

## TENTATIVE SCHEDULE

SEPTEMBER 9, 2009

**7:00 – Registration**  
Room: Foyer (Third Floor)

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**9:00 – 10:00 Opening Plenary Session**  
Session: After Katrina  
Speaker: Chris Rose  
Room: Des Moines Exhibit Hall (Third Floor)

Chris Rose is a Pulitzer Prize-winning columnist for *The Times-Picayune* in New Orleans, an essayist for *The NewsHour* with Jim Lehrer, and a frequent commentator for National Public Radio's *Morning Edition*. Chris' book, *I Dead in Attic*, is a collection of stories recounting the first harrowing year and a half of life in New Orleans after Hurricane Katrina.

Known as the "Crescent City Bard," Rose is celebrated as a local treasure and heaped with national praise. He provides a roller-coaster ride of observation, commentary, emotion, tragedy, and even humor-in a way that only he could find in a devastated city.

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**10:00 – 10:30 Break (Exhibits Open)**  
Room: Des Moines Exhibit Hall (Third Floor)

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**10:30 – 11:45 Break-Out Sessions**

### Affordable Rental Track

Session: Winning Financial Strategies  
Moderator: Dan Garrett  
Speakers: Rob Woodling, Foundations Development – Omaha, NE  
Ted Witt, Midwest Housing Equity Group – Omaha, NE  
Room: Davenport & Dubuque (Third Floor)

In a challenging economic environment, it's critically important that housing development organizations and companies create sound, effective financial strategies. As applications for financial assistance face increasingly stringent underwriting, developers must be aware of appropriate costs and the benefits of "value engineering." Two speakers who know how to create winning financial strategies will share their knowledge at this must-attend session for veteran and novice developers alike.

### Homelessness Track

Session: Homeless Youth in Iowa Schools  
Moderator: Susan Dawson  
Speakers: Jan Moore, National Center for Homeless Education at the SERVE Center – Greensboro, NC  
Room: Cedar Rapids & Council Bluffs (Third Floor)

Sadly, Iowa's homeless population represents more than the stereotypical adult male. Thousands of youth who attend our public schools each day are also homeless. How are school systems working with homeless youth? What programs have school systems in other states implemented that could be replicated in Iowa? How will recent state budget cuts impact programs that help homeless school-age children?

### Homeownership Track

Session: Making the Most of the Financial Stability Plan  
Moderator: Tracey Achenbach  
Speaker: Krista Bowersox, Department of Housing & Urban Development – Des Moines, IA  
Room: Salons A-C (Second Floor)

Over the last year the federal government has enacted several new programs and initiatives designed to stabilize America's troubled housing market. Now that state and local governments have had time to closely examine the new legislation and implement new programs, it's an ideal time to learn how you and the audiences you serve can benefit



from them. This session will specifically address new opportunities in the homeownership arena including Housing Finance Reform, the Affordable Housing Trust Fund and more.

### **Policy Track**

Session: Housing Policy: An Iowa Perspective  
Moderator: Eric Chatman  
Speakers: Tim Borich, Iowa State University – Ames, IA  
Nora Ladjahasan, Iowa State University – Ames, IA  
Room: Salon D (Second Floor)

The Iowa Finance Authority regularly publishes a study outlining the state's most pressing housing needs. At this session, speakers will discuss the result of the survey of IFA's housing stakeholders conducted in the spring of 2009. Housing in Iowa will be assessed by examining the housing goals and gaps: Do state and federal housing programs serve Iowa well? Also, hindrances in filling local and state housing needs will be identified.

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### **11:45 – 1:30 Lunch**

Session: HousingIowa & Kay Anderson Friend of Iowa Awards Presentation  
Recognition of National Development Council Training Participants  
Room: Des Moines Exhibit Hall (Third Floor)

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### **1:30 – 2:45 Break-Out Sessions**

#### **Affordable Rental Track**

Session: Green Issues in Rental Housing  
Moderator: Maryann Dennis  
Speakers: Jeff Geerts, Iowa Department of Economic Development – Des Moines, IA  
Jennifer Hatch, Facilities Strategies Group – Fort Mill, SC  
Trisha Miller, Enterprise Community Development – Columbia, MD  
Room: Davenport & Dubuque (Third Floor)

Housing Developers can no longer ignore the benefits of environmentally responsible building practices. Not only do green projects protect the environment, but choosing green construction can help procure state and federal funds to subsidize construction. Jeff Geerts will explain how the IDEED's Green Street Criteria can help housing developers create stronger financial assistance applications. Jennifer Hatch from Facilities Strategies Group will share the guidance she provides to state housing finance agencies that want to appropriately incorporate green building practices into their Housing Tax Credit Qualified Allocation Plans. And Trisha Miller from Enterprise Community Development will share how her organization has found success in constructing LEED Certified multifamily housing.

