

# NCSHA 2016 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 15, 2016**

Visit [ncsha.org/awards](http://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 [awards@ncsha.org](mailto:awards@ncsha.org) or 202-624-7710.

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			

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities



*Show us your hometown – your ideas, programs, or projects for your community, neighborhood or organization. Your successes and opportunities are an inspiration to all Nebraskans!*

## The Idea

For the 14<sup>th</sup> consecutive year, NIFA hosted its annual Housing Innovation Marketplace conference bringing together lenders, developers, real estate professionals, non-profit organizations, and city\community leaders for educational sessions and networking opportunities.

The 2016 conference theme was **Hometown Nebraska: Celebrate Success – Embrace Opportunities**. Our marketing strategy incorporated the views of conference attendees by allowing them to participate through our social media sources both before and during the conference. Using social media as a tool to communicate with attendees was a fun and interactive way to promote the conference and gather stories about hometowns across Nebraska. To build upon the theme and capitalize on familiarity from past attendees, we incorporated last year's conference giveaway item (a blue stress doll) and encouraged attendees to take "selfie" pictures in their communities. These pictures were released through our Facebook and Twitter pages to generate excitement, provide exposure for the conference theme and boost participation. To continue the marketing momentum, we used the pictures with a BINGO card game which ultimately helped to highlight and provide interest surrounding the exhibitors at the conference.

Offering a discounted registration fee also helped spark pre-conference selfie submissions by attendees. Participants who posted a picture that highlighted a success, opportunity or project in their hometown on either Facebook or Twitter using the phrase **#hometownNEselfie** received a \$25 discount.

Promotion of the conference was entirely paperless through email postcards and social media. During the conference, NIFA provided a video booth where conference attendees could share stories about their hometowns. Special conference t-shirts

with the **Hometown Nebraska** theme were used as an additional promotional item at the conference and NIFA staff wore these t-shirts during the conference making them easily identifiable to conference attendees.

### **The Hometown Nebraska Conference**

**Hometown Nebraska** was held on March 22-23, 2016 at the La Vista - Omaha Conference Center. The conference kicked off with the “Get to Know Your Exhibitors” breakfast where attendees could visit with our exhibitors and were welcomed by La Vista Mayor Douglas Kindig. For the remainder of the morning, attendees could choose from five different “tracks” of break-out sessions.

NIFA continuously strives to build upon its prior conference experiences and provide added value to conference attendees. This year, NIFA offered a new “track” of sessions focused on Home Builder topics. Additionally, for the second year, at least one session within each track focused on topics particularly relevant to the Native American population.

During lunch, NIFA presented the Housing Champion award and attendees were energized by an overwhelming amount of laughter during Colette Carlson’s motivational keynote address: Stress Less, More Success! The afternoon continued with break-out sessions and concluded with a Networking Reception, complete with Nebraska **hometown** live entertainment from John “Honeyboy” Turner singing the Blues.

Day two of the conference began with the “Sponsor Recognition Breakfast” and continued with more break-out sessions. The conference wrapped up with an awards luncheon at which several individuals were inducted into NIFA’s “Housing Hall of Fame.” Awards were also presented for “Top Producing Lenders,” “Top Producing Real Estate Agents,” “Property Manager of the Year,” and for the “Making a Difference” partner collaboration award.

### **The Hometown Materials**

NIFA used various materials and mediums in our marketing and promotional efforts for **Hometown Nebraska**. Themed postcards and flyers were distributed via email and posted on NIFA’s website, Facebook, and Twitter.

Exhibitors were able to interact with attendees at the opening breakfast and by participating in the BINGO card “selfie trivia” game. Selfies from around Nebraska were assigned to each exhibitor at the conference. The selfies contained a description of the place or community. Attendees were challenged to match the place/community name on the BINGO card with the selfies on display at the exhibitor booths. Attendees with stamps collected from all exhibitors on the BINGO card were eligible to win one of the following prizes: an Amazon Fire TV, a Quadcopter Drone, an Amazon Echo speaker, or a Fitbit HR Wireless Activity Tracker.

A slideshow showcasing the compilation of all of the #**hometownNEselfie** pictures depicting successes, opportunities or projects in hometowns across Nebraska was shown during all general sessions and meals, as well as used in the conference materials and signage.

Attendees could visit the video booth at the conference to express what they love about their hometowns. The videos collected at the conference will be compiled with other videos made in Nebraska hometowns throughout this year as part of a special video project for 2017.

“Giveaways” at the conference included a **Hometown Nebraska** character stress doll magnetized to hold paperclips and a flash drive containing the 2016 Nebraska Profile—an annual report commissioned by NIFA that includes demographic, economic, and housing information for the state. To incentivize video booth participation, the **Hometown Nebraska** t-shirts printed with the conference theme were given to attendees making videos. Samples of the materials can be found in the attached exhibits.

### **The Results**

The **Hometown Nebraska** conference had 449 registered attendees from 44 individual Nebraska communities and 19 different states. Twenty six exhibitors attended and a record number of 18 sponsorships were obtained, contributing a total of \$43,050. Continuing Education credits were provided to real estate professionals, attorneys, accountants and social work professionals.

