



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

Rental Housing: Multifamily Management
Another Tool in the Toolbox: Supporting Asset Management by Rebranding the PHFA
Housing Services Conference

Overview / Using Innovation to Respond to a Challenge

In 1999, the Pennsylvania Housing Finance Agency (PHFA) held its first Housing Services Conference to provide support to Service Coordinators throughout the state. Over the years as financing for Service Coordinator positions began to dwindle, we took note that more and more property managers were attending the conference - both for the educational opportunities and because they now had to put on another hat and become a dual property manager AND service coordinator for their property. This lead PHFA to add a single tract dedicated solely to property management issues. Through the years that track started filling up very quickly and ultimately lead us to the decision to rethink what we offer at our conference. After much deliberation, we decided to rebrand and expand the very successful Housing Service Conference and in 2016 we established the PHFA Multifamily Affordable Housing Conference (MAHC) to allow for affordable training for all on-site staff.

The Conference consisted of three days of training starting at noon on the first day and ending on noon at the third day allowing for travel on both the first and last days. Forty-three sessions were held representing 15 sessions for on-site management personnel, 15 sessions for housing services personnel, and another 13 sessions representing personal training that all on-site staff could benefit from attending.

Unlike many other HFA conferences, the MAHC is targeted at regional and on-site staff and focuses on improving asset management functions by providing educational sessions on property management, service coordination, financial operations, maintenance, and personal/professional growth. We encourage networking by providing numerous breaks and networking activities during the conference. This conference is in contrast to our Housing Forum which is a one and a half day conference offered every two years and is primarily directed to developers, lenders, and syndicators.

Replicable

Hosting a conference such as this is easily replicated provided you have a dedicated staff, a quality conference planner, available conference facilities, and adequate sponsorship donations. The HFA staff needs to take the lead in finding speakers, many of which can be obtained for a minimal or no fee. Many state agencies are more than willing to provide experienced and informative speakers at no charge other than travel reimbursement. It also is beneficial if one or two national trainers can be budgeted to guarantee current hot topics are taught by an experienced trainer. These speakers also help sell your event since they have an established reputation that leads to instant credibility for your conference.

One dedicated staff person can organize the conference with the help of a professional conference planner. Pre-conference planning requires an advance of funds from the HFA, but proper budget planning should permit the Agency to be reimbursed for all funds advanced. The dedicated staff person can assist in obtaining sponsors and exhibitors that allow you to keep the registration fee affordable. Many property management companies are more than willing to offer

financial assistance through obtaining a reduced registration fee for their staff. A copy of the sponsor and exhibitor pricing and a copy of the budget can be found as Attachments 1 and 2.

Finally, it should be stated that you do not need to do a three day conference. PHFA chose to do that primarily due to the size of our state and the travel required making it to and from a conference facility. The larger conference allowed us to charge more and ultimately spend more to obtain top trainers that benefited our partners.

Responding to an HFA need

The greatest challenge that our asset management team faces is dealing with the large amount of staff turnover and the constant need to train this staff at the properties we fund. The average size of a tax credit property in Pennsylvania is only 44 units resulting in the on-site manager making less than \$25,000 per year with many employees receiving no or minimal benefits. Due to the low pay and benefits, owners/agents often hire staff unfamiliar with program compliance (Section 8, Tax Credits, HOME program, etc.) requirements. We recognized that the MAHC would be an excellent opportunity to bring both new and veteran on-site staff together and train them on multiple asset management issues at an affordable price.

We also recognized that the MAHC would be an excellent opportunity to train on-site staff on new PHFA policies and procedures. For example, we had recently revised our rental schedule and annual budget forms along with a new budget submission process so we provided a session on this topic. Another session taught participants how to navigate through our Tax Credit Compliance Website. In total, we offered 43 sessions and all of them ultimately helped PHFA as we eliminated hours of one-on-one training and hand-holding to resolve non-compliance issues. A list of the sessions is included as Attachment 3.

