



The Home for Everyone Conference logo was designed
by Simone Brimmer, Age 15
Greentree-Teutonia Apartments, Milwaukee

Wisconsin Collaborative for Affordable Housing

presents the

A Home for Everyone Conference 2005:

Make It Happen

July 20-21, 2005

Wisconsin Department of Commerce

Division of Economic Support

Bureau of Housing

Wisconsin Conference on Homelessness:

Innovate! Motivate! Overcome!

July 19, 2005

Country Springs Hotel and Convention Center

1501 North Point Drive, Stevens Point, WI 54481



A Home for Everyone Conference 2005: “MAKE IT HAPPEN”

The *Wisconsin Collaborative for Affordable Housing* invites you to our 9th annual **A Home for Everyone** affordable housing conference for the State of Wisconsin. Our theme this year is “Make It Happen”. Those of us dedicated to creating and preserving affordable housing in Wisconsin know that - with growing pressures on traditional resources for creating housing, with a growing need for that housing among a growing percentage of our population, and with a growing awareness of the critical role affordable housing plays in individual self-achievement and community economic development – our ability to combine resources and apply innovative approaches in these challenging times is critical to success in “making it happen”.

Conference plenary sessions and workshops this year have been designed to focus on four specific aspects of affordable housing: financial resources for housing development, housing and advocacy, capacity building for not-for-profit organizations, and emerging trends in affordable housing. We also have speakers for our plenary sessions who we are confident will educate and inspire you.

The *Wisconsin Collaborative for Affordable Housing* consists of government agencies, community based organizations, private concerns and advocates committed to promoting the development and preservation of affordable housing throughout Wisconsin. The *Collaborative* organizes the annual **A Home for Everyone** conference to focus on these issues for low-income families and individuals. The **A Home for Everyone** conference provides an opportunity for professional development and sharing information with colleagues in the field.

The Wisconsin Collaborative for Affordable Housing

Collaborative Members:

- Astar Capital Management, Inc.
- Common Wealth Development Corp.
- Foundation for Rural Housing, Inc.
- Fox Valley Housing Coalition
- Housing Ministries of American Baptist in Wisconsin
- Independence *First*
- Project Home
- Senior Council of Dane County
- U.S. Department of Agriculture – Rural Development
- Virchow, Krause & Company LLP
- Wisconsin Community Action Program Association (WISCAP)
- Wisconsin Council for Affordable and Rural Housing
- Wisconsin Council of Churches
- Wisconsin Department of Commerce, Bureau of Housing
- Wisconsin Housing & Economic Development Authority (WHEDA)
- WI Partnership for Housing Development

Collaborative Liaison

U.S. Department of Housing and Urban Development (HUD)

Wisconsin Conference on Homelessness: Innovate! Motivate! Overcome!

This year, a one-day conference on homelessness sponsored by the Wisconsin Department of Commerce, Bureau of Housing will once again be held in conjunction with **A Home for Everyone**. This conference will bring together private, not-for-profit and public agencies to address the complex issues of homelessness. Agency leaders, case managers, advocates, and homeless and formerly homeless individuals will seek solutions to ending homelessness in Wisconsin.



Wisconsin Conference on Homelessness

Innovate! Motivate! Overcome!

Agenda

8:00 a.m. – 9:00 a.m.

Registration/Continental Breakfast

9:00 a.m. – 10:45 a.m.

**Opening Plenary and Welcome:
“Who Motivates the Motivator?”**

You can't motivate others unless you have learned to motivate yourself. Internationally acclaimed speaker and author Chris Clarke Epstein explores how to live a self-motivating life. Learn specific steps to stay motivated and put great ideas to work.

- ▶ *Judy Wilcox, Bureau of Housing*
- ▶ *Chris Clarke Epstein*

10:45 a.m. – 12:00 p.m.

Workshop Session I

Organizing For Advocacy

The National Alliance to End Homelessness is campaigning to engage all sectors of society in the effort to confront and end homelessness. Re-commit to ending homelessness, rather than just managing it. Learn about the proactive steps you can take in your community.

- ▶ *Steve Berg, National Alliance to End Homelessness*

A Community Response to the Need for Affordable Housing: The Appleton Model

Learn about the *A Place to Call Home* initiative for developing workforce housing and the steps taken to develop this initiative, which implements recommendations from the “Blueprint for Affordable Housing”, a study of affordable housing needs in the Fox Cities.

