

Agenda

Wednesday, November 16

Opening Plenary: Opening the Door to Economic Activity through Housing
4:00-5:15p.m.
Crystal Ballroom

Housing is a foundational component of any individual's economic opportunity, and it plays a key role in Virginia's economy. The Governor's Housing Policy Advisory Council (HPAC), established by Executive Order 32 to advance Virginia's Housing Policy, engaged a coalition of Virginia universities to study the linkages between housing and economic opportunity. Faculty from four Virginia universities formed the Coalition of Housing and Economic Development Researchers to study this relationship. Hear from this panel as they discuss the most important fiscal impacts of the housing industry on Virginia's economy, findings from the study, best practices for housing and its relationship to the state's economic development strategy. Attendees will have an opportunity to participate in a discussion of innovative, thought-provoking approaches to meet residents' housing needs and discuss the next steps for Virginia's Housing Policy.

Speakers:

Terry L. Clower, Ph.D.

Northern Virginia Chair/Professor of Public Policy | George Mason University

Terry L. Clower is Northern Virginia Chair and Professor of Public Policy at George Mason University. He is also director of GMU's Center for Regional Analysis. The Center provides economic and public policy research services to sponsors in the private, non-profit and public sectors. Dr. Clower has authored or co-authored over 150 articles, book chapters, and research reports reflecting experience in economic and community development, economic and fiscal impact analysis, transportation, land use planning, housing, and economic forecasting.

Mel Jones

Research Scientist | Virginia Center for Housing Research-Virginia Tech

Mel Jones is a Research Scientist at the Virginia Center for Housing Research at Virginia Tech. Ms. Jones leads a variety of projects at the center, primarily focused on housing needs and economics. Recently, she completed an analysis of affordable housing in the Richmond, VA region; a housing conditions study

for James City County, VA; an economic impact analysis of the Virginia Housing Trust Fund investments and an assessment of mobile home conditions and economic characteristics of mobile home residents in Central Appalachia. Currently, Ms. Jones is leading the present housing and economic development study for the State of Virginia and a housing needs and market analysis for the City of Virginia Beach.

Andrew P. McCoy, Ph.D.

Preston and Catharine White Endowed Fellow & Associate Director | Myers-Lawson School of Construction (MLSoC)

Director | Virginia Center for Housing Research-Virginia Tech

Dr. McCoy is the Preston and Catharine White Endowed Fellow and Associate Director of the Myers-Lawson School of Construction (MLSoC) and Director of the Virginia Center for Housing Research (VCHR or The Center) at Virginia Tech. He is also Associate Professor of Building Construction in the Myers-Lawson School of Construction, a joint venture of the College of Engineering and the College of Architecture and Urban Studies. Dr. McCoy has been the primary and co-primary investigator on more than four million dollars in funded projects, including 'green' construction practices, building technologies, affordable housing and safety practices in the construction supply chain. His most notable work has been through partnerships with HUD, the National Institute of Occupational Safety and Health (NIOSH) and Housing Virginia. Dr. McCoy's research won the 2015 Game Changer Award for the State of Virginia and Engineering News Record's 2014 "Top 20 under 40" for the Mid-Atlantic.

Roy Pearson, Ph.D.

Faculty Member | College of William and Mary

Dr. Roy L. Pearson has been a faculty member at William and Mary Raymond A. Mason School of Business since 1971, Dr. Pearson was named the Chancellor Professor of Business in 1987, and retired to Emeritus status in 2005. Dr. Pearson specializes in economic forecasting and economic impact modeling. Dr. Pearson completed a series of four economic impact studies for the Norfolk Redevelopment and Housing Authority during the period 2012-2014. As an active futurist, Dr. Pearson introduced and taught an MBA-level half-semester strategic foresight course in the Mason School, with emphasis on preparing internal and external futures scenarios. Dr. Pearson has served on the Governor's Joint Advisory Board of Economists at the pleasure of seven Virginia governors: Robb, Baliles, Wilder, Allen, Warner, Kaine, and McAuliffe.

Moderator:

Bill Shelton

Director | Virginia Department of Housing and Community Development (DHCD)

Bill Shelton currently serves as director of the Virginia Department of Housing and Community Development (DHCD) and is responsible for the management and policy oversight of the agency, which provides community development and housing program support to communities across the Commonwealth. DHCD also administers statewide building codes. Shelton works closely with the Secretary of Commerce and Trade and with the Governor to advise on community development, economic development, affordable housing and state uniform building code issues. He holds a bachelor's from Washington and Lee University and a master's in urban and regional planning from Virginia Commonwealth University.

Thursday, November 17

Keynote Plenary
Roanoke Ballroom
8:45-10:00 a.m.

Speaker:

John W. Martin
President & CEO | Southeastern Institute of Research, Inc. (SIR)

John W. Martin is the president and CEO of the Southeastern Institute of Research, Inc. (SIR), a 50-year-old full-service marketing research firm headquartered in Richmond, Virginia.

SIR has conducted more than 14,000 marketing research studies, making it one of the oldest and most experienced marketing research firms in the country. Client work has included focus groups, surveys, and ethnographic studies for AARP, the American Chemical Society, the National Kidney Foundation, AT&T, Electrolux, Goodyear, General Electric, Polaroid, Reynolds, Rubbermaid, Owens & Minor, PayPal, Media General, Verizon, the Public Relations Society of America, ASPCA and many other national organizations.

In 2003, Martin took over SIR and immediately focused the research institute on high-profile transportation projects, particularly facility construction projects and TDM marketing programs. This included commuter and citizen-related research studies for Arlington County's Commuter Assistance Program, Hampton Roads Transit, TRAFFIX, the Virginia Department of Rail and Public Transportation, the Dulles Corridor Metrorail Extension, the Virginia Department of Transportation, the Greater Richmond Transit Company, RideFinders, the Rappahannock-Rapidan Planning District Commission, the Northern Shenandoah Valley Planning District, the Greater Richmond Chamber of Commerce and Telework!VA.

Recognizing the growing impact and opportunity presented by 78 million U.S. Baby Boomers as they redefine what it is like to grow old in America, Martin launched the SIR Boomer Project, a nationally-recognized think tank on generational marketing. The Boomer Project tracks generational trends and provides strategic consultation to governmental agencies, associations and businesses on how to effectively market to millennials, Gen Xers, baby boomers and the silent generation.

SIR and Boomer Project insights come from SIR's custom-designed qualitative and quantitative marketing research studies, and through 8,000 monthly consumer interviews conducted by SIR's strategic partner, BIGinsight, and analyzed by SIR's researchers.

Boomer Project findings have been featured in the Los Angeles Times, The Washington Post, the Chicago Tribune, The Wall Street Journal, USA Today, the Toronto Star, BusinessWeek and Barron's, as well as on NBC Nightly News, CBS News, MSNBC and NPR's Morning Edition.

Prior to joining SIR, Martin was the chief marketing officer for PBM Products, a \$120-million consumer products company. While at PBM, he orchestrated consumer product launches through leading national retailers, including Wal-Mart, Kmart, Target, Kroger, Albertson's, CVS and dozens of other national chains.

Martin began his marketing career at Siddall, Matus and Coughter (SMC), an award-winning communications firm headquartered in Richmond. He joined SMC as a young intern and ended up as the firm's president, leading the agency's client program development work in the healthcare, financial and transportation categories. The American Marketing Association and the Association for Commuter Transportation recognized many of the transportation-related marketing programs guided by him as the most effective communications outreach campaigns in the country.

While at SMC, Martin led the firm's communications work to introduce Atlanta's HOV system, supported the employer outreach efforts behind the 1996 Olympics in Atlanta, ramped up the clean air awareness-building campaigns in Houston, Chicago, Washington and Massachusetts and was a member of the team that designed the congestion mitigation program that kept traffic moving around the I-95 and I-495 Springfield Interchange during its eight-year expansion project.

Leadership: Winning the Training Game

Shenandoah Room

10:15-11:45 a.m.

