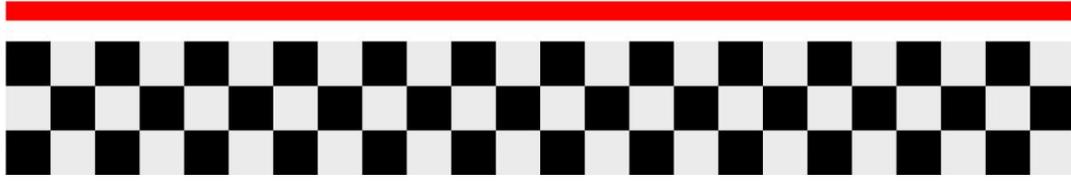


IT STARTS WITH YOU



PHFA is proud to again present the **Multifamily Affordable Housing Conference!** Education and skill-building opportunities abound for both property managers as well as service coordinators. Multifamily housing professionals will gather June 26-28, 2019 at the Lancaster Marriott at Penn Square in Lancaster, PA and learn through a combination of expert presenters and the collective expertise of the people gathered. This budget-friendly conference has been designed to offer content related to service delivery strategies and management techniques, with sessions for Service Coordinators and Management staff.

This year’s conference is packed with **55 breakout sessions**, and great networking opportunities. Each of the sessions will provide new tools, strategies, and resources for staff to adopt and implement at their sites. Don’t miss this opportunity to learn from your colleagues!

There are so many things to do in Lancaster! Check out <https://lancasterpa.com/attractions/> for a list of the many activities to do indoors and out, and sites to see.

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ABOUT THE CONFERENCE

Conference Location

Lancaster Marriott at Penn Square, 25 South Queen Street, Lancaster, PA 17603

Continuing Education

Certificates of attendance will be provided for registered participants who attend the entire conference. HUD Service Coordinators may use this conference toward HUD continuing education requirements. Should you need a certificate, make sure that you complete the post-conference survey that will be emailed to you. Upon completion of the survey, you will receive a certificate electronically.

Who Should Attend

Property developers, owners and managers, social workers, service and activities coordinators, human services workers, housing specialists and supportive services staff, government officials, Community Action Agency personnel, Area Agency on Aging staff, and Housing and Redevelopment Authority officials are encouraged to participate.

Get Involved - The Kindness Rocks Project!

Are you ready to participate and engage? This year, PHFA has some exciting news! We are taking part in **“The Kindness Rocks Project.”** The Kindness Rocks Project is a “pay-it-forward” service project, founded in 2015 by life coach Megan Murphy. Megan lost her parents at an early age and she struggled to find happiness and seek spiritual guidance throughout her journey. This sparked the idea to create inspirational rocks and place them anonymously for others to find. Megan wanted to bring joy and touch other people’s everyday lives. Thus far, the project has spread inspirational messages across the world. The Kindness Rocks Project is spread with the help of shared stories and photos of the rocks on social media with hashtag **#thekindnessrocksproject**.

To hear more about Megan’s story, visit: <https://www.thekindnessrocksproject.com/origin>.

PHFA is asking communities and residents to get involved and “pay-it-forward” with a rock donation to support Megan’s vision. To “Rock” this project out, learn step by step instructions on how to get started: <https://www.thekindnessrocksproject.com/howto>. PHFA will locate a local sponsor through the “Kindness Rocks Project Group” to distribute the donated rocks.

All donations will be collected at our 2019 Multifamily Affordable Housing Conference. Join us as we bring you best practice ideas on ways to connect with your communities, incorporate art and creativity and encourage participation in our resident engagement project. For additional questions, contact: Tawanda Peterson, 717-780-3962 or email: tpeterson@phfa.org.



Questions?

If you have questions concerning registration, directions, accessibility, or other logistical considerations, please contact the conference coordinators: Shermer & Associates, Ltd. at 717.545.9991, FAX: 717.545.9247 or email: cstewart@shermer-assoc.com or sshermer@shermer-assoc.com. Relay Service at 717.780.1869.

Questions regarding the conference content can be directed to PHFA staff:

Lisa Case 717.780.3801 lcase@phfa.org
Gelene Nason 717.780.3874 gnason@phfa.org

CONFERENCE-AT-A-GLANCE

WEDNESDAY, JUNE 26

8:30 am – 5:00 pm	Registration Desk Open
9:00 am – 6:00 pm	Visit the Exhibitors! <i>(Coffee available to 11:00 am.)</i>
11:00 am – 12:30 pm	Welcome: Brian Hudson Luncheon Presentation: Charles Cary <i>“Radiate The Brain & Change The Game”</i>
12:45 pm – 2:15 pm	Concurrent Sessions – Set 1
2:15 pm – 3:00 pm	Dessert Break with Exhibitors
3:15 pm – 4:45 pm	Concurrent Sessions – Set 2
5:00 pm – 6:00 pm	Reception with Exhibitors

THURSDAY, JUNE 27

7:30 am – 5:00 pm	Registration Desk Open
7:45 am – 9:15 am	Breakfast Presentation: Neil Ihde <i>“It’s My Privilege – Stories and Lessons from Social Service Settings”</i>
9:30 am – 10:30 am	Concurrent Sessions – Set 3
10:30 am – 10:45 am	Refreshment Break
10:45 am – 11:45 am	Concurrent Sessions – Set 4
12:00 pm – 1:30 pm	Luncheon Presentation: Vicki Clark <i>“Gratitude and Forgiveness”</i>
1:30 pm – 3:00 pm	Concurrent Sessions – Set 5
3:00 pm – 3:30 pm	Refreshment Break and Networking
3:30 pm – 5:00 pm	Concurrent Sessions – Set 6
7:00 pm – 8:30 pm <i>(Gather at 6:50 pm)</i>	Lancaster Ghost Tour (requires some walking and a separate registration fee), Optional event <i>Desserts and beverages afterward in the Marriott for Ghost Tour attendees ONLY</i>
Evening	Dinner on your Own

FRIDAY, JUNE 28

7:30 am – 9:15 am	Breakfast Presentation: Jen Croneberger <i>“Compassionate Leadership”</i>
9:30 am – 11:00 am	Concurrent Sessions – Set 7

SPECIAL CONFERENCE FEATURES AND EVENTS

Exhibitors Showcase

Wednesday, June 26, 9:00 am - 6:00 pm

Exhibitors will be on hand to review their products and services that can help you do your job more effectively. Network with exhibitors, peers and new friends throughout the day between 9:00 am and 6:00 pm. From 9:00 am to 11:00 am, grab a cup 'o joe as you stroll through the exhibitor's area. There will be a dessert break at 2:15 and a reception from 5:00 – 6:00 pm.

