



2022 PHFA Multifamily Affordable Housing Conference
Kalahari Resort - Pocono Manor, PA



PHFA is excited to present the **2022 Multifamily Affordable Housing Conference!** Multifamily housing professionals will gather June 8 - 10, 2022 at the Kalahari Resort & Convention Center in the Poconos to learn from a combination of presenters and the collective expertise of the people gathered. This conference has been designed to offer content related to service delivery strategies and management techniques, with sessions for Service Coordinators and Property Management staff.

This year's conference includes 53 breakout sessions and great networking opportunities for all. Each of the sessions will provide new tools, strategies, and resources for housing 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 the Poconos! Please refer to <https://www.poconomountains.com/> 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

Kalahari Resort & Convention Center, 250 Kalahari Boulevard, Pocono Manor, PA 18349

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.

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) 921-7039 or email: cstewart@shermer-assoc.com or sshermer@shermer-assoc.com. Relay Service at 711.

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

Lisa Case (717) 780-3801 lcase@phfa.org

Dawn Bartha (412) 429-2847 dbartha@phfa.org



CONFERENCE-AT-A-GLANCE

TUESDAY, JUNE 7

5:00 pm – 7:00 pm Registration Desk Open (Convention Center)

WEDNESDAY, JUNE 8

8:30 am – 5:00 pm Registration Desk Open

9:00 am – 6:00 pm Visit the Exhibitors! (*Coffee available 8:00 am - 11:00 am.*)

11:00 am – 12:30 pm Welcome: Robin Wiessmann, Executive Director and CEO, Pennsylvania Housing Finance Agency
Lunch and Presentation: Brenda Reynolds

12:45 pm – 2:15 pm Concurrent Sessions – Set 1

2:15 pm – 3:15 pm Break with Exhibitors

3:15 pm – 4:45 pm Concurrent Sessions – Set 2

5:00 pm – 6:00 pm Reception with Exhibitors

THURSDAY, JUNE 9

7:30 am – 5:00 pm Registration Desk Open

7:45 am – 9:15 am Breakfast and Presentation: Phillip Deas

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 Lunch

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

Evening Dinner on your own

FRIDAY, JUNE 10

7:30 am – 11:30 am Registration Desk Open

8:00 am – 9:15 am Breakfast and Presentation: Keva White

9:30 am – 11:00 am Concurrent Sessions – Set 7

SPECIAL CONFERENCE FEATURES AND EVENTS

Exhibitors Showcase

Wednesday, June 8, 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 pm and a reception from 5:00 – 6:00 pm.

Scavenger Hunt with the Exhibitors!

Pick up your scavenger hunt sheet at the registration desk. Then visit the exhibitors and write down which Kalahari/Pocono Mountain-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.**

WELCOME

Wednesday, June 8 Luncheon



Robin Wiessmann, *Executive Director and CEO, Pennsylvania Housing Finance Agency*

As head of the Pennsylvania Housing Finance Agency (PHFA), Executive Director and CEO Robin L. Wiessmann oversees a staff of more than 330 employees in 16 divisions that work to expand affordable housing across Pennsylvania. She manages the day-to-day operations of the agency and directs multiple initiatives that promote affordable rental housing, support homeownership, provide no-cost housing counseling, fund local housing efforts and reduce home foreclosures.

Under her leadership, PHFA has continued its commitment to renters, homebuyers, and homeowners while employing new strategies to operate the agency more efficiently and deliver housing in the most fiscally responsible manner. To preserve and expand affordable housing in today's challenging marketplace, Wiessmann has emphasized her commitment to partnerships that add financial and strategic value. She also is prioritizing PHFA's efforts to leverage its funding, to attract additional investments for housing projects and multiplying the impact of the agency's resources to achieve the most good.

Prior to her position at PHFA, Wiessmann served as Chair of the Conference of State Bank Supervisors (CSBS) Non-Depository Supervisory Committee and served as a member of eight other economic development, policy, and supervisory boards, including the Public School Employees' Retirement System and State Employees' Retirement System. She served as board Secretary of CSBS and Trustee of the Investor Protection Trust. She continues to serve on the Pennsylvania Higher Education Assistance Agency Board.

Wiessmann's previous public service positions included Secretary of the Pennsylvania Department of Banking and Securities, Treasurer of Pennsylvania, and Deputy Director of Finance for the City of Philadelphia. During her private career, Wiessmann was a founding Principal and President of Artemis Capital Group, the first women-owned investment banking firm on Wall Street, and held leadership positions at Goldman Sachs and Merrill Lynch, and served as a Director of the Met-Pro Corporation. In addition, Wiessmann served as Chairman of the Board for Vantagepoint Funds Mutual Fund, an Act 40 company, and on the board of the Municipal Securities Rulemaking Board, a self-regulatory organization under the SEC.

