# Rural LISC Seminar Agenda

**Rural: It Matters!**

**Holiday Inn Capitol**  
550 C Street, SW • Washington, DC  
202-479-4000 Phone • 202-479-4353 Fax

## Wednesday, October 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>12:00 - 8:00 PM</td>
<td>Rural LISC Seminar Registration</td>
<td>Columbia Ballroom Foyer</td>
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<td>3:00 - 4:15 PM</td>
<td>Rural Advisory Committee (RAC)</td>
<td>Apollo Room</td>
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<td>6:30 - 9:00 PM</td>
<td>Reception - Dinner - Awards</td>
<td>Columbia Ballroom</td>
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<td>6:30 PM</td>
<td>Reception</td>
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<td>7:00 PM</td>
<td>Dinner Buffet</td>
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<td>Welcome</td>
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<td>7:30 PM</td>
<td>Video</td>
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<td>8:15 PM</td>
<td>Awards</td>
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## Thursday, October 13

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<th>Time</th>
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<tr>
<td>7:30 - 2:00 PM</td>
<td>Rural LISC Seminar Registration</td>
<td>Columbia Ballroom Foyer</td>
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<tr>
<td>7:00 - 8:15 AM</td>
<td>Breakfast</td>
<td>Columbia Ballroom</td>
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<td>7:30 AM</td>
<td>Welcome</td>
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<td>7:30 AM</td>
<td>Opening Remarks</td>
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Rural: It Matters!
Moderator: Joe Yarzebinski, Rural LISC
Speakers: Barry Denk, Center for Rural Pennsylvania
          Micah Gursky, Tamaqua Area Community Partnership
          Jim Stark, Fayette County Community Action Agency, Inc.

Tamaqua and Uniontown were selected by LISC as the rural laboratories for Building Sustainable Communities. The other demonstration sites included neighborhoods in Chicago, Washington, DC, Duluth, Detroit, Indianapolis, Kansas City, Milwaukee, Rhode Island, San Francisco, and the Twin Cities. Hear the stories of these rural towns and their sustainable programs. Come and get a seed of a sustainable idea you can take home and plant. Come and get inspired. (This session was first presented at the LISC 30th Anniversary Gala and Symposium in March, 2011, and broadcast live via the internet).

9:30 - 9:40 AM  Break

9:40 - 11:10 AM  Concurrent Workshops

To Restructure . . . or Sit Tight: Debt and Project Strategies
Moderator: Suzanne Anarde, Rural LISC
Speakers: Dennis Lalor, South County Housing
          Dana Moore, Compass Advisors LLC

Join in a roundtable discussion highlighting debt and project restructuring (or not) strategies. We will bring our collective, ever-growing experience and wisdom to the table and invite you bring us your debt and project issues that keep you awake at night! Let's brainstorm!

Social Enterprise/Social Innovation/ Social Financing
Moderator: Joe Yarzebinski, Rural LISC
Speaker: Joe Bute, HmCapital Partners

Take "social" aim at your mission statement using proven business methods. Join in this discussion for a thorough and detailed, impassioned argument on why social enterprises are key to rural sustainability. Hear from your colleagues from across the nation. Learn best practices. Bring your questions and be ready to learn. Depart with implementable ideas.

Small Multi-Family Housing: Making it Work
Moderator: Bob Reeder, Rural LISC
Speakers: Cyndie Fuhrer, Housing Development Corp. MidAtlantic
          Rick Goodemann, Southwest Minnesota Housing Partnership
          Betty Tamm, NeighborWorks Umpqua

As organizations look to diversify their business lines, many are considering moving into multi-family housing development and management. This session will explore the special challenges presented by rural geography, demographics and population bases. Rural projects, by their nature, have smaller numbers of units with less room for error in development, financing and management. Our speakers will share their diverse experiences in the "what to do's" and "what not to do's" in the small multi-family housing arena.

11:10 - 11:20 AM  Break
**Some Assembly Required . . . Self-Help Housing**
*Discovery I*

**Moderator:**  Suzanne Anarde, Rural LISC  
**Speakers:**  Stan Keasling, Rural Community Assistance Corporation (RCAC)  
Tammye Trevino, USDA Rural Development

Whether you are a seasoned self-help group, or toying with the idea of throwing your hat in the ring, you should attend this session to hear an in-depth discussion of burning self-help topics, including the national funding landscape and how some groups are diversifying, as well as dealing creatively with land values and inventory.

**Local Food II: Seconds Anyone?**
*Discovery II*

**Moderator:**  Kirk Kobert, Rural LISC  
**Speakers:**  Joe Bute, HmCapital Partners  
John Waite, Franklin County CDC  
Clifton Whitley, Mississippi Action for Community Education (MACE)

We're serving it up, from soup to nuts. First course: we'll hear from a nascent local foods program on the joys and pains of starting from scratch. The main course: a successful program with a community kitchen, expanding to new markets. And dessert: a man with a plan to take us from local to regional markets, and beyond.