Scavenger Hunt with the Exhibitors!

Pick up your scavenger hunt sheet at registration. Then visit the exhibitors and write down which Lancaster/farmland-themed object is hiding somewhere in their display. **Turn in your completed sheet by the end of the day on Wednesday to be entered for a prize.**

Lancaster Ghost Tour

Thursday, June 27, 7:00 – 8:30 pm (gather at 6:50 pm)

(Optional event; extra \$14 fee required. Additional guest/children tickets can be purchased.)

Push aside the cobwebs of the old Pennsylvania Dutch Country on a walking tour of downtown Lancaster. The Ghost Tour of Lancaster features 300 years of haunted history from the Red Rose City's thorny past, along with long-forgotten mysteries and haunting tales of eternal vigils, fatal curses and star-crossed lovers.

The tour group(s) will meet in the main lobby of the conference hotel at 6:50 pm and will walk a short 5 minutes to the Soldiers and Sailors Monument for the start of the tour. Depending on interest, two tour groups of 25 will depart at 7:00 pm; two additional tour groups of 25 will depart at 7:10. The tour lasts 90 minutes with actual walking of 30 minutes and 8 stops along the way.

Following the tour, dessert and beverages will be provided at 8:30 pm in the Lancaster Marriott for Ghost Tour attendees ONLY.



WELCOME

Wednesday, June 26 Luncheon



Brian A. Hudson, Sr., Executive Director and CEO, Pennsylvania Housing Finance Agency

Brian began his career at PHFA in 1975, rising to Chief Financial Officer prior to assuming his current position in 2003. His major responsibilities involve developing and implementing the organization's program initiatives as well as providing guidance for the Agency's relationships with the Board of Directors, the Administration, the State Legislature and Congress, business and advocacy partners, the financial community, and the general public. Mr. Hudson is a Certified Public Accountant and a Certified Treasury Professional. He received his Bachelor's Degree in Business Administration from the Pennsylvania State University.

Brian is a Board member and Audit Committee Chair of Erie Indemnity Company, Chairman of the Commonwealth Cornerstone Group, a Board member of the Community Development Trust, a member of the Penn State Health Milton S. Hershey Medical Center Board of Directors and Past President and current Board member of the National Council of State Housing Agencies. He is the former Chairman of the Audit Committee of the Federal Home Loan Bank of Pittsburgh and a former member of the Consumer Advisory Council of the Federal Reserve Board.

FEATURED SPEAKERS

Wednesday, June 26 Luncheon Presentation



Charles Cary, President, Sir Charles Cary, Inc.
"Radiate The Brain & Change The Game"

Charles Cary, aka Sir Charles Cary, has picked up the ability to grow at every stage of his life (National Speakers Association, Toastmasters, and Positive Leadership Coaching) and has positioned him perfectly for where he is today. Through life challenges and health challenges he is a testament that if you believe it you can achieve it!

Thursday, June 27 Breakfast Presentation



Neil Ihde
"It's My Privilege...Stories and Lessons from Social Service Settings"

Neil Ihde is a speaker, lecturer, consultant and founder of Life IQ where he motivates groups and individuals to work, play, relate and live intelligently. He has worked with numerous managers, directors, corporate leaders, and teams to improve their personal and professional effectiveness. Neil has worked with over 25 Fortune 500 companies including AT&T, Discover Card, Domino's, Transamerica, GE, among others. Neil has also consulted internationally with clients from a dozen countries. He is a TEDx speaker and his Life IQ YouTube channel recently eclipsed a half-million views. Neil's academic background includes a B.A. in Psychology, a B.A. in Sociology, and a MA in Counseling. Neil and his wife Deb have two children and live in Appleton, WI.

Thursday, June 27 Luncheon Presentation

Vicki Clark

“Gratitude and Forgiveness”: Channeling the healing energy of our emotions



Vicki Clark, MPA, MSW, LSW is a psychotherapist, social worker of emergency psychiatry, and professor. A graduate of the University of Pennsylvania and Villanova University, Ms. Clark is employed with the Veterans Administration Medical Center and Temple University. She also is in private practice providing individual and group therapy. Ms. Clark is a seasoned lecturer, trainer, and public speaker who enlightens, empowers, and inspires diverse audiences. Topics of specialization include: cultural competency and the significance in having a culturally congruent workforce, tackling matters of “race” and racism, understanding privilege, substance use and behavioral health, working with veterans, women’s wellness and well-being, trauma informed delivery of care, building a trauma informed employer-employee relationship, creating safe-space workplace environments, forgiveness and gratitude, and mindfulness theory and implementation.

Friday, June 28 Breakfast Presentation

Jen Croneberger

“Compassionate Leadership”



Jen Croneberger is a widely sought after speaker for corporations, schools and universities, organizations and teams all over the country and is the President and Chief Inspiration Officer of JLYNNE Consulting Group, LLC.

Most of her last 10 years have been spent working with people of all ages, from all walks of life, instilling confidence and building deeper connections and awareness. Her Master’s Degree is in Sports and Performance Psychology and some of Jen’s clients have included professional athletes and big Division 1 programs across the country.

Jen was consulted by MTV’s show “MADE” as a mental skills/fear coach for one of its subjects in the Fall of 2007. She has also been interviewed on six different occasions by Philadelphia’s ABC affiliate, Channel 6 Action News and was selected by the Chester County Chamber of Business and Industry as the 2009 Female Business Leader of the Year. She also holds a certification from the Harvard Business School in Sustainable Business Strategy.