In 2019, she received a lifetime achievement award as a Philadelphia Inquirer Influencer of Finance. She is a recipient of the Arthur E. Armitage, Sr. Distinguished Alumni Award from Rutgers Law School, from which she earned a law degree, and is a graduate of Lafayette College. Wiessmann is a Qualified Financial Expert.

FEATURED SPEAKERS

Wednesday, June 8 Luncheon Presentation



Brenda K. Reynolds, *President, BKR Consulting, Inc.*

Brenda K. Reynolds, M.S., is a change agent who provides organization development and leadership solutions to Fortune 500's, non-profits, education, and individuals navigating complexity. Brenda draws on her own corporate leadership roles and extensive consulting experience to equip clients with easy-to-apply strategies and inspiration. She has been trusted by clients including Special Olympics, Sherwin Williams, Moen, Geisinger Health System, and Penn State University.

Brenda is author of Amazon best-seller TBD-To Be Determined: Leading with Clarity and Confidence in Uncertain Times (2017). She's also the creator of the "Now What?" Transformation™ Clarity Card Deck and Kit. Brenda also hosts the COMING TO.GET.HER series and online community for women in leadership.

Brenda has graced the TEDx stage as a speaker on Navigating Transition Fog. She has delighted and inspired audiences in a variety of venues, including Vistage International; The International Organization Development and Change Conference, Beijing, China; and The Designed for Impact Bermuda Women's Conference.

She is a frequent radio and podcast guest, residing in the Greater Philadelphia area.

Thursday, June 9 Breakfast Presentation



Phillip Deas, *Founder, Every Day Champion*
"Stance to Advance"

Phillip Deas is a championship winning athlete and coach. As a high school quarterback, he set two national passing records, while leading his team to multiple state championships. After attending the University of North Carolina and experiencing a career ending injury, he turned his attention to coaching champions. As a head coach and offensive coordinator, his teams won multiple state championships and produced numerous Division I and NFL athletes.

Phillip is an international speaker, motivator, and high-performance coach. His clients range from CEOs to top performers in sales and executive management. He is also a John Maxwell Certified Speaker, Trainer, and Coach. Corporations and non-profits rely on Phillip to bring practical leadership insights and inspiration to board rooms and conferences alike. His experience as a head coach, lead pastor, and business owner gives Phillip a unique perspective into the real struggles and solutions possible for his clients and their employees.

ABOUT THE SESSIONS

Concurrent sessions are categorized into three focused tracks related to:

- **Service Coordination**
- **Property Management**
- **All (Service Coordination AND Property Management)**

CONCURRENT SESSIONS

12:45 pm – 2:15 pm

WEDNESDAY, JUNE 8

CONCURRENT SESSIONS - SET 1

Property
Management Track

1. Property Management 101

Join this interactive discussion with a team of experienced management professionals who will help newer property managers gain the knowledge and confidence to be successful with day-to-day property management functions and to prepare for a successful PHFA audit. Participants will also be provided with policies and procedures that will help to manage properties and meet compliance requirements.

Speakers: **Leslie Osgood**, *Chief of Rental Housing, SEDA-Cog Housing Development Corp.*; and **Jo Raff**, *Director of Property Management and Broker of Record, Community Basics, Inc.*

Property
Management Track

2. Maintaining Compliance and Preparing for an Audit

Journey through the fundamentals of compliance with our veteran safari guide to avoid getting “captured” during your next audit. Achieving compliance is no easy task and in this session, various types of non-compliance issues and their severity will be explained. Also, we will review the most common audit findings and how you can avoid them in the future. Lastly, learn various tips on how to prepare and organize tenant files for a smoother audit.

Speaker: **Bette Newcomer**, *Director of Compliance, M&L Compliance Management*

All Tracks

3. Medical Marijuana

The laws governing medical marijuana are rapidly changing. Thousands of residents are trapped in this conflict between federal & 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 & state law. Knowing the specifics of the laws and regulations may help managers and residents navigate this new environment.

Speaker: **Jordan Cunningham**, *Attorney, Cunningham & Chernicoff PC*

4. Combatting Social Isolation

As aging seniors experience the milestone ages of 70, 80, and 90, change and loss is inevitable. As we age, circumstances in our lives often change. Those encounters can produce feelings of fear, anxiety, loneliness, and anger. It is crucial that caregivers and support staff are able to assist with bringing balance between the losses and joy. When changes occur, older adults may not fully realize how the changes impact their ability to stay connected and engaged, as well as how that change can have an adverse effect on their overall health and well-being.

This training will first review an understanding of Dementia and Alzheimer's disease, as well as the 5 Stages of Grief. Families and staff will be provided with strategies to support aging adults cope with loss. As we age, we need social connections to thrive. Without these connections, recent research shows that chronic isolation and loneliness may have negative health consequences for older adults. With greater awareness, we can take steps to maintain and strengthen our ties to family and friends, expand our social circles, and become more involved in the community around us.