**Developing Safer Communities: Building Community Safety Initiatives From the Ground Up**
*Saturn/Venus*

**Moderator:**  Bob Reeder, Rural LISC  
**Speakers:**  Steve Kirk, Rural Neighborhoods, Inc.  
Julia Ryan, LISC

Explore community safety initiatives from CPTED (Community Policing Through Environmental Design), to Police/Resident Partnerships to Gang Remediation Initiatives to Parental Educational Involvement Initiatives. These are a few of the many strategies that will be covered in this session, strategies that have been employed by our CDC Partners to help reduce crime, and to design, develop, and sustain safer communities for children and families.

12:50 - 2:15 PM  
**Lunch and Policy Plenary**
*Columbia Ballroom*

**Moderator:**  Barbara Burnham, LISC  
**Speakers:**  Elise Hoben, Rural LISC  
Bob Rapoza, Rapoza Associates  
Garth Rieman, National Council of State Housing Agencies  
John Taylor, National Community Reinvestment Coalition

The Washington federal policy environment is a daunting and often confusing world to negotiate. Rural LISC along with LISC's policy team has assembled a terrific panel of experts to help sift through the cacophony of voices in order to prepare you for your all-important visits to Capitol Hill.

2:15 - 6:00 PM  
**Hill Visits - for CDC Representatives**

*Enjoy Dinner on Your Own.*  
*A list of nearby restaurants is included in your registration packet.*
Friday, October 14

Check out of the hotel by 11:00 AM

7:00 - 8:00 AM  Breakfast with Roundtables  Columbia Ballroom

**The Good, the Bad, and the Ugly: New Markets Tax Credits Revealed**
Leader: Bob Poznanski, LISC

Join in a roundtable discussion about whether this financing tool is right for your project or for some other project in your community, and if so, how to avoid landmines in your search for the pot of gold at the end of the rainbow.

**Natural Disasters: Droughts, Floods, Tornadoes, Hurricanes, and Earthquakes — Oh My!**
Leaders: Barbara Blackston, Wilson Community Improvement Assn., Inc.
Sam Erickson, Community Housing Initiatives, Inc.

Join this roundtable discussion about disasters that have impacted our communities, and hear about the various rebuilding and recovery strategies that have emerged in their aftermath.

8:00 - 9:30 AM  Concurrent Workshops

**Building Family Income and Wealth**  Discovery I
Moderator: Kevin Jordan, LISC
Speakers: John Molinaro, Aspen Institute Community Strategies Group
Noemi Navarro, Chicanos Por La Causa, Inc.
Jim Stark, Fayette County Community Action Agency, Inc.

Although 12-15 percent of Americans have incomes below the poverty line at any given point in time, 40 percent of Americans fall below the official poverty line at some point over a ten-year span. These temporary slides into income poverty are more severe among those who are asset-poor. Many low-income families have dreams of financial well-being, but do not have access to the supports and services to help them achieve their aspirations. They may be stuck in jobs that do not pay enough, and they need job training and skills enhancement, but do not have the resources to make this happen. They may be under a burden of debt — whether it is through child support, consumer debt or medical bills — which can make people wonder if work pays. When income never meets the expenses, the financial value of work is undermined as working families continue to fall behind. A new cadre of programs is growing that helps families address financial stability by simultaneously increasing income, reducing debts and building assets over time.

**Preservation**  Discovery II
Speakers: John Egan, Coastal Enterprises, Inc.
Vince O'Donnell, LISC

LISC established its Affordable Housing Preservation Initiative in 2001 to strengthen efforts toward the preservation of affordable rental apartments that were in jeopardy because of expiring federal subsidies, and to promote preservation-oriented public policies. Participate in this discussion to learn how LISC can help your nonprofit community development corporation acquire and preserve housing developments, build partnerships with housing authorities and other organizations, and advocate for government policies that can reduce the loss of affordable homes and apartments.

**LISC Lending: You’ve Got a Friend**  Saturn/Venus
Moderator: Kirk Kobert, Rural LISC
Speakers: Suzanne Anarde, Rural LISC
Greg Maher, LISC

The LISC Loan Department is open for business – with a new, lower rate and new products. Hear what we've got to offer and how we can help your organization ramp up project development.
Social Media 101
Moderator: Bob Reeder, Rural LISC
Speakers: Michael Tang, LISC
Christine Rector, Northern Initiatives

This is a "must attend" session for anyone who has been thinking about entering the field of Social Media (you know, Facebook, Twitter, etc.). Learn how easy it is to get the word out to your community about your programs and activities. This session is for those who either don't know where to start, or who are seeking strategies on how to expand into this exciting new world.

You will receive an evaluation by email. Your comments are very important to us and will be used to plan future seminars. Thank you.