Rural LISC
Annual Seminar XXV
MAY 24-26, 2016
HOLIDAY INN CAPITOL, 550 C Street, SW, Washington, DC

AGENDA

MONDAY, MAY 23 (PRE-SEMINAR TRAINING – MAY 23 & 24)
7:30 - 8:30 AM  Training Registration  Congressional Foyer
8:30 AM - 5:30 PM  Rural Economic Development Training  Congressional Ballroom I and II
                    Sponsored by Northern Trust

TUESDAY, MAY 24
9:00 AM - 5:00 PM  Rural Economic Development Training  Congressional Ballroom I and II
12:00 - 6:00 PM  Seminar Registration  Capitol Ballroom Foyer
1:00 - 3:00 PM  Rural LISC Advisory Committee Meeting  Capitol Ballroom I
3:30 - 5:00 PM  Rural LISC Orientation and Grants Management  Capitol Ballroom I
Welcome:  Steve Fitzgerald, Bank of America; Chair, Rural LISC Advisory Committee
Suzanne Anarde, Rural LISC
Moderator:  Murat Unal, Rural LISC
Panel:  Michael Trey Brown, LISC
Vanessa Ryan, LISC
6:00 - 6:30 PM  Welcome Reception  Outside Courtyard

Follow us on Facebook and Twitter: @LISCRural & #EnvisionRural. Visit us on the web at www.lisc.org/rural.
TUESDAY, MAY 24 (CONT.)

6:30 - 8:30 PM Dinner and Program Capitol Ballroom
Speaker: Lisa Mensah, Under Secretary for Rural Development, USDA
Sponsored by Wells Fargo Housing Foundation

WEDNESDAY, MAY 25

8:00 AM - 1:00 PM Seminar Registration Capitol Ballroom Foyer
7:00 - 8:00 AM Breakfast Buffet Capitol Ballroom
8:00 - 9:30 AM PLENARY: Reinvesting in Rural America Capitol Ballroom
Sponsored by NeighborWorks America
Rural America is on the rebound. National funders are recalibrating their focus on rural areas. Increasingly, parents with rural roots are returning to rural locations to raise their children. Smaller class sizes in schools and closer relations with teachers, and the investments by rural communities in municipal parks, community centers, bike paths and other recreational infrastructure, are a large part of the appeal. Economic development and job creation are critical components in supporting this trend. How can rural community based organizations capitalize on this opportunity and facilitate reinvestment in rural America? What resources are available and how do we collaborate with typical and atypical partners? Our plenary panel will share their diverse perspectives on reinvesting in rural America.
Moderator: Curt Heidt, Federal Home Loan Bank of Des Moines
Speakers: Ron Haynie, Independent Community Bankers of America
Sam Rikkers, USDA Rural Business-Cooperative Service
Lillian Salerno, USDA Rural Development Mission Area

9:30 - 9:50 AM Break
9:50 - 11:20 AM WORKSHOPS

Economic Development 101: All Economic Development Is Local Congressional Ballroom I
Economic development and community development must weave together in order for both people and places to thrive. This session will highlight successful models in rural America where local organizations work with residents to have lasting local economic impact. Topics will include small business development, job creation and retention, forging relationships, leveraging investment, workforce development training and more. CDCs interested in playing a role in the development or expansion of a localized economic development strategy will benefit from learning from these regional practitioners.
Moderator: Nicole Barcliff, LISC Policy
Panel: Elizabeth Demetriou, LISC
Tami Hornbeck, Communities Unlimited
Paul West, NOVA Workforce Institute of Northeast Louisiana

Follow us on Facebook and Twitter @LISCRural & #EnvisionRural. Visit us on the web at www.lisc.org/rural.
WEDNESDAY, MAY 25 (CONT.)

**Housing 201: USDA 502 Mortgage Packaging**  
**Congressional Ballroom II**

USDA/RD and stakeholders have been retooling the process for packaging 502 direct loan applications. The final rule on the certified loan application packaging process was published in the Federal Register on April 29, 2015 (80 FR 23673) but its original effective date was deferred; the new effective date, much anticipated by the Rural Housing Service and its partners, is May 19, 2016. USDA eventually hopes to modernize the packaging process through an online portal. This session is designed to both review how this transformation is progressing and engage participants in a discussion that prepares them for the changes ahead.

Moderator: Cathy Glover, USDA Rural Development  
Panel: Brooke Baumann, USDA Rural Development  
Tom Carew, Fahe  
Michael Carroll, RCAC

**Communication Basics: Developing an Integrated Communication Plan**  
**House Room**

This session will discuss successful communications tactics: branding, media relations and telling your story through traditional and new media. Panelists include experts in journalism and nonprofit communications who will highlight tools and share their experiences in achieving impact through a successful communications plan. Attendees will receive an integrated communications plan template to apply to their work.

