

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit ncsha.org/awards to view the Annual Awards Call for Entries.

Instructions: Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at mcunningham@ncsha.org or 202-624-5424.

Fill out the entry name *exactly* as you want it listed in the program.

Entry Name: _____

HFA: _____

Submission Contact: (Must be HFA Staff Member) _____ **Email:** _____

Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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

HFA: _____

Entry Name: _____

Select the appropriate subcategory of your entry and indicate if you are providing visual aids.

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

MassHousing
Communications – Promotional Materials and Newsletters
Marketing for MassHousing’s 2015 Community Services Conference on Human Trafficking

Background

MassHousing has a decades-long track record of working to improve the quality of life for residents who live in MassHousing-financed apartment communities. The Agency works with property management companies and private companies to provide myriad programs and services for residents as well as site management staff and resident services coordinators. MassHousing has for many years called this philosophy “going beyond bricks and mortar” and it has a great track record of success. While a housing finance agency might not typically be associated with such a resident-centric approach, time has proven that the physical real estate assets perform better over time when the human community of residents is engaged and their concerns are addressed by thoughtful housing professionals.

For many years, one component of this approach has been for MassHousing to host an annual conference that addresses one single topic of importance to property managers, resident service coordinators, residents and housing advocates. These conferences have continued to grow in popularity and now regularly attract hundreds of attendees. Previous years’ topics have included: hoarding (the excessive and hazardous accumulation of belongings by residents); substance abuse; violence prevention and aging-in-place. In 2015, the topic was human trafficking – the illegal movement of people, typically for the purposes of forced labor or commercial sexual exploitation.

MassHousing’s in-house communications team worked in partnership with the Community Services Department to develop promotional materials to promote the conference. These included HTML emails with graphics embedded in them and a Twitter hashtag. Staff also developed a program book for the event, created an advertisement for a trade publication that reaches property management staff, and created a resource library on MassHousing’s website for those who wanted to learn more about the problem of human trafficking – particularly in affordable housing environments – and how to address it. A blog post and a newsletter article were also written and published.

Conference Brand Identity

The first step was to develop a branding element for the conference that would be used across all of the marketing materials. MassHousing’s graphic designer found a stock image of a person sitting on the floor of a dimly lit hallway. The image of the person with their head bent and between their knees evokes the sadness and helplessness that surround the issue of human trafficking. The designer then selected a distressed font that further communicates the tone. The overall effect is somber. The headline “Human Trafficking in Affordable Housing” is powerful as well, as it suggests that this unsavory phenomenon is already taking place whether we know it or not.

E-mails

The campaign to inform and to encourage registration was conducted systematically via E-mails. The marketing message was crafted by the Community Services Department and refined with the help of the communications team. The in-house designer built the graphic and embedded it as an image map in an HTML email. It included hyperlinks to the online registration form. Four different email campaigns were

sent to MassHousing's database containing thousands of apartment community owners, property managers, resident service coordinators and housing advocates, as well as many representatives of social service agencies and law enforcement agencies (who play a critical role in stopping human trafficking). Each email had consistency in branding and layout, but each email also had a different element to distinguish it from the others. The initial email informed about the conference and acted as a save the date. Subsequent E-mails had prominent messages, announcing that "Registration is now open," and encouraging recipients to "Register now!"

Conference Program

MassHousing created a program for the event and made it available both in advance (by clicking a link in an E-mail) and on the day of the conference in hard copy. The program had the same branding elements as the E-mails, for consistency. In addition, the program book also featured a "word cloud" which helped to reinforce the messages that would be delivered during the conference. This added again to the emotion of the materials and helped to lend gravitas to the topic and the day's events.

News Advisory

A [news advisory](#) was issued prior to the conference. A reporter from one of Boston's daily newspapers, *The Boston Herald* attended the conference, although the reporter was pulled to another story by her editors.

Twitter

On the day of the conference, MassHousing created the Twitter hashtag, [#mahousingconf](#). Staff tweeted throughout the conference and encouraged attendees to participate using the hashtag as well.

Online resource library

As with any conference, a great deal of useful information is generated and shared at the Agency's Community Services conferences. MassHousing believes in sharing as much information as possible – over the long term – and therefore created a repository of information from this conference and links to other resources on its rental housing website, www.masshousing.com/resources.

Blog Post and Newsletter Story

Staff followed up the conference with a [story on the Agency's blog](#) as well as MassHousing's [email newsletter](#).

Advertisement

As a way to draw attention to the online resource library, and to take advantage of another opportunity to enhance its reputation as a thought-leader, MassHousing ran advertisement in a trade publication magazine called *Bay State Apartment Owner*. *Bay State Apartment Owner*, the official magazine of the Massachusetts [Rental Housing Association](#) (RHA), is delivered quarterly to 1,700 apartment owners and a total of 6,000 real estate industry professionals. The RHA reaches the most influential and active group