- ▶ *Deborah Dillenberg, Appleton Housing Authority*
- ▶ *Debra Cronmiller, Emergency Shelter of the Fox Valley*

Trauma & the Homeless

This workshop will examine the trauma experience as a precedent to homelessness, including its impact on alcohol & drug use, and issues of vulnerability while homeless. Participants will learn to identify trauma's impact on the homeless and respond.

- ▶ *Chris Dunning, Ph.D University of Wisconsin-Milwaukee*

Understanding People with Mental Illness

- ▶ *Dr. David May, UW-Madison, Medical College of Wisconsin*

12:00 p.m. – 1:00 p.m.

Lunch Plenary

“State Plans to End Homelessness”

The National Alliance to End Homelessness' mission is to mobilize non-profit, public and private sectors in an alliance to end homelessness. Steve will discuss the role of state government in ending homelessness.

- ▶ *Steve Berg, National Alliance to End Homelessness*

1:15 p.m. – 2:30 p.m.

Workshop Session II

HUD & Federal Policy Update on Homelessness Program

This workshop will provide an update on federal housing policy, discussion on the recent trends at HUD, and explanations on solution-oriented approaches for Congress.

- ▶ *Steve Berg, National Alliance to End Homelessness*

Advocate not Adversary

A workshop on how to help, not hinder homeless clients with AODA issues by moving away from guilt and shame.

- ▶ *Mitch Vesaas, Tellurian UCAN*
- ▶ *Jan Ross, Community Action, Inc.*

Solutions to the Lack of Available/Affordable Housing Stock

This workshop will explore ways to solve equity/financing and other development barriers to increasing the housing stock for at risk populations.

- ▶ *Jim Caldwell, WHEDA*

Alcohol & Drug Abuse: Prevalence of Self-Medication and Its Impact

- ▶ *Dr. David May, UW-Madison, Medical College of Wisconsin*

2:45 p.m. – 4:00 p.m.

Workshop Session III

What Is Happening to CDBG and the Section 8 Voucher Program - And What to Do About It

▶ *John Finger, HUD*

Mentally Ill and Homeless: Strategies for Surviving and Helping

This workshop will discuss how homeless people challenged by severe and persistent mental illness can survive and be helped. Several strategies and a life experience story about overcoming homelessness and receiving good mental health will be featured.

▶ *Brad Munger, Rock County CSP*

▶ *Vicki S.*

Developing Creative Public - Private Partnerships: The “Reach Out” Initiative

A partnership of homeless service providers, downtown Madison businesses, police, Overture Center for the Performing Arts, and the UW has created the “Reach Out” program, a street

outreach to homeless individuals in Madison. The workshop will discuss the underlying philosophy of the program: gaining cooperation of businesses to create a “win-win” situation where business owners raise funds for homeless services providers to help get people off the streets and into services.

▶ *Mitch Veeras, Tellurian UCAN*

▶ *Chip Woods, Briarpatch*

How People are Affected by Co-Occurring Mental Health and Substance Abuse Disorders

▶ *Dr. David May, UW-Madison, Medical College of Wisconsin*

4:15 p.m. – 5:00 p.m.

Closing Plenary: “The Wisconsin Women Equals Prosperity (WW=P) Initiative”

In response to the need for improvement in the overall status of Wisconsin women, Lt. Governor Lawton has launched a public/private economic development partnership to breath new life into the Wisconsin Idea for public affairs.

▶ *Lieutenant Governor Barbara Lawton (invited)*



A Home For Everyone 2005: *Make It Happen*

Agenda

Conference Workshops this year are organized around four 'tracks' or general subject matter. Content has been designed to provide a seamless overview of numerous issues within the 'track'.

These four tracks are:



Financial resources for housing development



Housing and advocacy



Non-profit capacity building



Emerging trends in affordable housing

Conference attendees are certainly free to visit and attend any workshop at any time. Participation is not mandated on previous participation in the given 'track'.

Wednesday, July 20, 2005

8:00 a.m. – 5:00 p.m.

Registration

9:00 a.m. – 9:45 a.m.

Opening Plenary and Welcome

10:00 a.m. – 11:30 a.m.

Workshop Session I



The Rural Housing Portfolio: An Update

This workshop will provide a brief sketch of where the rural portfolio is today in America, with an overview of the new Rural Development Demo-Program, how owners were asked to participate, and what the goals are.

