



*2013 Annual Awards Entry Form*  
(Complete one for each entry.)

Entry Name 40 Years of Leading the Way Home

HFA Kentucky Housing Corporation

Submission Contact Charla Jackson Peter

Phone (502) 564-7630, ext. 454

Email cpeter@kyhousing.org

Program Contact same

Phone \_\_\_\_\_

Email \_\_\_\_\_

Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013.**

Use this header on the upper right corner of each page.

HFA \_\_\_\_\_

Entry Name \_\_\_\_\_

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input checked="" type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

Forty years ago, Mae Street Kidd was a woman ahead of her time. Almost six feet tall and African American, she was one of only three blacks in the Kentucky legislature when she was elected in 1968.

She was known for speaking her mind, which she often needed to do to get bills passed. It was through her tenacity Kentucky Housing Corporation (KHC) was created in 1972 with the passage of House Bill 72, later renamed for its sponsor, the Mae Street Kidd Act.

The bill originally passed in 1970 but was vetoed by the governor. Never one to be discouraged, Ms. Kidd made the dream of affordable housing come true for thousands of Kentuckians when she was able to get the bill passed and signed by a new governor two years later.

Just like Ms. Kidd, KHC had overcome many challenges in its history and was continuing to work through one of the worst housing markets in history. With the Corporation's 40<sup>th</sup> anniversary approaching, management knew it was an opportunity to bring some positivity, hope, and perseverance as both the Corporation and housing market as a whole have suffered declines in the past and they always rebound.

With input from various staff members, a campaign to celebrate KHC's 40<sup>th</sup> anniversary was developed. It launched in January 2012 and lasted the entire calendar year. The target audience would be KHC employees, retirees, and partners because they are so integral to the success of the Corporation.

To educate audiences on KHC's history and to reiterate the strength of the housing industry and KHC, countless hours were spent reviewing old annual reports, newsletters, and boxes of existing corporate materials to provide a rich history for all the activities of the campaign.

All the design work, research, and writing for the different elements were conducted by KHC employees. Most elements were printed internally, except for a few of the larger pieces noted below.

- *Celebrating 40 years of leading the way home*  
The theme, *Celebrating 40 years of leading the way home*, ties into the current KHC tagline and was incorporated into KHC's Web site, logo, letterhead, staff included it in their e-mail signatures, and it was the theme of the annual 2012 Kentucky Affordable Housing Conference, which KHC hosts.
- *40 years, 40 facts*  
Utilizing KHC's existing internal staff newsletter, a fact about KHC was included each week, for 40 weeks. The facts explored KHC's history, successes, and programs. These stories demonstrated the strength of the Corporation in good and bad economic times, and served as a reminder to staff that the Corporation had seen hard times before and things would improve again.
- *Visuals*
  1. Two posters were created, which were used at corporate events throughout the year, such as the staff picnic. At the end of the year, staff was invited to sign the posters, which are now hanging in meeting rooms in KHC's office buildings. Due to their size, the posters were printed by an outside vendor.
  2. Two 40<sup>th</sup> anniversary puzzles were designed internally and ordered from an outside vendor for staff to assemble as a team-building activity and to launch a new program for staff to submit improvement suggestions, the Employee Innovation Program. Staff completed the puzzles; they were framed and hung in different areas of the Corporation.
  3. The traveling timeline was created utilizing ten pop-up banners. This timeline was taken to the Kentucky Affordable Housing Conference and was on display inside KHC's offices. Additional banners will be added, as appropriate, to keep the timeline current. The banners were designed in-house printed by an outside vendor.

4. A permanent display was erected in KHC's Board room. This room hosts many high-level state, federal, and local officials who attend meetings at KHC. KHC staff designed the piece and had it printed by an outside vendor. The cables, which hold the boards together, were also ordered from an outside company and installed by KHC staff. The display also lends itself to having posters added to it to keep it current.
- *Kentucky Affordable Housing Conference*  
One of the largest undertakings for the campaign was the 2013 Kentucky Affordable Housing Conference. As mentioned earlier, the theme was *Celebrating 40 years of leading the way home*. An artistic picture of the outside of KHC's offices was used as the main image for the conference. The opening speaker was Morgan County Judge Executive Tim Conley who spoke about the rebuilding efforts in his county after tornadoes destroyed most of that area of Kentucky. The photography, design, composition work, video production and editing, and printing of most of the materials were executed entirely by KHC staff.