Jen has been on the TEDx stage as a speaker three different times in 2013 and 2014. She runs a group coaching program called the Soul Tribe Evolution Project, has a podcast called The Possibility Project, and writes monthly columns for a variety of publications. She published her first book in 2012, called “These Five Words Are Mine.” Jen was named “Best of 2015, 16, 17 & 18: The #1 Motivational Speaker in the Philadelphia, PA & Washington, DC Regions”, respectively, by Thumbtack based on client reviews.

ABOUT THE SESSIONS

Concurrent sessions are categorized into three **suggested** tracks related to:

- Service Coordination
- Property Management
- All

CONCURRENT SESSIONS

12:45 pm – 2:15 pm WEDNESDAY, JUNE 26
CONCURRENT SESSIONS - SET 1

Property
Management

1. Pull into the EIV Pit Lane

Vicki Megon, Regional Manager, NDC Real Estate Management, Inc.

The Enterprise Income Verification (EIV) system can seem daunting and challenging to utilize properly, but it is necessary to use to ensure your residents are compliant with the Section 8 Program. In this session, you will learn how to review EIV documents and how to resolve the discrepancies that inevitably arise. The review of your EIV processes is a significant part of your Management and Occupancy Review, so we will discuss how to have your documentation organized to expedite the review for auditors.

Property
Management

2. Get a “Rolling Start”: How to Successfully Manage the Set-up and Operations of Your Property

Limited to 100 attendees

Valerie Fishel, Housing Management Representative II, PHFA
Bette Newcomer, HCCP, Director of Compliance, M&L Compliance Management
Susie Ortega, Senior Housing Management Representative, PHFA
Molly Smith, Housing Management Representative, PHFA

This interactive session will provide you with an overview on how to successfully master the set-up and operations of your new property. Topics will include how to interpret and apply your legal documents, how to track your set-aside units, how to rent up your units in the required timeframe, and much more! When the road ahead gets rough at your new property, you will be able to navigate “hairpin turns” with the skills/knowledge you learned in this session.

Property
Management

3. “Start Your Engines” by Correctly Evaluating and Calculating Household Income

Maxine Lebo, Vice President of Compliance, M&L Compliance Management

Back by popular demand! Evaluating and calculating income can be one of the most challenging tasks of managing an affordable housing property. Join this session as we break down the required methodology for calculating income right the first time! Bring your most challenging income questions and we will bring lots of real life examples.

All

4. Becoming Unoffendable

Nancy Pilkington, MSW, LSW, Manager of Housing Services, Presbyterian Senior Living Housing Management Corp.

Insults, yelling, and controlling behaviors among humans are inevitable. Older adults are not exempt from these behaviors, especially when many of them live in close quarters. It is not uncommon for property staff to be the recipients of a resident’s attempts to intimidate, manipulate, or balance a real or perceived power imbalance. This session will provide housing community staff with tools to deal with emotions that result from these behaviors.

Service
Coordination

5. Service Coordination 101 (CFSC)

Robert Butcher, Housing Services Representative, PHFA

This session is part of the Certificate in Family Service Coordination program (CFSC). The CFSC is a professional development program for Service Coordinators/Property Managers that establishes an enhanced level of expertise in Service Coordination for Family Developments.

Service
Coordination

6. Senior Roundtable

Alicia Spencer, Senior Housing Services Representative, PHFA

This session is for all service coordinators who work at senior properties. Share, learn, and express your opinions and ideas freely. Be part of this great networking opportunity for service coordinators from across the state. Please email questions or discussion topics in advance to: aspencer@phfa.org

All

7. Senior Bullying

Dave Shallcross, Director Senior Protection, Office of the Attorney General

Don't be a bully! Good people are sometimes treated in a bad way; we must know the proper way to handle these situations so that it doesn't become ugly for all involved. Bullying does not stop at any age. While we grow older, we do not necessarily "grow up". This interactive program is designed to educate individuals on senior bullying, covering issues such as: types of bullying, why people bully, and what an individual can do to help themselves or others in a bullying situation. This program will help any individual that is involved in a bullying issue to find the confidence within them to report the problem. This program will also help caregivers recognize bullying issues that can occur in the senior population.

Service
Coordination

8. Trauma Informed Care

Amanda Jernigan, LCSW, Clinical Director, Mazzitti and Sullivan Counseling

Explore what it means to provide trauma-informed care. This session will look at the definition of trauma and different types of trauma. You will learn how to provide trauma-specific care to the people you work with day-to-day. Furthermore, this training will explore the types of trauma that workers can experience when working with individuals who share about their own trauma.

3:15 pm – 4:45 pm

WEDNESDAY, JUNE 26
CONCURRENT SESSIONS - SET 2

Property
Management

9. Life in the Property Management Fast Lane: Ask the Experts

Bette Newcomer, HCCP, Director of Compliance, M&L Compliance Management, LLC

Christine Ramsay, Director of Compliance, Ingerman

Ethel Renna, Manager & TRAC contact, Retired

Join our panel of property management industry experts for a session designed to increase your understanding of what it takes to manage a successful affordable housing property. Topics will include organizing files, setting daily priorities, establishing good and lasting ways to maintain compliance, developing positive relationship with residents, and much more! Join this interactive session to learn from the very best and also gain valuable insight shared by your peers.

Property
Management

10. Getting to the Finish Line: Establishing Proper Eviction Protocol

Jordan Cunningham, Attorney, Cunningham & Chernicoff PC

Attorney Jordan Cunningham is back! This interactive session will prepare you in the event you ever have to go to court for an eviction procedure. Jordan will discuss tenant/landlord laws and how to stay on track to properly evict without violating Fair Housing laws. Come ready with all of your challenging legal questions!

Property
Management

11. Out of the Starting Gate: Correctly Calculating Assets

Maxine Lebo, Vice President of Compliance, M&L Compliance Management

This session will focus on the required methodology for verifying and calculating various types of assets including some of the more obscure types now being seen. Learn how these calculations are applicable to the different affordable housing programs. Bring your most challenging asset questions and hear from those with similar issues.

All

12. Gambling Disorder: Just the Facts

Josh Ercole, Executive Director, Council on Compulsive Gambling of Pennsylvania, Inc.

