



## Annual Conference & Showcase 2020

October 27 – 29 | Virtual

A digital experience in 2020, NCSHA's premier members-only event brings together HFA executive directors, board members, and staff and their industry partners to explore solutions to the affordable housing community's toughest, fast-moving challenges. Members who share similar responsibilities in their organizations enjoy a robust exchange of ideas, best practices, and experiences in:

- Communications
- COVID-19
- Data and Analytics
- Finance
- Governance
- Homeownership
- Human Resources
- Information Technology
- Legal
- Management Innovation
- Rental
- Rural
- Social Equity
- Special Needs Housing
- Sustainable Housing

### MONDAY, OCTOBER 26

12:00 pm - 1:45 pm

#### **NCSHA General Membership and Board of Directors Meeting**

*Open to HFA executive directors only*

1:45 pm - 2:00 pm

#### **Break**

2:00 pm - 3:30 pm

#### **Executive Directors Forum**

*Open to HFA executive directors only*

3:30 pm - 4:00 pm

#### **Break**

4:00 pm - 5:00 pm

**NCSHB Annual Business Meeting**

*Open to HFA board members and executive directors only*

**Tuesday, October 27**

12:00 pm - 1:30 pm

**Opening Plenary Featuring Keynote Speaker Mark Joseph and Presentation of the 2020 Awards for Program Excellence**

Keynote Address

For more than 20 years, efforts to reduce segregation and concentrated poverty through mixed-income development have delivered uneven results for residents and neighborhoods. New approaches are now emerging that seek to build on what's worked and address what hasn't through a more intentional focus on the experiences of low-income households of color. Dr. Mark Joseph, who is at the forefront of innovation research, policy, and practice, will articulate a powerful vision for more equitable and inclusive mixed-income communities.

SPEAKER

**Dr. Mark Joseph**, Founding Director of the National Initiative on Mixed-Income Communities and Professor | Case Western Reserve University

Presentation of the 2020 Awards for Program Excellence

These prestigious awards recognize state HFAs for innovative programs, projects, and practices in support of affordable housing. During this special ceremony, we celebrate the 2020 award winners and the outstanding work of all HFAs. Many of the entries are featured in sessions throughout the conference.

**Joaquín Altoro**, Chief Executive Officer/Executive Director | Wisconsin Housing and Economic Development Authority

**Bonita Shropshire**, Executive Director | South Carolina State Housing Finance and Development Authority

1:30 pm - 1:45 pm

**Showcase Break**

1:45 pm - 2:00 pm

**Express Sessions**

*Go to page 21 for session descriptions.*

2:00 pm - 2:15 pm

**Mind-and-Motion Break**

2:15 pm - 3:15 pm

**CONCURRENT SESSIONS**

**Addressing Homeowner Needs Post-Forbearance (C19, HO, RU, SE)**

How are lessons learned from the Hardest Hit Program informing strategies for post-forbearance efforts? HFAs and industry experts discuss how counseling programs and servicers are adjusting to keep homeowners in their homes in the wake of the coronavirus pandemic.

DISCUSSION LEADER

**Cynthia Peraza**, Director of Community Programs | Tennessee Housing Development Agency

PARTICIPANTS

**Kristin Faust**, Executive Director | Illinois Housing Development Authority

**Sharon Robinson**, Originations Servicing Oversight Manager | Lakeview Loan Servicing, LLC

**Peter Sellke**, Director, Hardest Hit Program | Illinois Housing Development Authority

**Andy Walden**, Economist and Director of Market Research | Black Knight, Inc.

**Capital and Housing Markets Trends and Outlook (C19, FI, HO, RE)**

Hear from leading industry experts about how capital markets are being impacted by COVID-19 and other factors. Learn how HFAs are issuing bonds and financing their homeownership and rental programs in the current environment. Discuss what to expect and how to prepare for the future.

DISCUSSION LEADER

**Sergei Kuzmenchuk**, Chief Financial Officer | Maryland Department of Housing and Community Development

PARTICIPANTS

**Damian Busch**, Director | Barclays

**Ishdeep Singh**, Managing Director | Hilltop Securities Inc.

**Marian Zucker**, Senior Director, Sector Lead, USPF Housing | S&P Global Ratings

### **Hosting Public Board Meetings and Forums Online (C19, CO, IT)**

Whether mandated or strategic, public events offer an opportunity to engage stakeholders and elevate public perception of your organization as you communicate good news or challenges. Gain tips on pivoting from in-person to virtual public meetings and forums so that the focus remains on your message, not your tech.

DISCUSSION LEADER

**Bridget Pooley**, Chief Operating Officer | Mission Partners, Benefit LLC

PARTICIPANTS

**Yolanda McCutchen**, Director of Public Relations | District of Columbia Housing Finance Agency

**Amanda Wusk**, Marketing and Relationship Manager | Nebraska Investment Finance Authority

### **Housing Credit Hot Topics (C19, LE, GO, RE, SH)**

Explore key Housing Credit program issues, including equity market and investment trends, tax-exempt bond financing activity, Average Income Test developments, preservation priorities and challenges, and the dramatic impact of the pandemic on development and compliance.

