



## Fostering Inclusive Communities

2017 VIRGINIA GOVERNOR'S HOUSING CONFERENCE | NORFOLK, VA

# Agenda

## Wednesday, November 15

### Opening Plenary - The Future of Housing in Virginia

4:00 – 5:15 p.m.

Marriott Ballroom

Using a futurist perspective with foresight from new research, this session offers exciting, thought-provoking ideas about the changing demographics and technology found in the homes and communities of tomorrow. The speakers will help attendees identify emerging trends in technology, community planning and economic conditions that will shape the future of homes and communities in Virginia. The future scenarios that are possible for housing and community development in Virginia continue to evolve as our economy and demographics change. Learn how you can help your organization and community be best positioned to transition to the future.

#### Speakers:

*Patrick Jordan*

*Senior Director, Enterprise Advisors | Enterprise Community Partners, Inc.*

[pjordan@enterprisecommunity.org](mailto:pjordan@enterprisecommunity.org)

Patrick Jordan is Deputy Executive Director of Operations, Management, and Engagements for the National Resource Network. Mr. Jordan directs Enterprise's Advisory Services field team, delivering capacity building and technical assistance to state and local governments and their nonprofit partners, fostering innovation in housing and community development program design, finance, operations and strategic planning. Previously, he worked in the Office of the Assistant Secretary for Community Planning and Development at the U.S. Department of Housing and Urban Development (HUD), focused on national policy development incorporating local best practices into national models and building capacity of distressed communities to understand and address their local housing markets. Mr. Jordan earned a Juris Doctor and public policy certificate from the Catholic University of America Columbus School of Law and a bachelor's in physics and mathematics from Gettysburg College.

*Henry Green*

*President and CEO | National Institute of Building Sciences (NIBS)*

[hgreen@nibs.org](mailto:hgreen@nibs.org)

Henry L. Green, Hon AIA is the President and CEO of the National Institute of Building Sciences (NIBS) which provides an authoritative source of advice for public and private sectors of the economy by supporting advances in building science and technology to improve the built environment. Mr. Green was Executive Director of the Bureau of Construction Codes in the State of Michigan. He was also a founding member of the International Code Council (ICC) Board and served as President.

**Moderator/Contributor:**

*Roy Pearson, Ph.D.*

*Faculty Member | College of William and Mary*

[roy.pearson@mason.wm.edu](mailto:roy.pearson@mason.wm.edu)

Dr. Roy L. Pearson has been a faculty member at the William and Mary Raymond A. Mason School of Business since 1971. He retired to Emeritus status in 2005, but continued periodically to teach a forecasting course. Roy also introduced and taught in 2010 through 2013 an MBA-level strategic foresight course with emphasis on preparing futures scenarios. Roy continues to participate in research projects. He co-authored a series of four economic impact studies for the Norfolk Redevelopment and Housing Authority during the period 2012-2014 and in February 2016 a report of the economic impacts of the Virginia maritime industry. Dr. Pearson has served on the Governor's Joint Advisory Board of Economists, which advises regarding forecasts of economic activity in the Commonwealth, at the pleasure of seven Virginia governors: Robb, Baliles, Wilder, Allen, Warner, Kaine, and McAuliffe.

## Thursday, November 16

**Keynote Plenary**

**Marriott Ballroom**

**8:30-9:45 a.m.**

**Speaker:**

*Brett Culp | Social Entrepreneur and Filmmaker*

Brett Culp is an acclaimed filmmaker whose work has inspired audiences around the world. He is the personal cinematographer for Hollywood stars, music icons, beloved authors, hall of fame athletes and royal families. His films are featured on Netflix, iTunes, Hulu, and other top digital platforms.

Rather than thinking as a traditional filmmaker, his projects are collaborative efforts, pulling diverse groups of people into dialogue and ultimately leading to stronger communities and greater impact. Culp has developed an expertise for creating 'mini-movements' that inspire the heroic spirit in everyone. His work as a filmmaker has built more than a fan base of followers. He empowers people to find their own path to leadership.

Culp has been featured in *USA Today*, *Entertainment Tonight*, *WIRED*, *The LA Times*, *The Hollywood Reporter*, Lifetime, WEtv, and many more. The newest edition of the college textbook *Documentary Storytelling* devotes an entire chapter to Culp's production style.

## **Diversity and Inclusion: Winning the Training Game**

**10:15 – 11:45 a.m.**

**Marriott IV**

The Diversity and Inclusion proven Learning System is designed to bring awareness and manage workforce diversity effectively. The goal is to create an all-inclusive climate where everyone's unique qualities are viewed as assets that move an organization closer towards its goals and vision. Participants will be able to work more confidently with the community and more effectively with other cultures. Winning the Training Game has moved beyond traditional training to produce an innovative and productive solution. The complex topic of diversity is presented in an oversized "4 x 5" game format. Twelve participants work together on teams and have fun WHILE learning! Prizes for winners! Limited seating – come early.

### **Speakers:**

*Kevin Chancey*

*Sales Management Consultant | Winning the Training Game, LLC*

[kevin@winningthetraininggame.com](mailto:kevin@winningthetraininggame.com)

Kevin Chancey 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 over 20 years of B2B and B2C sales experience in multiple industries. Additional experience in the medical and entrepreneurial fields broadened his skills as both a fearless competitor and genuine connector with people from all backgrounds.

*Raynor Saunders*

*Manufacturing Consultant | Winning the Training Game, LLC*

[raynor@winningthetraininggame.com](mailto:raynor@winningthetraininggame.com)

Raynor Saunders has more than 30 years of successful leadership in product development, manufacturing technology and global supply chain management, including 12 years as a Vice President for two major corporations in Rochester, New York. He is a skilled professional in total quality management, strategic planning, project management and operations.

*Ramona Chapman*

*Capacity Development Specialist | Department of Housing and Community Development*

[Ramona.chapman@dhcd.virginia.gov](mailto:Ramona.chapman@dhcd.virginia.gov)

Ramona Chapman has 27 years of experience in the community development field. Currently, she is a Capacity Development Specialist for the Virginia Department of Housing and Community Development. Chapman is a facilitator of capacity building topics including Risk Management, Leadership Development, Executive Coaching, Strategic Planning and Leadership Transition Planning. She holds a master's degree in health sciences & higher education administration from James Madison University.

### **Moderator:**

*Kay Taylor*

*Managing Partner & Founder | Winning the Training Game, LLC*

[kay@winningthetraininggame.com](mailto:kay@winningthetraininggame.com)

Kay Taylor is the Managing Partner and Founder of Winning the Training Game, LLC, a training and coaching company. Her sales and management background in international distribution led her to become the Director of Training for Progressive Group Alliance prior to her entrepreneurial career.

## **The Future of Inclusionary Housing in Virginia**

**10:15 – 11:45 a.m.**

**Marriott II-III**

Nearly 500 cities and counties across the nation have some form of Inclusionary Zoning, which incentivizes the set-aside of affordable dwelling units (ADUs) in new residential construction. In Virginia, we have a combination of successful, productive, ineffective and nonexistent ADU ordinances. This session will explore the history and current status and future of inclusionary housing/zoning policy in Virginia. The presenters will focus on three important components including the ability of inclusionary zoning to sustainably provide new affordable housing options across Virginia; the legal framework for inclusionary zoning and examples of best practices and tools for designing inclusionary policies; and review the implementation and progress of a single inclusionary/ADU program in Virginia.

### **Speakers:**

*Jonathan Knopf*

*Senior Associate for Research and Programs | HDAvisors*

[jtknopf@hdadvisors.net](mailto:jtknopf@hdadvisors.net)

Jonathan Knopf is a Senior Associate for Research and Programs at HDAvisors, providing data collection and analysis for affordable housing nonprofits across Virginia. He specializes in using GIS to create static and interactive maps that help tell the story of housing needs throughout the Commonwealth.

Jonathan has a master's degree 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.

*Thomas Silverstein*

*George N. Lindsay Fellow/Associate Counsel | Fair Housing & Community Development Project*

[tsilverstein@lawyerscommittee.org](mailto:tsilverstein@lawyerscommittee.org)

Thomas Silverstein is the George N. Lindsay Fellow and Associate Counsel at the Fair Housing & Community Development Project. The goal of his fellowship is to increase compliance with Affirmatively Further Fair Housing (AFFH), a requirement that the U.S. Department of Housing and Urban Development (HUD) and recipients of federal housing and community development funds take affirmative steps to address residential racial segregation. Silverstein's work involves policy advocacy, collaboration with community-based organizations and administrative enforcement. He earned his Juris Doctorate at the University of Virginia School of Law and his undergraduate degree from William & Mary. He is also licensed to practice law in New York. A native of Springfield, Virginia, Silverstein has extensive experience in advocating for social policy and worker's rights.