Learn important leadership lessons in a gaming context. This leadership game covers the five categories of leadership: leadership basics, reaching goals, decision making, motivating people and ethics. Leadership does not merely mean "being in charge." True leaders display specific characteristics. The session's objective is to instill the belief that all associates can learn and exemplify leadership traits.

Speakers:

Kevin Chancey

Sales Management Consultant | Winning the Training Game

kevin@winningthetraininggame.com

Mr. Chancey is a senior sales consultant for Winning the Training Game LLC. He is fourth generation military, having served in both active duty for the U.S. Air Force and Army National Guard. Chancey is a consummate sales professional with more than 20 years of B2B and B2C sales experience in multiple industries. In addition, he has amassed a great deal of experience in the medical and entrepreneurial fields broadening Chancey's skills as both a fearless competitor and genuine connector with people from all backgrounds.

David Dise

Senior Marketing Consultant | Winning the Training Game

david@winningthetraininggame.com

Mr. Dise serves as a senior marketing consultant for Winning the Training Game LLC. He is also CEO and founder of Proflex Flexibility Systems and Direct Medical Distributors. Mr. Dise brings a wealth of knowledge by serving as both business owner and operator in industries spanning from martial arts, professional boxing, golf, to intellectual property.

Raynor Saunders

Manufacturing Consultant | Winning the Training Game

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Mr. Saunders has more than 30 years of successful leadership in product development, manufacturing technology, and global supply chain management. In addition, he has 12 years of Executive

Management experience, where he amassed skills in total quality management, strategic planning, project management, and operations.

Vilma Seymour

vilmas@vt.edu

Ms. Seymour is the president of the newly formed Richmond Chapter - 4614 League of United Latin American Citizens (LULAC). She is also president of Multilingual & Cultural Solutions, LLC and an adjunct professor at the University of Richmond. She works tirelessly both with the Community Workforce Alliance and as a Science Technology Engineering and Math (STEM) Cultural Outreach Educator.

Moderator:

Kay Taylor

CEO and Founder | Winning the Training Game

kay@winningthetraininggame.com

Ms. Taylor is the managing partner and founder of Winning the Training Game, LLC, a training and coaching company. Formerly, she served as the director of training for Progressive Group Alliance. Ms. Taylor has years of professional experience in the Institutional Distribution business, sales and sales management. She is active in many community organizations including NAWBO, Toastmasters, and ATD.

Housing Trends in Rural Virginia: Policy options to address the needs for the next decade

Washington Room

10:15-11:45a.m.

USDA Rural Development, the Virginia Association of Realtors and Housing Virginia have been exploring changes in rural Virginia. Based on this work, a picture has emerged of how rural Virginia has changed and what these trends tell us about the future. This session will include the release of Housing Virginia's State of Housing in Rural Virginia. It will include an assessment of current conditions, as well as best current practices in housing policy and programs and strategic recommendations.

Speakers:

Bob Adams

President | HDAdvisors

bob@hdadvisors.net

Mr. Adams is the president of Housing and Development Advisors, a firm that provides a range of consulting services to nonprofit, for-profit and public sector clients in the area of affordable housing development, finance, and policy. Mr. Adams currently provides staff leadership for Housing Virginia, a statewide nonprofit organization that works to advance affordable housing through education and policy development. He's a graduate of Yale University and holds a master's degree in urban planning from Virginia Commonwealth University.

Tom Carew

Executive Vice President for Advocacy | Federation of Appalachian Housing Enterprises (Fahe)

tomc@fahe.org

Mr. Crew is the Executive Vice President of Membership and Advocacy for the Federation of Appalachian Housing Enterprises, Inc (Fahe). He previously served as the chief operating officer and

executive director for Frontier Housing. Dr. Carew has deep roots in Appalachia, dedicating his 35-year career to the provision of affordable housing in the region. He also served as the director of the Appalachian Housing Program and the Design and Construction Department for the Kentucky Housing Corporation (KHC). He is the recipient of the Dorothy Williams Lifetime Achievement Award —the highest award given in the Commonwealth of Kentucky for non-profit housing producers. Dr. Carew received an honorary doctor of law degree from Fairfield University.

Suzanna Anarde
Program Vice President | Rural LISC
sanarde@lisc.org

Ms. Anarde is a community development professional with over 25 years of experience in rural revitalization work, to include lending, grants, fund development, public policy, program development and implementation. Since 2013, Ms. Anarde has served as program vice president for Rural LISC, a national Community Development Financial Institute (CDFI) that operates in 44 states and 1,973 counties.

Moderator:

Lisa Porter
President | Virginia Association of Housing & Community Development Officials (VAHCDO)
lisa@marionrha.com

Ms. Porter is the deputy director at the Marion Redevelopment and Housing Authority. She has spent her career in affordable housing for the past twenty-six years serving in positions at four PHAs. She is the current president of the Virginia Association of Housing and Redevelopment Officials (VAHCDO) after having completed an eight-year run as president of the Little Ten Housing Authorities of Southwest Virginia, Inc. in 2015. She currently serves as the chair of the SERC-NAHRO Small Agency Task Force (SATF) and also serves on the Housing Virginia Board and the VHDA Rental Advisory Board. Lisa's expertise is in understanding the needs of small, rural PHAs as well as large geographic service areas. She holds a B.S. in business and public administration from the University of Virginia's College at Wise. She is a NAHRO Certified Public Housing Manager (PHM) and Section 8 Housing Manager (SHM).

Upstairs downtown: How downtown housing is revitalizing communities

10:15-11:45

Pocahontas Room

Virginia's downtowns and vacant upper floors are benefiting from a renewed market interest and investment in residential projects. These spaces have a central location, high visibility, complete community infrastructure and are prime candidates for redevelopment. This session will highlight successful projects, how the communities attracted the investment and the impacts for a vibrant downtown.

Speakers:

Mike Hendricksen, COO/Associate Broker | Matchbox Realty & Management Services, Inc.
mike@matchboxrealty.com

Mr. Hendricksen, a native of Lynchburg, is the COO of Matchbox Realty & Management Services, Inc. which manages a real estate portfolio valued at over \$120,000,000. He began his real estate career as a commercial real estate broker in Harrisonburg, VA and later got into property management and investments. Mike is a Certified Commercial Investment Member (CCIM), Certified Property Manager

(CPM), and a Certified Manager of Community Associations (CMCA). He is a graduate of James Madison University with a BBA in finance. He received a master of science in real estate (MSRE) from the Warrington College of Business at the University of Florida.

Telly Tucker

Economic Development Director | City of Danville

telly.tucker@danvilleva.gov

Mr. Tucker currently serves as the director of economic development for the City of Danville. He previously served as assistant director of economic development in James City County. He also worked as a program administrator at the Virginia Department of Housing and Community Development (DHCD) and as an economic development specialist in Lynchburg. Telly is a graduate of James Madison University where he earned a bachelor's of business administration in international business with a minor in Spanish. He earned his Certified Economic Developer Designation (CEcD) from the International Economic Development Council in Washington D.C

Mike Hawkins, AICP, PhD

Managing Director of Community Outreach | Virginia Housing Development Authority (VHDA)

mike.hawkins@vhda.com

Mr. Hawkins currently serves as the managing director of community outreach for the Virginia Housing Development Authority (VHDA). In this capacity, he leads a division comprised of experienced housing, marketing, and research professionals engaged in efforts to build the capacity of housing organizations and developers to promote affordable housing. Prior to joining VHDA in 2005, he was the community development director for the Newport News Redevelopment and Housing Authority (NNRHA) where he directed major neighborhood revitalization efforts which included homeownership and rental communities. Mr. Hawkins is a member of the American Institute of Certified Planners and holds a Ph.D. in public administration and urban policy from Old Dominion University.