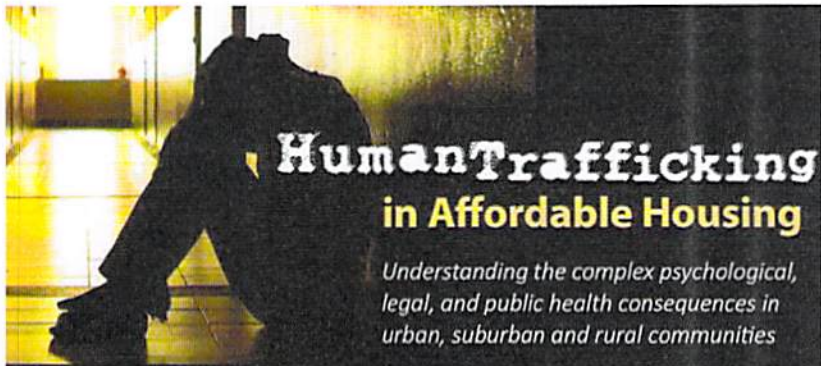
of property owners in the state who own and manage 150,000 units in Massachusetts. Readers are the owners and managers of hundreds of thousands of units across the state, representing apartment owners, property managers, condominium managers, subsidized housing owners, developers of rental and condominium properties, Realtors, brokers and rental agents, and service providers.

Conclusion and Results

A total of 6,018 conference marketing E-mails with the MassHousing-designed branding were sent to the following audiences:

- regional managers and site managers for apartment complexes financed by or overseen by MassHousing;
- human services workers;
- advocates;
- law enforcement personnel;
- public safety workers, and;
- others in the housing and public health fields.

MassHousing is certain that the marketing materials helped to drive attendance – the conference was ultimately attended by approximately 285 people. There were 764 views of the online conference brochure. The Agency is confident that the marketing materials created the appropriate serious tone for a subject that can be uncomfortable to discuss within affordable housing circles. Media were alerted with an advisory, and using Twitter, a platform was provided to share conference-specific information. A blog post, newsletter article and a trade publication advertisement are continuing to help drive information seekers to a robust repository of information about the phenomenon of human trafficking. Since the resource page was added in May, it has had 79 page views.



Human Trafficking in Affordable Housing

Understanding the complex psychological, legal, and public health consequences in urban, suburban and rural communities

MassHousing's 2015 Community Services Conference

Featuring Dr. Brook Bello and other experts*

Tuesday, March 24, 2015
at the Four Points by Sheraton, Norwood, MA

This conference is for all staff of multi-family rental housing developments (both private and public housing), service providers and advocates to better understand and respond effectively to the complex issues related to human trafficking in rental housing.

Topics will address:

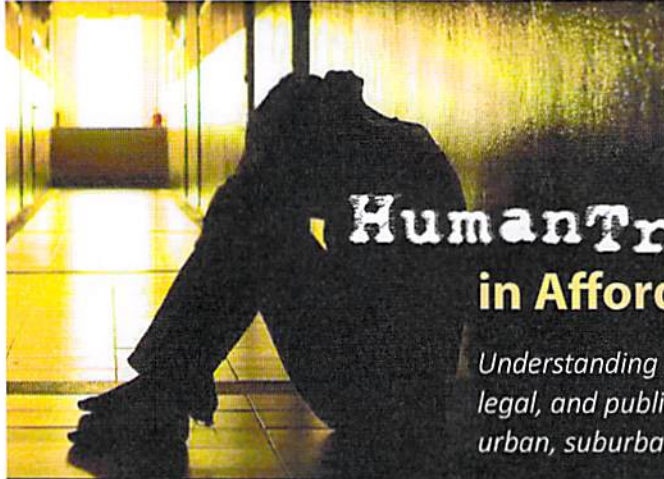
- Identifying human trafficking
- Impact on housing for families, elders & persons with disabilities
- Violence Against Women Reauthorization Act of 2013 (VAWA) implications
- Prevention & intervention
- Services to support victims
- Best practices in community partnerships
- Massachusetts' public health response plan

Registration Opens Soon

www.masshousing.com/conference

* Read more about Dr. Bello at www.masshousing.com/bio





Human Trafficking in Affordable Housing

Understanding the complex psychological, legal, and public health consequences in urban, suburban and rural communities

MassHousing's 2015 Community Services Conference

Featuring Dr. Brook Bello and other experts*

Registration
is now open

Tuesday, March 24, 2015
at the Four Points by Sheraton, Norwood, MA

MassHousing's 2015 Community Services Conference for all staff of multi-family rental housing developments (both private and public housing), service providers and advocates to better understand and respond effectively to the complex issues related to human trafficking in rental housing.

Our objective is to increase education and awareness among housing providers on the topic of human trafficking with a focus on how it relates to work in affordable housing. We'll discuss tools used to identify, prevent and address the problem at sites and within communities. Addressing this important issue is emerging among housing professionals as it never has before.