Today, more people have access to, and are participating in, gambling activities than ever before. While the majority of the population is able to gamble without developing any issues, there are a small percentage of people who are unable to maintain responsible levels of play. Unfortunately for these individuals, this often progresses to a point where several areas of their lives are impacted in a negative way.

During this program participants will learn about the problem, how it develops, what help is available and ways to approach working with someone who is suffering from gambling disorder.

Service
Coordination
(CESC only)

13. Elder Abuse and Neglect (CESC)

Dave Shallcross, Director Senior Protection, Office of the Attorney General

Elder abuse and neglect continues to be a growing concern and issue in today's world. This session will give participants a better understanding of what elder abuse is, how to identify it and steps needed to prevent it. Resources will also be identified if Elder Abuse is suspected and/or detected. **This session is part of the Certificate in Elder Service Coordination program.** The CESC is a professional development program for Service Coordinators/Property Managers that establishes an enhanced level of expertise in Service Coordination for Senior Properties.

14. Family Service Coordinator Roundtable
Limited to 50 attendees

Dawn Bartha, Housing Services Representative, PHFA
Robert Butcher, Housing Services Representative, PHFA

This session is designed for service coordinators that work with families. Share, learn, and express your opinion/ideas freely. Join this great networking opportunity for service coordinators from across the state and connect. Please email questions or discussion topics in advance to rbutcher@phfa.org.

All

15. Ageism Never Grows Old

Nancy Pilkington, MSW, LSW, Manager of Housing Services, Presbyterian Senior Living Housing Management Corp.

Ageism is the last socially sanctified prejudice. It is influenced by social movements and is alive and well in housing communities. Ageism can target individuals or groups and it could be causal or systemic. Conversations and collaboration with housing community staff and residents can help to explore internal biases and break down barriers that prevent acknowledgement of the issue.

All

16. Sexual Violence: Elders and People with Disabilities

Tatiana Piper, Training Projects Specialist, Pennsylvania Coalition Against Rape (PCAR)

Sexual violence impacts us all, including older adults and/or those with disabilities. These communities are often missed by our systems and even the recent #MeToo Movement. In this introductory workshop, we will discuss the prevalence and dynamics of sexual violence committed against individuals with disabilities and who are older adults. We will explore ways that housing professionals can support survivors and be part of prevention.



All

17. The Section 811 Project-Based Assistance Program

Samantha Casterline, Contract Administrative Officer, PHFA
Cheryl Hemmer, Project Manager, Housing Locator, SocialServe.com by Emphasys Software
Kristen Nagel, 811 Program Administrator, PHFA
Staff, Self-Determination Housing Project

Learn about all things 811! Are you a Property Manager looking for extra rental assistance for your property? Are you a Property Manager who already participates in the 811 program but want additional guidance? Are you a Service Provider who can provide referrals for the 811 program? This session will provide a program overview including the goals and future of the program, the contractual logistics, how referrals are made to a property, and an explanation of the polling process/PAIR system. In addition, learn compliance tips to ensure you have the information at your fingertips to help this program be a success. Please email questions regarding 811 to KNagel@phfa.org prior to the conference.

Property
Management
(This is Part 1. Part 2 is
Session 26)

18. Jump In and Buckle Up for Advanced Tax Credits – Part 1

A.J. Johnson, President, A.J. Johnson Consulting Services, Inc.

A.J. Johnson is providing this advanced tax credit session for senior level property management staff or others responsible for the long term success of a tax credit property. The session will address complex topics such as Placed in Service, Eligible and Qualified Basis, Applicable Fraction, Available Unit Rule, Vacant Unit Rule and more. The session is designed to discuss what management practices and procedures are needed to ensure the long term success of your property. This is Part 1 of a two-hour session.

Property
Management
(This is Part 1. Part 2 is
Session 27)

19. Going the Distance: Reasonable Accommodations and Modifications - Part 1

Sara McCue, Civil Rights Attorney, E&A Team, Inc., Baird Holm, LLP

Reasonable Accommodations and Modifications - Part 1 will provide an introduction to the rights and obligations under federal laws (Fair Housing Act/Section 504/Americans with Disabilities Act). Learn the key components to determine an undue financial and/or administrative burden and steps to avoid a FHEO complaint for a wrongful denial in a request for reasonable accommodation. (This is Part 1 of a two-hour session).

All
(This Session repeats in
Session 28)

20. Chair Yoga

Limited to 30 attendees

Vicky Darden, Certified Yoga Instructor and Health Coach, vicklynne.com

Chair Yoga for work or home: learn techniques you can use anywhere to reduce stress. Increase your energy, focus, and concentration. Chair yoga also helps to strengthen muscles, and improve posture and overall health. No prior experience with yoga is necessary and all skill levels are welcome.

All

21. The Power of Networking

Limited to 50 Attendees

Tatiana Tooley, Supportive Services Coordinator, Pennrose Management Company

Learn the value of networking with other professionals. Networking will increase your productivity and help you meet your goals. "Learning networking basis is only a gateway to career growth and exploration." – Tae Yoo"

Service
Coordination
(CESC & CFSC)
(This is Part 1. Part 2 is
Session 30)

22. Diversity - Part I (CESC & CFSC)

Keva White, President/CEO, VIP Community Services, Inc.

Among the many roles of a Service Coordinator or Property Manager is to work to foster a climate of respect, understanding and appreciation for diversity in sexuality, race, culture and spirituality. This workshop will provide information and support for professionals so that they can ensure an open and affirming living environment free of bias and discrimination based on race, sex, religion, class, and other identities. This topic is continued in Session 32. **This session is part of the Certificate in Elder Service Coordination program and the Certificate in Family Service Coordination program.** The CESC & CFSC are professional development programs for Service Coordinators/Property Managers that establish an enhanced level of expertise in Service Coordination for Senior Properties and Family Developments.

Service
Coordination

23. Rethinking Approaches to Food Insecurity

Jen England, Senior Program Director, 412 Food Rescue
Erin Hart, Director of Health Benefit Services, American HealthCare Group, LLC, Farm to Table Western PA

Approaches to food insecurity haven't changed in 40 years. The rise of food recovery is creating a whole new path for helping combat the issue of food insecurity. In this changing model, housing sites are key partners in the success of food recovery as they can be quick and efficient avenues to disburse fresh, nutrient-dense food.