*Fred Selden*

*Director | Fairfax County Department of Planning and Zoning*

[Fred.Selden@fairfaxcounty.gov](mailto:Fred.Selden@fairfaxcounty.gov)

Fred Selden is Director of the Fairfax County Department of Planning and Zoning. He began working for Fairfax County as an urban planner in 1988 and served as chief of the department's Planning Division for over 15 years. During his tenure at Fairfax County, he helped to lead the planning effort to transform Tysons Corner into a walkable, environmentally friendly urban center that will take full advantage of the four new Silver Line Metro stations. This plan, recognized with a prestigious Daniel Burnham Award from the American Planning Association, is being implemented through the approval of over 15 major development applications for rezoning representing over 30 million square feet of commercial space

and 20,000 residential units. Additionally, he has overseen the county's efforts to adopt important countywide planning policies supporting green buildings, workforce housing and public art. Prior to his career with Fairfax County, Fred worked at the Metropolitan Washing Council of Governments and Howard University's Institute for Urban Affairs and Research. Fred Selden earned a master's degree in urban planning from Howard University and attended the Senior Executive Institute at the University of Virginia Weldon Cooper Center.

**Moderator:**

*Andrew Friedman*

*Director | Virginia Beach Department of Housing and Neighborhood Preservation*

[Afriedman@vbgov.com](mailto:Afriedman@vbgov.com)

Andrew Friedman has been the Director of the Virginia Beach Department of Housing and Neighborhood Preservation since 1993. He oversees all aspects of department operations including over 60 staff and a \$26 million budget. He is a member of the United Way of South Hampton Roads' Community Solutions Committee. He received a bachelor's degree from Antioch College and a master's degree in environmental studies from the University of Wisconsin-Green Bay.

**Partnering to Stabilize Housing for Homeless Families**

**10:15 – 11:45 a.m.**

**Marriott I**

Creative Place-Making is a new concept of fostering more livable and prosperous communities through the arts. Place-Making strengthens the connection between individuals and shared places. Be inspired by the presenter's demonstration on the national concept of "Creative Place-Making" as a model for housing stability and intervention for previously homeless individuals and households. Rental subsidies funded by HUD, DHCD and the VA are paired with Creative Place-Making interventions to stabilize clients in their new homes. Engaging in home-making creates lasting connections to community, reducing the likelihood that program participants will return to homelessness and increasing the possibility of social reintegration.

**Speakers:**

*Stephen Hitchcock*

*Executive Director/Chaplain | The Haven*

[Stephen@thehaven.org](mailto:Stephen@thehaven.org)

Stephen Hitchcock is the Executive Director of The Haven, a low-barrier day shelter and housing resource center in downtown Charlottesville, Virginia. Before moving to Charlottesville, Stephen lived in Vancouver, British Columbia, where he attended graduate school and worked in the Skid Row area of the city, called the Downtown Eastside, doing street-level outreach and advocacy.

*Maureen Brondyke*

*Founder/Executive Director | New City Arts Initiative*

[maureen@newcityarts.org](mailto:maureen@newcityarts.org)

Maureen Brondyke is Founder and Executive Director of New City Arts Initiative in Charlottesville, Virginia. As a community arts organization, New City Arts provides Charlottesville area artists with exhibit and studio space at its downtown location called Welcome Gallery; provides crowd-funded grants to area artists through Charlottesville SOUP; and creates opportunities for the community to collaborate and connect through a portfolio of creative programs. Unique to New City Arts is a long-term

partnership with The Haven, a homeless shelter that leads housing first initiatives in the Charlottesville community.

**Moderator:**

*Kathy Robertson*

*Associate Director of Special Needs Housing | Department of Housing and Community Development*  
[kathy.robertson@dhcd.virginia.gov](mailto: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.

**Housing Mobility: Confronting Housing Inequality for Housing Choice Vouchers**

**10:15 -11:45 a.m.**

**James I-III**

Housing vouchers are not simply designed to keep people off the street; they should help low-income families move to neighborhoods with access to better schools, healthcare, community service and opportunities. This session will outline the barriers that keep housing voucher recipients from experiencing authentic choice and opportunity the program intended. By implementing housing mobility programs, housing advocates, public housing agencies and policy makers will empower individuals with vouchers to move to neighborhoods of opportunity with the potential to deconcentrate poverty.

**Speakers:**

*Brenda Hicks*

*Director | Center for Housing Counseling and Education*  
[bhicks@homeofva.org](mailto:bhicks@homeofva.org)

Brenda Hicks is the Director of the Center for Housing Counseling and Education. Her expertise includes Homeownership, Foreclosure Prevention, Reverse Mortgages, Rental Mobility and Financial Literacy. Hicks has a master's degree in public administration from Virginia Commonwealth University and over 25 years of industry experience. She is a licensed Mortgage Loan Originator and is certified by HUD as a HOME Program Specialist in Regulations.

*LaKeeshia Fox*

*Policy Counsel | Policy Counsel at Poverty and Race Research Action Council*  
[lfox@prrac.org](mailto:lfox@prrac.org)

*Subject Matter Expert/AFFH Instructor | Chickasaw Nations Industries*

LaKeeshia Fox is Policy Counsel at Poverty and Race Research Action Council (PRRAC). Her policy and advocacy work focuses on various federal housing programs and regulations. She provides technical assistance on HUD's Affirmatively Furthering Fair Housing (AFFH) regulation and housing mobility. Fox is also a Subject Matter Expert and AFFH Instructor with Chickasaw Nations Industries where she develops training and delivers AFFH training to HUD staff. Prior to joining PRRAC, Fox was selected as a Presidential Management Fellow and worked at the U.S. Department of Housing and Urban Development (HUD), Office of Fair Housing and Equal Opportunity (FHEO). She also created and provided training for advocates and grantees around the country on various civil rights laws including

the Fair Housing Act, Title VI, limited English proficiency and AFFH. She is a member of the Maryland State Bar.

*Brian Koziol*

*Director of Research | Home Inc. of Virginia*

[bkoziol@homeofva.org](mailto:bkoziol@homeofva.org)

Brian Koziol is the Director of Research at HOME. Brian routinely conducts research on a variety of fair housing related topics including access to opportunity, housing affordability, mortgage lending, and foreclosures in addition to consulting on Analysis of Impediments to Fair Housing Choice projects. His work on the impacts of historical discriminatory housing policy has been featured in the Washington Post and displayed at the Library of Virginia. He frequently lectures at local universities as well as fair housing conferences. Brian is on the Board of Directors of the Greater Richmond Continuum of Care. He holds a master's degree in urban and regional planning from Virginia Commonwealth University.

**Moderator:**

*Daniel Caro*

*Area Sales Manager | Wells Fargo Home Mortgage*

[daniel.caro@wellsfargo.com](mailto:daniel.caro@wellsfargo.com)

Daniel Caro is the Area Sales Manager for Wells Fargo Home Mortgage in Hampton Roads and the Outer Banks. This market comprises 6 branches and 60 home mortgage professionals and is aligned to 59 Retail Bank Branches and 4 Wells Fargo Advisor Offices. Daniel brings to this role 15 years of experience in business finance, including 13 years in retail mortgage and real estate and 14 years in sales leadership. He is passionate about the Hampton Roads market. Its coastal location and diverse population, driven by our active duty and retired military, reminds him of his New England hometown. Daniel calls Virginia Beach home with his wife Christina and their four children.

**Old School – Fresh Start: Affordable Housing meets Rural Economic Development**

**10:15 – 11:45 a.m.**

**Marriott V-VII**

Affordable housing meets local food entrepreneurship in a former rural elementary school. Learn how a group of diverse partners navigated the complexities of multiple funding sources to create sustainable housing, local food vendor entrepreneurship and bring vibrancy to a rural community. The presenters will take participants through the Old Prices Fork School, a historic rehabilitation and revitalization project of a former elementary school in Southwest Virginia. The project combines mixed-income rental housing, innovative economic development and local food-based entrepreneurs.

**Speakers:**

*Jennifer Wilsie*

*Senior Planner | New River Valley Regional Commission*

[jwilsie@nrvc.org](mailto:jwilsie@nrvc.org)

Jennifer Wilsie is as Senior Planner with the New River Valley Regional Commission and has been with the NRVRC since 2007. She works extensively with affordable housing for the region, providing staff support to the New River Valley HOME Consortium. Wilsie was directly involved in the creation of the first regional housing plan for the New River Valley as part of the Livability Initiative. Through the administration of several Community Development Block Grants, she has experience working across a variety of sectors, such as adult day services, housing rehabilitation and local foods.