- ▶ *Sherry Engel, USDA - Rural Development*
- ▶ *William Bay, Impact Seven*



Housing in the Community: People With Disabilities and Housing Advocacy

This workshop will address unique advocacy issues and strategies for people with disabilities, focusing on the 'independent living' philosophy as it applies to housing. Challenges to people with disabilities will be

described and how the 'independent living' movement is meeting those challenges.

- ▶ *Brian Peters, IndependenceFirst*
- ▶ *Darrell Price, Access Living*



Non-Profit Housing Development

This session will provide critical development concepts and important information on the stages and decision points of the development process. Non-profit attendees will learn to identify the pros and cons of development opportunities for their organizations. The tools involved in pursuing project feasibility, assuring site control, and gaining financial support will be outlined.

- ▶ *Mark McDaniels, Great Lakes Equity Fund*



Designing Homes for Everyone – What are

some of the more prevalent design philosophies: their similarities and their differences? 'Adaptable design', 'aging-in-place', 'universal design', and 'visitability' will be discussed. Design strategies will be presented, ranging from blueprints to interior design choices.

- ▶ *Diana Sullivan, IndependenceFirst*
- ▶ *Judith Pipher, IndependenceFirst*
- ▶ *Maureen Mitton, Department of Art and Design, UW – Stout*

11:45 a.m. – 1:15 p.m.

Lunch and Presentation of Awards

- ▶ *Mary Burke, Secretary, Department of Commerce*
- ▶ *Charles M. Hill, Sr.*

1:30 p.m. – 4:30 p.m.

Affordable Housing Bus Tour

Join us for one of the more popular conference events. This year we will be touring innovative housing development projects with a 'rural' flare, with on-site presentations, background information and opportunities for questions and answers.

1:30 p.m. – 3:00 p.m.

Workshop Session II



The Rural Housing Portfolio: A Case Study

In this session following up from *The Rural Housing Portfolio: An Update*, a rural case study will be examined relative to potential options, barriers and opportunities that the Rural Development Demo-Program could represent. The session will include an interactive

opportunity to look for new ways to address a project's preservation needs.

- ▶ Terri Preston-Koenig, Virchow, Krause and Company LLP
- ▶ Ben Jarvis, Boston Capital
- ▶ Sherry Engel, USDA – Rural Development

Creating a Local Housing Coalition

There is strength in numbers when educating and advocating on the importance of affordable housing. In this workshop, local experts who have developed effective, strong local coalitions to advance affordable housing issues will share their experiences. Learn how coalitions can be built; who should be involved; what hurdles need to be overcome; which activities are important and which are not.

Cooperative Housing and Home Health Care

This workshop will look at the advantages of senior co-ops as an alternative for individuals to meet their housing needs as they age. The session will feature 'home care worker co-ops' which allow elders and people with disabilities to live independently in their homes. Learn more about these cutting edge alternatives: housing co-ops are not your grandfather's dairy co-op.

- ▶ Margaret Bau, USDA - Rural Development
- ▶ Char Thompson, Foundation for Rural Housing

3:15 p.m. – 4:45 p.m.

Workshop Session III

Preserving Rural Housing in Wisconsin

This session will focus on potential options, barriers and opportunities present in Wisconsin today to preserve existing rural housing. The presentation will feature an interactive opportunity to discuss new ways to address the preservation needs of housing in rural Wisconsin.

Assisted Living 101

What is assisted living and whom can it serve? What are the differences between a nursing home, a community based residential facility, and a residential care apartment complex? Can assisted living be made affordable? This workshop will provide an overview of the different types of assisted living options and insight on how to make those options affordable.

- ▶ Wendy Fearnside, Bureau of Aging and Long Term Care Resources
- ▶ Bill Boerigter, WHEDA

5:00 p.m. – 7:00 p.m.

Reception

Thursday, July 21, 2005

8:00 a.m. – 12:00 p.m.

Registration

8:15 a.m. – 9:30 a.m.

Breakfast, Legislative Plenary Session

- ▶ Senator Cathy Stepp (invited)
- ▶ Representative Steve Wieckert (invited)

9:45 a.m. – 11:15 a.m.