Service
Coordination

24. Mental Health: Social Isolation

Amanda Jernigan, LCSW, Clinical Director, Mazzitti and Sullivan Counseling Services

This session will focus on identifying both social isolation and loneliness, as well as identifying those at risk. It will explore how social isolation and loneliness affect the mortality, mental health, and the quality of life of those affected.

10:45 am – 11:45 am THURSDAY, JUNE 27
CONCURRENT SESSIONS - SET 4

Property
Management

25. Tricks of the Trade: Utilizing Free Services to Market Your Property

Sheila Roberts, Region Support Manager, Emphasys Software
Danielle Rudy, Supportive Housing Officer II, PHFA

Marketing your property to achieve full occupancy or to build your waiting list can be an overwhelming and costly process. PAHousingSearch.com is a free resource that offers landlords a place to advertise their properties at no cost and fields thousands of searches each week for affordable housing in Pennsylvania.

Bolstered by recent enhancements, including a fresh new look, PAHousingSearch.com is also supported by a toll-free, bilingual call center that provides live assistance to both landlords and consumers. Join us as we describe how to set up your property and use optional features to make your property stand out from the rest. PHFA's Danielle Rudy will also explain how she personally helps property managers market and fill their accessible units.

Property
Management
(This is Part 2. Part 1 is
Session 18)

26. Jump In and Buckle Up for Advanced Tax Credits - Part 2

A.J. Johnson, President, A.J. Johnson Consulting Services, Inc.

A.J. Johnson is providing this advanced tax credit session for senior level property management staff or others responsible for the long term success of a tax credit property. The session will address complex topics such as Placed in Service, Eligible and Qualified Basis, Applicable Fraction, Available Unit Rule, Vacant Unit Rule, and more. The session is designed to make sure that overall management policies are established to ensure the long term success for tax credit properties. This is Part 2 of a two-hour session.

Property Management
(This is Part 2. Part 1 is Session 19)

27. Going the Distance: Reasonable Accommodations and Modification - Part 2

Sara McCue, Civil Rights Attorney, E&A Team, Inc., Baird Holm, LLP

In Part 2 of this session, the goal is to provide guidance to site level management in navigating reasonable accommodation requests. We will discuss service, companion, and assistance animals as well as some of the accompanying challenges. Managers will learn about the direct correlation between fair housing and reasonable accommodations. This is Part 2 of a two-hour session.

All
(This is a repeat of Session 20)

28. Chair Yoga **Limited to 30 attendees**

Vicky Darden, Certified Yoga Instructor and Health Coach, vicklynne.com

Chair Yoga for work or home: learn techniques you can use anywhere to reduce stress. Increase your energy, focus, and concentration. Chair yoga also helps to strengthen muscles, and improve posture and overall health. No prior experience with yoga is necessary and all skill levels are welcome.

All

29. Tools in the Arsenal to Reduce Homelessness

Sherry Lerch, Senior Consultant, Technical Assistance Collaborative (TAC)

The session will provide a high level overview of the services and programs available in Pennsylvania to assist individuals who are homeless and/or at risk of homelessness. Some resources are administered by the Department of Human Services, while other resources/services can be accessed through the Continuums of Care. Discussion will include a focus on evidence-based approaches for accessing and maintaining stable housing, as well as eviction prevention.

Service Coordination
(CESC & CFSC)
(This is Part 2. Part 1 is Session 22)

30. Diversity - Part 2 (CESC & CFSC)

Terri Clark, Prevention Services Coordinator, Action Wellness

Among the many roles of a Service Coordinator or Property Manager is to work to foster a climate of respect, understanding and appreciation for diversity in sexuality, race, culture and spirituality. This workshop will provide information and support for professionals so that they can ensure an open and affirming living environment free of bias and discrimination based on race, sex, religion, class, and other identities. This topic is continued from Session 22. Both sessions are required as part of the CESC & CFSC Programs.

Service Coordination

31. Health Care for Homeless Veterans: Accessing VA Services
Limited to 32 attendees

Lyndsey Ginder, LSW, HUD VASH Social Worker, Lebanon VA Medical Center
Brittany Rogers, LCSW, HUD VASH Senior Social Worker, Lebanon VA Medical Center

The Department of Veterans Affairs is responsible for providing vital services to our veterans. During this session, we will be discussing basic VA eligibility requirements, ways to enroll in the VA healthcare system, and housing programs available through the VA Medical center for homeless veterans.

Service Coordination

32. Mental Health: Depression

Amanda Jernigan, LCSW, Clinical Director, Mazzitti and Sullivan Counseling

Have you ever wondered what causes depression? Wonder no more! This session will explore the causes of depression, as well as the signs and symptoms of someone suffering from depression. We will explore different types of depression, and how depression affects all ages from children to older adults. Finally, we will look at ways to treat depression.



Property
Management

33. Race to the MOR Finish Line

Lisa Santiago, Assistant Housing Management Representative, PHFA

New to the MOR process or feel like you're never prepared when the auditor arrives? Join us for an overview of the MOR process with tips on how to prepare by using checklists and other organizational tools for MOR success! You will also learn what maintenance procedures you should have in place and what to focus on to improve your property's curb appeal.

Property
Management

34. Going Full Throttle: Managing Properties Funded with Tax Credits and HOME

A.J. Johnson, President, A.J. Johnson Consulting Services, Inc.

Managing mixed financed properties can be quite a challenge as each program has its own requirements. In this session, A.J. Johnson will discuss the challenges of managing tax credit properties that also have HOME funds. Topics include rent and income restrictions, unit designations, and recertification requirements. Also addressed will be occupancy requirements, tenant eligibility differences, handling over-income residents, and monitoring requirements. This session is a must if you want to "stay in the right lane"!

Property
Management

35. Fair Housing Fundamentals

Sara McCue, Civil Rights Attorney, E&A Team, Inc., Baird Holm, LLP

Join us for an informative session on the Fundamentals of Fair Housing. This session will cover basic fair housing principles, as well as current issues such as sexual orientation and gender identity discrimination. We will also cover the Fair Housing requirements for traditional and digital marketing/advertising to ensure your property's marketing efforts are Fair Housing compliant.