Demonstrable Measurable Benefits to our Customers / Benefits vs. Costs

Talk about bang for your buck! Oftentimes our owners claim that training for their staff is difficult to find and unaffordable. While acknowledging that there are many quality trainers throughout the state and country, we feel that the MAHC is an excellent supplement or alternative to the other trainings. The cost for the 2016 MAHC was \$285 (early bird special) and offered 43 sessions in all areas of asset management. By comparison, many other training entities offer a single training topic that can cost several hundred dollars for just one day. We noted that agents who attended the conference had improved physical inspection and management review scores and fewer compliance related issues.

Proven Track Record

The 2016 Conference made money. In addition, with the increase in the on-site management tracks, the attendance increased from 437 to 655, with more than 50% of the attendees stating they represented on-site property management. This was the largest number of attendees ever for any training conference held by PHFA. This demonstrated the massive demand for training and networking opportunities and validates that PHFA interpreted and adapted well to the changing market conditions.

Effective use of resources

PHFA plans and administers the conference using staff from our Housing Services, Housing (Asset) Management, Technical Services, Information Resources, and Information Technology departments. Nationally recognized speakers typically charge by the day so we use them for 3 different specialized sessions to get the most for our dollars. We also use management agents/ service coordinators with outstanding practices so they can share their knowledge. Finally, we use our state and federal partners who typically provide training free of charge. As an added bonus, PHFA staff gets trained while working the conference.

Effectively Employ Partnerships

PHFA's partnerships with owners, agents, state and federal partners, and vendors and sponsors help keep the conference affordable. Free sessions were provided by HUD, Penn State University, The Pennsylvania Office of Attorney General, and the Pennsylvania Behavioral Health and Aging Coalition. Many others also provided free or low cost sessions. In addition to free or low fee trainers, we received over \$65,000 from our vendors and sponsors to help support the 2016 conference. Helping conference attendees build partnerships with each other and with PHFA staff is also promoted by offering networking opportunities. Roundtable style sessions are provided so those with similar type properties and issues can meet, talk, and share ideas, and evening activities are offered so attendees can interact and develop relationships.

Achieve Strategic Objectives

The goal of rebranding the Housing Service Conference was to provide much needed training opportunities for all on-site staff at an affordable price. For people attending the conference, partnerships were established, REAC scores improved at their properties, compliance issues were reduced, and staff was trained in multiple relevant topics that all project on-site personnel could receive benefit. PHFA staff was able to spend less time dealing with compliance issues and training staff when site visits were completed.

PHFA looks forward to helping other states train their property management staff.



2016 Multifamily Affordable Housing Conference

Call for Sponsors and Exhibitors

June 22-24, 2016

Join PHFA and more than 400 multifamily housing professionals from across Pennsylvania at PHFA's Multifamily Affordable Housing Conference at the Valley Forge Casino Resort, King of Prussia.

We are seeking organizations to sponsor the conference and/or exhibit their products and services at the Marketplace of Vendors on **Thursday June 23, 2016, from 11am-6:15PM.**

You will meet property managers, service coordinators, housing administrators, activity directors and service providers who work in elderly, family, and housing for people with special needs, including staff of HUD-assisted, public and tax-credit housing and a variety of other professionals. Let our participants know how your services and products can assist them in performing their work.

SPONSORSHIP PACKAGES

<u>Champion</u>	\$5,000
<ul style="list-style-type: none">• Recognition at Sponsored Luncheon• Signage at Luncheon• Your official logo included in registration/general marketing (if desired)• Four free conference attendee registrations• Free full page ad in the conference program	
<u>Partner</u>	\$3,000
<ul style="list-style-type: none">• Recognition at Sponsored Breakfast• Signage at Breakfast• Your official logo included in registration/general marketing (if desired)• Two free conference attendee registrations• Free full page ad in the conference program	
<u>Give-Away Sponsor</u>	\$2,000
<ul style="list-style-type: none">• Your official logo on Conference attendee give-away• Free half page ad in the conference printed program	
<u>Lanyard Sponsor</u>	\$1,500
<ul style="list-style-type: none">• Your official logo on name badge lanyard• Free half page ad in the conference printed program	
<u>Break Sponsor</u>	\$1,200
<ul style="list-style-type: none">• Signage at Sponsored Refreshment Break• One free conference attendee registration• Free half page ad in the conference program	
<u>Exhibitor</u>	\$350
<ul style="list-style-type: none">• Recognition in the Conference Program• Exhibitor table (6'x2' & 2 chairs)• Lunch for two representatives	

Please contact Melissa Reifsnyder 717.780.4353 / mreifsnyder@phfa.org to discuss various sponsorship, exhibitor or advertisement opportunities or to indicate your interest in sponsoring at one of the above levels.