*Elisabeth Willis*

*Senior Housing and Community Development Project Manager | Town of Blacksburg and the New River Valley HOME Consortium*

[Ewillis@blacksburg.gov](mailto:Ewillis@blacksburg.gov)

Elisabeth Willis is the Senior Housing and Community Development Project Manager for the Town of Blacksburg and the New River Valley HOME Consortium. She works with local governments, nonprofits and partners throughout the New River Valley to develop community based projects ranging from affordable housing to a downtown farmers' market to assisted living. Before moving to the New River Valley, Elisabeth co-founded the Santa Cruz Community Housing Corporation and was the Associate Director of Housing for the central California coastal region of Mercy Housing where she oversaw the development of 400 units of affordable housing and two childcare centers.

*Ellen Stewart*

*Grants Coordinator | Town of Blacksburg and the New River Valley HOME Consortium*

[estewart@blacksburg.gov](mailto:estewart@blacksburg.gov)

Ellen Stewart is the Grants Coordinator for the Town of Blacksburg and the New River Valley HOME Consortium. After working for several years as the Manager of the Blacksburg Farmers Market, she saw a need for infrastructure that would support the emerging regional local food scene. She is currently working with village residents on a community art project that will incorporate the local history of coal-mining, agriculture and stone-cutting into a permanent installation at the project site.

**Moderator:**

*Tamarah Holmes, Ph.D.*

*Associate Director/Policy and Strategic Development Office | Department of Housing and Community Development*

[tamarah.holmes@dhcd.virginia.gov](mailto:tamarah.holmes@dhcd.virginia.gov)

Dr. Tamarah Holmes is the Associate Director for the Policy and Strategic Development Office at the Virginia Department of Housing and Community Development (DHCD). Dr. Holmes provides program policy oversight including program planning and design, program policy analysis, fiscal analysis, program reporting, data collection, evaluation and capacity building for all state and federally funded programs within the Community Development Division. She also works with a variety of local government, non-profit community and regional organizations and economic development organizations to strategically design regional economic opportunities. Prior to joining DHCD, Dr. Holmes worked in the field of community and economic development in New York, New Jersey and Chesterfield County, Virginia. She holds a Master of Science degree in Urban Planning and Analysis and earned a Ph.D. in Public Policy and Administration from Virginia Commonwealth University.

**Fostering Community Inclusiveness through Life Skills and Education**

**10:15-10:55 a.m.**

**Franklin/Shangri-La/Yorktown**

Fostering inclusive communities does not only address revitalization and development. Community Inclusiveness does not stop once housing is acquired; it must also incorporate education and life skills for residents. This session breaks down the four integrated components of the Catholics Housing Choice Life Skills Program: personal finances, employment readiness, physical well-being and the tools to build community relationships. The Choices program is designed to impact every aspect of the participant's life.

**Speaker:**

*Karen DeVito*

*Executive Director | Catholics for Housing, Inc.*

[karen@cfhva.org](mailto:karen@cfhva.org)

Karen DeVito has devoted the last 27 years of her career to helping limited-income individuals and families create stable homes as a foundation on which each person develops skills and enhances their talents to reach their potential. Karen joined Catholics for Housing 15 years ago as the Program Director and was appointed Executive Director in January 2009. As the need for affordable housing continued to increase and exceed the availability, Karen began to create a life skills program to help people enhance their skills, reach their goals and potentially decrease the need for affordable housing by working to attain self-sufficiency. Catholics for Housing has been implementing this life skills program for four years.

**Moderator:**

*John Kunu*

*Program Director | Catholics for Housing, Inc.*

[john@cfhva.org](mailto:john@cfhva.org)

As Program Director, John is responsible for the CFH direct-service programs with a focus on helping clients reach their goals. John's skills as a teacher are essential in working with the CFH clients. As the primary teacher for the Choices Life Skills Program, John shares the information from the program, to help each client address their current situation and develop and execute a plan to achieve their goals. John shares his life experiences with the clients to help them broaden their vision, expand their abilities to reach their potential and work toward self-sufficiency and beyond. John was a former Fairfax County School Educator for many years and continues his career as Music Director at the Marine Memorial Chapel, Quantico. John is a professional musician trained at Shenandoah University.

**Inclusive Outreach Strategies for hard to reach Low-Income residents**

**11:05 -11:45 a.m.**

**Franklin/Shangri-La/Yorktown**

Knecting-Outreach-Texting-Partnerships! The City of Alexandria Virginia's Office of Housing has developed a variety of outreach strategies to communicate more effectively with their diverse low-income residents. This session will outline their redevelopment plan, dedicated staffing and other resources used to increase awareness and access to existing city housing stock. By customizing the outreach strategies, they are able to communicate with and honor Northern Virginia's culturally, racially, socially, economically, ethnically and linguistically diverse communities.

**Speaker:**

*Caridad Palerm*

*Housing Analyst Landlord, Tenant Division | City of Alexandria Office of Housing*

[caridad.palerm@alexandriava.gov](mailto:caridad.palerm@alexandriava.gov)

Caridad Palerm works at the City of Alexandria Office of Housing. She develops and manages a waiting list for affordable housing that will be developed in the West End Area where private development is expected to potentially displace more than 2,500 households over the next 30 years. Palerm has developed new ways to communicate with the tenants, mostly through text and email. She also holds frequent meetings with tenants from the area bringing all types of resources, from social services to

workforce development, childcare and homeownership opportunities with the idea of integrating and promoting the services provided to those in need of affordable housing.

**Moderator:**

*Helen McIlvaine*

*Director of Housing | City of Alexandria Office of Housing*

[Helen.McIlvaine@alexandriava.gov](mailto:Helen.McIlvaine@alexandriava.gov)

Helen S. McIlvaine joined the City of Alexandria Office of Housing in 2006 as Deputy Director, where she worked with the Alexandria Housing Development Corporation, other nonprofit and private developers, and the Alexandria Redevelopment and Housing Authority, to structure and finance projects that incorporate affordable housing. She supervised the Housing Implementation Division, which provides homeownership assistance loans for first time buyers, home rehabilitation loans and housing counseling. McIlvaine has been Housing's liaison for the Braddock Metro Neighborhood, Braddock East, Potomac Yard, Beauregard, Oakville/Route 1 Corridor and Eisenhower West Plans, and assists with education and outreach to community groups regarding affordable housing. Prior to her work in Alexandria, McIlvaine was Director of Real Estate Development for the Arlington Partnership for Affordable Housing, executive director of Habitat for Humanity of Northern Virginia, and executive director of Catholics for Housing. Before transitioning to affordable housing development, McIlvaine practiced law, including general civil and construction litigation in Texas and Virginia. McIlvaine holds a bachelor's degree in history from the University of Maryland's European Division and a Juris Doctor from the Rutgers University School of Law.

**Housing Authorities using Data for Energy Conservation**

**10:15-10:55 a.m.**

**Chesapeake I-II**

The Little Ten Housing Authorities of Southwest Virginia served as host to Climate Corps Fellow program funded by the U.S. Department of Housing and Urban Development. This session will take participants through the benchmarking process and the challenges of collecting utility data from residents. The presenters will share how the Housing Authorities used the information for utility efficiency.

**Speaker:**

*Lisa Porter*

*Deputy Director | Marion Redevelopment and Housing Authority*

[lisa@marionrha.com](mailto:lisa@marionrha.com)

Lisa Porter is the Deputy Director at the Marion Redevelopment and Housing Authority in Virginia. She is the past President of the Virginia Association of Housing and Redevelopment Officials (VAHCDO) and served eight years as President of the Little Ten Housing Authorities of Southwest Virginia, Inc. Porter's expertise is in understanding the needs of small, rural PHAs who are often challenged economically as well as in having large geographic service areas. In 1990, she received her Bachelor of Science 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)

## **Data: The Connection between Eviction and Homelessness**

**11:05 – 11:45 a.m.**

**Chesapeake I-II**

In this session, inspired by Pulitzer prize-winning author Matthew Desmond’s critically acclaimed book “Evicted,” participants will learn how data demonstrates the connection between evictions and homelessness. The discussion will focus on the overlap of evictions and homelessness, policy options that address the overlap and programmatic innovations to help individuals secure and maintain stable housing.