DISCUSSION LEADER

**Christine Moran**, Managing Director, Multifamily Finance Department | Illinois Housing Development Authority

PARTICIPANTS

**Anthony Freedman**, Partner | Holland & Knight LLP

**Michael Gaber**, Executive Vice President | WNC & Associates, Inc.

**Stephanie Naquin**, Multifamily Compliance | Novogradac & Company LLP

3:15 pm - 3:30 pm

**Showcase Break**

3:30 pm - 4:30 pm

### **CONCURRENT SESSIONS**

#### **Administering Emergency Rental Assistance Programs (GO, LE, MI, RE, SE)**

HFAs running programs to address the needs of renters dealing with COVID-19-related complications discuss program development, execution, and performance.

DISCUSSION LEADER

**Jacob Sipe**, Executive Director | Indiana Housing and Community Development Authority

PARTICIPANTS

**Andrea Bell**, Homeless Services Manager | Oregon Housing and Community Services

**Anas Ben Addi**, Executive Director | Delaware State Housing Authority

**Katie Brennan**, Chief of Staff | New Jersey Housing and Mortgage Finance Agency

**Carol Ditmore**, Director | Arizona Department of Housing

**Building the Balance Sheet — Expanding Available Tools Part 1 (FI, HO, LE)**

The changing financial and economic landscape of early 2020 provided HFAs with the opportunity to expand the ways they can build their balance sheets and execute capital market transactions. This two-part panel kicks off with an in-depth discussion of the benefits and considerations to executing the newly conceived CMO-Interest Only transaction.

DISCUSSION LEADER

**Cindy Harris**, Chief Financial Officer | Iowa Finance Authority

PARTICIPANTS

**Raymond High**, Director | Citigroup Global Markets Inc.

**Alan Jaffe**, Managing Director and Head of Housing and Real Estate Group | Jefferies LLC

**David Jones**, Principal | CSG Advisors Incorporated

**Denver Maw**, Finance Director | Colorado Housing and Finance Authority

**Employee Healthcare Under COVID-19 (C19, HR, MI)**

Get expert insight on the Families First Coronavirus Response Act and recent developments in healthcare law that may impact your employees. Discuss best practices and lessons learned in employee health and safety during COVID-19.

PARTICIPANT

**Alden Bianchi**, Member | Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, PC

**Microsoft Teams and Other Collaboration Tools (C19, IT, MI)**

With employees working from home during the pandemic, organizations are increasingly embracing internet-based collaboration tools to connect their teams. In this session, HFA and industry leaders share lessons learned and answer your questions about where to start and how to optimize use of collaborative systems.

## PARTICIPANTS

**Kelly Becker**, Director, Information Technology | Colorado Housing and Finance Authority

**Gini von Courter**, Instructor | LinkedIn Learning

4:30 pm - 4:45 pm

### **Virtual Tour and Break**

4:45 pm - 5:45 pm

## **CONCURRENT SESSIONS**

### **Advancing Diversity, Equity, and Inclusion (DA, HR, IT, SE)**

During this “micro-workshop,” Dr. Nita Mosby Tyler shares how to build systems of diversity, equity, and inclusion in an organization. Participants will learn how to “deconstruct” complex terms, discuss how to incorporate inclusivity at the strategic level, get advice on facilitating important internal conversations, and hear one HFA’s journey.

## PARTICIPANTS

**Debbie Herrera**, Director, Human Resources | Colorado Housing and Finance Authority

**Nita Mosby Tyler**, Chief Catalyst and Founder | The Equity Project

### **Building the Balance Sheet — Expanding Available Tools Part 2 (FI, HO, LE)**

The examination of potential financing strategies continues with a detailed conversation of other available financing tools utilized by HFAs, including new tax-exempt and pass-through bond strategies. Learn what an HFA should consider when determining its optimal financing strategy, and how each transaction could impact an agency’s financial ratings.

## DISCUSSION LEADER

**Cindy Harris**, Chief Financial Officer | Iowa Finance Authority

## PARTICIPANTS

**Gregory Borys**, Vice President | Morgan Stanley

**Ansel Caine**, Vice President | Caine Mitter & Associates Incorporated

**Cory Hoepfner**, Managing Director | RBC Capital Markets

**Jordan Laird**, Director, Finance | Pennsylvania Housing Finance Agency

**Florence Zeman**, Associate Managing Director | Moody’s Investors Service

### **Communicating Housing’s Role in Racial Equity (CO, SE)**

Housing is foundational to health, education, employment, and financial security. Learn how the affordable housing community can better educate citizens, partners, and policy-makers on housing’s critical role in expanding opportunity and ensuring equity for people of color.