Based on the results of an online evaluation survey completed by 109 attendees subsequent to the conference, **Hometown Nebraska** had an overall average rating of 4.6 out of 5. The conference theme was such a success that NIFA will carry it over to the 2017 conference, which coincides with Nebraska’s 150<sup>th</sup> birthday. As mentioned above, throughout the year NIFA will be combining videos and pictures highlighting the great communities across the state with the videos gathered at the **Hometown Nebraska** conference to be released in time for the 2017 conference held in conjunction with Nebraska’s sesquicentennial.

NIFA’s **Hometown Nebraska** conference can be easily replicated by other Housing Finance Agencies. The **Hometown Nebraska** theme and overall encouragement of others to share what makes their hometown a great place to live fostered an energetic and interactive environment creating a successful and vibrant conference. We hope others are inspired to think about their **hometowns**!



# Nebraska Investment Finance Authority Hometown Nebraska Exhibits

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## E-postcards & Social Media Posts

— Save the Date —

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

**NEW location!** The 2016 conference will be held at the La Vista Hotel and Conference Center.

**RESERVE** your room! NIFA has secured a block of rooms at a discounted rate available until 2/29/16.



Watch NIFA's website ([www.nifa.org](http://www.nifa.org)), [Facebook](#) and [Twitter](#) for more information on the 2016 Housing Innovation Marketplace

Registration OPEN

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

Registration for the 2016 Housing Innovation Marketplace, “Hometown Nebraska: Celebrate Success – Embrace Opportunities” conference is open! Did you know you can receive a \$25 discount on your conference registration fee if you



post a “selfie” on our Facebook (NIFAHousing) or Twitter (@NIFAHousing) page? Post a selfie in front of your favorite place or project prior to registering with **#hometownNEselfie** in your post to receive the discount. Then register to attend the conference [here](#)!

## SPONSORS:



George K. Baum & Company  
INVESTMENT BANKERS • REAL ESTATE



## EXHIBITORS:



**SPONSOR** and **EXHIBITOR** opportunities are still available! if you are interested, please contact Elizabeth Fimbres at (402) 898-2501 or [elizabeth.fimbres@nifa.org](mailto:elizabeth.fimbres@nifa.org)

Watch NIFA's website ([www.nifa.org](http://www.nifa.org)), [Facebook](#) and [Twitter](#) for more information on the 2016 Housing Innovation Marketplace

Nominations Welcome

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

The 2016 Housing Innovation Marketplace conference is accepting nominations for the Housing Champion, Housing Hall of Fame and Low Income Housing Tax Credit Property Manager of the Year. If you are interested in nominating an individual or organization please complete the nomination form [here](#). To be considered, all entries must be submitted by 5:00 p.m. on January 15, 2016.

Receive a \$25 discount on your conference registration fee by posting a “selfie” in front of your favorite place or project on our Facebook (NIFAHousing) or Twitter (@NIFAHousing) page! Include **#hometownNEselfie** in your post to receive the discount. Register to attend the conference [here](#)!



Don't forget to reserve your hotel room! NIFA has secured a block of rooms at the Courtyard Marriott hotel at a discounted rate available until 2/29/16.

## SPONSORS:

**ahma** AMERICAN HOUSING ASSOCIATION  
affordable housing risk management and insurance

**AMERITAS**  
INVESTMENT GROUP

**BAIRD HOLM**  
ATTORNEYS AT LAW  
SINCE 1880

**D.A. Davidson & Co.**  
CAPITAL

**gkb** George K. Baum & Company  
INVESTMENT BANKERS SINCE 1924

**MHEG**  
MIDWEST HOUSING EDUCATION GROUP

## EXHIBITORS:

**Seldin Company** **je**

**SPONSOR** and **EXHIBITOR** opportunities are still available! if you are interested, please contact Elizabeth Fimbres at (402) 898-2501 or

Watch NIFA's website ([www.nifa.org](http://www.nifa.org)), [Facebook](#) and [Twitter](#) for more information on the 2016 Housing Innovation Marketplace



Still Time to Nominate

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

It's not too late to nominate someone for the 2016 awards that will be presented at the Housing Innovation Marketplace! If you are interested in nominating an individual or organization please complete the nomination form [here](#). To be considered, all entries must be submitted by 5:00 p.m. on January 22, 2016.



If you post a “selfie” in front of your favorite place or project on our Facebook (NIFAHousing) or Twitter (@NIFAHousing) page you will receive a \$25 discount on your conference registration fee!

Include **#hometownNEselfie** in your post to receive the discount. Register for the conference [here](#)!

Don't forget to reserve your hotel room! NIFA has secured a block of rooms at the La Vista Conference Center - Courtyard Marriott at a discounted rate available until 2/29/16. Call 866-634-7155 and use the guest group code “NIAC” to make your reservation.