Moderator:

Kyle Meyer

Community Revitalization Specialist | Department of Housing and Community Development (DHCD)

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Mr. currently manages Virginia Main Street (VMS), a program of advanced asset-based commercial district economic development associated with the National Main Street Center housed at DHCD. Through the VMS program, his team provides downtown, neighborhood commercial revitalization, technical assistance and resources to designated Virginia Main Street communities and affiliates. In addition, the VMS program provides resources to the Community Development Block Grant (CDBG) grantees, community organizations, city, town and various county governments across the state. He received his undergraduate degree from James Madison University and his graduate degree in urban and regional planning from Virginia Commonwealth University

Reducing Homelessness and Recidivism in Virginia

10:15-11:45a.m.

Buck Room

There are multiple housing barriers and service gaps facing individuals who are both homeless and ex-offenders. This session will focus on policy efforts underway to help reduce homelessness and recidivism in the Commonwealth, especially among chronically-homeless individuals. Join this session to hear

about new connections that are being forged between the criminal justice and homelessness systems to help these overlapping populations.

Speakers:

Pamela Kestner, MSW

Deputy Secretary | Office of the Secretary of Health and Human Resources

pamela.kestner@governor.virginia.gov

Ms. Kestner was appointed by Governor Terence R. McAuliffe to serve as the deputy secretary of Health and Human Resources (HHS). Her work focuses on children, family and poverty issues with a laser focus on addressing homelessness. Prior to her appointment as homeless outcomes coordinator in July 2012, Ms. Kestner served as president and CEO of the Council of Community Services in Roanoke, VA, where she served for over 26 years. She has a BA degree in sociology from Emory & Henry College and a MSW from Virginia Commonwealth University

Hunter Snellings

Director of Programs | Virginia Housing Alliance

hsnellings@vahousingalliance.org

Mr. Snellings is director of programs for the Virginia Housing Alliance where he is responsible for oversight of the organization's efforts to assist service providers and communities to transition to evidence-based practices. He also provides technical assistance to communities on aligning with federal and state requirements. Hunter has previous leadership experience with community development and Continuum of Care (CoC) within the Fredericksburg region where he led planning, capacity building, and system design efforts for the Fredericksburg Regional CoC, as well as initiatives to sustain and expand the City's affordable housing stock. Hunter holds a master's of urban and regional planning from Virginia Commonwealth University, as well as a bachelor's of history from Christopher Newport University.

Moderator:

DeVon Simmons, Esq.

Re-Entry Coordinator | Office of the Attorney General

dsimmons@oag.state.va.us

Mr. Simmons currently serves as the statewide re-entry coordinator for the Office of Attorney General Mark Herring, providing oversight for the state re-entry efforts. After graduating from Old Dominion University with a bachelor's in criminal justice and a bachelor's in sociology, he attended law school at the University of Richmond. Following law school, he worked as a supervising assistant public defender for the City of Richmond for just under four years.

Opening Doors to Housing for People with Developmental and Intellectual Disabilities

10:15-11:45a.m.

Appalachia Room

The Commonwealth is implementing a variety of initiatives to increase access to integrated, independent housing and supportive services for Virginians with developmental and intellectual disabilities. This session will review the commonwealth's initiatives, how housing providers can get involved and some examples of reasonable accommodations housing providers may be asked to make for these renters.

Speakers:

Elizabeth Seward, LEED, AP

REACH Team Director | Virginia Housing Development Authority (VHDA)

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Ms. Seward is the team director for VHDA's Resources Enabling Affordable Community Housing in Virginia (REACH). She previously worked for the New York City Department of Housing Preservation and Development on large-scale planning projects across the city in neighborhoods including Melrose, Harlem, Bedford-Stuyvesant, Brownsville and East New York. Ms. Seward graduated from Virginia Commonwealth University with a bachelor's in history and the University of Iowa with a bachelor's in economics. She received a master's in regional planning from Cornell University.

Kim Painter

Chief of Staff | Arlington Partnership for Affordable Housing

kpainter@apah.org

Ms. Painter has worked with Arlington Partnership for Affordable Housing (APAH) since 2006, ensuring effective integration of people, projects, and systems. She has been recognized for her extraordinary success managing resident relocation (twice typical retention rates); decreasing vacancy and increasing property cashflow, while overseeing APAH's permanent supportive partnerships. Ms. Painter chairs the County's Homeless Housing Committee and was inducted into the VA Housing Coalition's Top 40 Network.

Brittany Humphries

Program Director | Community Residence, Inc.

bhumphries@comres.org

Ms. Humphries is a program director for supported living and in-home community supports for Community Residences in Arlington, VA. In this role, she oversees three different apartment living programs for individuals with Intellectual Disabilities and Developmental Disabilities (ID/DD) and co-occurring mental health diagnoses. In addition, she manages in-home community supports for individuals who desire one-on-one supports for community integration and skill building activities. In this setting, the individuals may live in their own apartment/condo, with family or with another provider. Ms. Humphries graduated from Virginia and Polytechnic and State University with a Bachelor of Science degree in psychology.

Moderator:

Jeannie Cummins-Eisenhour

Senior Regional Housing Specialist | Department of Behavioral Health & Development Services

j.cummins@dbhds.virginia.gov

Ms. Cummins- Eisenhour is the senior housing specialist for the Department of Behavioral Health & Development Services where she assists case managers serving individuals with developmental disabilities, family housing assessments, planning, location, reasonable accommodations requests, accessing community resources, and obtaining/ maintaining housing. In addition, she facilitates regional planning efforts to promote awareness of and access to housing resources for people with developmental disabilities in Northern Virginia by coordinating the creation of a State Rental Assistance Program for this population. She has a bachelor's degree in human services, a master's in social work and an education specialist degree in rehabilitation counseling leadership.

Mobile Home Parks: Opportunity or adversity?

10:15-10:55a.m.

Wilson Room

Mobile home parks have been widely viewed as undesirable land uses for decades. Depreciation in value, predatory financing practices, and management issues have contributed to the skepticism. With dramatic improvements in structural quality and unparalleled affordability, it may be time to take a new look at this affordable housing option. Housing practitioners around the country are seeing new opportunities for revitalization and a way to offer homeownership to families with no other options.

Speaker:

Jonathan Knopf

Senior Associate of Research and Programs | HDAdvisors

jtknopf@hdadvisors.net

Mr. Knopf is a senior associate of research and programs at HDAdvisors, providing data collection and analysis for affordable housing non-profits across Virginia, specializing in using the Geographic Information System (GIS) to create static and interactive maps that help tell the story of housing needs throughout the Commonwealth. He holds a master's in urban and regional planning from Virginia Commonwealth University, where he also earned undergraduate degrees in political science and environmental studies. He is a Richmond native and volunteers with the Maymont Foundation to help build a GIS platform for their historic estate and arboretum.

Home Maintenance: Helping to preserve housing stock

10:15-10:55a.m.

Monroe Room

Well-maintained homes support neighborhood reinvestment and stability and are a deterrent to crime. They help homeowners age in place and protect the value of their investment. Henrico County provides a series of free instructional workshops targeted to low-income homeowners that are designed to provide hands-on instruction in basic home maintenance and preventive care. Find out how to help homeowners help themselves and their communities through home maintenance.

Speaker:

Galeene M. Goffena, AICP

CDBG Program Manager | County of Henrico

gof@henrico.us

Ms. Goffena is the Community Development Block Grant (CDBG) program manager for Henrico County with 10 years' experience in the community development and housing field working with a variety of housing improvement, public service, and capital programs funded with CDBG. In addition to her work in Henrico, she has also worked for the Richmond Regional Planning District Commission and The Architecture Company, and architecture and planning firm in Tucson, Arizona. She received a B.S. degree in regional development from the University of Arizona and a master's in urban and regional planning from Virginia Commonwealth University and a member of the American Institute of Certified Planners.

New Opportunities in Property Assessed Clean Energy (PACE) financing

11:05-11:45a.m.

Wilson Room

PACE is now available in Virginia, and this session will provide an overview of PACE financing and the opportunities it can offer. Virginia's PACE policies and requirements will be reviewed, so find out how to make PACE available in your community, learn strategies for engaging local lenders and contractors and understand the economic benefits of this approach.

