presenters: The Honorable Ross Hunter, State Legislator, Washington State House of Representatives (48th District)

More to be announced

Join prominent leaders for a lively and interactive open forum discussion on Washington state's 2012 housing agenda.

This is your opportunity to hear directly from state leaders and representatives about the industry's status, progress and projected future.

### T9 Asset Management for Developers

Location: Ballroom D

Presenters: David Fromm, Training Consultant, NeighborWorks America

Jack Geary, Owner, Jack Geary Consulting

Why do underwriting assumptions and proformas seem to veer so far from projection through the life of a property? Find out what types of elements drive the operational realities and the consequences of not getting it right. Geared toward developers, presenters will review the challenges faced by asset managers attempting to bridge the reality of a project's long-term operations with sometimes overly optimistic underwriting assumptions.



## PROGRAM

### **T10 Lessons from the Neighborhood Stabilization Program**

**Location:** Room 316 & 317

*Moderator: F.W. "Bill" Mandeville, AICP, Bond Allocation & Community Revitalization Manager, Washington State Department of Commerce*

*Presenters: Anne Aurelia Fritzel, AICP, Growth Management Planner, Washington State Department of Commerce*

*Bryan Schmid, Housing Loan Officer, Department of Community Connections, Pierce County*

*Peggy Sheehan, Community Development Grants Manager, City of Vancouver*

*Paul Trautman, Housing Program Administrator, Department of Community Development, City of Spokane*

Washington state received \$33 million in emergency funding under the federal Neighborhood Stabilization Program (NSP). Hear from officials who managed those NSP programs including a review of their experiences, challenges and triumphs of NSP communities, actions communities can take to avoid – or handle – future housing market failures, planning for future housing under the GMA. Time will be allocated for group discussion.

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**3:30 – 3:45 p.m.**

**BEVERAGE BREAK**

**Location:** 3rd Floor Foyer

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**3:45 – 5:15 p.m.**

**Focus Sessions**

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### **T11 Integrating Sustainability into Our Communities**

**Location:** Ballroom D

*Presenter: Hunter Lovins, President & Founder, Natural Capitalism Solutions*

What can be done to make sustainable affordable housing more than just a case study, but the practice of the day? Join Hunter Lovins, named *TIME* magazine's Hero for the Planet and *Newsweek*'s Green Business Icon, for a lively discussion on the business case for implementing sustainability in our neighborhoods, communities and policies.

### **T12 Integrating Advocacy Throughout Your Organization**

**Location:** Room 315

*Presenters: Ben Miksch, Operations & Special Projects Coordinator, Washington Low Income Housing Alliance*  
*Sakara Remmu, Outreach & Mobilization Manager, Washington Low Income Housing Alliance*

Every member of your organization has a role to play in advocacy. The experiences, insights and on-the-ground stories that housing and service providers bring to policy makers are invaluable. Walk through how to build an advocacy plan that enables staff, clients and board members to influence the funding, laws and community decisions that affect your organizations and the people you serve most. Designed for directors, board members and staff at every level, anyone connected with a nonprofit will find this session very useful.

### **T13 Using Tax Increment Financing to Create Equitable Transit-Oriented Communities**

**Location:** Ballroom A

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

*Presenters: Dan Landes, Vice President of Development, Shelter Resources, Inc.*

*Bob Palmer, Policy Director, Housing Action Illinois*

*Tim Parham, AICP, Associate Planner, Puget Sound Regional Council*

*April Putney, Director of Policy & Advocacy, Futurewise*

Tax increment financing (TIF) is a powerful tool to grow and revitalize communities. But nationally, one of the drawbacks has been decreased affordability and the driving out of lower-income residents. Can Washington develop a TIF tool that requires affordable housing, promotes equity and meets other social needs, like prevention of urban sprawl? Presenters will discuss new legislation and a special guest from Housing Action Illinois will share lessons for affordable housing advocates from Chicago's TIF struggles.