## SPONSORS:

**ahma** insurance program  
affordable housing risk management and insurance

**AMERITAS**  
INVESTMENT MANAGEMENT

**BAIRD HOLT**  
ATTORNEYS AT LAW

**DA. Davidson & Co.**

**Enterprise** Bellwether Enterprise

**1**  
First National Bank

**gkb** George K. Baum & Company  
INVESTMENT MANAGERS SINCE 1922

**HORIZON BANK**

**KUTAK ROCK**

**MHEG**  
Midwest Housing Equity Group

**usbank**  
Home Mortgage

## EXHIBITORS:

**je**

**LEA & COMPANY**  
Affordable Housing Valuation & Consulting Solutions

**Seldin Company**

**SCHEMMER**  
ARCHITECTS • ENGINEERS • PLANNERS

**USDA**

**Integrity**  
Housing & Community Development

**SPONSOR** and **EXHIBITOR** opportunities are still available! if you are interested, please contact Elizabeth Fimbres at (402) 898-2501 or

Watch NIFA's website ([www.nifa.org](http://www.nifa.org)), [Facebook](#) and [Twitter](#) for more information on the 2016 Housing Innovation Marketplace

Time is running out...

# Housing Innovation Marketplace

## March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

Hurry! Hotel rooms are filling up and the registration deadline is approaching! Reserve your room and register for the conference today!

NIFA has secured a block of rooms at the [Courtyard Marriot](#) for conference attendees at a special discounted rate that is good through [Friday, March 4th](#). To receive the discounted rate please call 866-634-7155 and tell them you are attending the NIFA conference.

You have until [March 11th](#) to [register](#) for THE housing conference in Nebraska!

If you haven't registered yet NOW is the time to do it. For \$175 you can participate in education sessions, networking opportunities, and gather information from state-of-the art exhibitors. If you post a selfie of your favorite place or project in your hometown (with the [#HometownNEselfie](#)) on our Facebook or Twitter page you will receive a \$25 discount off your registration fee.

Don't miss this exciting opportunity!

View the full conference brochure [here](#).

**We look forward to seeing you at the 2016 Housing Innovation Marketplace!**



Watch NIFA's website ([www.nifa.org](http://www.nifa.org)), [Facebook](#) and [Twitter](#) for more information on the 2016 Housing Innovation Marketplace



— Last chance to register! —

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

**Last chance to register!**

**Registration closes Friday, March 11th at midnight**

Don't miss out on the [2016 Housing Innovation Marketplace](#)! This is your chance to participate in one-of-a-kind educational sessions, gather information from state-of-the-art exhibitors and network with more than 400 community leaders and housing partners from across Nebraska and the country.

[Registration](#) is easy, and don't forget if you post a selfie on either our Twitter (@NIFAHousing) or Facebook (NIFAHousing) pages with **#HometownNEselfie** you receive a discount!



We look forward to seeing you at the 2016 Housing Innovation Marketplace!

[Click here to view the 2016 Housing Innovation Marketplace brochure](#)



## Conference brochure

# Housing Innovation Marketplace

March 22<sup>nd</sup> - 23<sup>rd</sup>, 2016

**HOMETOWN Nebraska**  
celebrate success • embrace opportunities

**La Vista Conference Center  
Courtyard Marriot Hotel  
La Vista, Nebraska**



Courthouse, Minden

Share a selfie of your favorite community, project or program on our [Facebook](#) and [Twitter](#) pages (NIFAHousing).

# HOUSING INNOVATION MARKETPLACE

Join us March 22nd & 23rd for the 2016 Housing Innovation Marketplace at the La Vista Conference Center. Our annual conference brings together more than 400 community leaders and housing partners from across Nebraska and the country to discuss affordable housing and community development. This dynamic conference offers educational sessions and networking opportunities with colleagues. Come visit an array of great exhibitors and experience an environment where financial resources, community representatives and developers come together to stimulate the creation of affordable housing.

## WHO SHOULD ATTEND

Lenders, real estate agents, developers, non-profit organizations, local governments, housing authorities, chambers of commerce, architects, homebuilders, service providers, investors and planning firms will all be interested in the dynamic Marketplace presentations.

## INNOVATION HALL EXHIBITS

Discover the latest innovations in all areas related to housing through the Innovation Hall Exhibits. A variety of organizations and companies will showcase the latest developments, technologies and programs in housing. Visit all of our exhibitors with your Hometown, Nebraska BINGO card to become eligible to win great prizes.



Veterans Memorial Park, Beatrice

## ACCREDITATION

Continuing education credit are approved for 6 hours basic credit through the Nebraska Real Estate Commission; 8.5 hours for the State of Nebraska Board of Public Accountancy; up to 7.5 hours for the Nebraska Judicial Branch and up to 7 hours for the Nebraska Board of Mental Health Practice.



Nebraska State Fair, Grand Island

## COLETTE CARLSON, Keynote Speaker



Colette Carlson, founder of Speak Your Truth, Inc. is a human behavior expert, author and humorous keynote speaker who shares the tools, terminology and techniques that encourage people to excel. Clients include Boeing, Microsoft, Procter & Gamble and the United States Government. With a masters in Human Behavior and a fascination with communication trends, Colette delivers the latest research letting the facts support the fun. She writes a monthly column for Business Management Daily and has been featured in Success and Working Mother magazines. Colette is a Certified Speaking Professional (CSP), a designation held by fewer than 10% of the members belonging to the International Federation for Professional Speakers.