2016 Multifamily Affordable
Housing Conference
June 22-24, Valley Forge Casino Resort

Sponsorship and Exhibitor Application

Please note the 2016 MAH Conference sponsorship deadline is **April 29, 2016.**

Opportunities:

- Champion
 - Partner
 - ~~Give-Away Sponsor~~
 - ~~Lanyard~~
- ~~Break~~
 - Exhibitor

CONTACT INFORMATION

Company Name

Contact Name

Mailing Address

Phone

Email

Website

Product or service to be displayed (if exhibiting)

Are you bringing a free-standing display? Yes No

If your display is larger than 6' wide, what are dimensions?

Do you require: table Yes No and/or electricity Yes No

Please complete below a short description (25 words or less) to be printed in the Marketplace program about your product(s)/service(s):

Advertisement Details: All sponsors receive a free ad in the printed Conference program. For additional information, please refer to the advertisement submission form.

Attachment 1

Application for exhibit space at the 2016 Multifamily Affordable Housing Conference indicates the applicant's willingness to abide by all accompanying terms and conditions, as well as additional rules and regulations that PHFA deems necessary for the success of the exposition, provided these do not materially alter the exhibitor's contractual rights. The application becomes a contract when accepted by PHFA. PHFA reserves the right to restrict exhibit sales to those companies and organizations that PHFA deems are beneficial to the success of the conference.

Terms/Conditions

In the event that an exhibitor must cancel prior to the exhibit, all refunds will be at the discretion of PHFA based on date of cancellation and benefits received thus far. To reserve space, booths must be paid in full. All requests for booths and electricity must be coordinated through PHFA. Wireless internet capacity is provided.

Registration information: All attendees must register, once open, on the conference website (a link will be provided when available).

Company representatives (2) who will attend conference*:

Name for Badge:

Title:

Name for Badge:

Title:

*if you are attending as a vendor, please contact Melissa Reifsnnyder if you would like to attend the entire conference.

Extra Attendees *(Additional cost of \$50 per person will be incurred)*

Name for Badge:

Title:

Name for Badge:

Title:

By signing this contract, you verify having read and agree to abide by the terms/conditions.

Authorized Signature

Date

Total Amount Due \$

Email to housingservices@phfa.org or FAX to 717.614.2699
Questions? Call 717.780.4353 or email mreifsnnyder@phfa.org

Mail your check (no later than May 20th) to:
Pennsylvania Housing Finance Agency (PHFA)
211 N. Front Street, Harrisburg, PA 17101
ATTN: Housing Services Department



PHFA

PENNSYLVANIA HOUSING FINANCE AGENCY

2016 Multifamily Affordable Housing Conference

June 22-24, Valley Forge Casino Resort

Conference Advertisement Application

To ensure placement, print-ready advertisements must be submitted no later than **April 29, 2016**.

CONTACT INFORMATION

Company Name

Contact Name

Address

Phone

Email

SUBMISSION PREPARED BY (only needs to be completed if prepared by other than advertiser)

Company Name

Primary Contact/Title

Address

Phone

Email

AD SIZES AND RATES

Size	Dimensions (W x H, in inches)	Cost
Full page	7.5" x 10"	\$ 400.00
Half page, horizontal	7.5" x 4.875"	200.00
Half page, vertical	3.625" x 10"	200.00
Quarter page	3.625" x 4.875"	100.00

ADVERTISEMENT DETAILS See Advertisement Submission Guidelines for details.