### **Speaker:**

*Margot Ackermann, Ph. D*

*Research & Evaluation Director | Homeward*

[mackermann@homewardva.org](mailto:mackermann@homewardva.org)

Margot Ackermann, Ph.D., has ten years of experience as the Research and Evaluation Director at Homeward, the planning and coordinating agency for homeless services in the Richmond region. In this role, she is responsible for coordinating data collection, analysis and reporting for Homeward and its partners, with a focus on measuring outcomes of interest to service providers, funders and policy makers. Ackermann coordinates twice yearly point-in-time counts of people experiencing homelessness, administers a Homeless Management Information System (HMIS) for four Continuums of Care (CoCs), and coordinates reporting to the Department of Housing and Urban Development (HUD) for the Annual Homeless Assessment Report (AHAR), Point-in-Time (PIT) count and Housing Inventory Count. Her expertise with performance management has led her to serve on the Governor’s Coordinating Council.

## **Virginia Housing Awards Luncheon**

**Hampton Ballroom**

**Noon – 1:15 p.m.**

## **Entrepreneurial Ecosystems**

**1:30 – 3:00 p.m.**

**James I-III**

In large cities and small communities alike, one of the best ways to fill vacancies, prevent new ones and increase the probability of a successful business, is to foster a setting appealing to entrepreneurs and where small businesses can thrive. This is known as an “Entrepreneurial Ecosystem.” This session will discuss the role of Main Street in entrepreneurial ecosystems, share examples of place-based ecosystem development and highlight some partnerships that have been cultivated in Virginia communities to develop a culture of entrepreneurship and innovation in their community. Learn about the programs, tools and grants available to help communities develop entrepreneurial ecosystems.

**Speakers:**

*Tory McGowan*

*Program Administrator | Department of Housing and Community Development*

[Tory.McGowan@dhcd.virginia.gov](mailto:Tory.McGowan@dhcd.virginia.gov)

Tory McGowan is a Program Administrator with the Virginia Department of Housing and Community Development. He has been part of the Virginia Main Street Coordinating Program staff for over two years. Tory has over 15 years of community and economic development experience on both the state and local levels. He also has sales and management experience for both private companies and nonprofit organizations.

*Mallory T. Tuttle*

*Program Manager | Strome Entrepreneurial Center at Old Dominion University*

[mtuttle@odu.edu](mailto:mtuttle@odu.edu)

Mallory T. Tuttle serves as the Program Manager of the Strome Entrepreneurial Center at Old Dominion University where she helps to foster an entrepreneurial ecosystem specifically for ODU students, faculty, staff, alumni and the community. Tuttle's background includes experience in economic development, entrepreneurship and tourism. She received her Bachelor of Science in Recreation Leadership from Ferrum College and later graduated from Virginia Tech's Pamplin College of Business where she received her Master of Science in Hospitality and Tourism Management. Tuttle was recently named a 2017 CoVaBIZ Magazine "Millennial on the Move."

*Ernie Maddy*

*Real Estate Loan Officer | Virginia Community Capital*

[emaddy@vccva.org](mailto:emaddy@vccva.org)

Ernie Maddy is a Real Estate Loan Officer for Virginia Community Capital and covers all of Southwest Virginia. Prior to Virginia Community Capital he was the Community Business Launch Coordinator for the Virginia Department of Housing and Community Development. He has worked with communities throughout the Commonwealth to establish entrepreneurial ecosystems and assist them in developing and implementing business plan competitions. He also has experience as the Senior Credit Manager at People, Inc. where he provided real estate and small business financing to customers throughout Southwest Virginia. Ernie is a graduate of Emory and Henry College with a Bachelor of Science in Business Administration.

**Moderator:**

*Jeff Sadler*

*Virginia Main Street Program Manager | Department of Housing and Community Development*

[Jeff.sadler@dhcd.virginia.gov](mailto:Jeff.sadler@dhcd.virginia.gov)

Jeff Sadler is the Associate Director of the Community Revitalization Office at the Department of Housing & Community Development. He has a unique background of non-profit organizational leadership, governmental grant and program management, and private business start-up experience, and has seen downtown revitalization from many perspectives. These perspectives have led him toward an evolved approach to Main Street businesses; one that puts the focus on crafting a cluster of businesses whose activities support and complement each other. Jeff earned a B. A. in History from Virginia Commonwealth University and is currently working toward International Economic Development Council certification.

## **Partnering for Neighborhood Revitalization**

**1:30 – 3:00 p.m.**

**Marriott II-III**

“Get to the Point” is a corridor branding strategy that has taken hold! This session will focus on the collaborative work of Virginia Local Initiative Support Corporation (LISC), the Storefront for Community Design and the Community Preservation and Development Corporation in partnership over the last five years in the Highland Park/Six Points Area. The partners will highlight their roles in fostering neighborhood revitalization: vacant property rehab, commercial revitalization, community engagement and safety. Through their collective work, the Highland Park Six Points community has seen an abandoned school building turn into 77 units of senior housing, a new round-about, a new youth innovation center, a LISC-funded safety initiative and a small business facade improvement program.

### **Speakers:**

*Candice Street*

*Executive Director | Virginia Local Initiatives Support Corporation*

[CStreett@lisc.org](mailto:CStreett@lisc.org)

Candice Street has more than 30 years of experience managing housing and community development activities for state and local governments and nonprofit organizations. Before joining Local Initiatives Support Corporation in 2010, she served as the Deputy Director of Virginia Supportive Housing where she managed the real estate development and property management teams. She also served as Executive Director of the Virginia Housing Coalition and Associate Director of Housing for the Virginia Department of Housing and Community Development. Street holds a bachelor’s degree from the University of Maryland Baltimore County and completed graduate coursework in public finance with Johns Hopkins University. She is a 2010 graduate of Neighborhood Works Achieving Excellence in Community Development Leadership Program with Harvard University’s Kennedy School of Government.

*Ryan Rinn*

*Executive Director | Storefront for Community Design/ Virginia Local Initiatives Support Corporation*

[Rrinn@lisc.org](mailto:Rrinn@lisc.org)

Ryan Rinn is the Executive Director of Storefront for Community Design, which facilitates access to planning and design resources that improve the quality of life in the City of Richmond. He and Storefront are part of a partnership opening the Six Points Innovation Center in Highland Park to serve teens from Richmond Public High Schools with ladders to career and educational success. Rinn received bachelor’s degrees in political science, rhetoric and communication studies from the University of Richmond. He attained his master’s degree in urban and regional planning and a graduate certificate in geographic information systems at Virginia Commonwealth University. Rinn teaches a course called Uncovering Richmond as an adjunct faculty member in the Wilder School of Government and Public Affairs at VCU.

*Lee Alford*

*Real Estate Development Officer | Community Preservation and Development Corporation*

[lalford@cpdc.org](mailto:lalford@cpdc.org)

Lee Alford works on all aspects of the acquisition, preservation, and housing construction/renovation of community redevelopment efforts undertaken by the Community Preservation and Development Corporation (CPDC). His primary responsibilities include project management, financial due diligence and feasibility analysis, preparing financing applications, managing the development team and ensuring that developments are constructed according to plan. He holds a Master of Business Administration in

Finance from Temple University and a Bachelor of Business Administration in Finance and Political Science from the University of Miami.

**Moderator:**

*Sarah Midkiff*

*Senior Community Affairs Specialist | Capital One*

[sarah.midkiff@capitalone.com](mailto:sarah.midkiff@capitalone.com)

Sarah Midkiff is a Senior Community Affairs Specialist on the Community Affairs team at Capital One. Sarah has been with Capital One since 2012, and previously served as a volunteer engagement strategist. In her current role as grant maker, Sarah manages a \$2.5M corporate philanthropy grant portfolio for Richmond, Chesapeake, and other Capital One markets across the country. Prior to her work at Capital One, Sarah was an Americorps VISTA at Hanover Habitat for Humanity where she served as a Volunteer Coordinator and Family Service Assistant. Sarah is a graduate of James Madison University, acquiring a degree in Cultural Anthropology with focuses on Nonprofit Management and East African Studies. She is currently seeking her Master's in Public Administration in the Virginia Commonwealth University Wilder School of Government and Public Affairs.

**Who's Being Left Out of the Housing Market?**

**1:30 – 3:00 p.m.**

**Marriott V-VII**

As housing costs rise at a pace faster than wages, many individuals throughout the U.S. are finding it harder and harder to achieve the American dream of homeownership. The “Missing Middle” is a term often used to reference the lack of housing options that fall between the more expensive single-family homes and mid-rise condominiums. This session will explore the “Missing Middle” space and what can be done about it. The presenters will discuss initiatives aimed at filling the gap through zoning reform, flexibility in mixed-income communities, housing Virginia’s millennials and inclusive affordable housing projects.

