COMING HOME
a rural seminar in visalia

Rural LISC, NeighborWorks America, and Rural Community Assistance Corporation (RCAC)

June 12-15, 2012

Hosted by Self-Help Enterprises

Visalia Marriott at the Convention Center
300 South Court • Visalia, California 93291
1-800-798-6506

Agenda

Tuesday, June 12

1:00–7:00 PM  Conference Registration  Convention Center Lobby
3:00–4:00 PM  Rural LISC Advisory Committee Meeting  San Joaquin B
(By Invitation Only)
5:30–7:30 PM  Reception: cash bar and hors d’oeuvres  Marriott Ballroom

Welcome:
Robert Warwick, Rural LISC Advisory Committee
Sheila Rice, NeighborWorks Rural Initiative Steering Committee Chair
Stan Keasling, CEO, Rural Community Assistance Corporation

7:30 PM  Enjoy Dinner on Your Own
A list of local restaurants is provided in your registration folder.

Wednesday, June 13 – All events at Convention Center

7:00–8:00 AM  Breakfast  Charter Oak Ballroom
8:00 AM–3:00 PM  Conference Registration  Convention Center Lobby
8:00–8:30 AM  Welcome  Charter Oak Ballroom

Peter Carey, CEO, Self-Help Enterprises
Amy Shuklian, Mayor, City of Visalia
Margaret Frisbee, District Director, NeighborWorks America, Pacific District
8:30–10:00 AM  **Opening Plenary**  

**The Essential Role of Comprehensive Rural Community Development**

Rural CDCs play an essential role in the work of national intermediaries. Coming Home...A Rural Seminar in Visalia provides the opportunity to hear directly from senior management at LISC, NeighborWorks America and RCAC, on their views of the rural community development landscape, currently and in the future. Join us as they share their thoughts on the critical elements that rural CDCs must keep in mind as they navigate the challenges ahead and their reflections on the incredible value of rural community development for national intermediaries.

**Moderator/Speaker:**
Stan Keasling, CEO, Rural Community Assistance Corp. (RCAC)

**Presenters:**
Tina Brooks, Executive Vice President for Programs, Local Initiatives Support Corp. (LISC)
Charles Wehrwein, Chief Operating Officer, NeighborWorks America

10:00–10:15 AM  **Break**

10:15–11:45 AM  **Concurrent Workshops**

**Developing Rural Assisted Living Facilities – Best Practices  San Joaquin B**

The approaching decades will see an unprecedented increase in the number of elderly Americans. The coming of age of the “Boomers” and historical shifts in birth rates and declining death rates will result in an estimated 81 million elderly Americans by 2050, almost double that population in 2005. This tsunami of growth among this vulnerable segment of our society will greatly increase the demand for both formal and informal support and special services. Studies have shown that elderly who live in rural areas face additional challenges, including lack of access to medical care, unavailable cultural and social services and lack of adequate housing. This workshop will present several approaches showing how rural CDCs have successfully developed assisted living facilities outside the institutional model.

**Moderator:** Bob Reeder, Rural LISC
**Presenters:**
Suzanne Anarde, Rural LISC
Matt Barczak, Northern Cambria CDC
Mary Patoka, CAP Services, Inc.
Vicki Vasile, Northern Cambria CDC

**Starting Social Enterprises – Business Planning  San Joaquin C**

How do nonprofits start a new line of business, especially if the goal is to make money AND do the public good? In this workshop we will compare business planning with strategic planning, and explore the components of a business planning process through the stories of successful and not so successful attempts by our colleagues in the realm of social enterprises.

**Moderator:** Joni Foster, Housing Programs, RCAC
**Presenters:**
John Niederman, Pathfinder Services, Inc.
Dave DeLeonardis, Crossroads Diversified Services, Inc.
Responding to Natural Disasters: CDCs as Effective First Responders

Hurricanes, tornadoes, floods and wildfires – our rural communities are no strangers to natural disasters. Whether it’s global warming or climate change, triggered by man or a cycle in nature, all of us are experiencing an increase in a range of weather-induced disasters. In retrospect, Hurricane Katrina in 2005 was like a shot across the bow, giving notice to one and all about what we could expect from Mother Nature going forward. Even though this pattern shows no signs of letting up, rural CDCs have been adapting, and we have plenty of lessons learned not only about first responses in our communities but about serving as effective conduits and intermediaries for federal and other resources such as volunteers. This workshop will feature specific examples from various rural sites around the nation illustrating how community-based organizations have effectively stepped in early after disaster strikes.

**Moderator:** Judy Herring, Southern Mutual Help Association, Inc.

**Presenters:**
- Sherry Farley, Frontier Housing
- Ludy Biddle, NeighborWorks of Western Vermont
- Sam Erickson, Community Housing Initiatives, Inc.