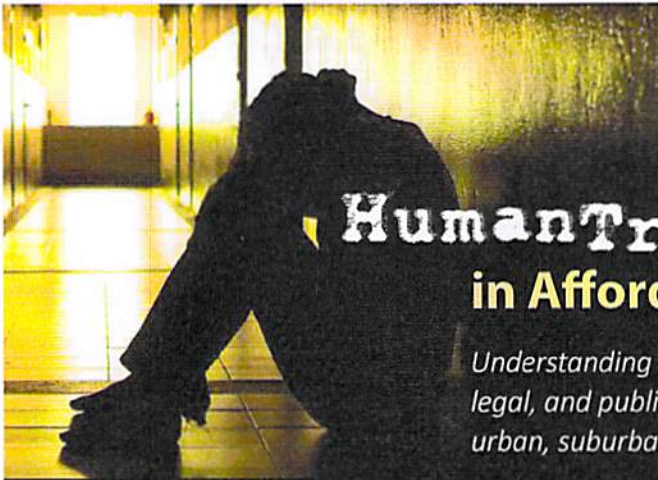
Topics will address:

- Identifying human trafficking
- Impact on housing for families, elders & persons with disabilities
- Violence Against Women Reauthorization Act of 2013 (VAWA) implications
- Prevention & intervention
- Services to support victims
- Best practices in community partnerships
- Massachusetts' public health response plan

www.masshousing.com/conference

* Read more about Dr. Bello at www.masshousing.com/bio





Human Trafficking in Affordable Housing

Understanding the complex psychological, legal, and public health consequences in urban, suburban and rural communities

MassHousing's 2015 Community Services Conference

[Click here for a full conference brochure](#)

Register
now!

Tuesday, March 24, 2015
at the Four Points by Sheraton, Norwood, MA

MassHousing's 2015 Community Services Conference is for all staff of multi-family rental housing developments (both private and public housing), service providers and advocates to better understand and respond effectively to the complex issues related to human trafficking in rental housing.

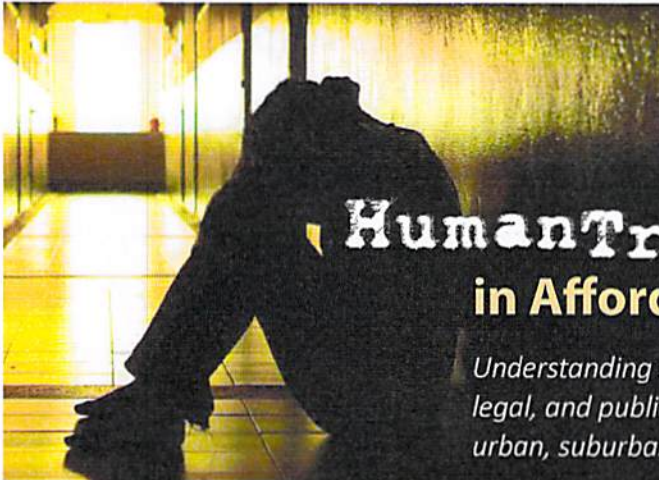
Our objective is to increase education and awareness among housing providers on the topic of human trafficking with a focus on how it relates to work in affordable housing. We'll discuss tools used to identify, prevent and address the problem at sites and within communities. Addressing this important issue is emerging among housing professionals as it never has before.

Topics will address:

- Identifying human trafficking
- Impact on housing for families, elders & persons with disabilities
- Violence Against Women Reauthorization Act of 2013 (VAWA) implications
- Prevention & intervention
- Services to support victims
- Best practices in community partnerships
- Massachusetts' public health response plan

www.masshousing.com/conference





Human Trafficking in Affordable Housing

Understanding the complex psychological, legal, and public health consequences in urban, suburban and rural communities

MassHousing's 2015 Community Services Conference

[Click here for a full conference brochure](#)

Register
now!

Tuesday, March 24, 2015

at the Four Points by Sheraton, Norwood, MA

This year's Community Services Conference is for all community partners; law enforcement, public safety, public health, service providers and advocates, in addition to all staff of multi-family rental housing developments to better understand and respond effectively to the complex issues related to human trafficking.

Our objective is to increase education and awareness among housing providers on the topic of human trafficking with a focus on how it relates to work in affordable housing. We'll discuss tools used to identify, prevent and address the problem at sites and within communities. This important issue is emerging among housing professionals as it never has before.

Registration deadline - March 20, 2015

Fees:

- General Public - \$85
- Law Enforcement Personnel - \$25
- Staff of TAP Member Site - Waived
- Scholarships Available -
Contact laura@adcare-educational.org

www.masshousing.com/conference





Human Trafficking in Affordable Housing

Understanding the complex psychological, legal, and public health consequences in urban, suburban and rural communities

MassHousing's 2015 Community Services Conference

Tuesday, March 24
at the Four Points by Sheraton,
Norwood, MA

MassHousing's 2015 Community Services Conference is for all staff of multi-family rental housing developments (both private and public housing), service providers and advocates to better understand and respond effectively to the complex issues related to human trafficking in rental housing.

Our objective is to increase education and awareness among housing providers on the topic of human trafficking with a focus on how it relates to work in affordable housing. We'll discuss tools used to identify, prevent and address the problem at sites and within communities. This important issue is emerging among housing professionals as it never has before.

