Tuesday, October 19

3:00 – 7:00 PM  Registration in Conference Center Lobby

4:00 – 5:30 PM  Rural Advisory Committee Meeting (Advisory Committee Only)
                 in Boardroom, 2nd Floor

6:00 – 8:30 PM  Welcome Reception & CDC Awards with Dinner Buffet/Cash Bar
                 in Conference Center Lobby & Composer’s Hall

Wednesday, October 20

7:00 – 8:00 AM  Breakfast in Eugene O’Neill/Tennessee Williams Room

8:00 – 10:00 AM Registration in Conference Center Lobby

8:00 – 8:15 AM  Welcome in Eugene O’Neill/Tennessee Williams Room

8:15 – 9:45 AM  PLENARY:  The New Reality for CDCs – Let’s Make a Deal
                 in Eugene O’Neill/Tennessee Williams Room
                 This session is a follow up to last year’s discussion on the effects of
                 the current economic environment on CDCs and intermediaries.
                 Come join us and hear how the past year has become the year of
                 "deal making".  New partnerships, alliance building and an awareness
                 that we ALL are going to feel the effects of the downturn, even if we
                 were well prepared.  Hear from RCAC, an intermediary that has
                 moved to the forefront of deal making to salvage loan capital and
                 stabilize their CDC partners.  Hear from SHE, a strong, financially
                 stable organization, that has faced challenges they thought they
                 would escape by being so well prepared.  And hear from Washington
                 Management Services, a "workout specialist" that has assisted many
                 CDCs in making deals with banks and other lenders to restructure
                 crushing debt and move forward as sustainable organizations.
                 Moderator:  Suzanne Anarde, Rural LISC
                 Presenter:  Peter Carey, Self-Help Enterprises, Inc.
                 Presenter:  Stan Keasling, Rural Community Assistance Corporation
                 Presenter:  Dana Moore, Washington Management Services
9:45 – 10:00 AM  Break (Check out of the Hilton)

10:00 – 11:30 AM  WORKSHOPS

Social Media: The New Communication Paradigm in Bloch Room
If you think “delicious” describes your snacks and not your website, you need to attend this session. If you think texting, blogging and tweeting are not work related communications, you need to attend this session. If you like your personal space and don’t want to show your face, you need to attend this session. Social media will get your CDC more easily linked to your clients, more visible on internet search engines, and more often included in cyber discussions.
Moderator: Bryan Adcock, Ozark Action, Inc.
Presenter: Michael Tang, LISC
Presenter: Marty Vanags, Economic Development Council

502 Consortium: Looking to the Future in Sousa Room
Learn how your organization can package 502 Direct Loans and get paid for it! Hear from the experts on how the 502 program is evolving, how to become 502 packagers using a certified training program, and how Pathfinder Services packaged over 250 loans this year. Don’t miss this opportunity to find ways to bring back the American Dream to your community.
Moderator: Elise Hoben, Rural LISC
Presenter: Stan Keasling, Rural Community Assistance Corp.
Presenter: Jeff Mosley, Housing Assistance Council
Presenter: John Niederman, Pathfinder Services, Inc.

Asset Building and Economic Development Strategies in Joplin/Seeger Room
This session will highlight three emerging practices in community development: financial education and coaching, developing entrepreneurial ecosystems, and a wealth creation approach to development in rural communities. Presenters will discuss real world examples of each strategy and discuss potential impact.
Moderator: Thomas Orr, Indianapolis LISC
Presenter: Jane Carter, University of the Cumberlands
Presenter: Brenda McDaniel, Kentucky Highlands Investment Corp.
Presenter: Shanna Ratner, Yellow Wood Associates, Inc.

12:00 PM  Buses leave for lunch at Applegate House

1:00 – 3:00 PM  Lunch – Applegate House Heritage Arts & Education
Yoncalla, OR. Website: http://applegatehouse.com
3:00 PM  
Buses leave Applegate House for tour of Umpqua CDC sites, and are staggered for arrival in Canyonville.

5:00 – 6:00 PM  
Arrival at Seven Feathers Casino Resort in Canyonville
Dinner and Evening on Your Own

Location for Wednesday evening through Friday morning:

Seven Feathers Casino Resort  
146 Chief Miwaleta Lane, Canyonville

Thursday, October 21

7:00 – 8:30 AM  
Breakfast in Azalea/Birch Room
Breakfast Roundtable: Voluntourism
Facilitator: Helen Scalia, Consultant
This will be an informal discussion of voluntourism as a potential tourism strategy for CDCs. Everyone welcome.

8:00 – 10:00 AM  
Registration in Convention Center Hallway

8:30 – 10:00 AM  
PLENARY: Sustainable Communities – The CDC Perspective in Dogwood/Evergreen/Fir
This session will feature a panel of your Rural CDC peers offering unvarnished perspectives on their experiences with developing and then implementing a workable local Building Sustainable Communities strategy. This "can't miss" discussion will explore successful tips on why the CDC chose to integrate a comprehensive Building Sustainable Communities strategy into their mission, as well as how the strategy evolved from a concept into a workable, well-funded plan of action. Panelists will share invaluable "how-to" tips about lessons learned and pitfalls to avoid.
Moderator: Eileen Figel, Institute for Comprehensive Community Development
Presenter: Keri Blackwell, Chicago LISC
Presenter: Lori Finnesand, Northeast South Dakota Community Action Agency (NESDCAP)
Presenter: Jim Stark, Fayette County Community Action Agency

10:00 – 10:30AM  
Break
WORKSHOPS

Do You See What We See? Your Organization from a LISC Underwriting View in Fir Room

Why does LISC ask for ALL of that info and why does LISC act like a bank? We hear that all the time, and here's why: All lenders view the "deal" as very important, and budgets, proformas, sources and uses, LTVs and all of those project details are mandatory components of underwriting. The core of LISC's underwriting is the CDC, its financial strength, sustainability, and board and staff capacity. LISC is ALWAYS asked to assume more risk than the other lenders in the deal, and intimate knowledge of the CDC mitigates that risk to an acceptable level. Hear how we, as underwriters, use your information and make recommendations to our Credit Committee. We will share how we balance our roles as advocates for our CDC groups against our fiduciary responsibility to LISC.