Conference material included the following:

1. Postcard announcing conference
  2. Registration brochure
  3. Web pages to match design/theme
  4. Conference e-mail notifications
  5. Printed invitations to luncheon
  6. [Conference program/agenda](#)
  7. Table tents
  8. [Annual report/KHC history publication](#)
  9. Exhibitor tradeshow cards
  10. Signs (registration, directional, etc.)
  11. PowerPoint background
  12. [40th Anniversary Video](#)
- *Anniversary Luncheon*  
At the Kentucky Affordable Housing Conference, a special luncheon was held in recognition of the Corporation. Staff and special guests, including legislators, former and current members of KHC's Board, retirees, and past award winners were invited. The lunch kicked off with a special video commemorating the milestone, then, KHC's longest-serving chief executive officer F. Lynn Luallen spoke about KHC's growth, history, and impact on Kentucky communities and families. Attendees received a special publication that included information on KHC's history and a programs update on the Corporation over the past fiscal year.
  - *Habitat for Humanity Build*  
KHC has an office in West Liberty, Kentucky, a town devastated by a tornado in March 2012. As part of the anniversary for a team-building activity and a response to requests from staff who were greatly touched by the disaster, KHC sponsored a build for a Habitat for Humanity house in West Liberty.

The goal was to commemorate the anniversary with staff and partners. Overall, the campaign was a success.

- Kentucky Affordable Housing Conference attendance increased by 17 attendees. While this is not a huge increase, attendance at the conference has declined each year since

2008, so any increase in attendance was seen as a success. Numerous attendees commented on the video and were amazed at the depth of information about KHC's rich history.

- 95 percent of attendees who completed the conference questionnaire rated the conference as either a 4 or 5 on a scale of 1-5 with 5 being extremely satisfied with the conference.
- 95 percent of attendees who completed the conference questionnaire rated the guest speakers (Judge Conley and Mr. Luallen) as either a 4 or 5 on a scale of 1-5 with 5 being extremely satisfied.
- 41 special guests attended the 40th Anniversary Luncheon outside of normal conference attendees.

Comments from conference attendees included:

- "Especially enjoyed the history of KHC."
  - "Loved Mr. Luallen & Judge Conley's talks!"
  - "Workshop where the Judge Executive spoke helped to put faces and the "heart" of why affordable housing exists."
- 24 staff participated in the Habitat for Humanity build.
  - Out of approximately 270 employees (including many who work outside of the main Frankfort office), 100 signed one of the anniversary posters and/or participated in the puzzle builds.
  - Many staff commented on the new things they learned with the 40 years, 40 facts. Several submitted their ideas of what should be included.

While there is no hard evidence to support the campaign's success, the overall feeling from staff and partners was positive. The hard cost to the Corporation was minimal, although the amount of staff time invested was significant. The campaign was a great morale booster for staff and set a high standard for any future anniversary campaigns.

LOGO



LETTERHEAD



CONFERENCE LOGOS



OVERSIZED PUZZLE



WEB SPLASH PAGE

POSTCARD

WEB BANNER

CONFERENCE POSTER

REGISTRATION FORM

**2012 KENTUCKY AFFORDABLE HOUSING CONFERENCE**  
September 11-12, 2012

**40 YEARS of Leading the Way Home**

Complete this form and send it with your check made to Kentucky Housing Corporation, 1021 Louisville Road, Louisville, Kentucky 40203. Please allow one to two weeks for processing and return.

**PLEASE CHECK THE FOLLOWING IF APPLICABLE FOR THIS:**

I require special accommodations.

I require special accommodations. Please include your phone number and/or email address on your registration form.

**REGISTRATION INFORMATION:**

**TUESDAY, SEPTEMBER 11 (8:30 AM - 5:00 PM)**

Energy Awareness Energy Efficiency or Home Construction Part 1

Homeownership Education and Counseling (Energy Code, LEED and Green Building)

Homeownership Project Management (EM, TM, PM)

Property Leasing (1st, 2nd, 3rd, 4th)

Multifamily Production Tax Credit (PTC) Financing and Part 1

Specialized Housing (SCL, SCLP, SCLM, SCLM2, SCLM3, SCLM4, SCLM5, SCLM6, SCLM7, SCLM8, SCLM9, SCLM10, SCLM11, SCLM12, SCLM13, SCLM14, SCLM15, SCLM16, SCLM17, SCLM18, SCLM19, SCLM20, SCLM21, SCLM22, SCLM23, SCLM24, SCLM25, SCLM26, SCLM27, SCLM28, SCLM29, SCLM30, SCLM31, SCLM32, SCLM33, SCLM34, SCLM35, SCLM36, SCLM37, SCLM38, SCLM39, SCLM40, SCLM41, SCLM42, SCLM43, SCLM44, SCLM45, SCLM46, SCLM47, SCLM48, SCLM49, SCLM50, SCLM51, SCLM52, SCLM53, SCLM54, SCLM55, SCLM56, SCLM57, SCLM58, SCLM59, SCLM60, SCLM61, SCLM62, SCLM63, SCLM64, SCLM65, SCLM66, SCLM67, SCLM68, SCLM69, SCLM70, SCLM71, SCLM72, SCLM73, SCLM74, SCLM75, SCLM76, SCLM77, SCLM78, SCLM79, SCLM80, SCLM81, SCLM82, SCLM83, SCLM84, SCLM85, SCLM86, SCLM87, SCLM88, SCLM89, SCLM90, SCLM91, SCLM92, SCLM93, SCLM94, SCLM95, SCLM96, SCLM97, SCLM98, SCLM99, SCLM100)