Speakers: **Deborah Allen**, Executive Director, PennCares Support Services; and **Gerrie Reddinger**, PennCares Facilitator, PennCares Support Services

5. SC and Liability: Documentation (CESC and CFSC only)

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 (CESC)** program and the **Certificate in Family Service Coordination (CFSC)** 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.

Speakers: **Carrie Holak**, Director of Talent Development, Pennrose Management Company; and **Shannon Mowery**, Vice President of Supportive Services, Pennrose Management Company

All Tracks

6. Hidden Homelessness: What We Don't See

Problems are impossible to solve if the scope, size, and reality of the issue remains unknown. The session will examine the motivations causing men, women, elders, and children to hide the truth of their unstable housing from those around them. We'll examine how to reach and help this vast component of the unhoused.

Speaker: **Pat LaMarche**, Author/Organizer/Advocate, Charles Bruce Foundation

All Tracks

7. Social Determinants of Health and Housing

This session will provide attendees an opportunity to Learn and discuss the connections between housing and health. Self-Determination Housing of PA strives to provide information and knowledge that lends to the perspective that housing is a foundational need that can lead to success and health in each and every individual and family. No matter what your area of expertise, recognizing the connection between health and housing is crucial. This session is geared towards doing just that-arming you with information to help serve Pennsylvanians as we strive toward creating solutions in housing that will connect us all to safe, affordable, and accessible housing opportunities.

Speakers: **Nicholas Dennis**, Regional Housing Coordinator, Self-Determination Housing of PA/Inglis; and **Jessica Pulliam Petrunak**, Regional Housing Coordinator, Self-Determination Housing of PA/Inglis

Service Coordination
Track

8. Addiction 101

In this presentation, participants will learn what addiction is, be given up-to-date trends on substance use, learn of resources for people affected by addiction and resources for someone who may be living with an active substance use disorder.

Speaker: **Kathleen Strain**, Program Supervisor, Drug Free Workplace PA



Property
Management Track

9. Management Document Review

Join PHFA staff as they provide an overview of the required items for completing your Management Plan, Tenant Selection Plan, Lease, Grievance Procedure, Affirmative Fair Housing Management Plan, and VAWA Emergency Transfer Plan. The session will guide you through the use of the PHFA checklists for each management document to minimize errors and reduce approval times.

Speakers: **Karen Anderson**, *Housing Management Representative, Pennsylvania Housing Finance Agency*; **Chennelle Echevarria**, *Housing Management Representative, Pennsylvania Housing Finance Agency*; **Khalifah Harding**, *Senior Housing Management Representative, Pennsylvania Housing Finance Agency*; and **Lisa Santiago**, *Housing Management Representative, Pennsylvania Housing Finance Agency*

Property
Management Track

10. Lessons Learned during the COVID-19 Pandemic

In 2020, the world woke up to what seemed like a bad sci-fi movie. Every household and business alike was attacked by an invisible assassin, including housing and development. From managers to maintenance, compliance to IT, the obstacles created by the pandemic forced us to not only be more innovative in our policies but sometimes unorthodox in how we completed our tasks.

During this session, our guest panelists will share their best practices on how they were able to successfully maintain financial stability and occupancy and complete their required daily management/maintenance tasks safely during the COVID-19 pandemic.

Speakers: **Bethany Friel**, *Director of Strategic Operations, Trek Development Group*; and **Sharon Leon**, *Executive Director, Union County Housing Authority*.

All Tracks

11. Strategies for Success: Dealing with Difficult People

This interactive session will help participants to successfully understand and navigate difficult people and situations. We will explore the importance of complaints, the elements of messages, diffusing the angry customer, and what your role is in all customer interactions. Learning the four steps to "Customer Success" will help you apply practical skills to deal with difficult situations and people.

Speaker: **Michael Pico**, *Chief Human Resource Officer, The Millennia Companies*

All Tracks

12. Generational Diversity: What You Need To Know To Communicate

And Develop Effective Relationships

From Baby Boomers to Generation Alpha, this session will explore the generational diversity between each cohort. We will discuss the differences of each generation and celebrate the uniqueness which makes them stand out. Participants will learn how to best communicate within the different generations, leading to successful partnerships.

Speaker: **Melissa Groden**, *Director of Prevention, Training & Education, The Council of Southeast Pennsylvania, Inc.*

Service Coordination
Track

13. Resident Engagement

This session will go over various ways to engage your residents and discuss the positive outcomes of resident engagement and how to evaluate those outcomes. COVID-19 hit properties hard causing normal operations to stop. We will explore the challenges faced by supportive services on properties and give real life examples on how to overcome and work around those challenges. By the end of the session, attendees will have a concrete understanding of new and unique ideas, with hopes of being able to implement them at their own properties.