11:45 AM–12:00 PM  **Break**

12:00–1:30 PM  **Lunch with Plenary**  **Charter Oak Ballroom**

**From Brand to Wristband: Introducing CDFIs to Consumers**

Opportunity Finance Network’s national partnership with Starbucks has opened a new and exciting source of funding for CDFIs. Lina will share how this partnership came about, some of the early lessons learned, and ways in which all of us can benefit.

**Introduction:** David R. Dangler, NeighborWorks America Rural Initiative

**Presenter:** Lina Page, Opportunity Finance Network

1:30–2:00 PM  **Break**

2:00–3:30 PM  **Concurrent Workshops**

**Increasing Family Income and Wealth**  **San Joaquin B**

Many low-income families have dreams of financial well-being, but do not have access to the support and services to help them achieve their aspirations. The approaches shared in this workshop will help you focus on successful programs that create jobs paying livable wages through job training and skills enhancement, and teach community residents how to build and retain wealth. Presenters will discuss real-world examples of each strategy and discuss potential impacts.

**Moderator:** Katrin Kark, LISC

**Presenters:**
- Beatrice Shelby, Boys, Girls, Adults Community Development Center, Inc.
- Doug Rauthe, Community Action Partnership of Northwest Montana
- Elena Kaye-Schiess, VISTA Volunteer, NeighborWorks Rural Initiative
Manufactured Housing/Mobile Home Parks

Manufactured housing is an important, yet often overlooked, source of housing in rural America. Hear from experts who are creating and preserving affordable housing using manufactured housing. Practitioners will share their experiences with recent developments related to manufactured housing, including financing, and community preservation, including establishing nonprofits for the purpose of assuming park ownership and the challenges/rewards that are associated with this initiative.

**Moderator:** Bruce Newman, RCAC Housing Regional Manager  
**Presenters:**  
Stacey Epperson, Next Step Network  
Eileen Piekarz, RCAC  
Sheila Rice, NeighborWorks Montana

Translating Housing and Community Development Work into Job Creation and Economic Impact

If the national dialogue is determined to remain fixed upon jobs, jobs, jobs – then all of us within the spectrum of housing and community development need to become experts at translating our lines of business into jobs and related economic indicators. We know that affordable housing is an economic driver, but we need to be better at proving it. This workshop will feature examples from community-based organizations that have always placed a strong emphasis upon communicating the impact of their mission-related work within an economic development frame. In addition, by taking a closer look at the Create Jobs for USA campaign we’ll learn what it was that made Starbucks think that CDFIs could be significant partners in a national jobs creation strategy.

**Moderator:** David Dangler, NeighborWorks America Rural Initiative  
**Presenters:**  
Betty Tamm, NeighborWorks Umpqua  
Arlen Kangas, Midwest Minnesota CDC  
Rosa Rios Valdez, Business and Community Lenders of Texas  
Lina Page, Opportunity Finance Network

3:30–3:50 PM  
**Break**

3:50–5:20 PM  
**Plenary**  
**Charter Oak Ballroom**

Shades of Green: A Discussion of Green Construction and Rehab Practices

As times and technologies change, so does "green". Join in this facilitated and interactive discussion about green standards, applications and issues. Engage the experts as well as your peers, learning about the most recent definitions, regulations and requirements, and finding solutions for installation and implementation issues. Figure out if you can strike a balance between what is theoretically possible and what can practically be done. Chime in with your project issues, solutions and practical experiences.

**Introductions:** Joe Yarzebinski, Rural LISC  
**Moderator:** Michael Levine, LISC  
**Presenters:**  
Madeline Fraser-Cook, LISC  
Jesse Elton, LISC  
Doug Pingel, Self-Help Enterprises

5:30–8:00 PM  
**Enjoy Dinner on Your Own**  
A list of local restaurants is provided in your registration folder.
8:00 PM  

**Storytelling and Video with Cash Bar**  
Charter Oak Ballroom

Video: Origins of Self-Help Housing, introduced by Stan Keasling, RCAC

**Note about storytelling:** You don’t have to be a good storyteller to enjoy hearing a few! Come join in a rural tradition, and if you feel inclined, the microphone will be yours. It’s a great way to celebrate place and character. You may surprise yourself.