Agenda

- 8:00 Registration and Continental Breakfast
- 9:00 **Welcome** – Thomas J. Lyons, Community Services Manager, MassHousing
Opening Remarks– Thomas R. Gleason, Executive Director, MassHousing
- 9:30 **Keynote** – Brook Parker Bello, Ph.D., Founder, CEO/Executive Director, More Too Life Inc.
- 10:15 **Patterns and Trends**
- 10:45 **Break**
- 11:00 **Video** – A Path Appears: Sex Trafficking in the USA
- 11:15 **Morning Panel**
Massachusetts Response Plan to Human Trafficking
- 12:30 **Lunch**
- 1:30 **TAP Awards**
- 2:00 **Split Screen Language Activity**
- 2:15 **Afternoon Panel**
Prevention, Identification and Best Practices
- 3:30 **Wrap Up/ Q & A**
- 4:00 **Reception & Book Signing**

Register at:
www.masshousing.com/conference

Patterns and Trends

*Ziba Cranmer, Executive Director,
Demand Abolition*

This presentation will inform participants about the documentation of the illegal commercial sex market and how Demand Abolition responds to the challenge. This will include an overview of the state of the market nationally and in the Boston area as well as predictions for how the marketplace will continue to evolve.

Video

A Path Appears - Episode One: Sex Trafficking in the USA

Premiered on PBS, Monday, January 26, 2015

The Department of Justice estimates that there are 300,000 children at risk of being trafficked into sexual slavery in the United States. In the first episode of *A Path Appears*, Ashley Judd and Nicholas Kristof travel to Nashville and Boston to meet the survivors behind these shocking numbers, and illuminate the widespread existence of a violent crime taking place across America.

Morning Panel

Massachusetts Response Plan to Human Trafficking

Daniel P. Mulhern, Director of Public Safety Initiatives, Mayor's Office, City of Boston

Doreen Donovan, Vice President of Administration & Quality Assurance, Peabody Properties

Errol Flynn, Acting Group Supervisor, Human Smuggling/Trafficking and Gang Unit, US Department of Homeland Security

Kristen McCone Gordon, Director of Human Trafficking Policy, Programming and Education, Massachusetts Attorney General's Office

Susan Goldfarb, LICSW, Executive Director, Children's Advocacy Center of Suffolk County

Susan Terrey, Chief, Boston Municipal Court, Suffolk County District Attorney's Office

Chuck Doran, Executive Director, MWI, Panel Moderator

This panel will discuss Human Trafficking policy and enforcement on the federal and state level including the Massachusetts Public Health Response Plan, policy language as it pertains to Violence Against Women Reauthorization Act of 2013 (VAWA) and the implications of resident selection standards and screening criteria in light of the human trafficking issue.

Youth *hope* Trauma
Children **Survivor** *healing*
Resilience Trafficking Suburban *rural*
connections **Safety** **psychological impact** Urban
Courage public health consequences
Exploitation
legal

Split Screen Language Activity

*Audrey Morrissey, Associate Director,
My Life My Choice*

This activity will examine the language society uses to describe a “teen prostitute” as opposed to a child who is commercially trafficked and sexually exploited, exploring the stigma associated with one versus the perception as victim of the other.

Wrap Up/ Q &A

*Thaddeus W. Miles, Director of Public Safety,
MassHousing, Moderator*

Reception & Book Signing

Dr. Brook Parker Bello will be available with her book, *LIVING INSIDE the RAINBOW: Winning the Battlefield of the Mind After Human Trafficking and Mental Bondage*.

Afternoon Panel

Prevention, Identification and Best Practices

*Audrey Morrissey, Associate Director,
My Life My Choice*

*Donna Gavin, Sergeant Detective, Commander
of the Human Trafficking Unit, Boston Police
Department*

*Doreen Donovan, Vice President of Administration
& Quality Assurance, Peabody Properties*

*Lisa Goldblatt-Grace, Co-founder & Director,
My Life My Choice*

*Lisa Moris, Director of Resident Services,
Trinity Management LLC*

*Lisa Solecki, Victim Specialist, Victim Assistance
Program, Federal Bureau of Investigation*

*Makeeba McCreary, Ed.D, Executive Director,
AbekaM, Panel Moderator*

These panelists will focus on preventative strategies, identification of the signs (red flags/indicators) of human trafficking in rental housing, implications of VAWA regarding protections and owners obligations, what housing professionals can do and who they can call if human trafficking is suspected, as well as best practices for building community partnerships.

Register at:

www.masshousing.com/conference

Bios

Keynote

Dr. Brook Parker Bello - Dr. Bello is a dynamic advocate for trafficking victims worldwide. Dr. Bello is the founder and CEO/Executive Director of More Too Life, Inc., a social justice and anti-human trafficking organization. She is a "Truth Panel" member with the Fredrick Douglas Family initiative and a recently appointed member of the Demand Abolition Research Advisory Council. Brook has spoken and taught alongside some of the world's most influential people including governors, senators, legislators, community leaders, etc. She has been invited as a keynote speaker worldwide, including at the White House, and leads with passion and truth that transforms lives and communities. In 2013 Dr. Bello received the President's Award from the Progressive Baptist National Convention for her work to end modern day slavery. She also received the Scarlett Thread Award from Apostle Beverly Bam Crawford for her passion and work to see women free from the bondage of pain via sexual violence and human trafficking. Dr. Bello received her "Doctorate of Human Letters" from the Richmond Virginia Seminary in October 2013 for her years of fighting and working in youth services and in the non-profit sector. Her passion is teaching through her own story the power of God's love to transform the heart and mind through the scientific process of rewiring our brains through active faith. Brook is married to Teddy Bello, her life's partner and best friend.