PARTICIPANT

**Tiffany Manuel**, President and Chief Executive Officer | TheCaseMade

### **Keeping Residents with Special Needs Safe During a Pandemic (C19, RE, SN)**

Residents with special needs — including seniors and those who previously experienced homelessness — are especially vulnerable to the coronavirus. Explore strategies for mitigating the risk of infection in senior and supportive housing developments. Learn how owners, managers, and service providers are coordinating meals, sanitation measures, and resident engagement. Discuss the additional support needed in housing for these vulnerable populations, strategies to ensure safety for staff and residents, and how to adopt lessons learned as best practices.

DISCUSSION LEADER

**Deborah Burkart**, National Vice President, Supportive Housing | National Equity Fund, Inc.

PARTICIPANTS

**Juliana Bilowich**, Director, Housing Operations and Policy | Leading Age

**Paul Lambros**, Executive Director | Plymouth Housing Group

**Michelle Norris**, Executive Vice President–Strategic Initiatives and External Affairs | National Church Residences

## **Wednesday, October 28**

12:00 pm - 1:00 pm

### **CONCURRENT SESSIONS**

#### **Meeting Investors’ Evolving Informational Needs (FI, HO, LE)**

Recent events have prompted investors to seek more financial information from state HFAs before bidding on bonds and securities. Learn how HFAs are adapting their disclosure practices and how your agency can provide the requisite information to investors without creating unnecessary reporting burdens.

DISCUSSION LEADER

**Rich Froehlich**, First Vice President and Chief Operating Officer | New York City Housing Development Corporation

## PARTICIPANTS

**Leslie Powell**, Partner | Kutack Rock LLP

**Jordan Moskowitz**, Director of Single Family Programs | New Jersey Housing and Mortgage Finance Agency

**Melanie Weathers**, Senior Financial Administrator | Florida Housing Finance Corporation

**Howard Zucker**, Partner | Hawkins Delafield & Wood LLP

### **Multifamily Preservation Strategies (C19, FI, GO, RE, RU, SH)**

Discuss trends in the preservation of HUD and USDA-assisted rental properties, the Housing Credit portfolio, and naturally occurring affordable housing. Explore tools for recapitalization financing, best practices for capital needs assessments, and the pandemic's impact on rehabilitation schedules and budgets.

## DISCUSSION LEADER

**Jill Cromartie**, Division Director, Housing Finance and Development | Georgia Department of Community Affairs/Georgia Housing and Finance Authority

## PARTICIPANTS

**Ellen Lurie Hoffman**, Federal Policy Director | National Housing Trust

**Jennifer Miller**, Senior Advisor | Illinois Housing Development Authority

**Danielle Salus** | Minnesota Housing

### **Legislative Update (C19, GO, SE)**

Seasoned advocates report on legislative and regulatory initiatives critical to HFA programs and activities. Get updates on coronavirus relief programs, NCSHA's tax priorities, housing appropriations, and key elements of the presidential candidates' housing and community development platforms.

## DISCUSSION LEADER

**Garth Rieman**, Director of Housing Advocacy and Strategic Initiatives | National Council of State Housing Agencies

## PARTICIPANTS

**Yvonne Hsu**, Senior Housing Policy Specialist | National Council of State Housing Agencies

**Jennifer Schwartz**, Director of Tax and Housing Advocacy | National Council of State Housing Agencies



**Using Technology to Reach More Home Buyers (HO, IT, RU)**

Learn how state HFAs are adapting to the growing importance of technology in mortgage processes to reach more home buyers more efficiently. Hear from HFAs who have developed customer-facing technologies to increase the number of low- to moderate-income homeowners in their states.

DISCUSSION LEADER

**Michael Holliday**, Chief Financial Officer | Nevada Housing Division

PARTICIPANTS

**Valeria Alfano**, Single Family Operations Officer | Connecticut Housing Finance Authority

**Heather Bowman**, National Homebuyer Education Program Manager | Idaho Housing and Finance Association

**Richard Hill**, Vice President, Industry Technology | Mortgage Bankers Association

1:00 pm - 1:15 pm

**Virtual Tour and Break**

1:15 pm - 1:30 pm

**Express Sessions**

1:30 pm - 1:45 pm

**Showcase Break**

1:45 pm - 2:45 pm

**CONCURRENT SESSIONS**

**Delivering Housing Counseling Successfully in a Pandemic (C19, HO, IT)**

Educating home buyers — especially first-time or first-generation home buyers — on how to purchase and keep a home with mortgage financing is a critical service. The coronavirus has forced what typically is a face-to-face interaction online. Learn how forward-thinking state HFAs have incorporated technology into their housing counseling programs and kept the high quality of their services constant during the pandemic.