## PROGRAM

### **T14 The Green Asset Manager: Addressing the Total Cost of Ownership for the Bottom Line(s)**

**Location:** Room 316 & 317

*Moderator: Pat Park, Owner, Adcor*

*Presenters: Leah Greenwood, Executive Director, Affordable Community Environments*

*Lukas Hovee, Partner, 360 Analytics*

*Deneen Mulligan, Portfolio Manager, Quantum Management Services, Inc.*

*Matt Sullivan, LEED® AP BD+C, Architect & Project Manager, Mithun*

With the continued widespread increases in water, power and waste disposal costs, the reality is that many large and aging portfolios are no longer sustainable as designed. Learn from professionals about how owners are addressing this problem head-on and finding sustainable solutions to update current inefficiencies.

### **T15 Designing Homes & Communities for the Third Age**

**Location:** Ballroom BC

*Presenter: Avi Friedman, Ph.D., Professor; Director, Affordable Homes Research Group, School of Architecture, McGill University*

With the aging of the "baby boom" generation and the graying of North America, senior homes and communities will be a chief planning issue. Cities and the homebuilding industry are rethinking best approaches now to address this shift. As the inventor of The Next Home, Dr. Friedman will discuss and showcase examples of emerging trends and principals of retooling and planning communities, as well as dwelling design for seniors.

**5:15 – 7:00 p.m.**

### **Oktoberfest Reception with Sponsors**

**Location:** Exhibit Hall A

Don't fight the traffic. Stay and enjoy an early evening Bavarian celebration, mix-n-mingle with exhibitors at the Sponsor Showcase and maybe win a prize!



**Wednesday, October 17**

**7:00 a.m. – 12:30p.m.**

### **Conference Check-In**

**Location:** 3rd Floor Registration Foyer

**7:00 – 8:30 a.m.**

### **Morning Breakfast Jumpstart: Peer-to-Peer Networking**

**Location:** Exhibit Hall A

Come early again to enjoy a shot of java, breakfast and a final visit with exhibitors at the Sponsor Showcase.

**8:30 – 9:45 a.m.**

### **General Session**

**Location:** Exhibit Hall B

*Comments: Rogers Weed, Director, Washington State Department of Commerce*

*Comments & Introduction: Bob Peters, Washington State President, Bank of America*

### **Keynote Address:**

*The Honorable Shaun Donovan, Secretary, U.S. Department of Housing & Urban Development*

### **Housing & Communities Built to Last**

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**10:00 – 11:15 a.m.**  
**Focus Sessions**

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**W1 Modular Homes: Affordable, Accessible, Efficient & Innovative**

**Location:** Ballroom BC

*Presenters: Johnny Hartsfield, Founder & President, Greenfab  
Jim Russell, President & Chief Creative Officer, ideabox, llc*

Explore how modular homes are becoming more affordable and accessible to communities in our state and hear from two of the region's most innovative prefab, modular home builders about their combined experiences in design/build, energy and resource efficiencies, affordability and performance.

**W2 Practical Planning for Affordable Housing: Cost-Efficient Development in "The New Normal"**

**Location:** Ballroom A

*Presenters: Shirley Bekins, Director of Housing Development, Common Ground*

*Sondra Nielsen, Director of Consulting Services, Common Ground*

*Scott Schaffer, Executive Director, Common Ground*

Learn about state-of-the-art thinking around cost-efficiency, new housing concepts and a systematic method for applying practical methods to your planning. Hear about leading-edge approaches to cost-effective development in urban, rural, new construction, acquisition/rehab, as well as traditional and outside-the-box concepts. Common Ground will showcase its *New Housing Models Initiative* and provide an opportunity to dive into cost-saving problem solving for different aspects of the development process.

**W3 Winter is Coming: Charting a Course to Meet the Nation's Housing Needs**

**Location:** Room 315-317

*Presenter: Barry Zigas, Director of Housing Policy, Consumer Federation of America*

Affordable housing is becoming more difficult for renters and owners alike to find in many markets, and short-term trends are not encouraging. With tax reform and the "fiscal cliff" looming, how can the nation reaffirm its commitment to decent and affordable housing and build on what works?