Speaker: **Rachael Stine**, *Supportive Services Coordinator, Pennsylvania Interfaith Community Programs Inc.*

All Tracks

14. Is “Sorry” Enough?

Participants will engage in interactive activities and self-assessments to determine their personal style of giving and receiving apologies. Through lecture, hands-on experiences, and reflection, participants will learn to identify varying types of apologies and improve their approach to personal and professional conflicts.

Speaker: **Amanda Stengel**, *Housing Services Representative, Pennsylvania Housing Finance Agency*

Service Coordination

15. Hoarding

Join members from the Philadelphia Hoarding Task Force to explore hoarding as a mental health challenge. This session will bring understanding in how to support a resident who is hoarding to maintain positive tenancy. Pennsylvania resources for hoarding will be offered.

Speaker: **Dara Leinweber**, *Hoarding Program Coordinator, JFCS of Greater Philadelphia, Philadelphia Hoarding Task Force*

All Tracks

16. Neighborhood Conflict

We've all experienced conflict being handled constructively and destructively. The outcomes of conflict handled constructively allow for "win-win" situations. This session will introduce you to skills to help you achieve better outcomes when conflict occurs.

Speaker: **Carrie Holak**, *Director of Talent Development, Pennrose Management Company*

9:30 am – 10:30 am

THURSDAY, JUNE 9
CONCURRENT SESSIONS - SET 3

All Tracks

17. Critical Elements of Fair Housing Law - Part 1

This two-hour session will introduce attendees to the most fundamental elements of fair housing law including a discussion of Pennsylvania Fair Housing Law. In addition, the primary focus of the training will be on the rights of the disabled. The purpose of the Fair Housing Act is to eliminate housing discrimination, promote economic opportunity, and achieve diverse, inclusive communities. Professional fair housing training assists in this mission by ensuring that housing professionals understand both the rights of the public relative to fair housing and the duties and responsibilities of real estate professionals. **Part 2 of this session is #25.**

Speaker: **A.J. Johnson**, *President, A.J. Johnson Consulting Services, Inc.*

All Tracks

18. 811 PRA Best Practices - Part 1

Calling all Service Providers, Stakeholders, and Property Managers participating in the 811 PRA program. Join us to learn "best practices" for the referral process, transition planning, and post move-in.

Property managers will receive tips for listing vacant units, utilizing the referral process, submitting vouchers, and submitting vacancy claims. We will also cover common file review findings. **Part 2 is Session #26.**

Speakers: **Kristen Nagel**, *811 PRA Administrator, Pennsylvania Housing Finance Agency*; **Peggy Snyder**, *Senior Voucher Analyst, Pennsylvania Housing Finance Agency*; and **Samantha Vollrath**, *811 PRA Program Lead, Self-Determination of Pennsylvania/Inglis*

Property
Management Track

19. Building an Effective Property Management Team - Part 1

Now more than ever, selecting, hiring, and retaining top talent will drive your business success. Building an Effective Property Management Team is an interactive session to gain understanding and tools to select and maintain a high-performing property management team. You will explore the cost of turnover and what that can do to your business. You will explore several Employee Retention Strategies and Best Practices; these effective practices will be compelling in enabling an organization to achieve its hiring and retention goals. **Part 2 of this session is #27.**

Speaker: **Michael Pico**, Chief Human Resource Officer, The Millennia Companies

All Tracks

20. What's In Your Wallet? Helping Your Residents Budget Their Money (Limited to 50 attendees)

This interactive session will use a case study to provide budgeting concepts that service coordinators can use with their residents.

Speaker: **Patricia Washington**, Financial Education Officer, Pennsylvania Housing Finance Agency

All Tracks

21. It's Time to Maximize Your Potential and WIN in Life and Business

Focus is the ability to get clear about what we want and then concentrate on that until it happens. This process requires determination, which we can all improve on regardless of our past performance or tendencies. Finally, real winning isn't just about me. Real winning should always benefit and inspire others.

Speaker: **Philip Deas**, Founder, Every Day Champion

Service Coordination
Track

22. Supporting Survivors: Promoting Safety and Housing Stability

Domestic violence is the leading cause of homelessness for women and families. Understanding the dynamics of domestic violence will help service providers respond and support survivors. Tools will be shared to create a safety plan, make referrals, and help survivors create community and connection.

Speakers: **Alexandra Cantrell**, Housing Advocacy & Policy Manager; and **Maria Williams**, Director of Housing; both from Pennsylvania Coalition Against Domestic Violence (PCADV)

All Tracks

23. Communication is Key

The session will include a description of the characteristics of effective communication. What do managers need to communicate to meet the goals and objectives of a project or task? We will discuss the need for courageous conversations to create a safe and supportive environment.

Speaker: **Dr. Tamara Allen-Thomas**, *Principal and Chief Academic Officer, Penn Hills Charter School of Entrepreneurship*

All Tracks

24. Climbing Together: Strategies for Cross-Departmental Collaboration (Limited to 40 attendees)

During this session, we will explore ways that resident services and property management can work collaboratively to engage with residents in meaningful ways. Proactive planning for resident engagement that is strengths-based and trauma informed leads to success in building trusting relationships. Participants will have the opportunity to learn about several strategies that are being implemented at HDC MidAtlantic, including strengthening connections through regular communication and providing a robust eviction prevention program.