DISCUSSION LEADER

**Brent Adney**, Director, Homeownership Programs | South Dakota Housing Development Authority

PARTICIPANTS

**Veronica Depotty**, HUD Grant Manager & Housing Education Specialist, Homeownership Division | Michigan State Housing Development Authority

**Terri L. Redmond**, Manager Counseling/Education | Pennsylvania Housing Finance Agency

**Marietta Rodriguez**, President and Chief Executive Officer | NeighborWorks America

### **Enhancing Health Outcomes in Multifamily Housing (C19, GO, RE, SE, SH, SN)**

Explore various initiatives to improve health outcomes for affordable housing residents. Understand the impact of building design and construction practices on resident health, including enhanced indoor air quality and use of non-toxic materials. Discuss strategies to promote resident health through coordinated delivery of social services.

#### DISCUSSION LEADER

**Julie Cody**, Director, Affordable Rental Housing | Oregon Housing and Community Services

#### PARTICIPANTS

**Lori Little**, President, Chief Executive Officer | National Affordable Housing Trust

**Lianna Petroski**, Director, Conventional Equity | Enterprise Community Investment, Inc.

**Karyn Sper**, Director, Fannie Mae Green and Healthy Housing Financing | Fannie Mae

### **Internal Communications: Pandemic Case Studies (C19, CO, HR, IT, MI)**

How have state HFAs and their partners kept staff informed, connected, and engaged — and sensitive information safe — while working from home during the pandemic? Hear lessons learned across departments that can inform teleworking programs and business continuity planning.

#### DISCUSSION LEADER

**Emily Sharp**, Communications Director | Kansas Housing Resources Corporation

#### PARTICIPANTS

**Jill Mazullo**, Director, Communications | Minnesota Housing

**Josh Nguyen**, Communications Specialist | Minnesota Housing

**Amy Palmer**, Manager of Marketing and Communications | New Jersey Housing and Mortgage Finance Agency

### **Managing Cybersecurity Risks (FI, GO, HO, IT)**

As a program manager, how can you ensure your agency is protecting your borrowers' sensitive data? How should your agency respond if your data is compromised? Legal and cybersecurity experts walk through your legal obligations, outline strategies for preventing cyberattacks, and share best practices for breaches.

DISCUSSION LEADER

**Lesli Wright**, Deputy Executive Director | Wyoming Community Development Authority

PARTICIPANTS

**Todd Kinney**, Partner | Kutak Rock LLP

**Joshua N. MacDiarmid**, Special Agent, Money Laundering, Forfeiture, and Bank Fraud Unit | Federal Bureau of Investigation

**Nicole Moriarty**, Partner | Kutak Rock LLP

2:45 pm - 3:00 pm

**Mind-and-Motion Break**

3:00 pm - 4:00 pm

**Tuesday Plenary Featuring Marisa Calderon**

The pandemic and recession have hit people and communities of color especially hard. Marisa Calderon, known nationally for her work to increase real estate and mortgage professionals' understanding and appreciation of the Hispanic home-buying market, is now leading the National Community Reinvestment Coalition's Community Development Fund. She will share her insights into challenges and opportunities for HFAs and their partners in increasing Black and Hispanic housing opportunity and wealth.

SPEAKER

**Marisa Calderon**, Executive Director | National Community Reinvestment Coalition Community Development Fund

4:00 pm - 4:15 pm

**Showcase Break**

4:15 pm - 5:15 pm

**CONCURRENT SESSIONS**

**Emergency Planning and Business Continuity (CO, GO, HR, IT, MI)**

Does your organization have a business continuity plan that addresses the range of potential crises you could face? Discuss how to develop a comprehensive plan to respond to health/safety crises, information security breaches, and natural disasters that includes the critical information and systems needed to keep your employees safe and your organization running.

PARTICIPANTS

**Stacy Barnes**, Director, Governmental Relations and Public Affairs | Alaska Housing Finance Corporation

**Robin Ginsburg**, Regional Vice President | Wells Fargo Securities  
**Peter Pulos** | Wells Fargo Securities

### **HFAs as a Catalyst for Fair Housing and Racial Equity (DA, GO, LE, RE, SE, SN)**

HFA executive directors share their visions to advance fair housing by ensuring all multifamily policies and priorities are viewed through an equity lens. Learn more about system-changing strategies to promote inclusive multifamily development using program planning documents, scoring criteria, and other requirements.

#### DISCUSSION LEADER

**Tia Boatman Patterson**, Executive Director | California Housing Finance Agency and Chair | NCSHA Board of Directors

#### PARTICIPANTS

**Joaquín Altoro**, Chief Executive Officer/Executive Director | Wisconsin Housing and Economic Development Authority

**Keith Cunningham**, Executive Director | Louisiana Housing Corporation

**Jennifer Leimaile Ho**, Commissioner | Minnesota Housing

### **Issuing Housing Bonds During a Global Pandemic (C19, FI, HO, RE)**

State HFAs that issued single-family or multifamily bonds amid the market uncertainty of this global pandemic share their experiences. Learn how they adjusted to changing market conditions to secure the most favorable rates possible for their programs.