Colette learned her message the hard way. She started out a big liar. Literally! Only by telling the truth on herself and admitting her fears did she break through her complacency, lose 50 pounds, and step into a bold, commission-only sales livelihood. She quickly ascended to become the #1 producer for sales legend Tom Hopkins, later joining Brian Tracy's organization, and thereafter becoming a National Sales Trainer. Laugh and learn with Colette as you step in the *Truth Booth* and receive the tools to create positive, long-lasting change. Learn more at [ColetteCarlson.com](http://ColetteCarlson.com).



## NETWORKING OPPORTUNITIES

### WELCOME RECEPTION

Kick off the conference with NIFA at the Welcome Reception on Monday, March 21st at 8:00 p.m.! Any attendees arriving on Monday are invited to join us for dessert and drinks in the La Vista Marriot Bistro.

### GET TO KNOW YOUR EXHIBITOR BREAKFAST

The Get to Know Your Exhibitors Breakfast on Tuesday, March 22nd at 7:45 a.m. is an opportunity to talk to our Exhibitors over breakfast and a cup of coffee. Each Exhibitor will have a table and this is a great chance to network and learn about their products!

### NETWORKING RECEPTION

Join us Tuesday evening, March 22nd from 5:00 p.m. to 7:00 p.m. for an evening of networking, musical entertainment, drinks and hors d'oeuvres. This is a wonderful way to wrap up the first day of the conference!

### SPONSOR RECOGNITION BREAKFAST

On Wednesday, March 23rd at 7:45 a.m. NIFA invites you to share breakfast with our 2016 sponsors! Join us for breakfast and learn more about our sponsors and why our conference is important to them.

## ANNUAL AWARDS

### HOUSING CHAMPION LUNCHEON

Join us Tuesday, March 22nd from 12:00 p.m. to 1:30 p.m. for our Keynote speaker, Colette Carlson, founder of Speak Your Truth. We will also recognize the 2016 Housing Champion recipient for their dedication to affordable housing.

### AWARDS LUNCHEON

Awards luncheon will be held on Wednesday, March 23rd from 12:15 p.m. to 2:00 p.m. During this luncheon we will recognize individuals whose dedication to affordable housing has made a difference.



Oakland City Park, Oakland

## Monday, March 21, 2016

8:00 pm - 10:00 pm Opening Reception

## Tuesday, March 22, 2016

7:00 am - 7:45 am Exhibitor Set Up

7:45 am - 9:00 am Get to Know Your Exhibitors Breakfast  
(Windsor Ballroom)

8:00 am - 5:00 pm Registration

8:00 am - 5:00 pm Innovation Hall Exhibits OPEN

8:30 am - 9:00 am Welcome - Governor Pete Ricketts (*Invited*)  
Douglas Kindig, Mayor of La Vista

9:00 am - 9:15 am Break

9:15 am - 10:30 am CONCURRENT SESSIONS

### Single Family

#### **Role of the Real Estate Professional: Generation Marketing**

*Marketing housing for all ages*

### Multifamily

#### **The Status of Tax Credits in Nebraska**

*What are investors looking for in Nebraska*

### Technical

#### **Place Matters**

*Using demographics and mapping to determine where to best use your limited resources.*

### Housing the Homeless

#### **Paycheck to Paycheck in Your Hometown**

*Programs aiding the working poor*

### Home Builder

#### **NAHB: Current Trends & Future Prospects**

*An update from the National Association of Home Builders chief economist*

10:30 am - 10:45 am Break

10:45 am - 12:00 pm CONCURRENT SESSIONS

### Single Family

#### **Special Funding Types**

*Programs serving special needs, low-income and veteran homebuyers*

### Multifamily

#### **Hometown Spotlight: Successful Projects**

*A showcase of successful multifamily projects*

### Technical

#### **Economic Update**

*Prominent economists will discuss the current state of Nebraska's regional economy for 2016*

### Housing the Homeless

#### **VI-SPDAT and Coordinated Access**

*Learn how this powerful tool is helping identify the best type of support and housing intervention*

### Home Builder

#### **Building in Native American Communities**

*New housing production on reservation land*

12:00 pm - 1:30 pm Housing Champion Luncheon

1:30 pm - 1:45 pm Break

1:45 pm - 3:00 pm CONCURRENT SESSIONS

### Single Family

#### **Single Family Roundtable**

*A guided discussion of the most current issues in single family housing*

### Multifamily

#### **Housing Market Studies**

*A review of market study components*

### Technical

#### **2016 Profile of Nebraska**

*Annual update on the latest demographics and key statistical information for Nebraska and the Dashboard*

### Housing the Homeless

#### **Re-entry Housing: Honu Home**

*A housing opportunity for those recently released from correctional facilities battling mental health issues*

### Home Builder

#### **Workforce Housing Initiatives**

*Creative partnerships and solutions that communities are crafting to address the need for housing their workforce*