Moderator: Ben Long, Rural LISC  
Panel: Geraldine Baum, LISC  
Tracey Mershon, Mershon & McDonald  
Sonia Sanchez, Self-Help Enterprises

11:30 - 1:00 PM  
**LUNCH PLENARY: Federal Policy**  
**Capitol Ballroom**  
*Sponsored by CFED*

Introduction: Denise Scott, LISC  
Kate Griffin and Doug Ryan, CFED  
Hill Visit Briefing: Andrea Ponsor, LISC Policy  
Moderator: Matt Josephs, LISC Policy  
Panel: Chuck Fluharty, Rural Policy Research Institute (RUPRI)  
Doug O’Brien, White House Domestic Policy Council

1:00 - 5:30 PM  
**HILL VISITS**

6:30 - 8:30 PM  
**Networking Reception with Music by Aztec Sun**  
**Capitol Ballroom**  
*Sponsored by CoBank*

Welcome: Andrew Jacob, CoBank  

*Dinner on Your Own*
THURSDAY, MAY 26

7:00 - 8:15 AM  Breakfast Buffet with Morning Roundtables
Get your breakfast and take it with you to the roundtable you registered for:

- Rural Transportation Systems: Issues and Strategies – Murat Unal, Senate Room
- Community Coaches for Health – Erica Bradley, Amy Gillman, Astra Iheukumere, House Room
- Creative Place Making: A Conversation – Susan DuPlessis, Lynne McCormack, Bob Reeder, Congressional I
- Financial Opportunity Center Models – Andy Saavedra, Congressional II
- Health and Human Services Community Economic Development Technical Assistance – Jen Brandwein, Elizabeth Demetriou, Capitol Ballroom

8:15 - 8:30 AM  Break

8:30 - 10:00 AM  WORKSHOPS

Economic Development 201: Small Business Development  
Congressional Ballroom I
Small business development is a core rural economic development strategy, and many Rural LISC partners promote it through counseling, education and access to capital. Hear from a few of your colleagues from around the country about their strategies and approaches, from start-up and entrepreneurial support to counseling, education and growth capital. Presentations will include case studies with examples of underwriting, analysis and financing tools, and will highlight lessons learned.
Moderator: Lori Finnesand, GROW South Dakota
Panel: Amanda Blondeau, Northern Initiatives
        Alan Branson, Hope Enterprise Corporation/Hope Credit Union
        Tommy Ricks, Communities Unlimited

Housing 101: Manufactured Housing – Yes, No or Somewhere in Between?  
Congressional Ballroom II
Rural practitioners have been increasingly drawn to consider the use of manufactured housing as a potentially cost-effective solution to rural housing issues. The panelists have been in an extended dialogue on the comparative merits of conventional stick-frame construction and manufactured housing. What are the implications of no longer looking at homeownership as a pathway to economic advancement, but as affordable shelter? Are we comfortable developing a housing solution in the form of manufactured homes that have a fixed useful life and that decline in value over time? Should nonprofit CDCs support the conversion of mobile home parks into resident-owned communities? This session will explore these questions.
Moderator: Lindy Hahn, Morgan Stanley
Panel: Merten Bangemann-Johnson, NeighborWorks Umpqua
       Sherry Farley, Frontier Housing
       Tom Manning-Beavin, Kentucky Highlands Investment Corp.
Rural Regional Data  
*House Room*

This session will examine the importance as well as the complexities involved in the utilization of data applicable to rural America. Panelists will discuss: the sources of useful “real time” rural data; how to access existing rural data archives; and especially how to “drill down” to data applicable to particular localities and regions.

Moderator: Chris Walker, LISC
Panel: Lance George, Housing Assistance Council  
Drew Zachary, White House Domestic Policy Council

10:00 - 10:30 AM  
Break

10:30 AM - 12:00 PM  
**WORKSHOPS**

**Economic Development 301: “Growing Our Impact” – a Roundtable Discussion for Experienced Practitioners**  
*Congressional Ballroom I*

*Bring your questions, ideas, and insights to this roundtable discussion on economic development and growing your organization’s impact. Facilitated by Keith Bisson and Brenda McDaniel, this structured networking session will give you the opportunity to share economic development experiences with your peers from around the country.*

Facilitators: Keith Bisson, CEI  
Brenda McDaniel, Kentucky Highlands Investment Corp.