**W4 Biggest Bang for Your Buck: Round 2**

**Location:** Ballroom D

*Moderator: Valerie Thiel, AIA, LEED® AP, Principal, SAGE Architectural Alliance*

*Presenters: Becky Bicknell, Senior Housing Developer, Bellwether Housing*

*Lance Deskins, Senior Sales Representative, Milgard Windows & Doors*

*David Reddy, Principal, 360 Analytics*

Adding to last year's presentation, this session brings together building industry professionals to provide the survey results of asset managers, facilities managers, architects, consultants and contractors. The focus will be on the following components of a multifamily building: 1) in-unit heating; 2) windows; 3) cabinets and countertops. Hear lessons learned and recommendations for resources to help guide decision making from the perspective of cost, long-term durability, ease of maintenance and sustainability. Learn new "Dos and Don'ts" for your next multifamily rehab or new construction project.

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**11:15 – 11:30 a.m.**

**B E V E R A G E   B R E A K**

**Location:** 3rd Floor Foyer

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**11:30 a.m. – 12:45 p.m.**

**Focus Sessions**

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**W5 Who's Minding the Store: Ethics Policies & Code of Conduct**

**Location:** Ballroom BC

*Presenter: Ron Oldham, Executive Director, PNRC-NAHRO*

With individuals and organizations consistently in the public eye, it is critical to ensure your organization's ethical policies and procedures are in place. Explore dilemmas and decision-making, conflicts of interest and components of effective policy. Participants will gain an understanding of leadership and staff roles in addressing individual and organizational situations, and the benefits of fostering an ongoing culture of strong ethical expectations and performance.

# PROGRAM

## **W6 Designing Places for People in an Evolving Market**

**Location:** Ballroom D

*Presenters: Deborah Gooden, General Manager, HOPE VI*

*Department, King County Housing Authority*

*Jon Hall, AIA, Sustainable Building Advisor, LEED® AP BD+C,*

*Senior Associate, GGLO*

*Carolyn Law, Artist, C/Law Studio*

*Mark Sindell, ASLA, LEED® AP BD+C, Principal, GGLO*

Integrated design is a means of creating "places" rather than "projects." Learn about the strategies of this fresh approach including targeting high levels of sustainability, streamlining the public process, integrating artwork and engaging community planning. Explore built and conceptual examples, and discover how best to achieve high performing, beautiful and healthy affordable housing.

## **W7 Community Action & Affordable Housing in Today's Political & Economic Climate**

**Location:** Room 315-317

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

How is the sharp governmental and economic climate expected to affect the affordable housing industry? What is the projected outlook for programs under an Obama or Romney administration? What are the potential outcomes of a partisan shift in Congress? With November presidential and congressional elections just around the corner, this session will dive into these and other timely political questions.

PowerPoint presentations will be posted to  
[www.wshfc.org/conf](http://www.wshfc.org/conf) if made available.

## **W8 Tapping into Rural Development Single Family Housing Guaranteed Loans**

**Location:** Ballroom A

*Presenters: E. Tammy Repine, Housing Programs Director, Rural Development, U.S. Department of Agriculture*

*Ed Reynolds, State Guaranteed Housing Specialist, Rural Development, U.S. Department of Agriculture*

Single Family Housing (SFH) Programs provide homeownership opportunities to very low - low- and moderate-income rural Americans through several loan, grant and loan guarantee programs. Because the Guaranteed program has a zero impact on the budget, it continues to be well funded, even amidst governmental budget cuts. Learn more about opportunities using the SFH Guaranteed Program to assist applicants with a wide range of income levels qualify for homeownership. Hear updates on recent changes to processing guidelines.