Patterns & Trends

Ziba Cranmer is the Executive Director of Demand Abolition. Ziba also leads the CEASE Network – a multi-city, large-scale change initiative that aims to reduce the demand for paid sexual exploitation in key cities across the United States by 20% in two years. Ziba currently sits on the boards of WomenWin, Boston Center for Youth and Families Foundation, and My Life, My Choice (MLMC). Ms. Cranmer has over 13 years of experience in the field of corporate social responsibility (CSR). She spent eight years working within Nike's Sustainable Business and Innovation team in a variety of roles and was later a CSR consultant to global brands including Hilton Worldwide, FedEx, and Kenneth Cole. The first chapter of Ziba's career included stints at the World Bank and United Nations Development Program where she lived and worked in the West Bank, the Gaza Strip, and Vietnam. She is passionate about living locally, globally, and actively.

Bios – Morning Speakers

Daniel P. Mulhern is the Director of Public Safety Initiatives for the Mayor's Office of the City of Boston. In this role, Dan is responsible for targeting and reacting to the crucial areas of need in and around public safety throughout the City of Boston. Currently, some of those issues include illegal guns, violence, human trafficking, substance abuse, and trauma and response efforts. Dan also plays a significant part in job opportunity, training and job creation for all City of Boston residents. Previously, Mr. Mulhern was a prosecutor for Suffolk County District Attorney (DA) Daniel F. Conley for more than a decade. As Chief of DA Conley's Gang Unit and Safe Neighborhood Initiative, his primary caseload consisted of gang-related homicides in Boston, Chelsea, Revere, and Winthrop. Among other responsibilities, Dan was assigned to a team of prosecutors overlooking all firearm related cases, all arrests involving gang-involved defendants, and all non-fatal shootings, solved or unsolved. He was part of a significant team from Boston, and was recognized for community collaboration by the United States Attorney General. In 2012, he received the Robert H. Quinn Community Service Award in recognition of his unflagging commitment to the residents of Boston, and particularly those in the neighborhoods of Dorchester, Mattapan, and Roxbury.

Doreen Donovan is the Vice President of Administration and Quality Assurance for Peabody Properties, responsible for the organization's administrative and compliance oversight for the multifamily residential portfolio. Prior to joining Peabody, Doreen worked with Corcoran Jennison/CMJ Management and was an Asset Management Officer for the Massachusetts Housing Finance Agency. Ms. Donovan is a Certified Property Manager (CPM) with the Institute of Real Estate Management (IREM); certified as a National Affordable Housing Professional Executive (NAHP-e®), and a Specialist of Housing Credit Management (SHCM) with the National Affordable Housing Management Association and as a Housing Credit Certified Professional (HCCP) with the National Builders Association. Ms. Donovan is or has been active with the Greater Boston Real Estate, IREM, NAHMA, NEAHMA and several state agencies including an appointment by the Governor of MA to participate as a commission member for the Reform of Public Housing in Massachusetts. Ms. Donovan was recognized by NEAHMA as the NAHP executive of the year in 2008 and by IREM as CPM of the year in 2005.

Errol Flynn is a supervisor of Special Agents of the Department of Homeland Security, United States Immigration and Customs Enforcement (ICE), Homeland Security Investigations (HSI). Since 2006, he has been assigned to the Human Smuggling/Trafficking Unit located in Boston, MA. He has worked on and lead investigations into the trafficking of foreign nationals and United States Citizens. He is currently the Acting Group Supervisor of the Human Smuggling/Trafficking and Gang Unit in Boston where he oversees Special Agents and Task Force Officers working on human trafficking and gang related cases. Mr. Flynn has a MA and a BS from the University of Massachusetts.

Kristen McCone Gordon is the Director of Human Trafficking Policy, Programs, and Education in the Human Trafficking Unit of the Massachusetts Attorney General's Office. The unit is a multi-disciplinary team created to take a collaborative approach to addressing and combatting human trafficking through policy, education, victim services and prosecution. Prior to joining the Attorney General's office, Kristen worked on national security policy at the Pentagon and on strategic plans for the Department of Homeland Security. Kristen holds a BA in Political Science from Boston College and an MA in Conflict Resolution from Georgetown University.

Susan Goldfarb, MSW, LICSW is the Executive Director of the Children's Advocacy Center of Suffolk County (CAC) in Boston. In 2004 Ms. Goldfarb initiated Suffolk County's Support to End Exploitation Now Coalition, a nationally-recognized multidisciplinary collaboration with the goals of improving services and safety for child victims of commercial sexual exploitation and increasing accountability of the adults who exploit them. She currently serves as Chair of the Support to End Exploitation Now (SEEN) Coalition. SEEN has assisted over 970 exploited and high risk youth in the Greater Boston community. Previously Ms. Goldfarb was the chair of the Minor Victims of Sex Trafficking Implementation Committee of the MA Interagency Human Trafficking Task Force. She received a BS in psychology from Brown University, and MSW from the Boston University School of Social Work.