3:00 pm - 3:30 pm Break



3:30 pm - 4:45 pm CONCURRENT SESSIONS

Single Family

**Resource Opportunities for Homeowners**

*Down payment assistance and rehab programs*

Multifamily

**Hometown Housing Authorities**

*Challenges and opportunities of Housing Authorities*

Technical

**Success in the Making: Generations in the Workforce**

*Multiple generations in the workforce: working and learning together*

Housing the Homeless

**Hidden Homelessness**

*Unique circumstances within homelessness*

Home Builder

**Non-traditional Housing Types**

*Learn about creative housing solutions, including tiny and container homes*

4:45 pm - 5:00 pm Break

5:00 pm - 7:00 pm Networking Reception

## Wednesday, March 23, 2016

8:00 am - 12:30 pm Registration Open

8:00 am - 12:30 pm Innovation Hall Exhibits OPEN

8:00 am - 9:15 am Sponsor Recognition Breakfast  
(Windsor Ballroom)

8:30 am - 9:15 am Welcome

9:15 am - 9:30 am Break

9:30 am - 10:45 am CONCURRENT SESSIONS

Single Family

**Underwriting Challenges**

*Credit underwriting red flags*

Multifamily

**Marketing Strategies**

*What works, what doesn't in attracting potential tenants*

Technical

**Revitalization Strategies**

*Projects and programs that make a difference*

Housing the Homeless

**Human Trafficking**

*Understanding the problem and finding solutions to end the cycle -  
Back by popular demand!*

Home Builder

**Mentoring Young Builders**

*Engaging young builders to be the future of housing*

10:45 am - 11:00 am Break

11:00 am - 12:15 pm CONCURRENT SESSIONS

Single Family

**Native American Homeownership**

*Best practices for lending on tribal land*

Multifamily

**Update on Property Tax Legislation**

*The latest information on LIHTC property tax valuations*

Technical

**Disaster Preparedness**

*Disaster preparedness for special needs populations*

Housing the Homeless

**Creative Partnerships**

*Inventive ways to coordinate resources and solicit partners*

Home Builder

**Labor Challenges**

*Labor challenges in the homebuilder industry*

12:15 pm - 2:00 pm Awards Luncheon

## #hometownNEselfie

Our conference theme this year is Hometown Nebraska: celebrate success - embrace opportunities! We encourage all of our attendees to post a selfie in front of their favorite place or project in their community to either our Facebook (NIFAHousing) or Twitter (@NIFAHousing) pages using the phrase **#hometownNEselfie** in their post. Attendees submitting a selfie will receive a discount on their conference registration fee. Just let us know when registering if you will post your selfie on our Facebook or Twitter page. Selfies will be highlighted in a slide show at the conference.



Tyson Park, Murray

## REGISTER

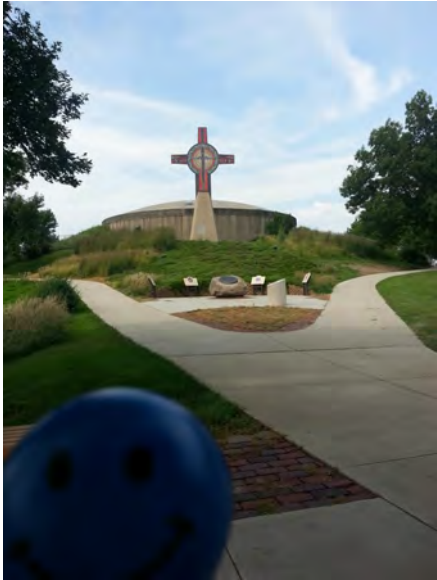
Conference information and online registration can be found at [www.nifa.org](http://www.nifa.org). Don't forget to post #hometownNEselfie on Facebook (NIFAHousing) or Twitter (@NIFAHousing) to receive the discounted rate.

NIFA will accept registrations until the close of business on March 11, 2016.

Refunds of registration fees will not be issued after March 7, 2016.

## HOTEL INFORMATION

All sessions will be held at the La Vista Conference Center, located at 12560 Westport Parkway, just off I-80 and Giles Road. A block of rooms has been secured for conference attendees at a special discounted rate of \$104 per night for a single or double room. To ensure a room at the discounted conference rate, identify yourself as a Nebraska Investment Finance Authority conference attendee when you call the Courtyard Marriott Reservations at (866) 634-7155 or (402) 339-4900 . The discounted rate will be available until February 29, 2016.



Tower of the Four Winds, Blair

## STAY CONNECTED

Need to check your email or search the web? Don't want to read that large document from your office on your smartphone? Laptops will be available to allow our attendees to stay connected while attending the 2016 Housing Innovation Marketplace. Free wi-fi is available throughout the main conference area of the hotel.

## SPONSORSHIP AND EXHIBITOR SPACE

Showcase your organization in our Innovation Hall!

Exhibitors are provided a table in our "Innovation Hall" and their logo will appear in marketing materials and on the Hometown, Nebraska BINGO card. Attendees can have the card stamped by exhibitors to be eligible for the NIFA-sponsored prize drawings.
















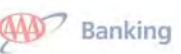










Sponsors receive a choice of sponsorship activity, full conference recognition, signage and company information on distributed marketing materials.