#### **Homelessness Track**

Session: New Programs That Will Aid Iowa's Homeless  
Moderator: Lyle Schwery  
Speakers: Lyle Schwery, Iowa Finance Authority – Des Moines, IA  
Greg Cecil, US Department of Housing & Urban Development – Omaha, NE  
Dave & Julie Eberbach, Institute for Community Alliance – Des Moines, IA  
Room: Cedar Rapids & Council Bluffs (Third Floor)

The federal Homelessness Prevention and Rapid Re-Housing Program and the Public Service Shelter Grant Program created by the state's I-JOBS initiative provide new sources of funds for Iowa's homeless and the organizations that serve them. This session will give an overview of both programs and will include a demonstration of a needs matrix that will help service providers best assist Iowa's homeless and near-homeless.

#### **Homeownership Track**

Session: Housing at a Crossroads: Recovering from the Foreclosure Crisis  
Moderator: Irene Hardisty  
Speaker: Josh Silver, National Community Reinvestment Coalition – Washington DC  
Room: Salons A-C (Second Floor)

The nation's mortgage lending environment has seen tremendous changes during the last few years, leaving housing advocates unsure of how to best help home buyers and what the future holds. At this session, hear predictions for the

coming months and years and see the latest housing statistic for Iowa and the nation. Policy recommendations will be discussed for ending the foreclosure crisis and deterring future housing meltdowns.

### **Policy Track**

Session: Housing Policy: A National Perspective  
Moderator: Joe O'Hern  
Speaker: Sharon Price, National Housing Conference – Washington DC  
Room: Salon D (Second Floor)  
Description: The development of appropriate national housing policy is a major component in addressing America's critical need for affordable housing. This session will offer insights on efforts to craft effective policy, past, present and future. Learn about the nation's progress in this arena and find out more about challenges and opportunities that are ahead.

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### **2:45 – 3:00 Refreshment Break (Exhibits Open)**

Room: Des Moines Exhibit Hall (Third Floor)

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### **3:00 – 4:15 Break-Out Sessions**

#### **Affordable Rental Track**

Session: Nuts & Bolts of Property Management  
Moderator: Mark Kvammen  
Speakers: Bob Dean, Seldin & Associates – Omaha, NE  
Gary L. Stenson, MetroPlains Development LLC – St. Paul, MN  
Dan Wood, Acting Assistant Fire Prevention Supervisor, Iowa Department of Public Safety – Des Moines, IA  
Room: Davenport & Dubuque (Third Floor)  
Effectively managing rental properties is a challenging balancing act. It includes identifying and managing needs, keeping ahead of repairs and maintenance, creating plans to respond to a crisis and more. A panel of speakers with a range of expertise in these issues will share their experiences to help you improve your property management practices.

#### **Homelessness Track**

Session: An Introduction to Rural Supportive Housing  
Moderator: Lyle Schwery  
Speakers: Leah Lindstrom, Corporation for Supportive Housing - Minneapolis, MN  
Room: Cedar Rapids & Council Bluffs (Third Floor)  
Creating a successful permanent supportive housing program in a rural area comes with a host of challenges – and opportunities. This session will provide an overview of rural supportive housing, will explain how rural supportive housing is different from supportive housing in urban areas and will provide examples from other supportive housing providers who have found success.

#### **Homeownership Track**

Session: Community Renewal: Maintaining and Rebuilding Stable Neighborhoods  
Moderator: Terri Rosonke  
Speaker: Marie Steenlage, Iowa Department of Economic Development – Des Moines, IA  
Craig Schroeder, HomeTown Competitiveness – Lincoln, NE  
Eric Youngberg, NeighborWorks America – Kansas City, MO  
Room: Salons A-C (Second Floor)  
The recent economic crisis poses unique challenges for Iowa communities. How can communities stabilize neighborhoods to maintain safe, decent, affordable housing and how can communities impacted by foreclosure, decreasing property values and/or last year's natural disasters rebuild thriving neighborhoods?