#### DISCUSSION LEADER

**Caleb Yant**, Chief Financial Officer | Oregon Housing and Community Services

#### PARTICIPANTS

**Steve Clements**, Chief Operating Officer | South Carolina State Housing Finance and Development Authority

**Steven Julian**, Director, Municipal Underwriting/Trading | Raymond James

**James McIntyre**, Director of Capital Markets Vice President, Debt Issuance | New York State Homes and Community Renewal

**Hil Richardson**, Managing Director of Capital Markets | Virginia Housing

### **Using Data to Inform COVID-19 Response (C19, DA, IT, HO, RE)**

In a time of unprecedented uncertainty, what information are state HFAs and their partners relying on to identify COVID-19-related issues and inform their responses? Discuss how your models and systems are evolving to accommodate pandemic-related data.

DISCUSSION LEADER

**Margaret Miller**, Senior Statistician | Colorado Housing and Finance Authority

PARTICIPANTS

**Jonathan M. Cabral**, Interim Director of Planning, Research, and Evaluation | Connecticut Housing Finance Authority

**Frank Nothaft**, Senior Vice President and Chief Economist | CoreLogic

**Neil Steinkamp**, Managing Director, Complex Situations Consultant | Stout

5:30 pm - 6:30 pm

**Board Chair's Happy Hour**

While we can't be together in New Orleans, we *can* bring a little of The Big Easy to you. First, we'll transport you (virtually, of course) to NOLA's Sazerac House to learn how to mix — what else? — the iconic Sazerac Cocktail. (The ingredients can be found [here](#).)

Then, in honor of the birthplace of jazz, join us for a friendly game of Name That Tune "Work from Home" Edition. Players will be randomly assigned to one of four breakout rooms for a fun and spirited game of music trivia. Winners will receive complimentary copies of the new [State HFA Cookbook](#)!

For each member who participates in Happy Hour, NCSHA will make a donation to [Southeast Louisiana Legal Services](#), which provides free legal aid to preserve housing for hard-working families and vulnerable people, ensuring they have a safe place to live during the pandemic.

**Thursday, October 29**

12:00 pm - 1:00 pm

**CONCURRENT SESSIONS**

**Achieving Your Mission Through Information Governance (GO, IT, MI)**

Information governance is the process by which leaders leverage information technology and IT expertise to achieve organizational goals. Explore how to align departments to effectively collaborate on, evaluate, prioritize, and fund IT investments that will deliver strong financial and mission-related returns.

DISCUSSION LEADER

**David Chien**, Director of Information Technology | Vermont Housing Finance Agency

## PARTICIPANTS

**Greg Blake**, Chief Information Officer and Vice President Administration | Idaho Housing and Finance Association

**Peter Campbell**, Senior Strategic Consultant | Marcum Technology/Raffa, Marcum's Social Sector and Nonprofit Group

### **Boosting Resilience in the Workplace, Part 1 (HR, MI)**

How can you help your staff not just survive but thrive and grow during periods of uncertainty and rapid change? A certified Change Cycle™ trainer introduces a six-stage approach to building resiliency that will better prepare your team to successfully navigate current and future challenges.

*Session continues at 1:45 p.m.*

## TRAINERS

**Jackie Martin**, Training Facilitator | Training Systems, Inc.

**Carolyn Thompson**, President | Training Systems, Inc.

### **DPA Programs for First-Time Home Buyers (HO, RU)**

State HFA DPA programs are essential to reaching first-generation home buyers. Discover how HFAs are structuring their DPA programs to reach these often overlooked and creditworthy potential home buyers.

## DISCUSSION LEADER

**Ignatius MacLellan**, Managing Director, Homeownership | New Hampshire Housing Finance Authority

## PARTICIPANTS

**Mounzer Aylouche**, Vice President of Home Ownership Programs | MassHousing

**Cathy Gutierrez**, Director of Texas Homeownership | Texas Department of Housing and Community Affairs

**Sharyl Silva**, Staff Service Manager I | California Housing Finance Agency

**Deon Spilker**, Vice President, Mortgage Banking | Utah Housing Corporation

### **Partnerships for Housing Vulnerable Populations (RE, SN)**

Housing stability is critical for high-risk, vulnerable populations experiencing significant life changes. Hear how HFAs are playing leadership roles in unique partnerships aimed at reducing gun violence, preventing recidivism, and supporting survivors of domestic violence.