Email to housingservices@phfa.org or FAX to 717.614.2699
Questions? Call 717.780.4353 or email mreifsnyder@phfa.org

Mail your check (no later than April 30th) to:
Pennsylvania Housing Finance Agency (PHFA)
211 N. Front Street, Harrisburg, PA 17101
ATTN: Housing Services Department



2016 Multifamily Affordable Housing Conference

June 22-24, 2016

Valley Forge Casino Resort

Advertisement Submission Guidelines

Ad Size	Dimensions (W x H, in inches)
Full page	7.5" x 10"
Half page, horizontal	7.5" x 4.875"
Half page, vertical	3.625" x 10"
Quarter page	3.625" x 4.875"

Supported File Formats

PHFA will only accept press-quality, print-ready ads. We prefer PDF files with fonts embedded for maximum quality of your ad. If you are unable to submit your ad via PDF, we will also accept high quality JPEG, TIFF, and EPS files. Please note, we will not accept InDesign or Quark native files.

Deadline

To ensure placement, reserve ad space and submit print-ready ad no later than April 10, 21015.

Submission Process

Please email your ad to housingservices@phfa.org. Please include full contact information within the body of the email in case we encounter a problem with the file.

Other important information

- Use high-resolution images, small images taken from websites are not suitable for high-quality advertising.
- Do not include images you do not have permission to use.
- Please include your company name within the name of your PDF.
- Embed all your fonts to ensure proper printing. If the fonts are not embedded, we cannot guarantee the look of your ad.
- Do not include printer marks (crop marks and color bars) on submitted ad.

PHFA reserves the right to reject your ad if these guidelines are not met.

For additional information or questions, please contact Melissa Reifsnyder at mreifsnyder@phfa.org or 717.780.4353.

2016 Conference Budget			Budgeted	Actual Expense	Notes
Facility- conf meeting space, food			\$103,456.00	\$99,428.18	
Staff Rooms			\$3,350.00	\$5,261.44	
Evening Event			\$5,000.00	\$3,096.00	
Audio Visual			\$10,385.00	\$24,132.48	
Consultant Coordination			\$19,000.00	\$16,421.81	
Consultant Travel			\$0.00		
Consultant Hotel (meals & tips)			\$1,500.00	\$447.20	
Consultant Postage			\$0.00		
Consultant Phone			\$0.00	\$76.78	
CEU Fees			\$50.00		
Registration costs via reg-online			\$1,619.50	\$6,618.19	
Speaker Fees (note side bar)			\$15,000.00	\$10,606.00	
Speaker Gifts			\$600.00		
Flowers			\$500.00	\$1,086.00	
Give Aways (including lanyards and raffle gift basket)			\$2,500.00	\$2,078.63	
Interpreter- (CART Services)			\$200.00		
Badges			\$600.00	\$558.52	
Conf. Guide			\$3,000.00	\$7,465.39	
Packets (copies) & Signage			\$1,200.00	\$1,336.14	
Showcase			\$60.00	\$80.00	
Marketplace			\$1,560.00		
Host Committee Exp.			\$100.00		
Misc			\$150.00	\$22.98	
Total Expenses			\$169,830.50	\$178,715.74	
Less registrations pymts not received			\$1,000.00		
Registrations	Budgeted/Goal 240 x \$285 = \$68,400 120 X \$315 = \$37,800 10 X \$355 = \$3,550 15 X \$185 = \$2,625 10 x \$185 = \$1500 395 Paid Registrations		\$113,875.00	\$132,259.31	

Speaker Breakdown	Owed	Paid
Wed. Keynote	5000	
1	250.00	
2	135.00	
3		
4		
5		
6		
7	26.00	
8		
9		
10		
11		
12		
13		
14		
15A	250.00	
15B	350.00	
16A		
16B		
17	200.00	
18A		
18B	45.00	
19	1000.00	
20		
21		
22	250.00	

Attachment 2

Evening event registrations			
Ads			
Marketplace	\$10,000.00	\$10,200.00	
Sponsorships	\$18,000.00	\$57,350.00	
Income	\$141,875.00	\$199,809.31	
Required Subsidy	\$27,955.50	-\$21,093.57	