#### **Policy Track**

Session: Why Does Housing Policy Matter?  
Moderator: Joseph Jones

Speakers: Bruce Koepl, AARP – Des Moines, IA  
Cyndi Pederson, Iowa Department of Cultural Affairs – Des Moines, IA  
Bill Menner, USDA RD – Des Moines, IA

Room: Salon D (Second Floor)

The availability of affordable housing is fundamental to our state's growth and stability. Experts in several fields will share their thoughts on how affordable housing (or the lack thereof) impacts their particular area. Attendees will come away with a greater understanding of how a consistent, unified housing framework can help our state recruit and retain a quality workforce, spur growth in rural communities, help Iowans live longer and healthier lives, strengthen the economy and more!

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**4:15 – 5:00 Break (On your own)**

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**5:00 – 6:00 Networking Reception & IHOEP 10-Year Anniversary Celebration**

Room: Des Moines Exhibit Hall (Third Floor)

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**6:00 - Dine-Around at area restaurants**

## **SEPTEMBER 10, 2009**

**8:00 – 8:30 Breakfast (Exhibit Open)**

Room: Des Moines Exhibit Hall (Third Floor)

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**8:30 – 9:30 Plenary Session**

Session: The New Housing Crisis

Speaker: Governor Parris Glendening

Room: Des Moines Exhibit Hall (Third Floor)

This summer, the Rebuild Iowa Office recommended that infrastructure and housing initiatives incorporate smart development principles. Governor Glendening will discuss how this new strategy can support housing affordability, create opportunity and improve environmental performance. Additionally, state and federal governments are increasingly linking transportation, housing and environmental considerations in pursuit of a more sustainable future – how are these changes likely to influence housers? Governor Glendening's remarks will be followed by a discussion with the audience.

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**9:30 – 9:45 Break (Exhibits Open)**

Room: Des Moines Exhibit Hall (Third Floor)

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**9:45 – 11:00 Break-Out Sessions**

### **Affordable Rental Track**

Session: Ask the Syndicator

Moderator: Carla Pope

Speakers: Mike Jacobs, National Equity Fund – Chicago, IL  
Jim Rieker, Midwest Housing Equity Group – Omaha, NE  
Philip Porter, Enterprise – Columbia, MD

Room: Davenport & Dubuque (Third Floor)

This session starts with an overview of how the Housing Tax Credit investment market has changed drastically in the last year and how the federal government is intervening via the American Recovery and Reinvestment Act. Then, a panel of Housing Tax Credit syndicators will share their thoughts and take your questions about where the market is today, where it may be headed and how affordable housing developers can remain successful despite economic challenges.

### **Homelessness Track**

Session: Best Practices in Landlord Outreach

Moderator: Tina Hochwender

Speakers: Genevieve Hart, Anawim Housing – Des Moines, IA  
Roberta McAfee, McAfee Realty – Des Moines, IA

Room: Cedar Rapids & Council Bluffs (Third Floor)

Landlords and property managers are key partners for service providers who help the homeless find housing. But convincing a landlord to take in a homeless person or accept a rent voucher can be challenging. What are the best ways to reach out to and educate cautious landlords? How can you improve your relationship with landlords? Why are landlords sometimes hesitant to help out? Get the answers to all these questions and more!

### **Homeownership Track**

Session: Iowa Foreclosure Update

Moderator: Stephanie Preusch

Speaker: Patrick Madigan, Iowa Attorney General's Office – Des Moines, IA  
John Gianola, Iowa Legal Aid – Iowa City, IA  
Art Ousley, CCCS of Nebraska – Urbandale, IA

Room: Salons A-C (Second Floor)

Despite continued foreclosure prevention initiatives, the number of Iowans who face losing their homes continues to grow. Gone are the days when only borrowers with risky mortgages faced foreclosure. Given the number of recent layoffs and business closings, even borrowers with traditional mortgages are facing trouble. Speakers at this session will explain the current state of the foreclosure crisis in Iowa and new foreclosure laws that are intended to help remedy the situation.