DISCUSSION LEADER

**Matt Rayburn**, Deputy Executive Director and Chief Real Estate Development Officer | Indiana Housing and Community Development Authority

PARTICIPANTS

**Marlena Gibson**, Director of Policy and Planning | Delaware State Housing Authority

**Kara Pillsbury Johnson**, Community Services Analyst | MassHousing

**Holly Zugay**, Senior Financial Education Officer | Pennsylvania Housing Finance Agency

1:00 pm - 1:15 pm

**Showcase Break**

1:15 pm - 1:30 pm

**Express Sessions**

1:30 pm - 1:45 pm

**Virtual Tour and Break**

1:45 pm - 2:45 pm

**CONCURRENT SESSIONS**

**Best of HFAs: Communications (CO, DA, RE)**

Discover how Rhode Island Housing increased the number of active landlords participating in its Housing Choice Voucher program; the Iowa Finance Authority illustrates the positive chain reactions its investments create throughout the state; and MaineHousing commemorated its 50<sup>th</sup> anniversary by collaborating with architecture students to design affordable homes for the future. Featured are these 2020 Awards for Program Excellence entries:

- Iowa: IFA Chain Reactions – FY19 Annual Report
- Rhode Island: Hello, Landlords!

DISCUSSION LEADER

**Holley Mangham**, Director of Communications | Oklahoma Housing Finance Agency

PARTICIPANTS

**Ashley Jared-Salow**, Communications Director | Iowa Finance Authority

**Stacy Wasserman**, Project Manager | Rhode Island Housing

## **Boosting Resilience in the Workplace, Part 2 (HR, MI)**

*A continuation of Part 1, held at 12:00 p.m.*

### TRAINERS

**Jackie Martin**, Training Facilitator | Training Systems, Inc.

**Carolyn Thompson**, President | Training Systems, Inc.

## **Incorporating Supportive Services in Affordable Housing (RE, SN)**

Resident and supportive services in affordable housing can help stabilize families and improve outcomes. Explore various models of resident and supportive services certification and what to look for in an application. Consider different approaches to implementing services, how to measure capacity of providers, and how to make sure services offered at properties meet varying levels of resident need.

### DISCUSSION LEADER

**JD Bondurant**, Director of Tax Credit Programs | Virginia Housing

### PARTICIPANTS

**Michelle Missler**, Vice President | American Association of Service Coordinators

**Alexandra Nassau-Brownstone**, Director, Resident Outcomes and CORES | Stewards of Affordable Housing for the Future

**Cheryl Winter**, Associate Director | CSH

## **Increasing Mortgage Production (HO)**

The homeownership rate in the United States has not fully recovered to pre-Great Recession levels. Learn how HFAs are addressing this challenge by developing programs to meet the specific affordable mortgage financing needs in their state, as well as designing new ways to spur affordable single-family housing development.

### DISCUSSION LEADER

**Carrie Hamaker**, Single Family Administrator | Alabama Housing Finance Authority

### PARTICIPANTS

**Kimberly Stuart**, Manager, Homeownership and Home Improvement | Minnesota Housing

**Mark Teden**, Vice President of Multifamily Programs | MassHousing

**Michael Urban**, Director of Homeownership Lending | Virginia Housing



2:45 pm - 3:00 pm

### **Mind-and-Motion Break**

3:00 pm - 4:00 pm

### **CONCURRENT SESSIONS**

#### **Adopting a Staff Social Media Policy (CO, HR)**

Walk through the process one cross-departmental HFA team followed to formulate, implement, and enforce a social media policy for agency staff.

#### PARTICIPANTS

**Jessica Cherry**, Director of Operations | Florida Housing Finance Corporation

**Taylor Maxey**, Press Secretary | Florida Housing Finance Corporation

#### **Data and Housing Equity (DA, GO, IT, SE)**

Discuss what it takes to embed a racial equity and inclusion lens in research. See how organizations can use innovative data methods that recognize the impact of racial inequality to develop community-based programs and to advocate for solutions at the local and national levels.

#### DISCUSSION LEADER

**John Patterson**, Director of Planning, Research, and Evaluation | Minnesota Housing

#### PARTICIPANTS

**Tom Love**, Director of Business Development | Policy Map

**Lisa Tabor**, Principal and Owner | CultureBrokers® LLC

**Janel A. Young**, Director, Policy and Strategic Initiatives | Louisiana Housing Corporation

#### **Increasing Homeownership Among People of Color (CO, DA, HO, SE)**

Learn what the affordable housing community is doing to develop and market first-time homeownership programs for families of color and low-income households.

#### DISCUSSION LEADER

**Joaquín Altoro**, Chief Executive Officer/Executive Director | Wisconsin Housing and Economic Development Authority

#### PARTICIPANTS

**Jaya Dey**, Senior Economist | Freddie Mac

**Katrina Jones**, Vice President, Single-Family Strategic Initiatives | Fannie Mae

**Alanna McCargo**, Co-Director, Housing Finance Policy Center | Urban Institute  
**Antoine Thompson**, National Executive Director | National Association of Real Estate Brokers

### **Modular Construction Innovations HO, RE, RU, SH)**

The use of prefabricated and modular construction components in affordable housing development can result in a streamlined design process, lower costs, improved efficiency, and reduced waste. In this session, learn about modular construction innovations and strategies for navigating local zoning and permitting challenges.