**Speakers:**

*Michelle Winters*

*Executive Director | Alliance for Housing Solutions*

[michelle@allianceforhousingsolutions.org](mailto:michelle@allianceforhousingsolutions.org)

Michelle Winters joined the Alliance for Housing Solutions (AHS) in 2016. Prior to joining AHS, she served as Senior Visiting Fellow for Housing at the Urban Land Institute’s Terwilliger Center for Housing from 2014-2016. Winters previously led capacity building initiatives in sustainable communities and affordable housing preservation for NeighborWorks America and the Local Initiatives Support Corporation, two of the country’s largest affordable housing organizations. She also has extensive experience with the Arlington Housing Commission and Fannie Mae. She received her Bachelor of Arts in Urban Affairs from Virginia Tech and her master’s degree in city planning with a specialization in housing, community and economic development from MIT.

*Erik Gutshall*

*President/CEO | Clarendon Home Services*

[erik@gutshall.net](mailto:erik@gutshall.net)

Erik Gutshall is an entrepreneur and small business leader in Arlington, Virginia. After many military moves in his youth, he spent several years working as a scientist and manager in the environmental and

information technology fields. Gutshall combined his passion for community with his background to found Clarendon Home Services, a company that assists busy home and property owners with maintenance services, contractors and emergency repairs. He earned his Bachelor of Science in Political Science from James Madison University and his master's degree in public policy from George Washington University.

**Moderator:**

*Chris Thompson*

*Director of Strategic Housing | Virginia Housing Development Authority*

[Chris.thompson@vhda.com](mailto:Chris.thompson@vhda.com)

Chris Thompson is the Director of Strategic Housing at Virginia Housing Development Authority (VHDA). He actively leads and participates in developing, communicating, and monitoring VHDA's strategic plan and divisional business plans. Mr. Thompson coordinates the design and delivery of trainings intended to strengthen the ability of local officials, land use planners, planning entities, and housing developers to better address local affordable housing and neighborhood revitalization issues. He also identifies strategic opportunities to provide technical assistance to individuals and organizations seeking to undertake transformational redevelopment projects. Prior to joining VHDA he served as Deputy Director for Housing at the Virginia Department of Housing and Community Development (DHCD).

**Why a Health System might be your Next Community Revitalization Investor**

**1:30 – 3:00 p.m.**

**Marriott IV**

The role of anchor institutions in housing, health and community revitalization is vital. Over the past year, Housing Virginia conducted an assessment of the connection between housing and health in the Williamsburg region. This review included an exploration of the ways in which housing quality, design, location and affordability affect the health and well-being of the occupants. At the same time, Bon Secours Health System and other health care providers are already taking action to address the housing and health intersection including new programs to meet the critical housing needs of patients as well as improving community health through housing and community development initiatives.

**Speakers:**

*Becky Clay Christensen*

*Director of Community Partnerships | Bon Secours Richmond Health System /Mission Services*

[Rebecca.Christensen@bshsi.org](mailto:Rebecca.Christensen@bshsi.org)

Becky Clay Christensen is the Director of Community Partnerships for the Bon Secours Richmond Health System where she focuses on strategic partnerships such as the Community Benefit Investment Program and East End Transformation activities. Over her 35-year career, she has worked with local and state governments, nonprofit organizations and collaborative partnerships in the areas of affordable housing, economic development, education, transportation and health.

*Bob Adams*

*President | Housing and Development Advisors*

[bob@hdadvisors.net](mailto:bob@hdadvisors.net)

Bob Adams is the President of Housing and Development Advisors (HDA), 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. HDA 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.

*Lee Householder*

*CEO | project: HOMES*

[Lee.Householder@projecthomes.org](mailto:Lee.Householder@projecthomes.org)

Lee Householder is Chief Executive Officer of project: HOMES. He focuses on revitalization, rehabilitation, weatherization and conservation. Householder is responsible for strategic planning for the organization as community needs and funding sources evolve. He has more than 20 years of experience in urban planning and community development in the Richmond region. Householder is an adjunct faculty member at the L. Douglas Wilder School of Government and Public Affairs where he has taught Housing and Urban Planning for 12 years.

**Moderator:**

*Pam Kestner*

*Deputy Director of Housing | Department of Housing and Community Development*

[pamela.kestner@dhcd.virginia.gov](mailto:pamela.kestner@dhcd.virginia.gov)

Pam Kestner serves as Deputy Director of Housing with DHCD. Prior to joining DHCD, she was appointed by Governor Terence R. McAuliffe to serve as the deputy secretary of Health and Human Resources (HHR) where she worked on children, family and poverty issues with a focus on addressing homelessness. She continues to provide staff support to the Governor's Coordinating Council on Homelessness. Pam has a BA degree in sociology from Emory & Henry College and a MSW from Virginia Commonwealth University.

**LIHTC: Understanding the Federal Government's Largest Housing Program**

**1:30 – 2:10 p.m.**

**Franklin/Shangri-La/Yorktown**

Can Low-Income Housing Tax Credits (LIHTC) continue to meet the demands of affordable new and rehabilitated rental housing? The LIHTC is the federal government's primary method for promoting affordable housing by encouraging private investment for low-income households. In the three decades since the program was enacted, an estimated 3 million affordable housing units have benefited low-income households, homeless individuals and the elderly. This session will provide a broad overview of the LIHTC programs strengths, challenges and looming tax reforms.

**Speaker:**

*Mark Gipner*

*Manager of Fund Development | Community Affordable Housing Equity Corporation*

[mgipner@CAHEC.com](mailto:mgipner@CAHEC.com)

Mark Gipner is Manager of Fund Development for Community Affordable Housing Equity Corporation (CAHEC). Gipner has assisted with raising over \$800,000,000 of capital from investors, both private and institutional. Prior to joining CAHEC, Mr. Gipner worked as a Business Development Associate for Raymond James Tax Credit Funds, Inc. where he was responsible for acquisitions of LIHTC properties in the Mountain West region. He has a Bachelor of Science in Finance from the University of South Florida.

## **Inclusive Downtowns: Aging in Place and Elderly Friendly Strategies**

**2:20 – 3:00 p.m.**

**Franklin/Shangri-La/Yorktown**

According to the U.S. Census Bureau's recent statistical brief "Sixty-Five Plus in the United States," one in five Americans will be over the age of 65 by 2050. What does this mean to downtown and Main Street revitalization? It means economic development professionals, public-private partnerships and local municipalities must plan for this by re-envisioning their Main Street and downtown revitalization strategies. The rise in inclusive and healthy communities will drive downtown revitalization while enhancing the quality of life for individuals of all ages and abilities.

### **Speaker:**

*Joy Rumley*

*Community Revitalization Specialist | Department of Housing and Community Development*

[Joy.Rumley@dhcd.virginia.gov](mailto:Joy.Rumley@dhcd.virginia.gov)

Joy Rumley has worked for the Virginia Department of Housing and Community Development (DHCD) in the Community Development Division since 2005 in the Abingdon Field Office. She has worked with many communities in Southwest Virginia with the following programs: Community Development Block Grant, Appalachian Regional Commission, Indoor Plumbing, Southwest Virginia Water/Wastewater Construction and Southern Rivers Watershed Enhancement. Since 2013, she has worked with the designated Virginia Main Street Communities within Southwest Virginia. She also currently works with the Building Entrepreneurial Economies, Industrial Revitalization Fund and Virginia Enterprise Zone programs.

## **Organizational Sustainability: Adapting and thriving!**

**1:30 -2:10 p.m.**

**Chesapeake I-II**

Take the Sustainability Challenge! This panel will highlight current challenges facing housing organizations and share how the Nonprofit Sustainability Challenge (NSC), a performance driving initiative, helped them to tackle their sustainability challenges. The presenter will talk about past participants' sustainability challenges, focusing on two key components. Challenge centric: Identifies one of the most critical challenges facing the sustainability of their organization. Performance driven: Challenges typically demand that the participants step outside of their comfort zone and go beyond business as usual and taking risks. The program is designed to enhance accountability for achieving success.