All

36. Building Relationships and Trust

Carrie Holak, Director of Learning & Employee Development, Pennrose

Effectively build relationships by analyzing some of the difficult personalities you encounter and learn how to overcome the barriers that may exist. Participants will learn how assertiveness impacts relationships and discover why trust is a crucial element and a foundation to any meaningful relationship.

All

37. Cultural Insensitivity

Terina Georges, Associate Pastor-Community Liaison, Temple of the New Beginning

This session will help attendees define cultural sensitivity as well as identify ways in which it can be put into practice. You will leave understanding the difference between observation, judgment, and evaluations and how these impact relationships. Through a knowledge-building lecture and self-reflection exercises, attendees will explore competencies that comprise the components of cultural sensitivity and different cultural practice. We will demonstrate how to use cross-cultural skills to develop better relationships with those that we interact with.

All

38. The New World of Legalized Medical Marijuana & Housing

Judith Cassel, Attorney, Cannabis Law PA

The laws governing medical marijuana are rapidly changing. Thousands of residents are trapped in this conflict between federal and state law while dealing with debilitating conditions that can be treated with medical marijuana. Sometimes people have the option of using medical marijuana instead of opioids but are prohibited from doing so because of this conflict between federal and state law. Knowing the specifics of the laws and regulations may help residents, and those assisting them, navigate this new environment.

All

39. “Alphabet Soup” Understanding the LGBTQ...

Terri Clark, Prevention Services Coordinator, Action Wellness

LGBTQA+ labels can be confusing! There is a seemingly endless number of letters with which people identify and these labels also change frequently. Many providers may not be familiar with letters beyond L, G, B, and T, and others may feel frustrated by all these different choices. This session aims to increase knowledge of the labels through brainstorming and discussion. Additionally, participants will have the opportunity to share attitudes about labels through discussion and group activities. The goal of this session is to encourage critical thinking about labels and their importance to both themselves and to others.

40. Gratitude and Forgiveness

More time spent with luncheon speaker Vicki Clark. Self-empowerment strategies for forgiveness, wellness, and healing. Participants will identify the skills and tactics essential for engaging the healing process. The goal is to help individuals build the tools necessary for moving towards a healthier existence by healing the mind, body, and spirit through the incorporation of gratitude and mindfulness. At the close of the session, participants will feel a sense of empowerment, possess new skills, and gain ownership of their healing process.

3:30 pm - 5:00 pm

THURSDAY, JUNE 27

CONCURRENT SESSIONS - SET 6

Property
Management

41. Be Fast or Be Last: New Techniques for Managing Bed Bugs

Jeff White, Director of Innovation and Technical Content, BedBug Central

Ten years ago bed bugs were a topic in fairy tales and nursery rhymes, but unfortunately they've become a real nightmare for many affordable housing communities across the country. In addition to the bugs themselves causing sleepless nights, pest control companies demand extensive preparation for treatment. And non-effective treatments that don't eliminate the bugs have added more complications to an already complicated situation. In this session you will learn how to reduce the preparation time associated with most bed bug infestations, how to reduce the cost associated with treatment services, and learn of new and progressive tools to treat bed bugs in an effective fashion.

Property
Management

42. Maneuvering Twists and Turns: Managing the Acquisition Rehabilitation Process

A.J. Johnson, President, A.J. Johnson Consulting Services, Inc.

The acquisition- rehab process explained! Nobody can break down this complex topic as well as A.J. Johnson. This advanced level session will focus on properties that receive tax credit funding for the acquisition and rehabilitation of an existing property. Topics will include qualifying existing tenants, utilizing the correct income and rent limits, over income tenants, tenant relocation, and more. Get a solid understanding of acquisition/rehab rules and requirements and bring your questions to gain a better understanding of the process.

43. Access For All (LEP/LAP) - How to Address Language Barriers in a World of Diversity

Sara McCue, Civil Rights Attorney, E&A Team, Inc., Baird Holm, LLP

Limited English Proficiency (LEP) is a term that refers to a person who is not fluent in the English language, often because it is not their native language. Without appropriate interpretation and translation services, it can be difficult to communicate effectively with individuals with LEP which could result in a violation of federal laws prohibiting discrimination on the basis of national origin. A Language Access Plan (LAP) spells out how you will provide access to services to individuals who have LEP. Your LAP will help ensure that your organization provides appropriate language services to diverse populations.

All

44. The Reality of Human Trafficking

Katie Hershey, Community Outreach Advocate, YWCA York

Human trafficking is often seen as something that only happens in movies and that it involves smuggling foreign-born victims across borders to different countries. But the reality is that human trafficking is happening all around us and is one of the fastest growing criminal industries in the world. In this session you will learn what human trafficking is, what it looks like, who is the most vulnerable to recruitment, and how to respond if you suspect trafficking is taking place.

All

45. Strategies for Resident Engagement

Limited to 32 attendees

Deborah Gable, Director of Resident Services, Housing Development Corporation MidAtlantic

Heather Haverstick, Resident Services Manager, Housing Development Corporation MidAtlantic

Resident services and property management are often organized around identifying needs and reacting to problems and crises. During this session, we will discuss the pitfalls and challenges of this reactionary approach. We will explore ways to shift our language and proactively engage with residents in more meaningful ways. Participants will have the opportunity to learn about several strategies that resident services coordinators and community managers are using successfully at HDC MidAtlantic, including resident leader training and the Hope and Opportunity Fund.

Service
Coordination

46. Don't Finish Last: Understanding the Basics of Medicare, Medicaid, and Community Health Choices

Erin Hart, Director of Health Benefit Services, American HealthCare Group, LLC, Farm to Table Western PA

This session will offer an overview of different health insurance programs. We will also discuss what's currently going on and what is expected to change/stay the same within the programs. The session will also discuss how to go about obtaining assistance and who qualifies for the programs.