23		
24	400.00	
25		
26	1000.00	
27		
28		
29	450.00	
30	250.00	
31		
32		
33	1000.00	
34		
35		
36		
37		
38		
39		
40		
Total	10606.00	

Payee	comments
Denise Riley	
Robert Johnston	
Susie Ortega/Christina Meredith/Sandy	mileage from Scranton for Sandy
Holly Chase	
Howard Ermin	
Ali Tomich/Frank Bobak	
Kristopher Halsey	
Katie McCabe	mileage
Pat Madigan	
Chris Ramsay, Randy Wadsworth, Nichole Coleman	
Jo Sterner	
Linda Shumaker	
Ronaldlyn Latham	
Jennifer Frank	
Katie McCabe	
Larry Wenger	
Rose Gioia-Fine	
Christina Meredith/Nichole Proctor/Melinda Johnson	
Kurt Livering, Ali Tomich	
Terri Clark	
David Shallcross	
Amber Brown	mileage from Reading
AJ Johnson	
David Son	
Jon McVey	
Larry Wenger	

Susie Ortega/Nichole Proctor	
Pat Gadsden	includes #17
Monique Martin	
AJ Johnson	
Michael Schultz	
Christian Hobson	
Andrew Sullivan	
Dion Lerman	
Yuri Ben Israel	
Michael Pico	
AJ Johnson	
PA Commission for Women (See session sheet for specifics)	
Panel: Lyn Kirshenbaum, Randall Sheetz	
Brad Senick, Pat Deangelo, Mike Muschko	
Kimberly Fry & Shannon Mowery	
Joseph Holman	
Eric Naftulin, Jane Coyle Lahage	
Elizabeth Marx	

2016 PHFA MULTIFAMILY AFFORDABLE HOUSING CONFERENCE-AT-A-GLANCE

Please refer to the map for session locations

WEDNESDAY, JUNE 22		
9:30 AM - 5:30 PM	Valley Forge Event Center	Registration Desk Open
11:00 AM - 12:30 PM	Valley Forge Event Center Delaware Room	Welcome: Brian Hudson Lunch & Presentation: Denise Riley-Ajanwachuku <i>"Start Well, Finish Better"</i>
12:45 - 2:15 PM CONCURRENT SESSIONS SET 1		
	Radisson - Grand Ballroom North	1. Conflict Resolution
	Radisson - Franklin	2. Escape the Pitfalls of Common MOR Findings ...
	Valley Forge - Laurel West	3. Your Money's Best Friend: Help Your Tenants ...
	Valley Forge - Parkview	4. Disability Awareness
	Radisson - Grand Ballroom South	5. PHFA Tax Credit Compliance Website
	Radisson - Hancock	6. Combating Compassion Fatigue (CESC ONLY)
	Radisson - Ross/Jefferson	7. What You Need to Know About Fair Housing
2:15 - 2:45 PM	Grand, Independence and Laurel Ballroom foyers	Refreshment Break and Networking
2:45 - 4:15 PM CONCURRENT SESSIONS SET 2		
	Valley Forge - Laurel West	8. Mental Health Basics
	Radisson - Franklin	9. Property Rent-up Forum
	Valley Forge - Parkview	10. How to Work Effectively with Individuals ...Cycle
	Radisson - Hancock	11. Understanding Hoarding Behaviors
	Radisson - Grand Ballroom South	12. Updating your Affirmative Fair Housing Marketing
	Radisson - Grand Ballroom North	13. Community Building in Supportive Services
	Radisson - Ross/Jefferson	14. What You Need to Know About Fair Housing
5:00 - 7:30 PM	Pool	<i>"Valley Beach" Poolside Reception</i> <i>If you registered for this, you will have a wristband</i>
THURSDAY, JUNE 23		
8:00 AM - 5:00 PM	Valley Forge Event Center	Registration Desk Open
8:00 - 9:15 AM	Valley Forge Event Center Delaware Room	Breakfast
9:30 - 10:30 AM CONCURRENT SESSIONS 3		
	Radisson - Hancock	15. Two Monologues Don't Make a Dialogue...
	Radisson - Grand Ballroom South	16. Overview of PHFA Multifamily Funding Programs..
	Radisson - Franklin	17A. Sensitivity Awareness: Sexual ...(CESC & CFSC)
	Radisson - Ross/Jefferson	18. The Good, The Bad and the Ugly of Adult Bullying
	Radisson - Grand Ballroom North	19A. Managing a Mixed Finance Property
	Valley Forge - Laurel West	20A. Hearing Voices - Taking Back Our Power...
10:30 - 10:45 AM	Grand, Independence and Laurel Ballroom foyers	Refreshment Break and Networking
11:00 AM - 6:15 PM	Valley Forge Event Center	Vendor Marketplace open
10: 45 - 11:45 AM CONCURRENT SESSIONS 4		
	Radisson - Franklin	17B. Sensitivity Awareness: Sexual ...(CESC & CFSC)
	Radisson - Grand Ballroom North	19B. Managing a Mixed Finance Property
	Valley Forge - Laurel West	20B. Hearing Voices - Taking Back Our Power...
	Radisson - Grand Ballroom South	21. State Initiatives Update
	Radisson - Hancock	22. Families, Literacy, and Technology...
	Radisson - Ross/Jefferson	23. PHFA Budget Submission Requirements
	Valley Forge - Parkview	24. Sexuality in Mid & Later Life
12:00 - 1:15 PM	Valley Forge Event Center Delaware Room	Lunch <i>Celebrating Excellence, Best Practices Awards Presented by Carl Dudeck</i>