To become an Exhibitor or Sponsor contact Elizabeth Fimbres at 402-898-2501 or [elizabeth.fimbres@nifa.org](mailto:elizabeth.fimbres@nifa.org) or Susan Pulec at 402-434-0970 or [susan.pulec@nifa.org](mailto:susan.pulec@nifa.org)

## QUESTIONS?

If you have any questions about the upcoming conference, registration, exhibits or sponsorship, please contact either Elizabeth Fimbres (402) 898-2501, email – [elizabeth.fimbres@nifa.org](mailto:elizabeth.fimbres@nifa.org) OR Susan Pulec (402) 434-0970, email - [susan.pulec@nifa.org](mailto:susan.pulec@nifa.org)

# BINGO Card

  Old School House	  International Quilt Museum	 <h1>BINGO</h1> 					
  Argo Hotel	  Louis E. May Museum	  Veteran's Memorial Park	  Fort Atkinson	  Tower of the Four Winds	  The White House Inn	  Swedish Capital of Nebraska	  Vikings
  Free Little Library	  Opera House	  Roller Skating Museum	  Dr. Tyson Park	  Bell Ringing Time Capsule	  US National Weather Service	  Oregon Trail	  Fossil Beds
  Cabela's	  Lewis & Clark Mural	  Joe Bower's Memorial Post Office	  Klown Doll Museum	  Old West Main Street	  Railroad Museum	  One Room Jail House	  Grand Theatre

## B.I.N.G.O. Raffle Instructions

Here's how to enter:

1. Visit ALL exhibitors, and receive a stamp at each booth.
2. Collect all 26 stamps on your entry form, and fill in your name and contact information on the bottom of the card.
3. Return the card to the registration desk where it will be verified (all exhibitor stamps have been collected) and become eligible for prize drawings.
4. Are you a WINNER? Be at the Awards Celebration Luncheon on Wednesday, March 23rd to find out! You must be present to win!

## B.I.N.G.O. Raffle Prizes

Amazon ECHO  
Fitbit Charge HR  
Quadcopter Drone  
Amazon Fire TV

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

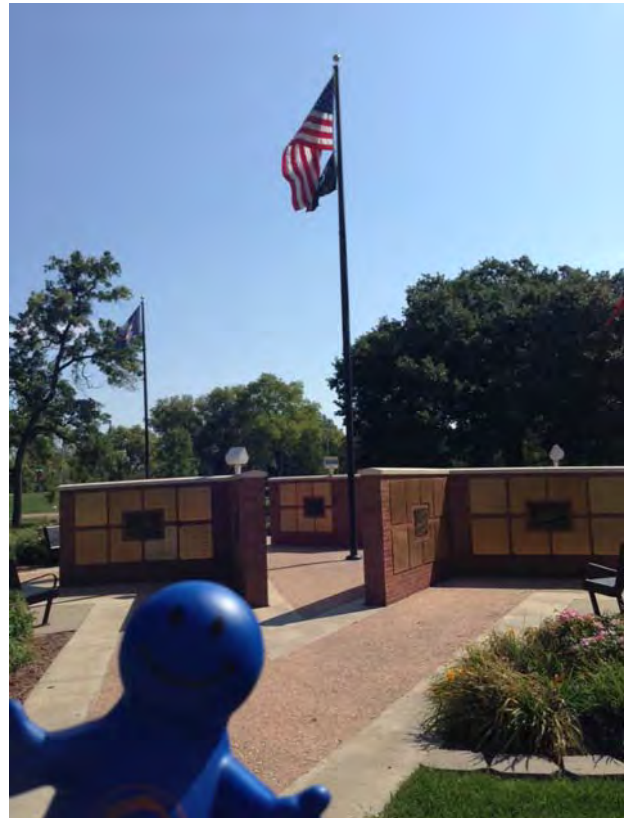
Email: \_\_\_\_\_

Sample of “selfie trivia” BINGO game  
signs at the Exhibitor booths





# BINGO



# BEATRICE

A beautiful and lasting memorial park dedicated to the military men and women of the United States who have served our great country. Veterans Memorial Park was dedicated on May 31, 2005. The mission of this project to build and maintain a permanent memorial park to honor all military men and women of the United States.



# BINGO



# TEKAMAH

The mural of Lewis and Clark & The Corps of Discovery journey map is located on the wall of the VFW Hall in Tekamah, Nebraska, a town with a population of 1850 residents. The mural itself is over 1500 sq. feet. The map is the area from the Platte River North to the South Dakota border and stretching as far as western Nebraska or the panhandle area.



# BINGO



# HADAR

Bring a book and take a book, or take a book and bring it back. This is the 2nd Free Little Library in Nebraska and the 1st “park like” Little Library with a bench that let’s you read before your journey home. They are open 24/7, 365 days a year! Donations of all kind are welcome.





# BINGO



# MINDEN

Constructed in 1891, this historical tribute to area arts and culture was completely renovated in 1999-2000 to serve as an attractive community center for theatrical productions, conferences, weddings, and much more. The Kearney County Community Foundation worked for several years on the project which was supported totally by grants and donations.



# LINCOLN

International Quilt Study Center & Museum at Quilt House has the world's largest publicly held quilt collection, dating from the early 1700s to present and representing more than 45 countries. Located on the University of Nebraska-Lincoln's East Campus.





# BINGO



# WAHOO

When you are in Wahoo, don't forget to stop by Joe Bower Historical Park to see the historic buildings including the U.S. Post Office from Memphis, Nebraska.