Susan Terrey joined the office of the Suffolk County District Attorney in 2000. After working in the Special Prosecution and Narcotics Divisions, Susan took on a leadership role as the Chief, Boston Municipal Court Central Division. In 2014 she was awarded the Paul R. McLaughlin Award for a "Career Marked by Courage in the Pursuit of Justice." Previously she worked in the law firm of Melick & Porter, after serving as an Assistant District Attorney with New York County (Manhattan) Office of the District Attorney. Ms. Terrey is a 1991 graduate of Boston College. She received her law degree in 1995, graduating with honors from Boston University School of Law.

Bios – Afternoon Speakers

Audrey Morrissey is the Associate Director of My Life My Choice (MLMC), a program of Justice Resource Institute. Since 2002, MLMC has offered a unique continuum of survivor-led services aimed at preventing the commercial sexual exploitation of girls. As a local and national leader in the field of exploitation, Ms. Morrissey most recently served as Co-Chair of the Victim Services Committee of the Massachusetts Task Force on Human Trafficking. Ms. Morrissey has also served as a primary consultant to the Massachusetts Administrative Office of the Trial Court's "Redesigning the Court's Response to Prostitution" project. Drawing from her personal experience in 'the life', Ms. Morrissey seeks to help vulnerable girls avoid being recruited into the commercial sex industry and/ or leave exploitation behind them. To this end, Ms. Morrissey facilitates MLMC exploitation prevention groups throughout Greater Boston. She trains service providers in Massachusetts and nationally on recognizing the signs of exploitation and helping girls exit. In addition, she works individually mentoring girls who are victims of Commercial Sexual Exploitation of Children (CSEC) or who are deemed high risk. Ms. Morrissey is a 2008 recipient of the prestigious Petra Foundation Fellowship and a 2012 recipient of The Philanthropic Initiative's Boston Neighborhood Fellows Award.

Lisa Goldblatt-Grace is the Co-founder and Director of My Life My Choice (MLMC). MLMC offers a unique continuum of survivor-led services including prevention groups, training, survivor mentoring, and program consultation. Ms. Grace has been working with vulnerable young people in a variety of capacities for over twenty years. Her professional experience includes running a long term shelter for homeless teen parents, developing a diversion program for violent youth offenders, and working in outpatient mental health, health promotion, and residential treatment settings. She served as a consultant to the Massachusetts Administrative Office of the Trial Court's "Redesigning the Court's Response to Prostitution" project and as a primary researcher on the 2007 U.S. Department of Health and Human Services study of programs serving human trafficking victims. She has served as the Co-Chair of the Training and Education Committee of the Massachusetts Attorney General's appointed Task Force on Human Trafficking. In addition, Ms. Goldblatt Grace has written in a variety of publications regarding commercial sexual exploitation and offered training on the subject nationally. Ms. Goldblatt Grace is Adjunct Faculty at the Boston University School of Social Work. She is a Licensed Independent Clinical Social Worker and holds master's degrees in both social work and public health.

Lisa Moris, MSW, LICSW, is currently Director of Resident Services with Trinity Management LLC. She has developed initiatives, educational trainings, and programs to address tenant related issues, organized communities around self-identified issues, and guided individuals and families towards better physical, emotional, and mental health. Lisa currently sits on the steering committee for the RoxVOTE Coalition, the Board of Directors of the Network La Red, the Board of Directors of Madison Park Development Corporation, and uses her relationships with numerous social service organizations for the benefit of our housing communities. As a licensed, independent clinical social worker she has extensive experience working with survivors of sexual and interpersonal violence and with individuals with chronic psychiatric conditions and developmental delays.

Lisa Solecki, is an advocate for victims of crime. After graduating from Duquesne University with a Bachelor's Degree in Criminal Justice and Psychology, she began her career at the Center for Victims of Violent Crime in Pittsburgh, PA where she was Fresh Start Coordinator for the Rappahannock Council on Domestic Violence and responsible for implementing the Batterer's Intervention Program. Working next with the Family Advocacy Program at Eglin Air Force Base in Fort Walton Beach, Florida, she was chosen for a Department of Defense Pilot Project to serve victims of domestic violence and sexual assault in the Air Force. More recently, Lisa worked as a Victim/Witness Advocate in Massachusetts with the Office of the Attorney General where she worked on cases of public corruption, identity theft, Medicaid fraud, insurance fraud, and cybercrimes before being promoted to the Director of the Victim Compensation and Assistance Division, and next to the Chief of Victim/Witness Services. In October of 2014, Lisa moved from state to federal government, currently a Victim Specialist with the Federal Bureau of Investigation.

Donna Gavin, Sergeant Detective, is a 28 year veteran of the Boston Police Department and commander of the Human Trafficking Unit since 2009. She works to hold those who commercially sexually exploit young women and children accountable including buyers and pimps. Sergeant Gavin is a steering committee member of the Suffolk County SEEN Coalition (Support to End Exploitation Now) and a member of the Greater Boston Area Human Trafficking Task Force. Donna presently serves as Co-Chair of Boston's CEASE (Cities Empowered Against Sexual Exploitation) Network. She has spent much of her career investigating cases involving violent crimes against women and children including domestic violence and sexual assault. In 2014 she received the My Life My Choice *Turn on the Light Award*. Ms. Gavin is a graduate of Suffolk University, Suffolk University Law School and a member of the Massachusetts Bar Association.