**WEDNESDAY, SEPTEMBER 12 (8:30 AM - 5:00 PM)**

Energy Awareness Energy Efficiency or Home Construction Part 2

Homeownership Education and Counseling (Energy Code, LEED and Green Building)

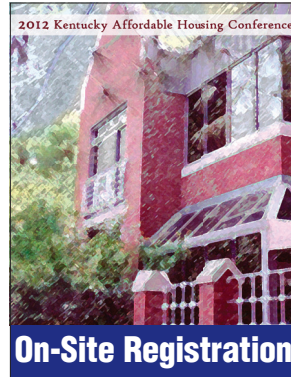
Homeownership Project Management (EM, TM, PM)

Property Leasing (1st, 2nd, 3rd, 4th)

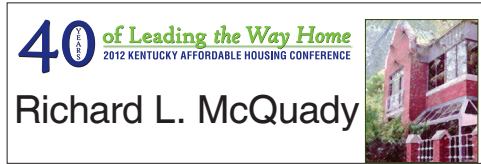
Multifamily Production Tax Credit (PTC) Financing and Part 2

Specialized Housing (SCL, SCLP, SCLM, SCLM2, SCLM3, SCLM4, SCLM5, SCLM6, SCLM7, SCLM8, SCLM9, SCLM10, SCLM11, SCLM12, SCLM13, SCLM14, SCLM15, SCLM16, SCLM17, SCLM18, SCLM19, SCLM20, SCLM21, SCLM22, SCLM23, SCLM24, SCLM25, SCLM26, SCLM27, SCLM28, SCLM29, SCLM30, SCLM31, SCLM32, SCLM33, SCLM34, SCLM35, SCLM36, SCLM37, SCLM38, SCLM39, SCLM40, SCLM41, SCLM42, SCLM43, SCLM44, SCLM45, SCLM46, SCLM47, SCLM48, SCLM49, SCLM50, SCLM51, SCLM52, SCLM53, SCLM54, SCLM55, SCLM56, SCLM57, SCLM58, SCLM59, SCLM60, SCLM61, SCLM62, SCLM63, SCLM64, SCLM65, SCLM66, SCLM67, SCLM68, SCLM69, SCLM70, SCLM71, SCLM72, SCLM73, SCLM74, SCLM75, SCLM76, SCLM77, SCLM78, SCLM79, SCLM80, SCLM81, SCLM82, SCLM83, SCLM84, SCLM85, SCLM86, SCLM87, SCLM88, SCLM89, SCLM90, SCLM91, SCLM92, SCLM93, SCLM94, SCLM95, SCLM96, SCLM97, SCLM98, SCLM99, SCLM100)

## TABLETOP SIGNAGE



## TABLE TENT



## POWERPOINT



## STAMP CARD

**40** of Leading the Way Home  
2012 KENTUCKY AFFORDABLE HOUSING CONFERENCE

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Name \_\_\_\_\_

Business Address \_\_\_\_\_

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Business \_\_\_\_\_

E-Mail \_\_\_\_\_

Business Telephone \_\_\_\_\_

To be eligible for the Exhibitor Showcase drawing and win great prizes, fill out the information to the left, get your card stamped by each exhibitor, and return it to the conference registration desk by 10:45 a.m., Wednesday, September 12. Several winning names will be drawn at 12:30 p.m., during the Awards Luncheon in the Crowne Ballroom, and you could be one of them! You must be present to win.

2012 KAHC EXHIBITOR SHOWCASE - YOU COULD BE A WINNER!

BOOTH 1	BOOTH 2	BOOTH 3	BOOTH 4	BOOTH 5	BOOTH 6
BOOTH 7	BOOTH 8	BOOTH 9	BOOTH 10	BOOTH 11	BOOTH 12
BOOTH 13	BOOTH 14	BOOTH 15	BOOTH 16	BOOTH 17	BOOTH 18
BOOTH 19	BOOTH 20	BOOTH 21	BOOTH 22	BOOTH 23	BOOTH 24
BOOTH 25	BOOTH 26	BOOTH 27	BOOTH 28	BOOTH 29	BOOTH 30
BOOTH 31	BOOTH 32	BOOTH 33	BOOTH 34	<div style="font-size: 2em; font-weight: bold; margin: 0;">40</div> <div style="font-size: small; margin: 0;">of Leading the Way Home 2012 KENTUCKY AFFORDABLE HOUSING CONFERENCE</div>	
BOOTH 35	BOOTH 36	BOOTH 37	BOOTH 38		
BOOTH 39	BOOTH 40	BOOTH 41	BOOTH 42		