Speaker:

Abigail Johnson, LEED, AP O&M
President | Abacus Property Solutions

abby@abacusprop.com

Ms. Johnson is the principal of Abacus Property Solutions ("Abacus") and founding partner in the new venture Atlantic PACE, a project development and program administrative firm. In 2009, she founded Abacus to serve as an independent real estate advisor to the commercial real estate industry in financing energy efficiency and clean energy projects using conventional debt, public/private incentives, and PACE (Property Assessed Clean Energy). With expertise in both commercial real estate and energy efficiency, she provides comprehensive solutions for her clients that maximize building performance and cash flow. Ms. Johnson has authored numerous articles on energy efficiency, smart metering, and green building. She holds a bachelor of architectural history from the University of Virginia and a master's in international economics and management from L'Universita' SDA Bocconi in Milan, Italy.

Homes and Communities for a Lifetime

11:05-11:45a.m.

Monroe Room

This session will cover AARP's Livability Index with a focus on housing. Housing for a lifetime will be explored with a description and demonstration of AARP's HomeFit presentation. Learn the kinds of accommodations that make a home comfortable for all ages and abilities, and learn how to create livable communities for all ages.

Speaker:

Jane King
Consultant Writer

Kingjane0@gmail.com

Ms. King is an independent consultant writer on a range of issues involving the development of livable communities that support the ability of their aging residents to stay in their communities as they age. She has been a manager at AARP for program areas such as consumer protection and housing and helped coordinate the development of AARP's strategic direction for its work in support of livable communities. She had a long career in consumer protection, non-profit, government and corporate sectors. In addition, she held positions at MCI Telecommunications Corporation where she created the consumer affairs office, management analyst for the Fairfax County Department of Consumer Affairs and the deputy director of the National Consumers League. She graduated from Duquesne University in Pittsburgh, Pennsylvania and completed the course work for a graduate degree in English literature at the University of Virginia.

Reducing the Family Energy Bill Equals Making Homes Affordable

1:30-2:10p.m.

Shenandoah Room

For families with limited incomes, the cost of energy can be a significant component of overall housing cost. When the utility bill can be reduced, it means housing becomes more affordable. There is a range of programs that focus on this challenge, including those offered by utility companies, as well as both public and private sector providers. This session will explore existing efforts to reduce consumer energy bills in Virginia, as well as a look at some best practices from around the country.

Speakers:

Andrew Grigsby

Executive Director | Virginia's Local Energy Alliance Program (LEAP)

andrew@leap-va.org

Mr. Grigsby is the executive director at Virginia's Local Energy Alliance Program (LEAP) – a non-profit headquartered in Charlottesville with a mission to bring clean energy solutions to families, businesses, and communities across Virginia. Prior to joining LEAP in 2015, he spent 13 years as founding principal of Commonwealth Sustainability Works; a consulting firm focused on high-performance construction, sustainable land use, and green strategies for business. In addition, he served as manager of the City of Austin, Texas' Sustainable Communities Initiative. He's a LEED accredited professional and a RESNET home energy rater, and he holds NABCEP's energy-level solar certification. Mr. Grigsby holds a master's degree in community and regional planning from The University of Texas and a bachelor's degree in social theory from Virginia Commonwealth University.

Jared Lang

Sustainable Development Director | National Housing Trust

jang@nhtinc.org

Mr. Lang directs renewable energy and efficiency projects for the National Housing Trust (NHT) Enterprise Preservation Corporation and manages the sustainability components of housing development projects. Prior to working with NHT, he was program manager for the National Association of Counties' Sustainability Programs, consulting on a broad range of strategies to make local government real estate portfolios more sustainable. He was also a Sustainability Consultant with Davis Landon, assisting developers in navigating the green building process. Mr. Lang holds a bachelor's degree from the University of California, Santa Barbara and a master's in city and regional planning from the University of Pennsylvania, with a certificate in real estate development from the Wharton School.

Brett Crable

Director of New Technology and Energy Conservation | Dominion

brett.crable@dom.com

Mr. Crable is Dominion Virginia Power's director for new technology and energy conservation. As such, he leads efforts in assessing emerging technologies and developing regulated programs focused on customer offerings in renewables and energy efficiency. Responsibilities include coordinating a Grid Modernization roadmap for its electric distribution business and empowering customers with more choices to manage their energy consumption. He has 35 years of experience with Dominion serving in various leadership roles in Dominion's T&D to include power grid delivery and customer solutions and is a registered Professional Engineer.

Moderator:

Malesia “Nikki” Taylor

Dominion

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Ms. Taylor is a public policy specialist at Dominion Resources where she assists in the development of Dominion's corporate policy strategy across its service area. At Dominion, she has worked on a variety of subject matters including extensive work in alternative energy policy, developing regulatory legislative outreach strategies for Dominion's smart grid technology start-up and its grid-side efficiency to include renewable integration technologies. Ms. Taylor began her career at Dominion managing a team of energy advisors who assisted customers in making more informed decisions in managing their home energy consumption. Previously, she worked as a manager for a Medicare program contractor that advised beneficiaries on their public and private healthcare coverage options. Ms. Taylor holds two bachelor's degrees and a master's in Public Administration from Virginia Commonwealth University.

Vacancy and Abandonment: Lessons from the Community Progress Leadership Institute

1:30-3p.m.

Washington Room

The Community Progress Leadership Institute helps communities better understand the causes of vacancy and abandonment assess the systems that can facilitate the return of properties to productive use, strengthen relationships, develop actionable next steps and grow in their ability to lead profound change. This session focuses on lessons learned by Richmond and Danville and identifies best practices to use in your communities to address vacancy and blight.

Speakers:

Earl B. Reynolds Jr.

Deputy City Manager | City of Danville

reynoeb@danvilleva.gov

Mr. Reynolds is the deputy city manager for Danville, with a career that spans over three decades in Virginia local government. During his career, he served as a regional planning district program specialist; planning chief and assistant city manager for Roanoke; city manager for Martinsville; deputy housing authority director for Roanoke and the community development director. In addition to his tenure in state government, Mr. Reynolds served as president of the Virginia Municipal League and president of the Virginia Local Government Management Association.

Nick Feucht

Assistant to the Deputy Chief Administrative Officer for Economic Development and Planning | City of Richmond

nicholas.feucht@richmondgov.com

Mr. Feucht loves serving the citizens of Richmond in the office of the deputy chief administrative officer for economic and community development during the past seven years. For the past 20 months, he has actively focused on changing, implementing and accelerating the policies and processes related to the City's ability to address vacant, blighted property. He holds a master's in public policy from the Frank S. Batten School of Leadership and Public Policy and his bachelor's in economics from the University of Virginia.

Moderator:

David Comny

Local Government Policy Administrator | Department of Housing and Community Development (DHCD)
david.comny@dhcd.virginia.gov

Mr. Comny is the local government policy administrator for the Virginia Department of Housing and Community Development (DHCD), his primary responsibility is to provide staff support to the Commission on Local Government which is directed to promote and preserve the viability of Virginia's local governments by fostering positive intergovernmental relations. Mr. Comny holds a bachelor's and master's degree in urban and environmental planning from the University of Virginia.

The New Frontier in Affirmatively Furthering Fair Housing

1:30-3p.m.

Pocahontas Room

In 2015, the U.S. Department of Housing and Urban Development (HUD) released a new federal rule to guide communities in meeting their fair housing obligations in the use of HUD funds. This session will explore the legal background of the new rule, Virginia trends in fair housing, current legal issues and ways local governments and other organizations can affirmatively further fair housing in practical, realistic ways.