Workshop Session IV

Give Me Cash (and Spare My Basis)

A look at financial programs that pair well with tax credits: what they are and where they can be found. The session will focus on the types of resources available, how those resources can be accessed and what impacts they may have on your project with regard to tax credits.

- ▶ Doug Stockstad, Virchow, Krause and Company LLP
- ▶ Jan Kreuger, Affiliated Capital
- ▶ Mary Francis Troutd, WI Department of Commerce
- ▶ Wanda Maas, WHEDA

Working With Legislators and Other Policy Makers

This workshop will focus on how to effectively communicate with legislators, their aides, and other policy makers. Attendees will hear from experts on how to communicate with federal officials. They will also participate in a discussion/review of 'do's and don'ts' in communicating on issues.

- ▶ Rene Daniels, Office of Congressman David Obey
- ▶ Peter Bakken, Wisconsin Council of Churches

Non-Profit Housing Management

The non-profit housing developer has the responsibility to set performance standards and monitor progress. This presentation will discuss maintenance, financial performance and short- and long-term project goals in the context of performance for both property management and asset management.

- ▶ Dennis Quinn, Great Lakes Capital Fund
- ▶ Carol Bower, Community Housing Development Corporation

Collaborate and Make a Difference

Learn about a model process that can be used to effectively develop collaborations between non-profit and for-profit businesses to build capacity and develop relationships that can make a difference to those you serve. Learn who to approach, how to approach them,

and how to maximize partnerships to generate the greatest impact in your community. This presentation will offer real life examples, case studies and 'best practices' on how to bring diverse parties together to attain success in achieving respective missions and assisting those in need.

- ▶ *Renee Waterman, Rebuilding Together*

11:30 a.m. – 1:00 p.m.

Workshop Session V



New Construction: A Comparative Case

Study This workshop will feature a case study on new construction, comparing and contrasting the use of two different scenarios to fund a basic development: tax exempt bonds with 4% tax credits and competitive credit. (The session will provide an overview, rather than a detailed analysis, but speakers will be available for more detail after the session).

- ▶ *Mike Ash, WHEDA*
- ▶ *Bill White, Michael Best & Friedrich*



Getting Your Message Out Through The Media

This workshop will focus on how to use the media to advocate for and to spread your message on housing. Workshop speakers will share from professional experience what works and what doesn't in getting the media (both electronic and print) interested in your message and offer advice on how to present your affordable housing issues to the 'fourth estate'.

- ▶ *Bill Berry, Newspaper Columnist*
- ▶ *Rob Crain, News Director, WSAW TV*
- ▶ *Paul Jaeger, CAP Services*



Non-Profit Housing Services

Non-profit housing developers seek to provide a host of life-enhancing services for their residents, from education and counseling to health care partnerships. This session will focus on supportive housing which provides a safe place for low-income and underserved populations to receive the services they need to address health and lifestyle concerns.

- ▶ *Carmen Porco, Carmen Porco Consulting*
- ▶ *Dennis Quinn, Great Lakes Capital Fund*



Weatherization, Energy Conservation, and Housing Affordability

Learn about the latest trends in weatherization and energy conservation and how they provide critical impacts on the affordability of housing – at both the developer and consumer levels. HUD's 'Housing Partnerships Wireworks' project will also be presented.

- ▶ *David Kinyon, Wisconsin Energy Conservation Corporation*
- ▶ *Dave Balcer, Milwaukee HUD Field Office*

1:00 p.m. – 2:30 p.m.

Lunch and Closing Plenary

- ▶ *Stan Gruszynski, GEM Rural Leadership and Community Development Program*

WISCAP

1310 Mendota St., Ste 107
Madison, WI 53714

Return Service Requested

Wisconsin Collaborative for Affordable Housing
A Home for Everyone 2005: Make It Happen

July 20-21, 2005

Wisconsin Department of Commerce – Bureau of Housing
Wisconsin Conference on Homelessness
Innovate! Motivate! Overcome!

July 19, 2005

Hotel Information

Both conferences will be held at:

Country Springs Hotel and Convention Center

1501 North Point Drive, Stevens Point, WI 54481

Phone: (715) 341-1340 Fax: (715) 341-8369 Reservations: (800) 998-2311

- Room Rate:** **Single** - \$62.00 **Double** - \$82.00 (the rate is the same for both events)
- Reservation Deadline:** Monday – June 20, 2005 - A block of rooms is reserved under “WISCAP”
Hotel reservations must be made directly with the hotel.
- Cancellation Policy:** Room reservations must be cancelled 48 hours prior to the date of arrival.
- Check-In:** 3:00 p.m. **Check-Out:** 11:00 a.m.