All

47. Opioid Addiction

Limited to 30 attendees

Jack Sodak, Director of Outpatient Services, Retreat Behavioral Health

Opioid addiction is a disease that involves compulsive drug-seeking, even when there may be negative consequences. It's not a moral weakness. It's a chronic disease in which people develop a pattern of using opioids that can lead to clinically significant impairment or distress.

Service
Coordination

48. Get a Foot in the Door: Employment Programs for Your Residents

Hillary Lyle, Site Administrator, PA CareerLink Capitol Region

David Miles, SCSEP Program Manager/Bureau of Aging Services, PA Department of Aging

Daniel Pick, Manager, Department of Human Services

Sarah Thomas, Early Reach Coordinator, Office of Vocational Rehabilitation, PA Department of Labor & Industry

Attend this session to learn about programs that may assist your residents during their job hunt. Programs include: PA CareerLink, Medical Assistance for Workers with Disabilities (MAWD) Program, Office of Vocational Rehabilitation, and Senior Employment Programs. Representatives from several PA state agencies will be on hand to explain how you can help!



Property
Management

49. The Pit Stops of Maintenance

Ryan Hoover, *Technical Services Representative II, PHFA*

Brian Sanner, *Technical Services Representative, PHFA*

Maintenance is an integral part of overall property success. Join us for an informative property maintenance session led by PHFA's Technical Services Representatives. In this session we will discuss REAC, the Reserve for Replacement process, and maintenance safety tips including proper battery storage and disposal.

Property
Management

50. VAWA: Writing an Emergency Transfer Plan

Shellie Hines, *Director of Compliance, Congregate Management Services*

Randall Scheetz, *Chief, Account Executive Team, NE Region Asset*

Management Division, US Department of HUD, Philadelphia Branch

Lauren Starlings, *Assistant Counsel, PHFA*

An Emergency Transfer Plan (ETP) details what a resident must do to request either an internal or external transfer due to their status as a victim of domestic violence, dating violence, sexual assault, or stalking and what the owner must do to relocate the victim's family. HUD has produced a model plan that can be used as a template, but it is important to note that this model plan is not comprehensive and is only meant as a starting point in this process. Come learn all the issues that should be addressed in your ETP for your Section 8, Tax Credit, HOME, and Rural Housing Development properties.

All

51. Preparing for an Armed Intruder

Rick Capozzi, *Founder/President, CapozziGroup & Survival Mindset*

Increasingly, mass shootings are in the headlines and are a big concern to businesses, organizations, and institutions. Would you know how to respond if you heard shots fired in your building? There are many steps that can be taken to increase your odds of survival if you should have such an incident. Join speaker Rick Capozzi as he discusses how to create individual and group response plans to prepare for an armed intruder.

All

52. Compassionate Leadership

More time spent with breakfast speaker, Jen Croneberger.

Service
Coordination
(CESC & CFSC)

53. SC and Liability: Documentation (CESC & CFSC)

Kimberly Fry, Consultant, Kimberly Fry Consulting Services, Inc.
Shannon Mowery, Director of Supportive Services, Pennrose Management Company

Proper documentation is a key component for a successful Service Coordinator. Join us in this session to gain a better understanding of why proper documentation is so important and how to achieve success. You will also learn what information is required to be documented and how to document. There are several ways to document efficiently...find out which way is best for you! Confidentiality is a critical component of documentation; find out how to protect it while providing proper documentation. **This session is part of the Certificate in Elder Service Coordination program and the Certificate in Family Service Coordination program.**

All

54. Hoarding as a Fair Housing Issue

Adrian Garcia, CFHS, Director, Housing Equality & Equity Institute, Lancaster Housing Opportunity Partnership

Why would persons who hoard be covered under fair housing laws? During this session you will learn the types of protections a person with a disability has under fair housing laws and how partnerships with social service entities can assist in tenant stability.

Service
Coordination

55. Service Coordinator Roundtable

Dawn Bartha, Housing Services Representative, PHFA
Robert Butcher, Housing Services Representative, PHFA

This session is designed for ALL service coordinators. Share, learn, and express your opinion/ideas freely. Join this great networking opportunity for service coordinators from across the state and connect. Please email questions or discussion topics in advance to rbutcher@phfa.org.



INFORMATION ON HOTEL AND PARKING

Conference Hotel



Lancaster Marriott at Penn Square
25 South Queen Street
Lancaster, PA 17603

Rates

Room rates are \$149, plus taxes, for all bedroom sizes. The rate includes complimentary self-parking for all overnight attendees.

Our popular event **sells out quickly so don't delay in making your reservations**. Our room block is available through **June 4**. Therefore, you must make your hotel reservation by then to be guaranteed the reduced rate, based on availability. Reservations made after June 4 will be at the prevailing standard rate, if available.

To reserve through the Marriott's online reservations system, use this [link](#).

****Please note:** this link works best with Google Chrome. Browsers such as Internet Explorer or Firefox may have issues with the link.

On the right hand of the screen in light gray, you will see the available dates for the conference and the corresponding rate. Select your check-in and check-out dates, etc. and **CHECK AVAILABILITY**. Follow the instructions to reserve your room. You can also call 717-239-1600 to book your hotel room. Make sure you tell them you are attending the **PHFA Conference**.

Parking

There is a city parking garage attached to the hotel named the **Penn Square Garage**. The entrance to the garage is off Duke St, just past the Marriott on E King St. Turn right on Duke and then right in to the garage. There are designated spaces for Marriott guests.



CONFERENCE REGISTRATION, FEE AND CANCELLATION POLICY

To register for the conference, consider registering online. This is the preferred method of registration and is more likely to guarantee your spot in sessions that fill up fast.

Online registration can be found at: <https://www.regonline.com/2019-Lancaster>

If registration is completed online, payment may be made by either check or credit card. You may register as an individual or as part of a group.

If online registration is not an option for you, please complete the registration form at the end of this brochure. A separate registration is required for each participant. Please print clearly.

To pay by credit card, you MUST register on-line.