Speakers:

Helen Hardiman

Vice President of Law and Policy | Housing Opportunities Made Equal of VA, Inc (HOME)
hhardiman@homeofva.org

Ms. Hardiman is the vice president of law and policy at Housing Opportunities Made Equal of Virginia, Inc. (HOME) a private non-profit civil rights organization where she directs HOME's statewide fair housing outreach, policy, and enforcement programs, helping educate and vindicate essential rights to non-discrimination in housing. She is a licensed Virginia attorney who holds a JD from the University of Virginia School of Law and a master of social work from Virginia Commonwealth University.

Laura D. Lafayette

CEO | Richmond Association of REALTORS®
Llafayette@RARealtors.com

Ms. Lafayette is the CEO of the Richmond Association of REALTORS® and the Central Virginia Regional Multiple Listing Service, two organizations that serve more than 4,700 REALTORS® in the Central Virginia area. In addition, she serves as the executive director of the Partnership for Housing Affordability, a nonprofit dedicated to ensuring that an adequate and diverse supply of affordable housing is a public policy priority in central Virginia. Within the broader community, she serves as a gubernatorial appointee to the Virginia Housing Commission and Governor McAuliffe's Housing Advisory Council.

Brian Koziol

Director of Research | Housing Opportunities Made Equal of VA, Inc. (HOME)
bkoziol@homeofva.org

Mr. Koziol is the director of research at Housing Opportunities Made Equal (HOME) of Virginia, Inc. where he conducts research on a variety of fair housing related topics, including access to opportunity, education, housing affordability, and mortgage lending, in addition to consulting on fair housing projects across the country. He frequently lectures at area universities on the implications of housing

discrimination and has testified before the Virginia General Assembly on proposed fair housing legislation. His work on the impacts of historical discriminatory housing policy and residential segregation has been featured in the Washington Post and displayed at the Library of Virginia, the Valentine History Museum, and the University of Richmond. He holds a master's degree in urban and regional planning from Virginia Commonwealth University.

Moderator:

Velma Ballard, Ph.D., SPHR, SHRM-SCP, IPMA-SCP

Deputy Director of Housing (*Interim*) | Department of Housing and Community Development (DHCD)
velma.ballard@dhcd.virginia.gov

Dr. Ballard is the interim deputy director of housing at the Department of Housing and Community Development (DHCD) where she directs the agency's housing division and oversees housing policy and programs. In addition, she serves as the associate director of administration coordinating the agency's human resources, information technology, organizational development, procurement, public relations and administrative policy functions. Dr. Ballard holds a doctorate in public policy and administration from Wilder School of Government and Public Affairs at Virginia Commonwealth University, a master's degree in education and human development from George Washington University and a bachelor's degree in social science from Virginia State University.

Research-based Policy Solutions in Housing and Health

1:30-3p.m.

Buck Room

This session will release the findings of a study on the Virginia interaction between health and housing conducted by the Williamsburg Health Foundation and Housing Virginia. The study is organized around two themes, including the connection between housing affordability/condition and health and showing how housing development patterns influence the creation of healthy communities. Policy alternatives to address the challenges revealed by the data will be explored.

Speakers:

Bob Adams

President | HDAvisors

bob@hdadvisors.net

Mr. Adams is the president of Housing and Development Advisors (HDA) where he provides a range consulting services to nonprofit, for-profit and public sector clients in the area of affordable housing development, finance and policy. In addition, he currently provides staff leadership for Housing Virginia, a statewide nonprofit organization that works to advance affordable housing through education and policy development. He's a graduate of Yale University and holds a master's degree in urban planning from Virginia Commonwealth University.

Kyra Cook

Director of Strategic Initiative and Programs Officer | Williamsburg Health Foundation

kcook@williamsburghealthfoundation.org

Ms. Cook began a career as a potter: first at the Busch Gardens theme park, then making 17th Century reproduction Delft tiles for Historic Jamestown, and ultimately opening her own contemporary clay studio. She joined the America's 400th Anniversary team, serving as manager for the Historic Triangle

Jamestown 2007 Host Committee. She now serves as the director of strategic initiatives and program officer for the Williamsburg Health Foundation. In addition, she serves as the vice chair of the Williamsburg-James City County School Board. Ms. Cook was raised in Alexandria, Virginia and holds a bachelor's in history from the College of William & Mary.

Michael McKnight

Vice President of Policy and Innovation | Green & Healthy Homes Initiative

mmcknight@ghhi.org

Mr. McKnight leads the work on pay for success and social impact bond models and heads the advocacy, policy analysis, government relations department. In addition, he facilitates training and technical assistance on health policy and integrating healthy home services with clinical care. He was the lead author of, "Identified Barriers and Opportunities to Make Housing Green and Healthy through Weatherization: A Report from Green & Healthy Homes Initiative Sites."

Moderator:

Vaughn Poller

Neighborhood Development Administrator | James City County

vaughn.poller@jamescitycountyva.gov

Mr. Poller currently serves as the neighborhoods development administrator for James City County, where he's deeply immersed in community development for the communities located in the northern half of the Virginia peninsula. In addition, he has served low and moderate income communities for more than 20 years by helping them acquire funding to provide housing rehabilitation, housing development, and infrastructure development. Mr. Poller has served as a board member of Housing Virginia since 2012 and eagerly participated in the housing and education dialogue championed by the organization. He holds a master of public administration from Old Dominion University and is a member of the American Institute of Certified Planners.

Geographic Data-driven Service Interventions: A rural community's success story

1:30-2:10p.m.

Appalachia Room

FOCUS is a program Giles County has used to target service delivery to high need areas. The county did GIS mapping of service recipients, including courts, schools, police, fire and others, which identified several high-need districts. The county was then able to target intensive services to high-need families and provide tools to help address their specific needs and obstacles. This approach helps direct service concentrations where they are most needed and can be most effective.

Speaker:

Chris McKlarney

County Administrator | County of Giles

cmcklarney@gilescounty.org

Mr. McKlarney began his service with Giles County in 1995 as the county engineer. In 2000, he became the economic development director, and in 2002 he started work as county administrator and continues to serve in both capacities. In addition to his leadership with the County, McKlarney serves as the board president for The Mountain Lake Conservancy. Other community stewardships include seats on the New River Valley Economic Development Alliance, Virginia's First Regional Industrial Facility Authority and the Board of Directors for Carilion Giles Community Hospital. Mr. McKlarney holds a degree in civil engineering from Bluefield State College.

Hospital Discharge Protocols for Homeless Populations

1:30-2:10p.m.

Wilson Room

Hospital costs for caring for homeless patients are enormous. Because of their unstable living situations, they are often readmitted, and their health issues are not resolved. To help break the chain of repeated health problems and hospitalizations, Valley Health and AIDS Response Effort joined forces. Using HMIS and EPIC database systems they can identify patients who are homeless and help them access services and housing. It is a win-win for the patient, the hospital, and the community.

Speaker:

Oscar Cerrito-Mendoza

Program Manager of Homeless Solutions | AIDS Response Efforts, Inc.

ocerrito@valleyhealthlink.com

Mr. Cerrito-Mendoza is currently the program manager for the AIDS Response Effort, Inc. (ARE). Oscar's work focuses on administering the Rapid Re-housing and Homeless Prevention Programs and supervising HOPWA and the Tenant Based Rental Assistance Programs. ARE has gone from being able to administer one housing program to now administering five programs in less than two years. He previously volunteered for ARE as a Spanish interpreter. He also served as the case manager for Housing Opportunities for Persons with HIV/AIDS (HOPWA) and provided HIV/AIDS testing and outreach and provided this testing services for ARE.

Home-based Businesses

1:30-2:10p.m.

Monroe Room

Home-based businesses can be a great option for self-employment and entrepreneurship, but, they also can have impacts on neighborhoods, including delivery trucks, increased traffic, customer parking and more. Learn how to support and encourage home-based businesses, but also have policies in place to protect the neighbors.