Register at:

www.masshousing.com/conference

Additional Information

5.5 hours of Continuing Education will be offered for Licensed Alcohol and Drug Counselors, (LADC I, LADCII, and LADC Assistants, Certified Alcohol and Drug Abuse Counselors (CAC/CADC), Nurses (RN/LPN), Social Workers (SW) and Licensed Mental Health Counselors (LMHC). AdCare Educational Institute, Inc., is recognized by the National Board for Certified Counselors to offer continuing education for National Certified Counselors (NCC). AdCare Educational Institute, Inc. is an NBCC-Approved Continuing Education Provider (ACEPTM) and may offer NBCC-approved clock hours for events that meet NBCC requirements. The ACEP solely is responsible for all aspects of the program. AdCare Educational Institute, Inc. has been approved to offer continuing education credit for Certified Addiction Specialists (CAS) in accordance with the American Academy of Health Care Providers in the Addictive Disorders. Approval No. 10-1410. AdCare Educational Institute, Inc. is approved by the American Psychological Association to sponsor continuing education for psychologists. AdCare Educational Institute, Inc. maintains responsibility for this program and its content.

*It is a goal of MassHousing's Community Services Department to offer our programs at affordable prices. Full and partial **scholarships are available if needed**. Contact Laura Guida at laura@adcare-educational.org for more information.*

***If the conference is cancelled due to inclement weather**, a message will be recorded on AdCare Educational Institute's voicemail at (508) 752-7313 by 6:30 am on the day of the conference.*

***For individual accessibility needs**, please contact Laura Guida at AdCare Educational Institute, Inc. at (508) 752-7313; TTY: (508) 754-0039 or email: Laura@adcare-educational.org. You must notify us at least two weeks before the training for accommodations.*

Register at:

www.masshousing.com/conference





Massachusetts Housing Finance Agency
One Beacon Street, Boston MA 02108
TEL 617.854.1000 | VP 866.758.1435 | FAX 617.854.1091 | www.masshousing.com

Contact
Tom Farmer: 617.854.1843 | tfarmer@masshousing.com

MassHousing to Host Major Conference on Human Trafficking in Affordable Housing, March 24 in Norwood

WHAT: MassHousing's Community Services Department is hosting a major conference on human trafficking in affordable housing that will feature a number of nationally renowned experts who will discuss how to understand and respond effectively to the complex issues related to human trafficking in rental housing.

For more information about the conference and the speakers please visit:
www.masshousing.com/conference

To follow conference events on Twitter please use #mahousingconf

WHERE: Four Points by Sheraton, Norwood. [View Map](#)

WHEN: Tuesday, March 24, from 9 a.m. to 4 p.m.

Note to media: If you would like to attend the conference or interview expert speakers in advance please contact Tom Farmer at tfarmer@masshousing.com or 617-854-1843.

About MassHousing

MassHousing (The Massachusetts Housing Finance Agency) is an independent, quasi-public agency created in 1966 and charged with providing financing for affordable housing in Massachusetts. The Agency raises capital by selling bonds and lends the proceeds to low- and moderate-income homebuyers and homeowners, and to developers who build or preserve affordable and/or mixed-income rental housing. MassHousing does not use taxpayer dollars to sustain its operations, although it administers some publicly funded programs on behalf of the Commonwealth. Since its inception, MassHousing has provided more than \$17 billion for affordable housing. For more information, visit the MassHousing website at www.masshousing.com, follow us on Twitter [@MassHousing](https://twitter.com/MassHousing), subscribe to [our blog](#) and [Like us](#) on Facebook.

###

#MassHousingConf - Twitter

Twitter by @Twitter - https://twitter.com/MassHousingConf

Home | Notifications | Messages


#MassHousingConf

“Pretty Woman” normalizes something that destroys lives - The Boston Globe

Across the country, followers of pop culture are marking the 20th anniversary on Monday of the movie “Pretty Woman” and recalling the unlikely romance between a businessman played by Richard Gere...

View on web

MassHousing @MassHousing · May 26
MassHousing's Tim Gleason and Dr. Brook Bellis kick off the human trafficking conference. #MassHousingConf



1 retweet

9:59 AM · 24 May 2016 · @MassHousing

View photo

Reply to @MassHousing

Taskbar: Internet Explorer, Mail, Photos, Windows Explorer, Word, System tray: 1:04 PM 6/5/2016

Partners in quality housing

The hundreds of rental housing professionals who attended MassHousing's 2015 Community Services Conference helped to develop strategies and solutions to address the complex issues surrounding **human trafficking in affordable housing**. Thanks to our rental partners for your participation in the conference, and for your ongoing commitment to providing safe, quality affordable residents for all Massachusetts residents.