### **Policy Track**

Session: Best Practices and Ideas Exchange

Moderator: Joseph Jones

Speakers: Erin Quinn, New Mexico Mortgage Finance Authority – Albuquerque, NM  
Will Parry-Hill, North Carolina Housing Finance Agency – Raleigh, NC  
Toni Harris, Tennessee Housing Development Agency – Nashville, TN  
Gira Bose, New Jersey Housing & Mortgage Finance Agency – Trenton, NJ

Room: Salon D (Second Floor)

Join this moderated discussion with policy experts from other state housing finance agencies who will discuss a range of topics including using various tax credits to support affordable housing, innovative housing programs, best practices for advancing housing policy, etc. Bring your particular housing challenges to this session and see if housing organizations in other states have faced similar situations and how they successfully addressed them.

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**11:15 – 12:30**

### **Break-Out Sessions**

#### **Affordable Rental Track**

Session: Using Social Media to Attract and Retain Tenants

Moderator: Ashley Jared

Speakers: Mike Whaling, 30 Lines – Winter Park, FL

Room: Davenport & Dubuque (Third Floor)

If you don't know a blog from a tweet, this session is for you! With the onslaught of social mediums such as Facebook, Twitter, Flickr and Craigslist, the world of multifamily housing marketing is changing at warp speed. Jumping on the social media bandwagon can be intimidating, but this session will put it all in perspective. Learn how to embrace social media as a low-cost opportunity to attract and retain tenants.

#### **Homelessness Track**

Session: Trends in Transitional and Permanent Supportive Housing

Moderator: Ben Brustkern

Speakers: Joanie Spitznagle, Tara Jackson & Nancy Schulze, Heartland Family Service – Council Bluffs, IA

Room: Cedar Rapids & Council Bluffs (Third Floor)

Service providers for the homeless are increasingly interested in finding "traditional" housing for their clients rather than institutional facilities. In this session, experts will discuss the shift toward scattered site, transitional and permanent housing, sharing their thoughts about why it's the most successful option and how it can benefit Iowa's homeless population.

**Special Session**

Session: Rebuilding After Iowa's Worst Natural Disaster – Where We've Been and Where We're Going  
Moderator: Joe O'Hern  
Speakers: Tina Pollpeter & Susan Dixon, Rebuild Iowa Office – Des Moines, IA  
Room: Salon A-C (Second Floor)

Find out how Iowa is recovering from the floods and storms of 2008. Staff from the Rebuild Iowa Office will provide facts and figures about the disaster, show images of recovery, as well as discuss the programs that have been created to help individuals and communities. Noted as the fifth largest disaster in the United States, presenters will outline how the State plans to recover from the devastating event, while rebuilding safer, stronger and smarter. The audience will walk away feeling educated about the State's response to the housing shortage created by the disaster, knowledgeable about the Rebuild Iowa Office's mission and informed about the complexities associated with recoveries.

**Policy Track**

Session: Policy: Housing in Context  
Moderator: Mickey Carlson  
Speakers: Michael Blue, City of Highland Park, Illinois – Highland Park, IL  
Christine Goepfert, Transportation for America – St. Paul, MN  
Room: Salon D (Second Floor)

We know that health and education outcomes are directly related to housing and neighborhood conditions, as are environmental and transportation issues. Yet housing, health, education, environmental and transportation programs often remain isolated. These issues could perhaps be better solved using a comprehensive, holistic approach. Join our panel in conversation about incorporating health, housing, education, and childhood development considerations into housing planning in this session. Receive the recommendations from the Iowa Housing Policy Roundtable to develop a comprehensive housing policy for the state of Iowa.

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**12:30 – 2:00 Closing Luncheon**

Session: Don't Shoot Skinny Rabbits  
Speaker: Deadra Stanton  
Room: Des Moines Exhibit Hall (Third Floor)

Don't Shoot Skinny Rabbits Before we can grow professionally, we need to learn to survive personally. As the pace of change quickens every day, we sometimes end up chasing too many skinny rabbits. When we do this we lose our energy and our focus on what's really important.

Coming from an "in the trenches" perspective, Ms. Stanton draws on real life examples and humor to reaffirm that your choices in life are good ones. Plan on leaving this presentation with many new ideas, a revitalized sense of self and NO SKINNY RABBITS!

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**2:00 Conference Concludes**