DISCUSSION LEADER

**Mary Tingerthal**, President | Tingerthal Group, LLC

PARTICIPANTS

**Ahmad Abu-Khalaf**, Senior Research Analyst | Enterprise Community Partners, Inc.

**Andrea Ponsor**, President and Chief Executive Officer | Stewards of Affordable Housing for the Future

4:00 pm - 4:15 pm

### **Showcase Break**

4:15 pm - 5:15 pm

### **Closing Plenary Featuring Charlie Cook**

Decades before cable channels and websites featured serious coverage of congressional and presidential elections, Charlie Cook was bringing deep analysis and down-home humor to those in the know. A longtime NCSHA keynote speaker, the “Picasso of election analysis” joins the state HFA community once again, this time in the final days of a national election season like none other. Have your office election pools and last-minute questions ready for Charlie!

SPEAKER

**Charlie Cook**, Editor and Publisher | Cook Political Report

*Bonus Content begins on page 19.*

## Bonus Sessions

### **Administering CARES Act Homeowner Assistance Programs (CI9, CO, GO, HO, SE)**

Learn how HFAs administering state homeowner assistance programs with CARES Act funds are handling program design and execution, including racial and social equity concerns; dealing with federal, state, and local rules; managing the application process; getting the money out; and partnerships with lenders and servicers.

DISCUSSION LEADER

**Vicki Bauer**, Homeownership Program Manager | Montana Housing

PARTICIPANTS

**Bryan Butcher**, Chief Executive Officer/Executive Director | Alaska Housing Finance Corporation

**George Demas**, General Council | Vermont Housing Finance Agency

**Bryce Maretzki**, Director, Strategic Planning and Policy | Pennsylvania Housing Finance Agency

**Tara Pavlik**, Managing Director of Homeownership | Illinois Housing Development Authority

### **Best of HFAs: Financial Management (DA, FI, GO, MI)**

Hear about the partnerships the Washington State Housing Finance Commission and California Housing Finance Agency have with major corporations in their states to support financing for affordable housing activities. The Colorado Housing and Finance Authority describes the business data-driven tool it relies on to inform decision-making, and MassHousing presents on the capital adequacy study it undertook to help plan for the use of capital reserves to further the agency's mission. Featured are these 2020 Awards for Program Excellence entries:

- Colorado: Executive Dashboard
- Massachusetts: Capital Adequacy Study – Opportunity Fund Initiative
- Washington: Microsoft Partnership — Stretching Our Resources

DISCUSSION LEADER

**Monte Stanford**, Chief Operating Officer | District of Columbia Housing Finance Agency

PARTICIPANTS

**Thomas Bryan**, Chief Financial Officer | Colorado Housing and Finance Authority

**Robert Cook**, Senior Director, Finance | Washington State Housing Finance Commission

**Francesc Marti**, Director of Legislation | California Housing Finance Agency

**Jonathan Sakanai**, Manager, Business Intelligence | Colorado Housing and Finance Authority

### **Best of HFAs: Human Resources (HR, MI)**

Hear how state HFAs improved and branded their recruitment and onboarding processes, designed new ways to engage staff, and stayed connected and informed during a global health pandemic. Featured in this session are these 2020 Awards for Program Excellence entries:

- Idaho: Welcome Home – New Employee Experience
- Kentucky: Wow Wheel Wednesdays
- Rhode Island: Supporting Our Team While Fulfilling Our Mission

#### PARTICIPANTS

**Lydia Aguirre**, Director of Human Resources | Idaho Housing and Finance Association

**Lisa Primiano**, Chief Operating Officer | Rhode Island Housing

**Molly Tate**, Managing Director, Communications and Marketing | Kentucky Housing Corporation

### **Best of HFAs: Internal Operations (HR, MI, RE)**

State HFAs discuss what they are doing to broaden housing policy discussion and collaboration among agency staff, make data more usable and transparent, and provide training and support to agency-financed projects. Featured in the session are these 2020 Awards for Program Excellence entries:

- Massachusetts: Innovation Team
- Ohio: Qualified Allocation Plan Interactive Maps
- Pennsylvania: Training Made Simple How-To Video Series

#### PARTICIPANTS

**Diane Alecusan**, Programs and Policy Manager | Ohio Housing Finance Agency

**Chelsea Buckwalter**, Research Analyst | Ohio Housing Finance Agency

**Monique Gibbs**, Policy Innovation Associate | MassHousing

**Francis Goyes Flor**, Policy Innovation Associate | MassHousing

**Kurt Livering**, Manager of Financial Operations | Pennsylvania Housing Finance Agency

### **Teamwork in Focus: Harnessing Technology for Website Redesign (CO, IT)**

RIHousing's new website has completely transformed how the agency drives business development, communicates with stakeholders, and achieves a number of strategic objectives. A year after launch, they have the data to prove it. Hear from the interdepartmental team that came together to develop a game-changing platform driven by integrative and accessible technologies.