### **Speaker:**

*Roger Lewis*

*Principal Consultant | Roger Lewis & Associates*

[roger.lewis5@gmail.com](mailto:roger.lewis5@gmail.com)

Roger Lewis has deep roots in the real estate and community development fields. He worked in a family business managing rental property before completing his undergraduate studies in management engineering at the University of Vermont. After college, Roger served as a water resource/rural development volunteer in the Peace Corps in Mali, West Africa. Returning to the U.S., Roger worked for about 25 years in the community development field. He had a wide range of experiences: real estate development and organizing with a small start-up nonprofit, working in an urban setting in the

northeast, managing and directing assets for a growing CDC in Boulder, CO, and directing a national organization working on land stewardship and national policy. In 2012 Roger completed the NWA Achieving Excellence (AE) in Community Development Program at Harvard University, which led to the formation of his own performance coaching and real estate consulting firm.

**Moderator:**

*Bob Newman*

*President and CEO | Virginia Community Development Corporation*

[bnewman@vacdc.org](mailto:bnewman@vacdc.org)

Bob Newman joined Virginia Community Development Corporation (VCDC) as President and CEO in 2013. He has worked in the housing and community development field since 1981, and held executive leadership positions at Charlottesville Housing Improvement Program, Charlottesville Housing Foundation and Better Housing Coalition. As an experienced tax credit developer, his association with VCDC extends back to the early 1990's when he was the sponsor of Monticello Vista Apartments, VCDC's first equity investment. Bob serves on the Board of Housing Families First (formerly Hilliard House) and is the current President of the Virginia Housing Coalition.

**Tiny Homes: Fad or future?**

**2:20 – 3:00 p.m.**

**Chesapeake I-II**

What's really behind the "Tiny Home" movement? Are Tiny Homes here to stay and do they offer new options for affordable housing? The speaker is a Tiny House dweller with inside scoop on what motivates someone to live in a Tiny Home. The session will explore the personal, regulatory and policy challenges of Tiny Home ownership.

**Speaker:**

*Laura Lavioe*

*Writer and Speaker | Self-Employed*

[lmavoie@gmail.com](mailto:lmavoie@gmail.com)

Laura Lavioe is a professional writer living in the mountains of Western North Carolina in a 120 square foot house. She spent nearly 15 years in the temporary staffing industry before transitioning to a full time writing career in 2012. She is a co-founder of Asheville Small Home Advocacy Committee, dedicated to making tiny homes more legally viable in the city of Asheville, North Carolina. She has also written the blog, Life in 120 Square Feet, since 2010 and two books on tiny house living, "120 Ideas for Tiny Living" and "Life in 120 Square Feet: The Essays" both available on Amazon.

**Afternoon Plenary - Housing and Economic Opportunity**

**3:30 – 4:45 p.m.**

**Marriott Ballroom**

Racial segregation and concentrated poverty remain challenges to fostering economic mobility. What are the root causes? How can poverty be de-concentrated? What housing policy solutions are available to foster more inclusive communities? A significant number of households in the Commonwealth are cost-burdened and often lack opportunities to build wealth. This session will explore the latest research

regarding housing and economic opportunity. Learn how focused planning and creative strategies can overcome our past to build racially inclusive, economically diverse and stronger communities.

**Speakers:**

*Dr. John Moeser*

*Professor Emeritus of Urban Studies and Planning | Virginia Commonwealth University*

[JMoeser@richmond.edu](mailto:JMoeser@richmond.edu)

John V. Moeser is Professor Emeritus of Urban Studies and Planning at Virginia Commonwealth University and recently retired Senior Fellow in the Bonner Center for Civic Engagement at the University of Richmond. His 46-year career focused on urban politics and urban history, particularly 20th Century racial segregation, inequality, and the effect of public policy on the creation of concentrated poverty. His work on poverty trends in metropolitan Richmond contributed to the creation of Richmond's Office of Community Wealth Building. He was one of the leaders who created the current mayoral election system in Richmond and served two governors on task groups responsible for developing recommendations for addressing the Commonwealth's urban areas. Moeser has long been active in the non-profit and faith communities of metropolitan Richmond.

*Maurice Jones*

*President and CEO | Local Initiatives Support Corporation*

Email Address

Maurice Jones is the President and CEO of Local Initiatives Support Corporation (LISC). Before joining LISC in September 2016, he served as the secretary of commerce for the Commonwealth of Virginia, where he managed 13 state agencies focused on the economic needs. He previously served as deputy secretary for the U.S. Department of Housing and Urban Development (HUD) overseeing operations for the agency and its 8,900 staff members. Prior to that, he was commissioner of Virginia's Department of Social Services and deputy chief of staff to former Virginia Gov. Mark Warner. He graduated from Hampton-Sydney College, and as a Rhodes scholar, he earned a master's degree in international relations from Oxford University. Mr. Jones is a 1992 graduate of the University of Virginia Law School.

**Moderator/Contributor:**

*Mel Jones*

*Research Scientist | Virginia Center for Housing Research at Virginia Tech*

[mel.jones@vt.edu](mailto:mel.jones@vt.edu)

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.

# Friday, November 17

## Church Hill: A Model for balancing Community Revitalization and Social Services

9:00 – 10:30 a.m.

Marriott V-VII

RVA is the nation's fourth hottest housing market and Church Hill is one of Richmond's most sought after and oldest neighborhoods. Church Hill is a model for balancing community revitalization and social services. Stakeholders include local government, housing agencies and philanthropic supporters. Learn the role each partner played in the revitalization process while systematically balancing the impact of gentrification with socioeconomic priorities. The Church Hill community has laid a foundation on which a diverse, thriving community has started to grow by focusing on housing affordability, first time homebuyers and multi-family/elderly housing development, rezoning, social justice, increased commerce and the advocacy of nonprofit/charitable organizations.

### Speakers:

*Greta Harris*

*President and CEO | Better Housing Coalition*

[g.harris@betterhousingcoalition.org](mailto:g.harris@betterhousingcoalition.org)

Greta Harris became President and CEO of the Better Housing Coalition (BHC) in August 2013. Before joining BHC, she was vice president for the Local Initiatives Support Corporation (LISC), a national nonprofit community and economic development corporation. In this role, she provided strategic and managerial support to 10 of LISC's local offices in southern and mid-western regions. Previously, she was the Senior Program Director for Virginia LISC, based in Richmond, which supported local organizations in developing more than \$250 million in real estate in Central Virginia. Among her recent accolades, Harris was named the Virginia Tech Black Alumni Association's 2016 Philanthropist of the Year and was recognized as a 2014 Outstanding Virginian by Equality Virginia. Harris earned her Bachelor of Architecture from Virginia Polytechnic Institute and State University and holds a Master of Science in Architecture and Urban Design from Columbia University.

*Albert R. Walker*

*Director of Healthy Communities | Bon Secours Richmond Health System*

[Albert.Walker@bshsi.org](mailto:Albert.Walker@bshsi.org)

Albert R. Walker, III is the Director of Healthy Communities for Bon Secours Richmond Health System. Walker has practical experience in several areas of public health: practice, community-based participatory approaches plus quantitative and qualitative community-engaged research. His expertise includes a focus on promoting health equity through public health practice and addressing the social determinants of health through health systems, community coalitions, academic research universities, community-based organizations and ordinary people. Walker holds a Master of Theology and a Master of Divinity.

*Todd B. Waldo*

*Engineer/ Enterprise Engineering Manager | Education Advisory Board*

[toddwaldo@gmail.com](mailto:toddwaldo@gmail.com)

Todd B. Waldo is an engineer, artist and community advocate. With a Bachelor of Science in Electrical Engineering from North Carolina State University, he has a career in systems development, maintenance

and operations. An artist since childhood, Todd performs as a percussionist, drummer, pianist and poet at venues throughout Richmond. With passion for his city and social justice, he serves on the boards of Better Housing Coalition, the Robinson Theater Community Arts Center, and Church Hill Activities and Tutoring. Todd also hosts and organizes events like Dominion Casual Fridays, the Hill Topper 5k, the RVA East End Festival and TEDxRVA, because he values inspiring, engaging and entertaining experiences.

**Moderator:**

*David Comny*

*Local Government Policy Administrator | Department of Housing and Community Development*

[David.Comny@dhcd.virginia.gov](mailto:David.Comny@dhcd.virginia.gov)

David Comny is the Local Government Policy Administrator for the Virginia Department of Housing and Community Development. 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. Comny holds a bachelor's degree and a master's degree in urban and environmental planning from the University of Virginia.