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**Thursday, June 14**

7:00–8:00 AM  

**Breakfast**  
Charter Oak Ballroom

**“Ask the Experts” Roundtable Discussions**

- **Expanding Work with PHAs**, Lisa Graphenteen, Southwest Minnesota Housing Partnership
- **Who Are the Farmworkers, and Why Do They Need Special Housing?** Peter Hainley, CASA of Oregon, and Marty Miller, Office of Farmworker Housing
- **Green Development Issues**, Madeline Fraser-Cook, LISC
- **Affordable Housing Preservation**, Jesse Elton, LISC
- **Resident Ownership of Manufactured Housing**, John Wiltse, PathStone Corporation
- **Social Enterprises**, Betty Tamm, NeighborWorks Umpqua
- **Losing Ground in Rural America – Stand Up for Rural America’s New Role in Fighting Back**, Robert Warwick, *Stand Up for Rural America* Steering Committee
- **Utility Developing and Consulting**, Paul Boyer, Self-Help Enterprises
- **HOME and CDBG Housing Rehab Programs**, Denise Fletcher, Self-Help Enterprises
- **Mutual Self-Help Housing**, Dirk Holkeboer and Tom Collishaw, Self-Help Enterprises

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8:00–8:15 AM  

**Self-Help Housing Video**

8:15–9:45 AM  

**Plenary**  
Charter Oak Ballroom

**Policy Discussion**

What is the future of homeownership in the federal policy arena? What does the future of the federal budget look like for rural programs? Who are key and strategic partners that we can form alliances with on the national level to present a united voice for rural issues? The financial crisis has changed the "lay of the land" for rural America. Come listen as rural policy makers share their thoughts and views on these issues.

**Moderator:** Matthew Josephs, LISC

**Presenters:**
Barbara Burnham, LISC
Kathleen Moxson, Redwood Coast Rural Action
Robert Rapoza, Rapoza and Associates

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9:45–10:00 AM  

**Break**
10:00–11:30 AM  Concurrent Workshops

**Social Media – The “How To” Session**  
*San Joaquin B*

This is a “must attend” session for anyone who has been thinking about entering the field of social media (Facebook, Twitter, etc.). Learn how easy it is to get the word out about your programs and activities. This session is for those who either don’t know where to start or who are seeking strategies for further exploration into this versatile, exciting arena. We understand that social media can be intimidating. Conquer that fear and come to this session where there are no "dumb" questions, no matter how simple! On the other end of the spectrum, our panelists are familiar with more sophisticated social media concepts to help those ready to move up in their social media marketing.

**Moderator:** Suzanne Anarde, Rural LISC  
**Presenters:** 
- Michael Tang, LISC  
- Christine Rector, Northern Initiatives  
- Sara Varela, NeighborWorks America

**Mutual Self Help Housing Roundtable Discussion**  
*San Joaquin C*

This session will discuss ongoing issues related to the USDA Rural Development Mutual Self Help Housing Program and the Rural Development 502 Direct Loan Program. Participants will hear from a panel consisting of representatives from each of the Rural Development Technical and Management Assistance Contractors and also from the National Rural Self Help Housing Association (NRSHHA) regarding appropriations, Rural Development staffing reductions and resulting delays, and efforts that are underway to recruit families and to enhance the image of this program.

**Moderators:** Stan Keasling, RCAC  
Peter Carey, Self-Help Enterprises

**Optimizing Networks and Partnerships**  
*San Joaquin D*

We hear a lot about the power of networks and driving one’s business to scale, but what are some of the tangible benefits and results of achieving scale, particularly as a network? This workshop will take a look at three different models that have yielded significant benefits to individual members. Spearheaded by the leadership of FAHE, the 502 Direct Consortium has taken on no less of a challenge than rewriting the basis for partnership between USDA Rural Development and the national network of rural housing providers. We’ll take a closer look at the challenges and accomplishments to date. Although more people are aware of eHomeAmerica as an effective eLearning platform, few realize that the business model is designed to significantly benefit its network partners. We’ll hear about the difference eHome has made in Wyoming. Finally, the California Coalition for Rural Housing has done many of the things one expects of a strong coalition, but their minority internship program is breaking new ground in ways that directly benefit its members.

**Moderator:** John Wiltse, PathStone Corporation  
**Presenters:** 
- Tom Carew, Federation of Appalachian Housing Enterprises, Inc. (FAHE)  
- Greg Hancock, Wyoming Housing Network  
- Gisela Salgado, California Coalition for Rural Housing  
- Rob Wiener, California Coalition for Rural Housing
11:45 AM  **Dress casual and for hot weather!**  Board buses at Marriott for:

- Tour of Self-Help Enterprises homes
- Lunch on the road
- Dinner at Koetsier Ranch and Group Photo

*Surrounded by acres of Tulare County farmland and nestled among towering palm trees, the banquet at Koetsier Ranch will be the perfect place to bring the Rural Seminar to an end.*

- Peter Carey Remarks

8:30 PM  **Wrap-up and return to Marriott**

**Friday, June 15** – Travel Home Day

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**The Rural Seminar’s Generous Sponsors**

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