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**12:45 – 2:30 p.m.**

## **Closing Lunch**

**Location:** Exhibit Hall B

*Comments & Introduction: Chuck Weinstock, Vice President, Community Development Banking, Chase*

### **Keynote Address:**

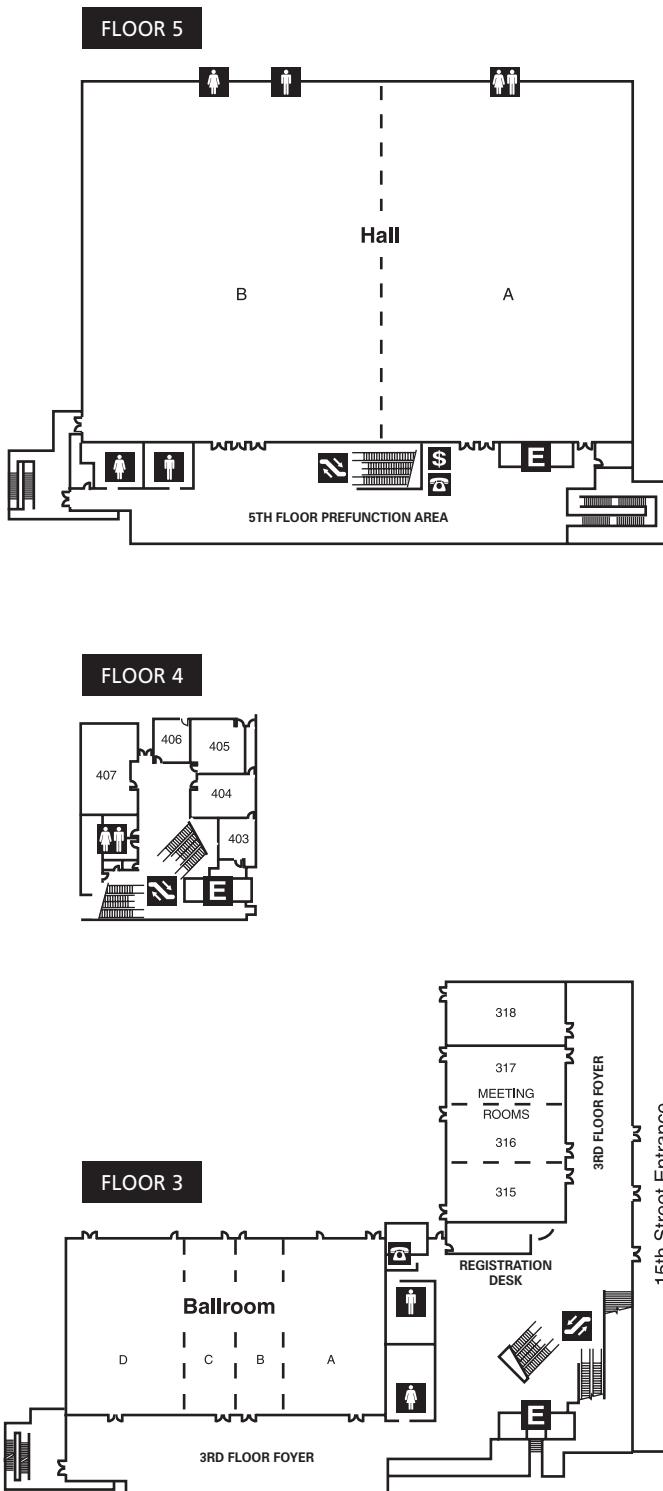
*Jeff Henderson, Award Winning Chef; Author of New York Times Bestseller "Cooked," Star of Food Network's "The Chef Jeff Project"*

### **From the Streets to the Stove: The Power of Potential**

Chef Jeff Henderson knows what it feels like to be hungry, and he knows what it is to struggle. After growing up in the "hood" of Los Angeles, he spent nearly ten years in prison for a drug conviction. While there, Chef Jeff found his passion for cooking, which ultimately led him to the top of the restaurant industry. Hear Chef Jeff's story of redemption and perseverance – motivating you to dream and reach your full potential.

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*Session topics & speakers are subject to change.*



Greater Tacoma Convention &amp; Trade Center

***Washington State Housing Finance Commission***

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Jama Hawk  
Christian Hayes  
Jason Hennigan  
Michael Soper  
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***Website Development***

Maureen Smith

**Thank you for attending  
*Housing Washington 2012!***

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# Housing Washington 2013

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