**Fair Housing Reforms in Virginia's Mobile Home Communities**

**9:00 – 10:30 a.m.**

**Marriott IV**

Mobile homes/trailer park evictions are a growing crisis, threatening closure for several mobile home parks in Virginia. Various nonprofit organizations are exploring options to save the parks and keep residents in their homes. This session will provide details on the newly-formed Manufactured Home Community Coalition of Virginia (MHCCV) network of housing, service and legal nonprofits that support thousands of Virginians living in mobile home parks. The presenters will share lessons learned from the Rudd's Trailer Park Fair Housing settlement with Housing and Urban Development. Participants will learn how a national nonprofit helps mobile home park residents take control of their destiny by purchasing the park and operating as a cooperative.

**Speakers:**

*Karen DeVito*

*Executive Director | Catholics for Housing, Inc.*

[KAREN@CFHVA.ORG](mailto:KAREN@CFHVA.ORG)

Karen DeVito has devoted the last 27 years of her career to helping limited income individuals and families create stable homes as a foundation on which each person develops skills and enhances their talents to reach their potential. Karen joined Catholics for Housing 15 years ago as the Program Director and was appointed Executive Director in January 2009. As the need for affordable housing continued to increase and exceed the availability, Karen began to create a life skills program to help people enhance their skills, reach their goals and potentially decrease the need for affordable housing by working to attain self-sufficiency. Catholics for Housing has been implementing this life skills program for four years.

*Christie Marra*

*Staff Attorney | Virginia Poverty Law Center*

[christie@vplc.org](mailto:christie@vplc.org)

Christie Marra has been a Staff Attorney at the Virginia Poverty Law Center since 2004. After graduating from the University of Richmond Law School in 1991, Christie represented low income Virginians in a

variety of civil matters, first at the Legal Aid Society in far Southwest Virginia and then at the Central Virginia Legal Aid Society in Richmond. Christie has received the Virginia State Bar's Family Law Section Service Award and received the VSB Legal Aid Award in 2014.

*Michael Sloss*

*Managing Director | ROC USA Capital*

[msloss@rocosa.org](mailto:msloss@rocosa.org)

Michael Sloss directs all of the loan origination, capitalization and portfolio management activities of ROC USA Capital. Since 2008, ROC USA Capital has originated over \$180 million in community acquisition and improvement loans to enable 57 of the 82 ROCs outside New Hampshire to be financed. Sloss has brought national, regional and statewide financing partners such as National Cooperative Bank, MetLife and Prudential Insurance Companies, Bank of America, Wells Fargo, JP Morgan Chase, TD Bank, Eastern Bank and the Housing Finance Agencies of MN, NY, VT, WA and WI, as well as several other CDFIs, to its mission of making resident ownership of manufactured home communities viable nationwide. Sloss has a 30-year professional background in affordable housing development and finance at the local, state and national levels, including stints at the Maryland Community Development Administration, Enterprise Community Loan Fund and Georgetown University's Harrison Institute for Public Law.

**Moderator:**

*Lizbeth T. Hayes*

*Director of the Virginia Fair Housing Office | Virginia Department of Professional and Occupational Regulations*

[liz.hayes@dpor.virginia.gov](mailto:liz.hayes@dpor.virginia.gov)

Lizbeth T. Hayes (Liz) is currently the Director of the Virginia Fair Housing Office at the Virginia Department of Professional and Occupational Regulation, and has served in this position since 2005. She directs and supervises all fair housing investigations while overseeing and managing the Virginia Fair Housing Office. Prior to this position, she served as the Investigative Supervisor for the Virginia Fair Housing Office for six years and served as a Fair Housing Field Investigator for this same agency for eleven years.

**Beyond Discrimination: Identifying Housing Policies with Hidden Impact**

**9:00 – 10:30 a.m.**

**Marriott II-III**

It is hard to imagine that the blatant “door slamming” housing discrimination of the past has been replaced with less obvious, though no less harmful, methods of excluding individuals from housing they deserve. Even the best of intentions can violate the Fair Housing Act if a policy has an unjustified disproportionate impact of protected classes or if there is a less discriminatory alternative. In this session, Housing Opportunities Made Equal of Virginia (HOME) will explore several housing policies that, while on their face value may meet a neutral business justification, negatively impact immigrants, people of color, individuals with disabilities and domestic violence survivors. In addition to tools for identifying similar facially neutral policies in your communities, the speakers will discuss actual case studies that cover criminal history policies, citizenship requirements, nuisance ordinances and exclusionary zoning policies.

**Speakers:**

*Alex Guzmán*

*Director of Fair Housing | HOME, Inc.*

[aguzman@homeofva.org](mailto:aguzman@homeofva.org)

Alex Guzmán is the Director of Fair Housing at Housing Opportunities Made Equal of Virginia, Inc. (HOME), where he oversees the organization's investigations into allegations of housing discrimination. He also manages HOME's Policy Advisory Committee. Guzmán holds a Bachelor of Arts in Government and Hispanic Studies from William & Mary. He is currently studying for a Master of Public Administration at Virginia Polytechnic Institute and State University. Prior to his time at HOME, Alex worked as a claims investigator in the insurance industry and was a human rights advocate in Buenos Aires, Argentina.

*Morgan Barker*

*Testing Program Manager | HOME, Inc.*

[mbarker@homeofva.org](mailto:mbarker@homeofva.org)

Morgan Barker is Testing Program Manager at Housing Opportunities Made Equal of Virginia, Inc. (HOME). Barker coordinates the components of HOME's investigations that use "secret shoppers." She was drawn to fair housing by her belief in social justice and her work as an Americorps VISTA member. Barker holds a Bachelor of Arts in Gender and Women's Studies from Hollins University.

*Sara Surface*

*Fair Housing Investigator | HOME, Inc.*

[ssurface@homeofva.org](mailto:ssurface@homeofva.org)

Sara Surface is a Fair Housing Investigator at Housing Opportunities Made Equal of Virginia, Inc. (HOME), where she helps with test coordination and systemic fair housing cases related to gender, harassment and/or violence. Previously, she helped HOME spread the message of housing equality statewide as Outreach Coordinator. Sara has prior experience with sexual violence prevention and response work and holds a Bachelor of Arts in Global Development Studies and Gender Studies from the University of Virginia.

**Moderator:**

*Velma J. Ballard, Ph.D.*

*Deputy Director of Operations | Department of Housing and Community Development*

[velma.ballard@dhcd.virginia.gov](mailto:velma.ballard@dhcd.virginia.gov)

Dr. Velma Ballard is the Deputy Director of Operations at the Virginia Department of Housing and Community Development. She directs the agency's operations including finance, human resources, information technology, organizational development, procurement, public relations and administrative policy functions. Ballard has more than 15 years of experience serving on nonprofit, professional, business and civic-related boards. She is a passionate fair housing advocate. Ballard earned a doctorate in public policy and administration from Virginia Commonwealth University, as well as a master's degree in education and human development from George Washington University and a bachelor's degree from Virginia State University.

## **Turning a Battleship in a Canal: Strategies for Rural Economic Development**

**9:00 – 10:30 a.m.**

**James I-III**

Are rural towns being left behind? Many rural communities and small towns in Virginia and throughout the nation face some of the same challenges of declining rural populations, fewer farmers and working farms. Rural community and economic development is hinged on a multifaceted strategy. The presenter will share community development strategies that foster the sustainability of workable land and the conservation of natural resources, investments in infrastructure, downtown revitalization and main street improvements. This session will motivate attendees to return to their community with a determination to unharness the potential for rural economic development growth.

### **Speakers:**

*Michael Dean Jenkins*

*Executive Director | Bay Consortium Workforce Development Board, Inc.*

[mjenkins@baywib.org](mailto:mjenkins@baywib.org)

Michael Dean Jenkins has over 40 years of experience in the workforce development field. He has worked with several U.S. Department of Labor programs funded under CETA (Comprehensive Employment and Training Act), JTPA (Job Training Partnership Act), WIA (Workforce Investment Act) and WIOA (Workforce Innovation and Opportunity Act). Currently, he is the Executive Director of the Bay Consortium Workforce Development Board, Inc., located in Warsaw, Virginia, which serves a sixteen-jurisdiction region that includes the greater Fredericksburg area, the Northern Neck, the Middle Peninsula, and the Eastern Shore.

*Christy Morton*

*Vice President of External Affairs | Virginia Economic Development Partnership*

[cmorton@yesvirginia.org](mailto:cmorton@yesvirginia.org)

Christy Morton is the Vice President of External Affairs for the Virginia Economic Development Partnership. A native of Gloucester County, Morton previously served as Executive Director of the Virginia Rural Center. She has years of experience in both public and private sector communications and public relations. Morton received a bachelor's degree in political science and a minor in economics from Christopher Newport University. She is a graduate of the Sorensen Institute for Political Leadership at the University of Virginia and has received graduate certificates in the Foundations of Political Analysis and Environmental Politics and Policy from Virginia Tech.