Speaker:

Joseph Lerch

Director of Local Government and Policy | Virginia Association of Counties

jlerch@vaco.org

Mr. Lerch serves as director of local government policy for the Virginia Association of Counties (VACo). Joe has worked as a planner for the Cities of Fairfax and Richmond, and Spotsylvania County. He also served as a planning commissioner for the City of Fredericksburg. His various professional memberships include the American Institute of Certified Planners (AICP), the Virginia Chapter of the American Planning Association, The Virginia Rural Planning Caucus and National Association of Counties. Previously, Joe served as the director of environmental policy for the Virginia Municipal League and was the secretary/treasurer for the Virginia Energy Purchasing Governmental Association (VEPGA). Lerch has a Bachelor's of Science in geology from William and Mary and a master's degree in urban and regional planning from Virginia Tech.

Diversion as a Strategy: Changing the crisis response to homelessness

2:20-3p.m.

Appalachia Room

Diversion programs help target limited emergency shelter resources to those with no other options. They assist households in stabilizing existing housing or finding safe alternative arrangements until permanent housing is obtained. Households should not have to enter emergency shelter to access permanent housing. With other best practice strategies, including homelessness prevention services and rapid re-housing, diversion has been pivotal in shaping the emergency response to homelessness.

Speaker:

Mary Francis Kenion

Homeless Services Program Director | Volunteers of America Chesapeake
upforthejob@gmail.com

Ms. Kenion has been working with men, women and children experiencing homelessness since 2007. She currently serves as the homeless services program director for Volunteers of America Chesapeake in Arlington County, Virginia. She provides oversight of homelessness prevention and diversion programs as well as an emergency shelter that serve a combined total of over 900 individuals annually. She holds a Bachelor of Arts in social science and master of public administration from Ashford University. Mary is a certified housing counselor and a member of the Virginia Association of Housing Counselors.

Leveraging AmeriCorps to Support Housing and Homelessness Efforts

2:20-3p.m.

Wilson Room

AmeriCorps members pledge to “get things done for America,” working on a community level to help address our nation’s greatest challenges. AmeriCorps offers resources that can help address housing and homelessness needs. This session will overview the three AmeriCorps programs including VISTA, NCCC, and State/National, and provide examples of AmeriCorps members serving to help address housing and homelessness issues across Virginia.

Speakers:

Hunter Terry

Virginia Housing Alliance AmeriCorps VISTA Member | Bay Aging
hterry@bayaging.org

Ms. Terry currently serves as the Virginia Housing Alliance AmeriCorps VISTA at Bay Aging for the Northern Neck Middle Peninsula Housing Coalition. She works to coordinate homeless service providers from across the rural ten county region to streamline services and increase data quality. Terry works closely with eight other VHA VISTAs from across the state to maximize efforts on ending homelessness. Hunter is a recent graduate of Roanoke College, where she earned her bachelor's in sociology.

Anna Hardin, LCSW

Director of Shelter Operations | CARITAS
ahardin@caritasva.org

Ms. Hardin is the director of shelter operations with CARITAS, Richmond's largest homeless shelter. Anna completed Bachelor's of Science at Longwood College and her master's degree in social work at Virginia Commonwealth University. Anna has over fifteen years of experience in working with homeless

individuals and families. She has experience in program management, mental health counseling, and crisis work.

Virginia Housing 101: So you want to be a developer

2:20-3p.m.

Monroe Room

This workshop presents information on affordable housing terminology and concepts in a game show-style format with categories like financing, federal programs, alphabet soup, Low-Income Housing Tax Credits and who's who in Virginia Housing. Teams will be selected to compete from among audience volunteers, so get ready to play in this interactive session.

Speaker:

Maureen Markham

Senior Housing Development Specialist | Affordable Housing Investment Fund of Arlington County

mmarkum@arlingtonva.us

Ms. Markham is a senior housing development specialist with the Affordable Housing Investment Fund of Arlington County, Virginia. She works with both for-profit and non-profit developers and since 2006 has financed the creation and preservation of over 2200 affordable housing units in Arlington. Ms. Markham has held a variety of positions in the community development and affordable housing field from hands-on practitioner to consultant and national trainer, including serving as the executive director for three community-based non-profit organizations. Ms. Markham holds a master of public administration from the Harvard Kennedy School of Government and a master's degree in child development from the University of Delaware.

Afternoon Plenary: Challenges in Rural Housing

3:30-4:45p.m.

Crystal Ballroom

Rural affordable housing providers are often faced with a myriad of challenges as the needs vary widely in rural communities. Rural residents experience very different social, demographic and housing challenges than those in urban areas. This panel will discuss these challenges and opportunities at the both the state and federal levels. Panelists will share data and discuss best practices for rural housing in Virginia and other areas in the country. Attendees are encouraged to participate in the discussion.

Speakers:

Karen B. Speakman

President | National Rural Housing Coalition (NRHC)

Karen B. Speakman is the President of the National Rural Housing Coalition (NRHC), an organization that fights for better housing and community facilities for low-income, rural families. NRHC works to promote and defend the principle that, regardless of income, individuals have a fundamental right to affordable housing, clean drinking water, working sewage systems and other basic needs.

Speakman has worked in non-profit management and housing development for the past 37 years.

Additionally, Ms. Speakman serves as Deputy Director at the National Council on Agricultural Life and Labor (NCALL Research, Inc.) located in Dover, Delaware. Overseeing the Housing Development Team and the Housing Counseling Services, Karen and her team financially assist non-profits and offer services to families and individuals to prevent foreclosure.

In addition to this work, Karen is a board member for Central Delaware's Habitat for Humanity and is certified as a HOME Program Specialist through HUD. Speakman has professional certification in affordable housing through NeighborWorks America and a Bachelor's Degree from the University of Virginia in Urban Affairs.

Suzanna Anarde

Program Vice President | Rural LISC

sanarde@lisc.org

Ms. Anarde is a community development professional with over 25 years of experience in rural revitalization work, to include lending, grants, fund development, public policy, program development and implementation. Since 2013, Ms. Anarde has served as program vice president for Rural LISC, a national Community Development Financial Institute (CDFI) that operates in 44 states and 1,973 counties.

Bob Adams

President | HD Advisors

Mr. Adams is the president of Housing and Development Advisors, a firm that provides a range consulting services to nonprofit, for-profit and public sector clients in the area of affordable housing development, finance and policy. Adams currently provides staff leadership for Housing Virginia, a statewide nonprofit organization that works to advance affordable housing through education and policy development. Adams is a graduate of Yale University and holds a master's degree in urban planning from Virginia Commonwealth University.

Friday, November 18

Age Waves: Demographic landscape of the next decade

9-10:30a.m.

Washington Room

Leading researchers will discuss the most significant demographic trends shaping the next 10 to 20 years of the housing market landscape. Baby boomers are not going anywhere, and millennials are starting to catch up. Learn how these two populations will affect the rental and homeownership markets and how you can make the most of these "age waves."

Speakers:

Kathryn Howell, PhD

Assistant Professor | Virginia Commonwealth University

klhowell@vcu.edu

Dr. Howell is an assistant professor of urban and regional planning in the Wilder School of Government and Public Affairs at Virginia Commonwealth University. She holds a Ph.D. in community and regional planning from the University of Texas at Austin. Her work focuses on affordable housing, neighborhood change, and conflicts in physical and social spaces within communities. Her most recent research was an ethnographic study focused on the origins and effects of mixed-income housing on long-term residents in a recently redeveloped neighborhood in Washington, DC. Dr. Howell previously worked on housing and community development policy in government agencies in Washington, DC and Maryland.

Lisa Sturtevant, PhD
President | Lisa Sturtevant & Associates, LLC
lisa@lisasturtevant.com

Dr. Sturtevant has been involved in research and analysis on local economic, demographic and housing market conditions for more than 15 years. Lisa's area of research includes housing, migration, demographics and regional economic development. Her recent projects include analyses of housing needs in local jurisdictions, evaluations of local inclusionary housing and public land policies, and the demographic factors shaping housing demand, with a focus on older adults and immigrants. Lisa served as vice president for research for the National Housing Conference (NHC) between 2013 and 2016. Prior to NHC, Lisa served as deputy director of the Center for Regional Analysis and associate research professor at George Mason University School of Public Policy. She has been an adjunct professor at George Mason University and Virginia Tech.