1:30 – 3:00 PM			CONCURRENT SESSIONS 5
	Radisson - Franklin		25. Time Management
	Radisson - Grand Ballroom South		26. Avoid Fair Housing Troubles with a Tenant ...
	Radisson - Ross/Jefferson		27. Team Building in the Workplace
	Radisson - Hancock		28. Special Claims Made Easy
	Radisson - Grand Ballroom North		29. Calculating Income and Assets
	Valley Forge - Laurel West		30. Grant Writing
	Valley Forge - Parkview		31. Service Coordinators Roundtable
3:00 – 3:30 PM	Valley Forge Event Center		Refreshment Break and Networking in the Exhibit Hall
3:30 – 5:00 PM			CONCURRENT SESSIONS 6
	Radisson - Hancock		32. Addiction and the New Drugs
	Radisson - Ross/Jefferson		33. Recognize, Prevent & Resolve Bed Bug Issues...
	Valley Forge - Parkview		34. Service Coordination Basics – (CFSC only)
	Radisson - Grand Ballroom South		35. How to Coach and Engage Others
	Radisson - Grand Ballroom North		36. Putting on Your Sleuth Hat – Interviewing Skills...
	Radisson - Franklin		37. How to Achieve the Work-Life Balance ...
5:15 – 6:15 PM	Valley Forge Event Center		Happy Hour in the Exhibit Hall
6:15 PM			Dinner on your Own
FRIDAY, JUNE 24			
8:00 – 8:45 AM	Valley Forge Event Center		Breakfast
8:45 – 9:15 AM	Valley Forge Event Center		Plenary Address: Sister Mary Scullion <i>“Developing Affordable Housing: Essential to Building a Bright Future for Pennsylvania”</i>
9:30 – 11:00 AM			CONCURRENT SESSIONS 7
	Radisson - Grand Ballroom North		38. Federal Initiatives Update
	Radisson - Franklin		39. SC Documentation and Liability (CESC & CFSC)
	Radisson - Grand Ballroom South		40. Excellence Is Not By Accident!
	Valley Forge - Laurel West		41. Gangs/Violence
	Valley Forge - Hancock		42. Energy Efficiency for Affordable Multifamily...
	Radisson - Ross/Jefferson		43. Housing Preservation - The Art of Renovating...

*A conference survey will be mailed to you electronically the second week of July. After you have completed the survey, you will receive an electronic copy of your attendance certificate.
We appreciate your feedback!*

**Mark Your Calendar
2017 Conference
June 28-30, 2017
Penn Stater, State College, PA**