#### DISCUSSION LEADER

**Mary Kate Harrington**, Public Information Manager | Rhode Island Housing

#### PARTICIPANTS

**Kelly Coccio**, Digital Marketing Coordinator | Rhode Island Housing

**HeeJin Kim**, Lead Designer | Rhode Island Housing

**CJ Rotella**, Director of Information Technology | Rhode Island Housing

## Express Sessions

### **2020 Awards Entry Spotlight: Below Market Rate Bond Program (RE)**

Explore Michigan State Housing Development Authority's Below Market Rate Bond program, which brings social-impact investors to the table and eliminates complicated development underwriting, resulting in more new construction and more affordable housing for individuals and families. *Entered in the Rental Housing: Encouraging New Construction subcategory of NCSHA's 2020 Awards for Program Excellence.*

#### PARTICIPANT

**Jeff Sykes**, Chief Financial Officer | Michigan State Housing Development Authority

### **2020 Awards Entry Spotlight: First 50 Years Serving Maine (CO)**

MaineHousing shares the story of its forward-thinking 50<sup>th</sup> anniversary celebration, which encompassed an affordable housing conference, a commemorative book, outreach to Head Start, and a collaboration with University of Maine architecture students to design affordable homes for the future. *Entered in the Communications: Special Event Marketing subcategory of NCSHA's 2020 Awards for Program Excellence.*

#### PARTICIPANTS

**Cara Courchesne**, Communications Coordinator | MaineHousing

**Lisa Bowman**, Director of Marketing and Communications | National Council of State Housing Agencies

### **2020 Awards Entry Spotlight: Preventing Evictions for Low-Income Delawareans (C19, SE, SN)**

In Delaware, more than five percent of renters are evicted annually, with an average of 14 eviction filings per day. Delaware State Housing Authority describes how, through the Eviction Defense Program, it is combatting evictions, partnering with Legal Aid organizations, and addressing the justice gap many low-income families encounter when

facing eviction. *Entered in the Special Needs Housing: Combating Homelessness subcategory of NCSHA's 2020 Awards for Program Excellence.*

#### PARTICIPANTS

**Anas Ben Addi**, Director | Delaware State Housing Authority

**Carrie Casey**, Chair | Delaware Continuum of Care

**Gilberte Pierre**, Staff Attorney | Community Legal Aid Society, Inc.

**Kate Swanson**, Community Investment Manager | Federal Home Loan Bank of Pittsburgh

**John S. Whitelaw**, Advocacy Director | Community Legal Aid Society, Inc.

### **Case Study: Transforming the NOFA Process through Procorem at Oregon Housing and Community Services (IT)**

This case study explores how Oregon Housing and Community Services transformed its NOFA process in 2019 by leveraging Procorem, a front-office tool provided as part of ProLink Solutions' enterprise platform for housing finance agencies. Hear how the new process creates transparency and accountability, and yet helps stay efficient and effective.

#### PARTICIPANTS

**Casey Baumann**, Production Manager | Oregon Housing and Community Services

**Mitch Hannoosh**, Operations and Policy Analyst | Oregon Housing and Community Services

**Becky Isom**, Production Analyst | Oregon Housing and Community Services

**Bri Kreuter**, Executive Vice President | ProLink Solutions

**Shawn McKenna**, President | ProLink Solutions

### **Methodology: Analysis of Rental Arrears Arising During Centers for Disease Control and Prevention Eviction Moratorium (C19, DA, RE)**

According to a report produced by STOUT and released by NCSHA in September, U.S. renters will owe up to \$34 billion in past-due rent by January, increasing eviction filings and imposing punishing financial hardship on millions in just a few months. STOUT's Neil Steinkamp discusses the report's methodology and findings.

#### PARTICIPANT

**Neil Steinkamp**, Managing Director, Complex Situations Consultant | STOUT

### **Talking to the Media About Affordable Housing (CO)**

Discuss tips and best practices for communicating affordable housing priorities to the media, including how to educate journalists about housing's intersections with equity, education, economics, health, and infrastructure.

PARTICIPANT

**Amanda Davis**, Director of Communications | Alliant Capital, Ltd.

## Virtual Project Tours

### District of Columbia Housing Finance Agency

- **Cynthia Townhomes** | 15 affordable new townhomes  
[Learn more](#)

### Kentucky Housing Corporation

- **Meadowthorpe Landing** | 71 units of affordable senior housing  
[Learn more](#)
- **Nicky Hayden Memorial Apartments** | 12 one-bedroom units of transitional housing for individuals experiencing homelessness  
[Learn more](#)

### Maryland Department of Housing and Community Development

- **Union Collective Project** | Six businesses secured financing through Neighborhood BusinessWorks to repurposed a warehouse into shared retail space  
[Learn more](#)

## Michigan State Housing Development Authority

- **Coolidge Park Apartments** | Former school converted into 45 affordable apartments, commercial office and retail space, and a community center  
[Learn more](#)
- **Roosevelt Apartments** | Former school converted into a 50-unit MSHDA housing development and additional investment in neighborhood enhancements  
[Learn more](#)