*Lisa Hull*

*Economic Development and Tourism Coordinator | Northern Neck Planning District Commission*

[lhull@nnpdc17.state.va.us](mailto:lhull@nnpdc17.state.va.us)

Lisa Hull assists with community and economic development projects for the four counties of the lower Northern Neck: Westmoreland, Richmond, Lancaster and Northumberland and coordinates tourism promotion and destination marketing for the Northern Neck, defined as King George, Westmoreland, Richmond, Northumberland and Lancaster Counties. Lisa has co-owned a small business in the Northern Neck since 1996. Graduated with a M.A. in International Relations and International Economics from the Johns Hopkins University Paul H. Nitze School of Advanced International Studies, Lisa holds a B.A. in Political Science and Russian from Duke University.

**Moderator:**

*Michelle Dixon Jones*

*Sr. Project Strategist | Department of Housing and Community Development*

[Michelle.D.Jones@dhcd.virginia.gov](mailto:Michelle.D.Jones@dhcd.virginia.gov)

Michelle Dixon Jones has over fifteen years of experience in public and non-profit management, public policy, program planning and design, and community development. Her areas of expertise include designing and conducting organizational development training and providing technical assistance to community-based organizations, local governments and regional organizations. She has significant experience in facilitating large group events to build collaborations, partnerships and relationships between stakeholders. Michelle is very active with volunteering in the community with a variety of organizations.

**Re-Framing the meaning of Affordable Housing**

**9:00 – 9:40 a.m.**

**Franklin/Shangri-La/Yorktown**

When most people hear the phrase "affordable housing," they already have some preconceived notions about what that means. While practitioners know that affordable housing policies benefit society as a whole, not everybody sees it that way. This session will focus on new methods to reframe how providers and supporters can best convey the value of affordable housing. Earlier this year, Enterprise Community Partners and the FrameWorks Institute released the report "You Don't Have to Live Here: Why Housing Messages Are Backfiring and 10 Things We Can Do About It." Expect to learn why most housing messages backfire, best practices in housing messaging and how to implement these recommendations.

**Speaker:**

*Bob Adams*

*President/CEO | Housing and Development Advisors*

[bob@hdadvisors.net](mailto:bob@hdadvisors.net)

Bob Adams is the President of Housing and Development Advisors (HDA), 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. HDA 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.

**Virginia's MAPBOOK: Regional Data to map the Housing Affordability Crisis**

**9:50 – 10:30 a.m.**

**Franklin/Shangri-La/Yorktown**

Have you ever wished there was a way to analyze your organizations housing data at the state, regional and local level? Well, you are in luck! This session will take participants through Housing Virginia's "MAPBOOK" web-based mapping and data visualization platforms that illustrate the geography of affordable housing issues in Virginia. The affordable housing crisis is a complex issue with many origins. MAPBOOK connects housing with other critical policy areas and translates the complex data into impactful graphics for a wide variety of audiences.

**Speaker:**

*Jonathan Knopf*

*Senior Associate for Research and Programs | HDAvisors/Housing Virginia*

[jtknopf@hdadvisors.net](mailto:jtknopf@hdadvisors.net)

Jonathan Knopf is a Senior Associate for Research and Programs at HDAvisors, providing data collection and analysis for affordable housing nonprofits across Virginia. He specializes in using GIS to create static and interactive maps that help tell the story of housing needs throughout the Commonwealth.

Jonathan has a master's degree 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.

**Community Land Trusts: Inclusive Communities**

**9:00 – 9:40 a.m.**

**Chesapeake I-II**

Do you need a roadmap to start a Community Land Trust (CLT)? Community Land Trusts are designed to preserve affordable housing stock in perpetuity, which can help create diverse and inclusive communities. Industry experts will walk participants through the complexities of the process. This session will explore ways CLT's can support and create diverse, inclusive and vibrant neighborhoods while mitigating some of the detrimental aspects of gentrification. Along with shared experiences in establishing a new CLT, learn about future policy priorities and the role a partner plays with the affordable housing programs.

**Speaker:**

*Laura Lafayette*

*CEO | Richmond Association of REALTORS & Central Regional Multiple Listing Service*

[llafayette@rarealtors.com](mailto:llafayette@rarealtors.com)

Laura Lafayette is the Chief Executive Officer of the Richmond Association of REALTORS® and the Central Virginia Regional Multiple Listing Service—two organizations that serve more than 5,000 REALTORS® in Central Virginia. 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. Laura received her Bachelor of Arts in Religion from William & Mary and pursued post-graduate work at both Yale Divinity School and the University of Virginia.

**Using Data to Foster Healthy and Equitable Communities**

**9:50- 10:30 a.m.**

**Chesapeake I-II**

Contemporary thought on the topic of healthy communities extends well beyond the accessibility of health care and recognizes the importance of the vitality, equity and inclusivity of a local housing market. As part of the Robert Wood Johnson Foundation's Invest Health Initiative, Reinvestment Fund completed a Market Value Analysis (MVA) for the city of Richmond and Henrico and Chesterfield Counties in the summer of 2017. The MVA is a field-validated, stakeholder informed statistical and spatial analysis of a real estate market that Reinvestment Fund has completed in more than 30 areas across the US. This session will explore the results of the Richmond area MVA and the proposed uses of

the study to engage new public and private investors in order to align development efforts in support of healthy communities in the Greater Richmond region.

Speaker:

*Ira Goldstein*

*President of Policy Solutions | Reinvestment Fund*

[Ira.Goldstein@reinvestment.com](mailto:Ira.Goldstein@reinvestment.com)

Ira Goldstein joined the Reinvestment Fund in 1999 and as President of Policy Solutions leads all research on housing, community and economic development issues related to the Reinvestment Fund's organizational goals and mission. Prior to joining the Reinvestment Fund, he served as the director of Fair Housing and Equal Opportunity for the mid-Atlantic region at the U.S. Department of Housing and Urban Development. For more than 25 years, Goldstein has been a lecturer for the University of Pennsylvania's Urban Studies program. He instructs undergraduates and graduate students in research methods, statistics and housing policy. He holds a doctorate, master's and bachelor's degree in sociology from Temple University.

**Moderator:**

*Christina Nuckols*

*Director of Community Relations | Richmond Memorial Health Foundation*

[cnuckols@rmhfoundation.org](mailto:cnuckols@rmhfoundation.org)

Christina Nuckols is Director of Community Relations for Richmond Memorial Health Foundation. She previously spent 23 years as a journalist and served two and a half years in state government working for the Secretary of Health and Human Resources and the Office of the Governor. She holds a Bachelor of Arts from Randolph-Macon College and a Master of Science from Ohio University.

## **Closing Plenary - Housing Policy in Virginia**

**11:00 a.m. – Noon**

**Marriott Ballroom**

Governor Terry McAuliffe will be the featured speaker at this closing plenary! The Governor's presentation will be followed by a housing policy panel that will be focused on looking to the future of housing policy in Virginia. The panel will discuss the implications of the latest research efforts commissioned by the Housing Policy Advisory Council for the future of housing policy in the Commonwealth. Panelists will discuss the connection between housing policy and other key sectors such as education, healthcare, workforce development and more.

**Speakers:**

*Susan Dewey*

*Executive Director | Virginia Housing Development Authority*

[susan.dewey@vhda.com](mailto:susan.dewey@vhda.com)

Susan F. Dewey is the Executive Director of the Virginia Housing Development Authority (VHDA). Appointed by the VHDA Board of Commissioners in 1999, she directs all operations of VHDA, an \$11 billion independent, self-supporting public-private partnership that is responsible for addressing the statewide housing affordability needs of low and moderate-income Virginians. VHDA provides a variety of rental and homeownership lending and grant programs, and free homeownership education. VHDA also administers the federal Low Income Housing Tax Credit Program and a statewide Housing Choice Voucher Program. Prior to her current position, Susan served for three years as a VHDA Commissioner.

Susan is a C.P.A. and received a B.B.A and M.B.A. from the College of William and Mary in Williamsburg, Virginia.

*Bill Shelton*

*Director | Department of Housing and Community Development*

[Bill.shelton@dhcd.virginia.gov](mailto:Bill.shelton@dhcd.virginia.gov)

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.

*Laura D. Lafayette*

*CEO | Richmond Association of REALTORS®*

[Llafayette@RARealtors.com](mailto:Llafayette@RARealtors.com)

Laura 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.