Speakers: **Heather Haverstick**, *Resident Services Manager*; **Michael Sedoti**, *Resident Services Supervisor*; and **Heidi McCauley**, *Regional Manager, all from HDC MidAtlantic.*

10:45 am – 11:45 am

THURSDAY, JUNE 9

CONCURRENT SESSIONS - SET 4

All Tracks

25. Critical Elements of Fair Housing Law - Part 2

This two-hour session will introduce attendees to the most fundamental elements of fair housing law including a discussion of Pennsylvania Fair Housing Law. In addition, the primary focus of the training will be on the rights of the disabled. The purpose of the Fair Housing Act is to eliminate housing discrimination, promote economic opportunity, and achieve diverse, inclusive communities. Professional fair housing training assists in this mission by ensuring that housing professionals understand both the rights of the public relative to fair housing and the duties and responsibilities of real estate professionals. **Part 1 of this session is #17.**

Speaker: **A.J. Johnson**, *President, A.J. Johnson Consulting Services, Inc.*

All Tracks

26. 811 PRA Best Practices - Part 2

Calling all Service Providers, Stakeholders, and Property Managers participating in the 811 PRA program. Join us to learn "best practices" for the referral process, transition planning, and post move-in. Property managers will receive tips for listing vacant units, utilizing the referral process, submitting vouchers, and submitting vacancy claims. We will also cover common file review findings. **Part 1 is Session #18.**

Speakers: **Kristen Nagel**, 811 PRA Administrator, Pennsylvania Housing Finance Agency; **Peggy Snyder**, Senior Voucher Analyst, Pennsylvania Housing Finance Agency; and **Samantha Vollrath**, 811 PRA Program Lead, Self-Determination of Pennsylvania/Inglis

Property
Management Track

27. Building an Effective Property Management Team - Part 2

Now more than ever, selecting, hiring, and retaining top talent will drive your business success. Building an Effective Property Management Team is an interactive session to gain understanding and tools to select and maintain a high-performing property management team. You will explore the cost of turnover and what that can do to your business. You will explore several Employee Retention Strategies and Best Practices; these effective practices will be compelling in enabling an organization to achieve its hiring and retention goals. **Part 1 of this session is #19.**

Speaker: **Michael Pico**, Chief Human Resource Officer, The Millennia Companies

All Tracks

28. From Time Management to Self-Management

This session helps participants make better use of the time available to them by managing themselves instead of trying to control time. You will leave with specific and measurable action steps that you can implement right away. In doing so, you will learn to set priorities, increase motivation, and overcome procrastination.

Speaker: **Chou Hallegra**, Founder & CEO, Grace & Hope Consulting, LLC

Service Coordination

29. Female Veterans with PTSD

The U.S. Department of Veteran Affairs states that an increasing number of women are serving in the U.S. military and women are the fastest growing group of veterans. Women veterans were approximately 9.4% of the total veteran population in 2015, which represents about 2 million women. Estimates suggest this percentage will increase to about 16% in 2040. As the number of women veterans increases, there are many emerging issues needed to assist with transitioning out of service and into civilian life such as housing, employment, mental health, and overall health and wellbeing.

In this this session, the speaker will share important information regarding emerging issues that women veterans are facing in Pennsylvania and provide solutions and guidance on how to support women veterans in local communities with critical resources. This session is best suited for housing professionals, community leaders, and advocates of veteran issues.

Speaker: **Lisa Kaye**, Director and Veteran Service Officer, Monroe County Veterans Affairs; and **Jennifer Spitler**, Regional Program Outreach Coordinator, PA Department of Military and Veteran Affairs.

All Tracks

30. Senior Roundtable

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

Speaker: **Alicia Spencer**, Senior Housing Services Representative, Pennsylvania Housing Finance Agency

All Tracks

31. Pathways to Resident Engagement

The goal of HDC's resident engagement work is to build empowerment, voice, and choice for residents in the communities we develop and manage. Residents and staff have opportunities to work together to build inclusive, vibrant, welcoming communities.

Speakers: **Debbie Gable**, Vice President of Resident Services, HDC MidAtlantic; and **Jennifer Santiago**, Resident Services Supervisor, HDC MidAtlantic

All Tracks

32. Community Violence – A Holistic Approach

This session will discuss various approaches to address the rise in community violence, both on and off our premises, and the various levels in organizations that need to be at the table. Community violence does not only have a direct impact on our residents, but it also has an impact on our employees and our assets. In addition, every community has different challenges and resources available to combat these issues so it becomes more complex for organizations to know how to navigate putting a solid plan in place. Learn from industry leaders who are working to address community violence aggressively throughout their portfolio.