Presenter: Suzanne Anarde, Rural LISC
Presenter: Kirk Kobert, Rural LISC
Presenter: Tony Lyons, NEF

Exploring Social Enterprises: Bridging the Nonprofit and Business Worlds in Dogwood Room

Social enterprises are cutting edge ventures where the worlds and markets of nonprofits and businesses collide, benefitting your CDC and your client populations. Learn about market-based strategies to amplify your mission of helping train and educate adults, create employment, produce revenues, and give you a tenant. Social enterprises can generate a profit to further your second and third bottom lines. Join in the discussion.

Moderator: Darin Preis, Central Missouri Community Action
Presenter: Joe Bute, Hollymead Capital, LLC
Presenter: Mark Weiss, Economic Development Assistance Corp.

Local Impediments to Development: Overcoming Obstacles Large and Even Larger in Evergreen Room

Experienced community developers are all too familiar with the ways in which the success of development projects can be threatened by unanticipated impediments, e.g., zoning or permit issues; loss of initial political, funder or partner support; or by well-planned and organized community, civic or politically motivated opposition campaigns. Too often, overcoming these impediments requires the utilization of a deft combination of skill, luck, perseverance and timing. This session will highlight the potentially project-killing obstacles faced by several CDCs and will share the strategies employed to directly address each impediment.

Moderator: Bob Reeder, Rural LISC
POLICY PLENARY

There’s a lot going on in Washington: upcoming elections which could markedly change the landscape on Capitol Hill; a continuing resolution that stretches the Fiscal Year 2011 budget process into a lame-duck Congress; ongoing reform of the financial services industry with the filing of a bill in the House to reform the 33 year old Community Reinvestment Act; a waiting game on tax extenders and the fate of the exchange program for LIHTC; changes in the 502 program; and much, much more. The dynamic duo of LISC Policy SVP Buzz Roberts and VP Barbara Burnham will give you the lowdown on what’s up in Capitol Hill.

Presenter: **Barbara Burnham**, LISC
Presenter: **Buzz Roberts**, LISC

WORKSHOPS

**Let’s Dish: the Lowdown on Local Foods in Fir Room**

What does locally grown food have to do with Sustainable Communities? Let’s see . . . Investment in Real Estate – check. Increasing Family Wealth & Income – check. Stimulating Economic Activity – check. Supporting Healthy Environments – check. That’s four out of five of the Sustainable Communities pillars. Heck, why don’t we check off Education, too, as many schools, even universities, are involved with supporting local farmers and local food delivery systems. Let’s look at what is going on, hearing from our peer CDCs, what they’re doing in their own communities, and maybe what you can do in yours.

Moderator: **Kirk Kobert**, Rural LISC
Presenter: **Karen Holt**, Moloka’i Community Service Council
Presenter: **Christine Rector**, Northern Initiatives
Presenter: **Betsy Rozelle**, CAP Services, Inc.
Renewable, Retrofit, Reuse, Recycle – An Emerging Business Model in Dogwood Room

Umpqua CDC, our host CDC for this Seminar, has an innovative business line, Heartwood ReSources. Listen as they share their experiences – good, bad and ugly – and how they created a viable retail opportunity that met several bottom line goals for the organization. Do renewable energy or energy efficient retrofits fit into your project developments or rehab projects? Is there an opportunity for a new business line or revamping of something you already do? Come hear Grant Poujade, a former LISC employee, who is working on creative, exciting renewable energy and solar strategies for various clients.

Moderator: Suzanne Anarde, Rural LISC
Presenter: Mickey Beach, Umpqua CDC
Presenter: Grant Poujade, Blue Tree Strategies

Property Management: Get Your Assets in Gear in Evergreen Room

As the hard driving real estate market shifted gears, many nonprofits, syndicators and lenders turned their attention to fundamentals. Now, all eyes measure your success on how well your projects perform and how skilled you are at property management operations. At this session, you will hear how managers faced with difficult economic realities have kept their projects operating successfully and how investors using performance indicators attempt to keep your assets in gear!

Moderator: Lisa Deller, NEF
Presenter: Debra Gibb, Coastal Enterprises
Presenter: Betty Tamm, Umpqua CDC

3:30 PM  Buses leave for tour of Abecela, Melrose, Palotai and Spangler Wineries (each bus will tour one location).

5:00-5:15 PM  Buses will arrive at Umpqua Community College for dinner with some special entertainment. We’ll shop some items from local vendors, sip some local wine, and enjoy the beautiful campus. Dinner will feature a sustainable menu of local foods. Remember to wear your college sweatshirt!

8:30 PM  Wrap up

8:45 PM  Buses return to Seven Feathers Casino Resort
y, October 22

3:00 AM, 6:30 AM, 9:00 AM, 11:00 AM: BUSES DEPART FOR AIRPORT

Note: beginning at 6:30 AM there will be breakfast items to pick up to take on the bus to the airport. You will need a hotel coupon (given to you when you register at the hotel) in order to pick up items in the Grape Room, next to hotel registration in the lobby.

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New: You will receive an email linking you to the Seminar evaluation form online at Survey Monkey on October 25. It takes just a few minutes of your time to complete. We would appreciate having your completed evaluations by November 5. Thank you in advance for your response.

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