## T-shirt Mock ups



2016 Housing Innovation Marketplace



**Hometown, Nebraska**  
Celebrate Success • Embrace Opportunities

## Video Booth Signs

T-shirts were given to any conference attendee who shared their favorite thing about their hometown with our videographer & were also worn by NIFA staff during the conference.



This sign was placed near the video booth to encourage attendees to tell us about their hometown.

# Tell us about your HOMETOWN

Help us celebrate your successes and embrace the opportunities that lie ahead!




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# Sponsor Signs



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# Sample of Social Media Posts for #hometownNEselfie





**John Turner** ▶ NIFAHousing

October 29, 2015 · 🌐

This is my office at Region V Systems. Not only do I get to hang my music posters on the wall, I get to do what I do best...house people. In 10 years, we have housed over 2,000 consumers who have mental health issues and we contracted with 700 landlords. Not to mention expanded our housing programs to serve rural Southeast Nebraska. This is a very productive space. #hometownNEselfie



**Rob Woodling** ▶ NIFAHousing

March 9 · 🌐

At the site of Kidder Heights, a project that NIFA awarded tax credits. #hometownNEselfie



**Andrew** @AntonBurgin · 9 Nov 2015

@NIFAHousing Doing what I love, helping the homeless  
#hometownNEselfie



**Andrew** @AntonBurgin · 9 Nov 2015

@NIFAHousing Doing what I love, supporting my co-workers!  
#hometownNEselfie





Presentation of all selfies displayed on big  
screens in the general assembly areas of the conference



