Speakers: **Kimberly Moffa**, Vice President of Human Resources, Pennrose Management Company; **Shannon Mowery**, Vice President of Supportive Services, Pennrose Management Company; and **R.J. Saturnno**, Vice President of Compliance and Security, Pennrose Management Company

All Tracks

33. Layered Property issues with a Focus on Housing Trust Fund (HTF), Low Income Housing Tax Credits (LIHTC) and HOME

This session will focus on the issues present when dealing with layered affordable housing properties. Specific attention will be given to combining Housing Trust Fund, LIHTC, and HOME assistance. The discussion will center on program differences in income limits, student rules, rent determination, unit assignment, and certification requirements.

Speaker: **A.J. Johnson**, President, A.J. Johnson Consulting Services, Inc.

Property
Management Track**34. HUD Updates**

Join Randall Scheetz and Robert Ford, both from the HUD Philadelphia Regional Office as they present updates on HUD policies, procedures, and practices.

Speaker: **Randall Scheetz**, Chief of the Account Executive Team, U. S. Department of Housing and Urban Development, Philadelphia

Property
Management Track**35. A Bug's Life: What's Working in Bed Bug Management (Limited to 100 attendees)**

Back by popular demand, this interactive presentation will focus on ways to effectively control bed bugs through Integrated Pest Management (IPM). You will learn the biology of the bed bug, how to evaluate pest control services, and how to work with tenants to resolve chronic bed bug issues.

Speaker: **Dion Lewis Lerman**, Associate Certified Entomologist/Healthy Home Specialist, Pennsylvania Integrated Pest Management Program (PA IPM)/Penn State

All Tracks

36. WARNING: Break Room Fires MAY DESTROY Team Morale

This interactive session will heighten your awareness of what triggers humans to lash out at others and evoke a more toxic work environment. Leave this session feeling more inspired to promote happiness, team unity and lessen your negativity with others. The power of approaching each day with positivity lies within your physical, mental, and social channels.

Jump aboard; your quality of life depends on it!

Speaker: **Lori Gravish Hurtack**, Assistant Teaching Professor and Internship Coordinator, Penn State University

All Tracks

37. "Am I Managing or Am I Leading"

The purpose of this session is for managers to transition their thinking from “telling” to “influencing” to produce desired outcomes. This session will help managers identify their own leadership style to effectively lead.

Speaker: **Dr. Tamara Allen-Thomas**, *Principal and Chief Academic Officer, Penn Hills Charter School of Entrepreneurship*

Service Coordination Track (CESC only)

38. Elder Abuse and Neglect (CESC only)

Elder abuse and neglect continue 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 establish an enhance level of expertise in service coordination for senior properties.

Speaker: **Dave Shallcross**, *Director of Senior Protection, Pennsylvania Attorney General’s Office*

Service Coordination Track

39. Family Roundtable

This session is for all service coordinators who work at family properties. Share, learn, and express your opinions and ideas freely. Be a part of this great networking opportunity for service coordination across PA as well as surrounding states. Please email questions or discussion topics in advance to: astengel@phfa.org

Speaker: **Amanda Stengel**, *Housing Services Representative, Pennsylvania Housing Finance Agency*

3:30 pm - 5:00 pm

THURSDAY, JUNE 9
CONCURRENT SESSIONS - SET 6

Property Management Track

40. Development of Criminal Screening Policies

Property owners may (and should) screen applicants for criminal behavior but must be careful when doing so - they must have transparent and defensible policies relative to screening for past criminal conduct. This session will assist housing professionals in understanding what is required when implementing a criminal screening policy. The training will outline the HUD guidance relative to criminal screening and will review the type of policies that are - and are not - acceptable.

The discussion will center on (1) the types of crimes that are appropriate for screening; (2) the HUD policy regarding the use of arrest records in criminal screening; (3) dealing with convictions for non-dangerous crimes; and (4) the use of individual assessments for rejected applicants. Following the session, participants will be better prepared to develop a criminal screening policy that will not run afoul of fair housing law.

Speaker: **A.J. Johnson**, *President, A.J. Johnson Consulting Services, Inc.*

Property
Management Track

41. The Journey Through Agency Requirements (Limited to 100 attendees)

Join PHFA staff to navigate through the jungle of agency requirements for tax credit properties that have agency financing. Topics include rent-up procedures for new properties, timelines for monthly, quarterly, and annual reports, occupancy reporting, required forms for tenant files, rent summaries, and the web entry system. By the end of this session, you will be swinging from the tree-tops and will be prepared to tackle these tasks in the jungle of agency requirements.