**Partnering with Local Institutional Stakeholders**  
*Congressional Ballroom II*

*The New “Now”. This session will explore how in an era of ever-decreasing resources many local community development organizations are learning to create effective cross-sector collaborations and partnerships with a wide array of non-traditional anchor community institutions in order to meet expanding community needs.*

Moderator: Andy Saavedra, Rural LISC
Panel: Katrin Kark, LISC  
Betty Tamm, NeighborWorks Umpqua (Retired)

**Effectively Integrating Millennials Into the Workplace**  
*House Room*

*The Millennial Generation (those coming of age around the year 2000) possesses tremendous talent and innovative energy and is essential to the sustainability of our organizations. The infusion of this new culture does sometimes require adaptability on the part of both the new millennials and the existing organizational culture. This session will explore the dynamics of managing and integrating millennials into a productive workplace environment.*

Moderator: Erica Bradley, Rural LISC
Panel: John Fulwider, Fulwider Coaching & Consulting  
Caitlin Meaney, Laconia Area Community Land Trust  
Mable Starks, MACE
THURSDAY, MAY 26 (CONT.)

12:00 - 2:00 PM

**LUNCH PLENARY: The Impact of Rural Creative Place Making – From the Ground Up and From the Top Down**  
*Capitol Ballroom*  
*Sponsored by Woodforest National Bank*

This session will examine the critical linkages needed to sustain rural creative place making and how successful creative place making positively impacts the civic, economic and cultural aspects of communities. Participants will engage in a discussion of best practices from the perspectives of local and national artists, state and national funding sources and from local government officials whose support for the arts is essential.

Remarks: Woodforest National Bank

Introduction: Bob Reeder, Rural LISC

Moderator: Susan DuPlessis, South Carolina Arts Commission

Panel: Jamie Bennett, ArtPlace America  
Jennifer Hughes, National Endowment for the Arts  
Anne Jones, Tucker County Development Authority  
Carla Perlo, Dance Place

2:30 - 4:00 PM

**WORKSHOPS**

**Housing 301: The Future of USDA Rural Development's 515 Rental Program – Defining CDC Roles in Housing Preservation**  
*Congressional Ballroom I*

Do you have a USDA Rural Development Section 515-funded rental housing portfolio? Seminar attendees involved with Section 515 housing are invited to review the recent issues with the program, get a briefing of a recent National Rural Housing Coalition symposium on the issue, discuss possible solutions, with examples, and discuss what can be CDCs' roles in housing preservation reform.

Moderator: Andrea Ponsor, LISC

Panel: David Lipsetz, USDA Rural Housing Service  
Bob Rapoza, Rapoza and Associates  
Duane Yoder, Garrett County Community Action Committee

**Strategic Planning: The Good, the Bad and the Ugly**  
*House Room*

Most of us agree, strategic planning is a critical element of success for nonprofit organizations. Yet, how do CEOs and board chairs ensure that the outcome meets their needs? This session will discuss the different circumstances under which an organization may want to undertake a strategic plan, and the major steps in a strategic planning process. Topics will include key elements of a good strategic plan, internal versus external plans, what process is right for your organization whether it’s large or small, who should take part in the planning process, and ways to structure plans depending on the intended audience. Examples of actual plans will be provided. The panelists are skilled at strategic planning and will provide real-life experiences as well as in-depth answers to your questions. We encourage you to attend this lively presentation if your organization is considering doing a strategic plan, has a plan underway,
or if you want to get our feedback on your approach to strategic planning. We want to share our own and your success stories, as well as missteps from which we all can learn.

Moderator: Tracey Mershon, Mershon & McDonald
Panel: Barbara Blackston, Wilson Community Improvement Assoc.
       John Fulwider, Fulwider Coaching & Consulting
       Michael Levine, LISC

Cross Sector Health Impacts on Rural Life Quality

Where people live has a profound impact on their health and wellbeing. In fact, less than 20 percent of health and longevity relate to the medical treatment people receive, elevating the role that community developers can play to create environments that support healthy living. During this session, national experts will share sources of data and evidence-based practice that address a range of physical, economic and social factors that affect health in rural communities, including the key role of affordable housing as a "vaccine" against poor health and chronic disease in residents. A rural practitioner will share strategies for building health into their community development work, including new opportunities, effective approaches, and collaborations with atypical partners.

Moderator: Amy Gillman, LISC
Panel: Megan Sandel, MD, Children’s HealthWatch/Boston Medical Center
       Julie Willems Van Dijk, RN, PhD, County Health Rankings & Roadmaps, University of Wisconsin Population Health Institute
       Tracy Menuez, Human Resource Development Council of District IX

5:00 PM

Board Buses for Dinner at JOSEPHINE BUTLER PARKS CENTER
Sponsored by Bank of America and National Equity Fund

7:30 - 8:00 PM

Buses Return to Hotel

You will receive a Seminar Evaluation Form by email. Please return it by June 24, 2016.

Your feedback is very important to us!

Materials that have been received for Seminar sessions are posted on the Rural LISC website at www.lisc.org/rural under Resources - 2016 Seminar.