Registration Information

- How to Register:** You can register by completing the form on the back or online at www.wiscap.org.
- Registration Deadline:** June 20, 2005

Fees: Homeless Conference: \$75.00
A Home for Everyone: \$75.00
Both Conferences: \$125.00

Late Fees: Registrations received after **June 20, 2005** will be assessed a late fee.

Homeless Conference: \$100.00
A Home for Everyone: \$100.00
Both Conferences: \$150.00

- ▶ The registration fee(s) includes the cost of all meals for both events.
- ▶ Refunds will not be given for cancellations received after July 8, 2005

Payment: Checks must be mailed with the registration form to the WISCAP office at the address listed below. Please make all checks payable to “WISCAP”. We do not accept credit cards.

Please complete all information on the back of this form and mail or fax to:

Wisconsin Community Action Program Association (WISCAP)

Attn: Colleen Rainey, 1310 Mendota Street, Suite 107, Madison, WI 53714-1039

Telephone: (608) 245-3291 Fax: (608) 244-4064 E-mail: crainey@harterinternet.com

REGISTRATION FORM

(Reproduce this form for each participant. Please **type** or **print** information below)

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

E-mail: _____

The conference is accessible to persons with disabilities. Please indicate if you need special accommodations for the workshops and what they are. (You are still responsible for notifying the hotel when you make your reservations if you need special accommodations in your room).

Wisconsin Conference on Homelessness (July 19, 2005)

_____ I will be attending the Wisconsin Conference on Homelessness on July 19

I will be attending the following functions at the conference: Lunch (7/19) _____ Vegetarian _____

A Home for Everyone 2005: Make It Happen (July 20-21, 2005)


I will be attending the following functions at the "A Home for Everyone" Conference July 20-21:

Lunch (7/20) _____ Reception (7/20) _____ Breakfast Buffet (7/21) _____ Lunch (7/21) _____ Vegetarian _____


Please check the workshops you are interested in attending below. (Information for planning purposes only)


Wednesday, July 20, 2005

10:00 a.m. – 11:30 a.m.

_____ The Rural Housing Portfolio: An Update 

_____ Housing in the Community: People with Disabilities & Housing Advocacy 


_____ Non-Profit Housing Development 

_____ Designing Homes for Everyone 


1:30 p.m. – 4:30 p.m.

_____ Affordable Housing Bus Tour


1:30 p.m. – 3:00 p.m.


_____ The Rural Housing Portfolio: A Case Study 

_____ Creating a Local Housing Coalition 

_____ Cooperative Housing and Home Health Care 


3:15 p.m. – 4:45 p.m.


_____ Preserving Rural Housing in Wisconsin 

_____ Assisted Living 101 

Thursday, July 21, 2005

9:45 a.m. – 11:15 a.m.


_____ Give Me Cash (and Spare My Basis) 


_____ Working With Legislators and Other Policy Makers 


_____ Non-Profit Housing Management 


_____ Collaborate and Make a Difference 

11:30 a.m. – 1:00 p.m.

_____ New Construction: A Comparative Case Study 

_____ Getting Your Message Out Through the Media 

_____ Non-Profit Housing Services 

_____ Weatherization, Energy Conservation, and Housing Affordability 

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July 19, 2005

Scholarship Application

Do you qualify?

Is your annual income at or below 150% of the federal poverty guidelines?

or

Does your organization have an operating budget less than \$250,000?

Scholarship awards will cover the conference registration fee, lodging, and a stipend for travel and meal expenses. Eligibility for lodging expenses will be subject to distance from the conference site.

Scholarships are awarded based on need and subject to availability of funds.

150% of HHS Poverty Guideline

Family Size	Annual Income
1	\$14,355
2	\$19,245
3	\$24,135
4	\$29,025
5	\$33,915
6	\$38,805

Please complete this form and a conference registration form and return both by **JUNE 20, 2005**.

Scholarship recipients will be notified by July 1, 2005 of funds available.

Name: _____ Date: _____

Employer: _____

Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (H) _____ (W) _____ Fax: _____

Email: _____ (if available)

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