Speakers: **Valerie Fishel**, Housing Management Representative, Pennsylvania Housing Finance Agency; and **Lisa Santiago**, Housing Management Representative, Pennsylvania Housing Finance Agency

All Tracks

42. How Do We Make The Grass Greener?

In this session, we will explore why talented employees leave an organization, why they decide to stay, and how employee engagement factors in all of it. At least 75 percent of the reasons for costly voluntary turnover come down to things managers can influence. You will leave the session with a call to action because it is essential to “water the grass.” After all, many find it isn’t always greener elsewhere.

Speaker: **Michael Pico**, *Chief Human Resource Officer, The Millenia Companies*

All Tracks

43. Leveling the Playing Field

“There is gold in them pipes”. Every young person has the right to explore and discover their untapped potential. The right tools in the right talented hands, breeds success. We build their minds; we build their future.

Speaker: **Patricia Robinson**, *CEO, Evolve Training and Development*

All Tracks

44. Senior Scams

Unfortunately, in today's world, scams and frauds are a fact of life. Knowing which of these are most likely to impact your residents' lives is key in helping them to avoid being a victim. The Attorney General's Office offers tips on how to detect, prevent, or recover from being involved in a scam or a victim of fraud.

Speaker: **Dave Shallcross**, Director of Senior Protection, Pennsylvania Attorney General's Office

All Tracks

45. Talking Dollars and Cents with Parents and Kids (Limited to 50 attendees)

Learning money concepts to avoid financial pitfalls and create a family budget that works for you.

Speaker: **Holly Zugay**, Senior Financial Education Officer, Pennsylvania Housing Finance Agency

Service Coordination Track

46. Partnerships with Higher Education

Learn how owner/developer, Hudson Companies, service provider, American Health Care Group, and management agent, NDC, are working together to host Thiel and Gannon University students. Hear from the developer and service coordinators on how the partnership has helped them and learn of the tools they used that you can use at your site too!

Speakers: **Steve Chopek**, Team Leader, American HealthCare Group (AHG); **Kelley Coey**, Director of Development, Hudson Companies; and **John Ganiear**, Development Assistant, Hudson Companies

9:30 am - 11:00 am

FRIDAY, JUNE 10
CONCURRENT SESSIONS - SET 7

Property Management Track

47. Demystifying Medical Expenses

Dealing with medical expenses can be a walk in the park with residents having zero to very few, or a walk through a dark, misty jungle with many specialists and pharmacies! We will identify eligible households that may claim medical expenses and discuss what types of expenses are eligible. With consistent and thorough interviewing techniques, you can determine the proper expenses to include and determine how to calculate the eligible amount to make your way out of the jungle!

Speaker: **Lisa Santiago**, Housing Management Representative, Pennsylvania Housing Finance Agency

Property
Management Track

48. It's WILD Out There: Ask the Expert (Limited to 100 attendees)

Join our veteran compliance expert as she provides the tools you need to navigate the thrilling twists and wild turns of the vortex we call "compliance". In this session, our compliance guru will describe numerous ways to avoid common audit finding and how best to properly calculate income and assets. She will also discuss the importance of setting up a tiering map and rent matrix to ensure your property remains in compliance.

Speaker: **Bette Newcomer**, *Director of Compliance, M&L Compliance Management*

All Tracks

49. Housing Returning Citizens - Be Part of the Solution (Limited to 50 attendees)

For ninety-five percent of incarcerated individuals, the question is not "if" they will be released but "when". One of the most important things for reentrants in their successful reentry journey is safe and stable housing. This panel session will discuss the myths and rules for landlords and properties who want to offer housing for returning citizens, how one development corporation changed its resident selection process, and how you can be part of the solution to break down barriers to housing.

Speakers: **Debbie Gale**, *Vice President of Resident Services, HDC MidAtlantic*; **Shawn Johnson**, *Director of Reentry & Social Services, Friends Rehabilitation Program*; **Bruce Quigley**, *Executive Director, Housing Authority of Union County*; **Laura Schwartz, Esq.**, *Director of Economic Development, Regional Housing Legal Services*; and **Moderator Holly Zugay**, *Senior Financial Education Officer, Pennsylvania Housing Finance Agency*

All Tracks

50. Changing Minds: Stories Over Stigma

As a child, Kristen experienced significant trauma, including her mother attempting and completing suicide. As a teenager, Kristen did not know how to manage what she was feeling and turned to alcohol, drugs, and self-harm to mask the pain that she so desperately wanted to keep locked away. Kristen proves it's never too late or too early to get the help you need. She helps educate others in an effective manner to break the stigma around mental health and substance use disorder.

Speaker: **Kristen Harootunian**, *Mental Health Speaker and Advocate, Minding Your Mind*

Service Coordinator
Track (CFSC only)

51. Service Coordinator 101: "What You Need to Know" (CFSC only)

This session is part of the **Certificate in Family Service Coordination Program**. 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.