Bob Adams
President | HDAdvisors
bob@hdadvisors.net

Mr. Adams is the president of Housing and Development Advisors, a firm that provides a range consulting services to nonprofit, for-profit and public sector clients in the area of affordable housing development, finance and policy. Adams currently provides staff leadership for Housing Virginia, a statewide nonprofit organization that works to advance affordable housing through education and policy development. Adams is a graduate of Yale University and holds a master's degree in urban planning from Virginia Commonwealth University.

Moderator:

Penny McPherson
Vice President and Senior Community Development Officer | Wells Fargo
penny.mcpherson@wellsfargo.com

Ms. McPherson manages the Greater Virginia markets to meet the needs of the community and the bank's Community Reinvestment Act (CRA) goals. She partners with the regional bank on reputation brand management and provides counsel to ensure strong community development performance. A 32-year veteran of the company, she has previously held positions in retail and mortgage lending. She serves on six boards and committees for community nonprofits or municipalities.

Deconcentrating Poverty and Opportunities for the Future
9-10:30a.m.
Pocahontas Room

The number of impoverished people in the United States remains at recession-era record levels. Concentrated poverty often results in higher crime rates, poorer mental and physical health and lower-performing schools. This session addresses the pervasive effects of concentrated poverty, shows best practice examples of successful efforts to deconcentrate poverty and provides resources to assist private and public sector practitioners with addressing poverty issues in their communities.

Speakers:

Diane Levy

Senior Research Associate | Urban Institute

dlevy@urban.org

Ms. Levy is a senior research associate in the Metropolitan Housing and Communities Policy Center at the Urban Institute. Her work focuses broadly on low- and moderate-income housing and neighborhoods, including studies of housing conditions; the effects of federal and local programs on residents and neighborhoods; implementation and viability of housing provision models such as mixed-income housing and affordable housing development via inclusionary zoning; and housing discrimination through paired-testing methodologies. Her expertise in qualitative research methods has led to opportunities to join research teams focused on other subject areas, such as work examining the Food Distribution Program on Indian Reservations and the Tribal Temporary Assistance for Needy Families program. Ms. Levy earned master's degrees in anthropology and city and regional planning from the University of North Carolina at Chapel Hill.

Alison Bell

Executive Director | Baltimore Regional Housing Partnership

abell@brhp.org

Ms. Bell is the executive director of the Baltimore Regional Housing Partnership (BRHP), a nonprofit organization that manages the Baltimore housing mobility program. The program provides high-quality mobility counseling and housing choice voucher services to more than 3,300 low-income families throughout the Baltimore region. Prior to joining BRHP, Alison was a consultant for Nan McKay and Associates, an affordable housing consulting firm, where she focused on the Moving to Work demonstration as well as Housing Choice Voucher (HCV) program administration and compliance for public housing authorities across the country. Before working at NMA, Alison worked for the Council of Large Public Housing Authorities, the Atlanta Housing Authority and the Georgia Governor's Office of Planning and Budget.

Reggie Gordon

Director | City of Richmond: Office of Community Wealth Building

Reginald.gordon@richmondgov.com

A Richmond native, Mr. Gordon is the director of the Office of Community Wealth Building for the City of Richmond. Upon receiving his undergraduate degree in public policy from Duke University and Juris Doctor from Howard University, Gordon began his career as an attorney for the Central Virginia Legal Aid in Emporia, Virginia. Later, he worked in Washington, D.C. for the Red Cross as an in-house counsel, biomedical attorney, a senior associate general counsel and the national ethics officer. Gordon also served as a fund developer and became the executive director of the United Way of Greater Richmond and Petersburg. After serving with Homeward, he became the executive director of William Byrd Community House and later became the chief executive officer of the Greater Richmond Chapter of the American Red Cross. Gordon is also an assistant professor at the University of Richmond.

Moderator:

Mary Dykstra

Owner/Partner | Roanoke Valley Association of REALTORS

marydykstra@gmail.com

Ms. Dykstra is a partner/ owner of MKB, REALTORS®, the largest locally owned independent real estate firm in Roanoke. She has been an active member of the Roanoke Valley Association of REALTORS®, serving as its president in 2005; in 2008 she was named RVAR's Realtor of the Year. Mary was 2013

President of the Virginia Association of REALTORS. At the national level, she serves as a national director and is a 2017 regional vice president. Mary was appointed to the Governor's Housing Policy Advisory Board in 2015. Dykstra serves her local community as a board member of Roanoke City's Board of Equalization, as a court-appointed special advocate for abused and neglected children, and as a board member of the Taubman Museum of Art and is chairwoman of TAP's Domestic Violence Services Commission.

Rapid Re-housing: High-barrier families and victims of domestic violence

9-10:30a.m.

Buck House

Barriers such as recent housing judgments, felonies, poor credit, limited income, large household size, chronic homelessness and accessibility issues may make it difficult for families to find housing. This session will focus on the benefits, challenges and lessons learned in implementing rapid re-housing for high-barrier families and victims of domestic violence as a method of ending homelessness.

Speakers:

Jamie Ergas

Chief Operating Officer | Shelter House, Inc

jamie.ergas@shelterhouse.org

Ms. Ergas is the chief operating officer at Shelter House, Inc. in Fairfax, Virginia. In this position, Ergas oversees all of the agency's programs, including prevention and rapid re-housing services, emergency and domestic violence shelters and permanent supportive housing programs. Jamie has supported the development, implementation and evaluation of several of the agency's rapid re-housing projects, including a community-wide project for high barrier families and a privately funded project for survivors of domestic violence. Ms. Ergas holds a bachelor's degree in social work from Messiah College, a master's degree in social work from the University of Maryland in Baltimore with a dual focus in management and communication organization and clinical studies. She is a licensed social worker in the Commonwealth of Virginia.

Matt Crookshank

Director | Community Housing Resource Center

mattc@chreblueridge.org

Mr. Crookshank joined the Council of Community Services in 2007 and has served as director of its Community Housing Resource Center (CHRC) since January 2011. Matt provides collaborative leadership in the homeless services community in the Roanoke Valley with a primary focus on homelessness prevention, rapid re-housing and data collection and analysis. Matt received his bachelor's of arts degree in foreign affairs from the University of Virginia, with a concentration in the politics of the Middle East.

Robin Gauthier

Executive Director | Samaritan House

robing@samaritanhouseva.org

Ms. Gauthier is the executive director of Samaritan House, a private non-profit serving people experiencing domestic violence and homelessness for more than thirty years. Currently, she chairs and sits on numerous workgroups and task forces to end domestic violence and combat human trafficking and advocates for the rights of marginalized people. Understanding there is no single approach that is right for everyone; she has designed and implemented a variety of best practice housing programs at

Samaritan House in her previous role as the program director. Robin holds a degree in social work from Norfolk State University.

Moderator:

Kathy Robertson

Associate Director of Housing | Department of Housing and Community Development (DHCD)

kathy.robertson@dhcd.virginia.gov

Ms. Robertson is the associate director of homeless and special needs housing for the Virginia Department of Housing and Community Development (DHCD). In this role, she is responsible for the implementation, administration, and management of state and federal funding for homelessness prevention and assistance. Robertson also serves on the governor's coordinating council on homelessness and the advisory committee on sexual and domestic violence.

Marketing 101 and Beyond

9-10:30a.m.

Appalachia Room

Many organizations strive to increase public awareness of their organization and programs, but it is difficult to keep up with all the new available information and technology. This session will help beginners get started and provide real-world examples and information to let those with a track record take it to the next level. Get the latest on creative branding, scintillating events, go-to websites and making the most of traditional and social media.