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# EXHIBITORS











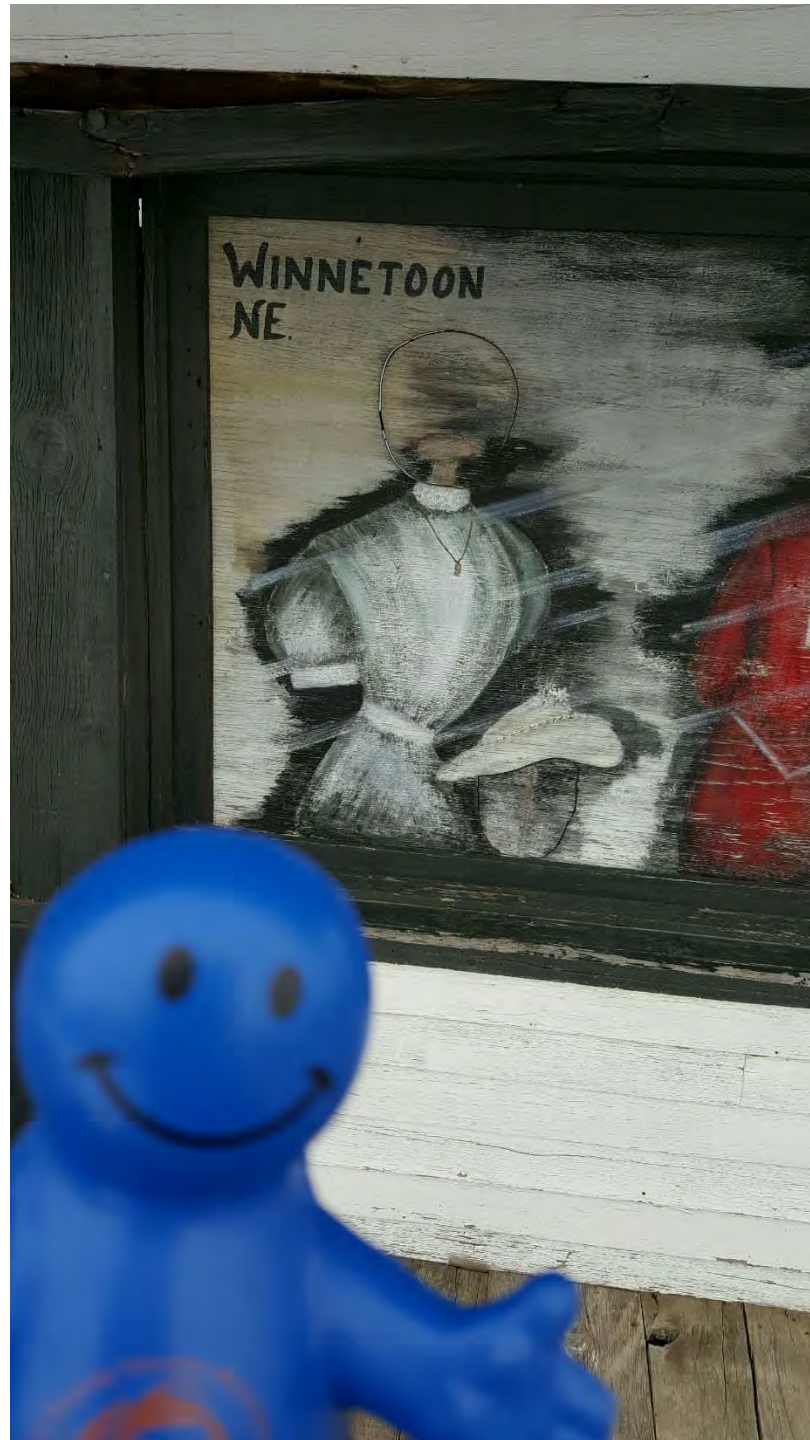
















## CUMING COUNTY

*Economic Development, Inc.*



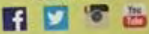
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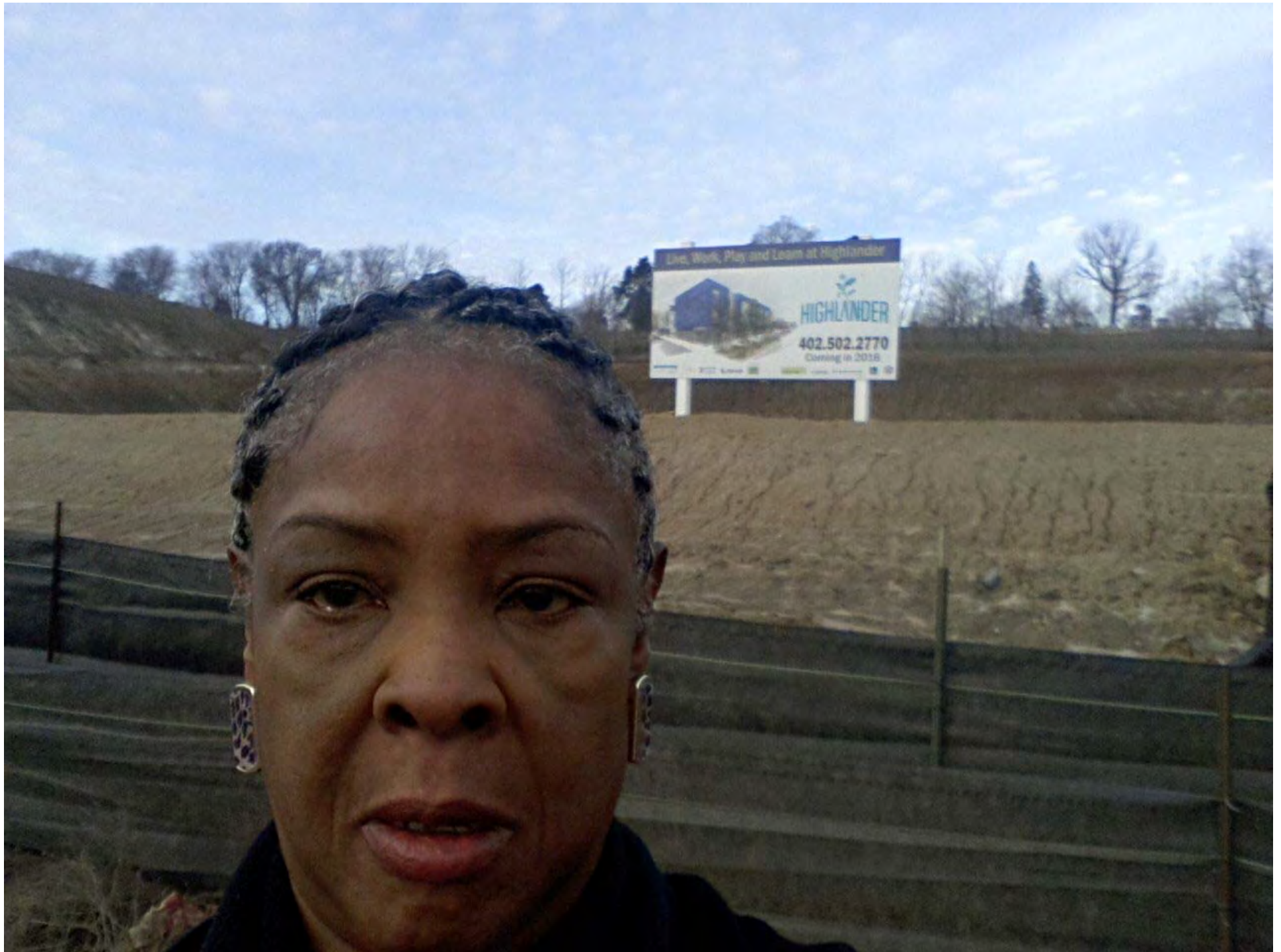




















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BIRTHSITE OF  
GERALD R. FORD



36TH PRESIDENT  
OF THE UNITED STATES

"MY FELLOW AMERICANS OUR BASIC NATIONAL PRINCIPLE  
IS FREE. OUR CONSTITUTION GUARANTEES OUR GREAT LIBERTY.  
A GOVERNMENT OF LAWS AND NOT OF MEN.  
HERE, THE PEOPLE RULE."

— PRESIDENT GERALD R. FORD  
JULY 1974

PRESIDENT GERALD R. FORD  
FOUNDED THE RITE DRIVING CONSTRUCTION MAY 1976  
AND REOPENED  
DEDICATED BY THE PEOPLE OF OHIO MAY 18, 1977

PRES

- 29. WAR
- 30. CAL
- 31. HERR
- 32. FRAN
- 33. FARR
- 34. DWIG
- 35. JOHN
- 36. LYND
- 37. RICH
- 38. GERAL
- 39. JIMMY
- 40. RONAL
- 41. GEORGE
- 42. WILLIAM









## Stress doll “giveaway”





Photos from the conference