Speaker: **Dawn Bartha**, *Manager of Housing Services, Pennsylvania Housing Finance Agency*

All Tracks

52. Senior Roundtable

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

Speaker: **Alicia Spencer**, *Senior Housing Services Representative, Pennsylvania Housing Finance Agency*

All Tracks

53. A Digital World: Youth, Technology, Social Media and Mental Health

Life for youth is different now than it was years ago. That's because teens, tweens, and children have unlimited access to information, apps, and websites. The Internet can be helpful, but it can also expose youth to concerning content and behaviors that could affect their mental health.

This is where Shape the Sky comes into play; we're dedicated to creating responsible children on smart phones and devices. We provide professionals with updated information about the Internet and social media so they can provide up-to-date services in the current digital climate.

Speaker: **Ryan Klingensmith**, *Founder, Shape the Sky*





INFORMATION ON HOTEL AND PARKING

The conference hotel is sold out at our reduced rate. Other nearby hotels in the Mount Pocono area can be found by visiting the website www.poconomountains.com

Kalahari Resort & Convention Center
250 Kalahari Boulevard
Pocono Manor, PA 18349

Rates

Room rates are \$161, 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 **May 8th**; therefore, **you must make your hotel reservation by then to be guaranteed the reduced rate, based on availability. Reservations made after May 8th will be at the prevailing standard rate, if available.**

Reservations should be made by calling (877) 253-5466. Please mention the PA Housing Finance Agency 2022 Room Block when making your reservation **OR** To reserve a room through the Kalahari online reservations system, use this link: [PHFA MAHC Room Reservation](#) *

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

If you will be arriving at Kalahari on **Tuesday** evening, you can check in for your overnight room at the **Convention Center** from 4:00 pm to 8:00 pm. **Wednesday through Friday**, check in will be at the **front desk**.

Parking

The room rate includes complimentary self-parking for all overnight attendees.

Waterpark Passes

Each guest room that sleeps 1 to 4 guests will receive up to 4 passes and suites that sleep 5 to 8 guests will receive up to 8 passes.

For additional information about Kalahari, please visit [Kalahari Resorts](#).

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.

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.

CONFERENCE REGISTRATION FEES

Early Bird:	\$295.00 per person if registered (<i>postmarked</i>) by Friday, May 6
Standard:	\$330.00 per person if registered (<i>postmarked</i>) between May 7 and May 27
Late/On-site*:	\$370.00 per person if registered (<i>postmarked</i>) after May 28
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 May 27, 2022.

***REGISTRANTS MUST PAY-IN-FULL PRIOR TO THE CONFERENCE.** Registrations received after May 27 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, two luncheons and a reception with the Exhibitors. **Participants are responsible for lodging, all non-conference meals, and travel expenses.**

Registration fees are fully refundable without penalty if Shermer & Associates receives written notification postmarked or e-mailed no later than May 20, 2022. A \$50 processing fee will be charged for any cancellations thereafter until May 31, 2022. **No refunds will be made to registrants who fail to attend the conference or who cancel after May 31, 2022.** No-shows who have registered, but have not paid, are still liable for fees.

Note: Sessions may be cancelled, amended, or rescheduled due to low registration of other unforeseen circumstances. Changes or cancellations will be noted in the final Program.

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.



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

Certificate in Elder Service Coordination (CESC) program and the Certificate in Family Service Coordination (CFSC) program – for NEW enrollees ONLY

Some sessions are part of the **CESC** and/or **CFSC** programs. These are professional development programs for Service Coordinators and/or Property Managers that establish an enhanced level of expertise in service coordination for either senior properties or family developments.

- 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)

NOTE: If you are participating in the **CESC** or **CFSC** program (**or both**), certain sessions will be required.

The **CESC** program participants will be required to take Sessions #5 and #38.

The **CFSC** program participants will be required to take Sessions #5 and #51.

The **Dual** program participants will be required to take Sessions #5, #38 and #51.

Other Registrant Information Needed:

In my position:

- 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

Would you like 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 2022 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":

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

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

- Wednesday, June 8 Luncheon
- Wednesday, June 8 Reception
- Thursday, June 9 Breakfast
- Thursday, June 9 Luncheon
- Friday, June 10 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.**

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.

Wednesday, June 8

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 9

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 _____
33-39 _____
40-46 _____

Friday, June 10

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

47-53 _____

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.

IMPORTANT: By registering, you are acknowledging that an inherent risk of exposure to COVID-19 exists in any public place where people are present. By attending the PHFA Multifamily Affordable Housing Conference, you and any guests voluntarily assume all risks related to exposure to COVID-19 and agree not to hold PHFA, the Kalahari Resort & Conference Center or any of their affiliates, directors, officers, employees, agents, contractors, or volunteers liable for any illness or injury. **Due to the ongoing pandemic, all**

attendees must provide proof of vaccination, or a negative COVID-19 test taken no more than 2 days prior to gain entrance to the conference.

Covid Protocols: If you tested positive in the last 10 days, you should not attend because you may still be infectious.

___ **YES, I agree with the COVID-Protocols.**

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.