Speakers:

Aurelia Lewis

President | Lewis Media Partners

aurelia@lewismediapartners.com

Ms. Lewis is president and owner of Lewis Media Partners (LMP) which has created a reputation for being one of the best media agencies in the region. LMP's success is built on providing integrated, strategic media plans, employing senior professionals who are channel experts in both the tradition and digital space, investing in the largest digital technology to deliver the best results for clients, and delivering the most effective, yet efficient media plan. LMP was recently awarded the Google Premier Badge for their excellent performance and knowledge within the digital space. Prior to owning her company, she worked at The Martin Agency as an associate media director where she was instrumental in developing strategic media for GEICO, Residence Inn by Marriott and Virginia Tourism. Aurelia is a graduate of the University of Virginia.

KC Bleile

Executive Director | Viridiant

kobleile@viridiant.org

As executive director, Ms. Bleile oversees the administration, programs and strategic direction of Viridiant and its mission of advancing sustainable, affordable construction through education and technical support. She joined Viridiant first as an employee and helped pioneer the Commonwealth's first state-wide green building program. To date, Viridiant has helped nearly 20,000 families live in EarthCraft certified housing. She earned her master's in business administration from Virginia Commonwealth University and a bachelor's degree in environmental policy and planning from Virginia Tech. She is also a graduate of Nonprofit Learning Point's Emerging Nonprofit Leadership Program. K.C.

serves her community through the local Home Builders Association and the City of Richmond's Green City Commission.

Stuart Nuckols

Director of External Affairs | Viridiant

stuart.nuckols@viridiant.org

Ms. Nuckols serves as the director of external affairs at Viridiant, a non-profit organization committing to support sustainable building through education, consultation, and certification. In her role, Stuart manages all of the organization's events and training as well as marketing and communications strategy and implementation. Over the past few years, Stuart has worked to strengthen the organization's marketing strategies and realign its brand with the goal of driving heightened brand awareness in Virginia, Maryland, and D.C. She is a graduate of the University of Virginia with a degree in environmental science.

Moderator:

Bob Halloran

Director of Marketing | Virginia Housing Development Authority (VHDA)

robert.halloran@vhda.com

Mr. Halloran is currently the director of marketing for the Virginia Housing Development Authority (VHDA). Bob has more than 20 years of marketing experience including roles at Franklin Templeton Mutual Funds and Pacific Investment Management Company (PIMCO). He works with a team of award-winning marketing professionals at VHDA and has implemented brand development, customer service delivery, marketing research, advertising campaigns, web development, and more recently, community-based marketing that supports VHDA's Housing Delivery Network.

REACH: Increasing capacity of the affordable housing delivery network

9-9:40a.m.

Wilson Room

VHDA reinvests a portion of its net revenues into Virginia's communities through REACH. This is a multifaceted resource that is used to support vital housing initiatives through VHDA's Homeownership, Rental and Community Outreach programs. This session will be a robust discussion of existing and new resources available to increase the capacity of the affordable housing delivery network.

Speaker:

Monica Jefferson

Grants Program Manager | Virginia Housing Development Authority (VHDA)

monica.jefferson@vhda.com

Ms. Jefferson is a Grant Programs Manager with the Virginia Housing Development Authority (VHDA) where she is responsible for planning, directing, and coordinating grant program activities to ensure strategies, initiatives, and programs are successfully implemented. With 28 years of experience in the mortgage lending, financial services, and community development arena, she works with organizations to provide outreach and capacity building resources for housing organizations and communities. Monica is a graduate of VHDA's Leadership Development Program and the VCU Minority Political Leadership Institute. Jefferson is the former president of the Virginia Association of Housing Counselors and a Certified Comprehensive Housing Counselor. Monica holds a bachelor's degree in human resources management from Virginia Commonwealth University. She is currently pursuing a master's degree in non-profit studies at the University of Richmond.

Risk Management Essentials for Your Organization

9:00-9:40a.m.

Monroe Room

Risk is a fact of life. This presentation provides strategies for managing risk in organizations. Using interactive activities and materials participants will see how to develop and implement a risk management plan through identifying an organization's risks, assessing the probability and severity of those risks, conducting a risk SWOT Analysis, developing strategies for risk management and implementing and monitoring the risk management plan.

Speaker:

Ramona Chapman

Community Development Capacity Development Specialist | Department of Housing and Community Development (DHCD)

Ramona.chapman@dhcd.virginia.gov

Ms. Chapman is a capacity development specialist for the Office of Policy & Strategic Development (PASD), at the Virginia Department of Housing and Community Development (DHCD). Her work experience includes that of senior medical technologist, senior management analyst and currently is an administrator and facilitator of State and Federal program funding. She holds a master's degree in health sciences & higher education administration from James Madison University and is a board member of several professional and volunteer organizations.

CRA: Building bank relationships

9:50-10:30a.m.

Wilson Room

What does the Community Reinvestment Act (CRA) mean to banks? This session will highlight the importance of CRA and how it impacts banks' relationships with communities and nonprofits. Learn how community development is defined under CRA, the performance context and how banks are evaluated on community development activities. Achieving a successful, long lasting and beneficial relationship with banks will be discussed.

Speaker:

Christie Smith

Executive Director | Neighborhood Housing Services of Richmond

csmith@nhsofr.org

Ms. Smith, executive director of Neighborhood Housing Services of Richmond, Inc. (NHSR). NHSR serves the low -to- moderate-income population and census tract, by providing a CRA loan product within those communities. Ms. Smith serves on the Virginia Housing Coalition Association communities, National Association for Professional Women, National Credit Union Association, and the African American Credit Union Association. Smith holds a bachelor's degree in business administration and criminal justice and a master's of business administration (MBA) from the University of Richmond.

Critical Communication Between Developers and Managers in LIHTC Projects

9:50-10:30a.m.

Monroe Room

Effective communication between developers and managers is essential for a successful project. This session covers 10 things that are often overlooked, but that are vital to project completion and operation. Construction decisions impact operations and management, and sharing information is critical. All stakeholders have the same goal of project success, but knowing the potential pitfalls in communication help make this a reality.

Speaker:

Marie Peace, HCCP, C6P, NCP
Vice President of Compliance | The Franklin Johnston Group
mpeace@tfjgroup.com

Ms. Peace began her multifamily career in 1995 as a community manager in Virginia. She spent the next 13 years with a compliance consulting company firm completing asset management reviews and auditing tenant files to determine compliance with LIHTC, HUD, and other housing programs. Today, Marie is vice president of compliance with The Franklin Johnston Group, a successful developer-manager of rental housing in the senior, affordable and luxury sectors, with more than 10,000 units across Virginia, North Carolina, and Georgia.

Closing Plenary

10:45-11:45a.m.

Crystal Ballroom

Speaker:

Elizabeth Kneebone
Fellow | Metropolitan Policy Program-Brookings

Elizabeth Kneebone is a fellow at the Metropolitan Policy Program at Brookings and co-author of *Confronting Suburban Poverty in America* (Brookings Press, 2013). Her work primarily focuses on urban and suburban poverty, metropolitan demographics, and tax policies that support low-income workers and communities. In *Confronting Suburban Poverty In America*, she and co-author Alan Berube address the changing geography of metropolitan poverty and offer pragmatic solutions for reforming and modernizing the nation's policy and practice framework for alleviating poverty and increasing access to opportunity.

Kneebone has authored a number of Brookings reports, including "The Great Recession and Poverty in Metropolitan America," "Job Sprawl Revisited: The Changing Geography of Metropolitan Employment," and "Expanding the Earned Income Tax Credit to Benefit Families and Places." She served as co-author on several other reports, including "The Re-Emergence of Concentrated Poverty: Metropolitan Trends in the 2000s," "Missed Opportunity: Transit and Jobs in Metropolitan America," and "Responding to the New Geography of Poverty: Recent Trends in the Earned Income Tax Credit."

Prior to joining Brookings, Kneebone worked as a research project manager for IFF (formerly the Illinois Facilities Fund), where her work assessed the geographic distribution of need for services and programs targeted to low-income people and places. She holds a Master's in Public Policy from the University of Chicago's Harris School of Public Policy and a bachelor's degree in history from Indiana University.