FEES

Early Bird:	\$300.00 per person if registered (<i>postmarked</i>) by Friday, May 3
Standard:	\$330.00 per person if registered between May 4 and May 31
Late/On-site*:	\$370.00 per person if registered after May 31 (registration closes on June 19)
Lancaster Ghost Tour:	\$14.00 additional (<i>Optional event</i>); \$12 children
Guest:	\$100.00 Fee includes two breakfasts, two luncheons and the Wednesday evening reception only. <i>Guests are not entitled to attend breakout sessions and will not receive any conference-related materials.</i>

Online Registration closes at midnight on June 19, 2019.

***REGISTRANTS MUST PAY-IN-FULL PRIOR TO THE CONFERENCE.** Late registrations received after May 31 are subject to a \$40.00 surcharge and will only be considered if space is available in the sessions.

The registration fee includes all conference sessions and materials as well as two breakfasts, and two luncheons. **Participants are responsible for lodging, all non-conference meals, and travel expenses.**

The registration fee is fully refundable if Shermer & Associates, Ltd. receives written notification postmarked or e-mailed no later than May 31, 2019. **Cancellations after May 31, 2019, will be subject to a \$50.00 processing fee. No refunds will be made to registrants who fail to attend the conference or cancel after June 19, 2018. No-shows who have registered, but have not paid, are still liable for fees.**

Upon arrival at the conference, attendees should first stop by the registration area to receive up-to-date program information as well as a conference name badge. The name badge will be the admission ticket to all conference sessions and events.

CONFERENCE ETIQUETTE

Fragrances – please be considerate of other conference participants who may have allergies or sensitivities to fragrances. Please consider using less of it, not using it during the day, or not using it at all.

Room temperature – it is often difficult to regulate the temperature in hotel workshop rooms. It is advisable to dress in layers so you can add or remove a layer for your personal comfort.

Smoking – the conference is a smoke-free event. Smoking is not permitted in any conference event.

Dress Code – business casual attire is generally expected for the conference. Comfortable shoes are recommended.



PHFA CONFERENCE REGISTRATION FORM

First Name _____ Last Name _____

Nickname for badge if any _____

Job Title _____

Company/Organization _____

Address _____

City _____ State _____ Zip Code _____

Daytime Telephone _____

E-mail _____

Emergency Contact Name(s) _____

Emergency Telephone Number(s) _____

Conference Registration Fee

In the unlikely event of the cancellation of the Conference, PHFA's liability is limited to 100% refund of registration fees, and does not include penalty fees on travel tickets, deposits for hotel accommodations, or any other incurred expenses.

Early Bird Rate: Postmarked by Wednesday, May 3 **\$300.00** \$ _____

Regular Rate: Postmarked between May 4 and May 31 **\$330.00** \$ _____

Late/On-Site Rate: After May 31 **\$370.00** \$ _____

Lancaster Ghost Tour - Adult (Optional event) **\$14.00** \$ _____

Lancaster Ghost Tour – Child (Optional event) **\$12.00** \$ _____

- I am signing up as a CESC attendee
- I am signing up as a CFSC attendee
- I am signing up as both a CESC and CFSC attendee (dual program)

Conference fee includes all sessions and conference materials, two breakfasts, two lunches, and the Marketplace of Vendors.

Guest Fee
\$100.00 (includes two breakfasts, two lunches and reception only) \$ _____

First Name _____ Last Name _____

Total Amount Due (Please make check payable to PHFA): \$ _____

Continued on next page

List any ALLERGIES you have to food and/or medication:

Do you have ACCESSIBILITY needs? Please be specific. You may call the conference planners at 717-545-9991 or email them at sshermer@shermer-assoc.com:

Other DIETARY PREFERENCES (ex: Ovo-Lacto Vegetarian, Kosher, Gluten-Free, etc.):

In my job:

- I am a Property Manager
- I am a Service Coordinator
- I am both a Property Manager and a Service Coordinator
- I am an employee of a State or County agency
- Other

If Other above, please specify:

I am a (check all that apply):

- First-time attendee
- I am a seasoned Manager or Service Coordinator with 5+ years

Directory of Conference Participants

- YES**, I would like to share my name and contact information in a listing of participants for this conference.
- NO**, I do **not** want to share my name and contact information in a listing of participants for this conference.

PA Service Coordinator Peer Directory

Do you wish to be included in the PA Service Coordinator Peer Directory? This is open to property managers and service coordinators at all properties in PA. At the completion of the 2019 Multifamily Affordable Housing Conference the directory will be posted to www.PHFA.org as a resource for service coordination efforts throughout the state. Please list any county(ies) in which you want to be listed. If you would like to be included in all 67 counties, please specify "ALL":

Continued on next page

Sessions may be cancelled or rescheduled because of low registration or other unforeseen circumstances. Changes or cancellations will be noted in the final schedule distributed at the conference.

Please indicate your plans to attend the following (included in your registration):

- Wednesday, June 26 Luncheon
- Wednesday, June 26 Reception
- Thursday, June 27 Breakfast
- Thursday, June 27 Luncheon
- Friday, June 28 Breakfast

Concurrent Session Enrollment

Please write your preferred session number in the appropriate space. Sessions will not be reserved until your registration fee has been received.

Wednesday, June 26

Set 1: 12:45 pm - 2:15 pm
Set 2: 3:15 pm - 4:45 pm

Write in the session #

1-8 _____
9-16 _____

Thursday, June 27

Set 3: 9:30 am – 10:30 am
Set 4: 10:45 am – 11:45 am
Set 5: 1:30 pm – 3:00 pm
Set 6: 3:30 pm – 5:00 pm

17-24 _____
25-32 _____
33-40 _____
41-48 _____

Friday, June 28

Set 7: 9:30 am - 11:00 am

49-55 _____

If you are completing this registration form (and not registering on-line), note that there is a chance your session choice may be filled. If that should occur, you will be contacted to choose a different session.

Mail your registration form and check payable to PHFA to:

PHFA

c/o Shermer & Associates, Ltd.
587 James Drive
Harrisburg, PA 17112-2273

Photographs

I acknowledge that the Pennsylvania Housing Finance Agency (“PHFA”), its contractors, or agents may take photographs of attendees in connection with the Conference/Event, and I understand that by registering I agree that PHFA may, at any time and without payment of compensation of any sort, use and publish my photograph in all media (including Web sites) and types of advertising and promotion in connection with activities of PHFA.