To view resources and information from the conference, visit www.masshousing.com/resources



MASSHOUSING

www.masshousing.com/TAP



[blog home](#) | [contacts](#) | [site map](#) | [privacy](#)

HOME OWNERSHIP

DEVELOPERS

RENTAL HOUSING

ABOUT US

PRESS ROOM

April 15, 2015

Conference Educates Housing Professionals about Human Trafficking

By Tom Farmer

Corporate Communications, MassHousing

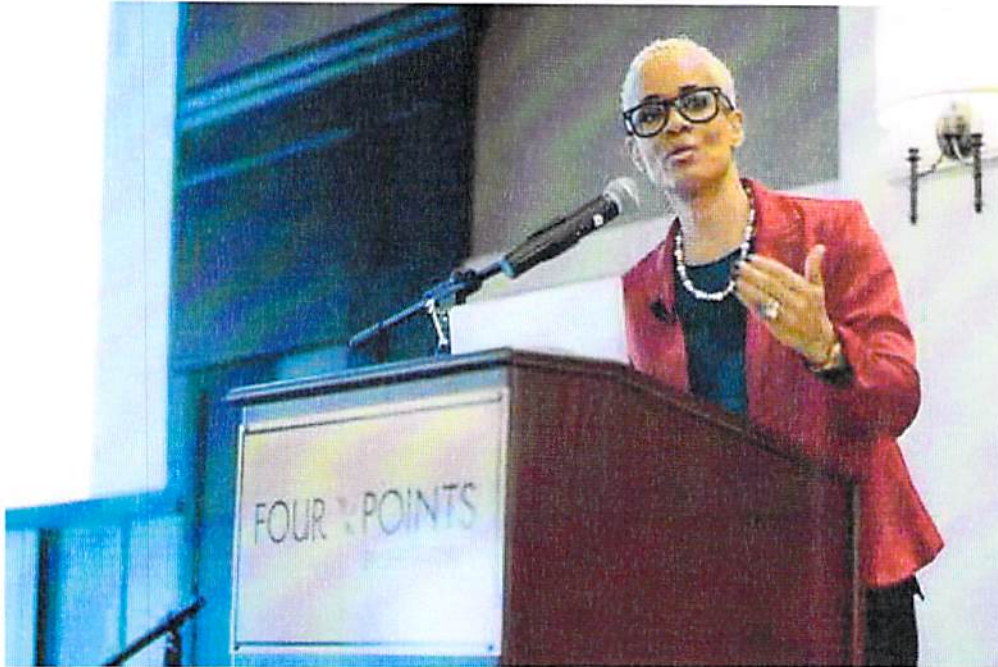


A panel discussion at the 2015 Community Services Conference

NORWOOD – Every year MassHousing's Community Services Department organizes a conference addressing topics that affect the quality of life in subsidized rental housing. Past conferences have addressed subjects like hoarding, substance abuse, youth issues and aging in place.

MassHousing's 2015 Community Services Conference, held on March 24 provided rental housing professionals with an in-depth look at the phenomenon of human trafficking.

Attendees heard from human trafficking survivors, housing professionals, local, state and federal law enforcement officials and social service providers. The daylong program left attendees with a better understanding of an issue that in recent years has received increased attention and resulted in a number of new laws. The keynote speaker was Brook Bello, the founder and CEO of [More Too Life](#), a social justice and anti-human trafficking organization.



Dr. Brook Bello at the 2015 Community Services Conference

"I want to commend MassHousing for having this conference," said Lisa Moris, Director of Resident Services for Trinity Management. "They are always on the cutting edge of these issues that permeate our communities."

"We continually hear from property managers and owners that these conferences give them insight into issues of the day that they may not otherwise get to hear about," said MassHousing Executive Director Tom Gleason. "It was evident from the large number of attendees that housing professionals want to become more educated about this issue of human trafficking and they want to learn what they can do to prevent it."



Attendees at the 2015 Community Services Conference

Sgt. Det. Donna Gavin, who commands the Boston Police Department's Human Trafficking Unit, was impressed with the MassHousing conference and what was accomplished. "I'm excited," she said. "There are so many good things that will come out of this."

Resources from the conference will be made available soon at www.masshousingrental.com.

Posted at 10:00 AM in [Rental Housing](#) | [Permalink](#)

Technorati Tags: [human trafficking](#)

[home](#) | [blog](#) | [contacts](#) | [privacy](#) | [terms & conditions](#) | [site security](#) | [site map](#) | [accessibility](#)



Equal Housing Lender

Human Trafficking in Affordable Housing

The documents, links and resources available on this page were collected as part of MassHousing's 2015 Community Services Conference, Human Trafficking in Affordable Housing, which was held March 24, 2015 in Norwood.

- #### Human Trafficking Presentations & Resources
- [A Path Appears](#)
 - [Commercial Sexual Exploitation of Children](#)
 - [Homeland Security Investigations Presentation](#)
 - [Human Trafficking Fact Sheet and Resources](#)
 - [Human Trafficking in Affordable Housing: Awareness Understanding](#)
 - [Support to End Exploitation Now \(SEEN\) Coalition | Frequently Ask...](#)
 - [Support to End Exploitation Now \(SEEN\) Coalition | Guide to Respo...](#)
 - [Support to End Exploitation Now \(SEEN\) Program Presentation](#)
 - [The Epic Project](#)
- #### Human Trafficking Links
- [Abekam](#)
 - [Demand Abolition](#)
 - [Dept. of Homeland Security | Blue Campaign](#)
 - [MA Interagency Human Trafficking Policy Task Force Report](#)
 - [My Life My Choice](#)
 - [SafeLine, MA Hot Line](#)

[home](#) | [contacts](#) | [privacy](#) | [terms & conditions](#) | [log in](#) | [site map](#) | [accessibility](#)

Equal Housing Lender