

Free Workshops

4:30 p.m. – 6:00 p.m.

Monday, December 7

21st Century Support? Reach More Households with Online Tools and Technology

Location: Annapolis 1, Hotel Ballroom Level

The Beehive (www.thebeehive.org) has tools with proven localized distribution channels to distribute video, audio, animation and text through internet search and local organizations to thousands of households each day. Community-based organizations, governments, foundations, municipalities and financial educators can provide immediate solutions to economic challenges with today's technology. Online tools reach households within the dignity and privacy of their homes and save clients time away from work with valuable tools for improving resumes, opening bank accounts, finding local housing, getting government benefits and more. Get ready for Tax Time! Learn how you can get involved by teaching others to file their taxes online with the Beehive — up to \$58,000 AGI federal and state returns are free.

Presenters: DeNita Morris, Phillip Williams (One Economy)

Asset-Based Community Development: Building and Financing Playgrounds

Location: Maryland Ballroom 1/2, Convention Center Ballroom Level

Studies of young children and adolescents suggest that most are not meeting the CDC-recommended daily minimum of 60 minutes of physical activity, contributing to the childhood obesity epidemic. One barrier to childhood physical activity is a lack of access to safe play spaces. Join KaBOOM! as we discuss ways to revitalize and engage community members through the creation of playspaces.

Workshop participants will:

- Discuss the Asset-Based Community Development approach for securing support for playground projects
- Employ an 8-step guide to planning a community-led project, using the KaBOOM! Roadmap
- Discuss fundraising techniques that work well for playground projects
- Learn how to recruit the volunteers needed for build day(s)

Presenters: Danielle Marshall, Kiva Wilson (KaBOOM!)

Rising to the Challenge: Using HUD's Neighborhood Stabilization Program

Location: National Harbor Room 12, Convention Center Conference Room Level

This workshop is a companion to Wednesday's symposium, *Rising to the Challenge: Stabilizing Communities in the Wake of Foreclosure*. It is designed for organizations looking for a deeper dive into HUD's Neighborhood Stabilization Program (NSP). The workshop will explore issues and challenges with NSP, and how organizations are overcoming these challenges. Special attention will be paid to issues that will be relevant to Round II grantees, as well as organizations working with Round I funding. The workshop will also review resources available for technical assistance.

Presenter(s): TBD

Building Credit in Today's Economy

Location: Camellia, Hotel Ballroom Level

In today's economy, a credit score is a valuable financial asset. This workshop discusses how recent innovations in the credit industry open up new opportunities for community builders — financial coaches, housing counselors, microenterprise practitioners, IDA practitioners, financial education trainers, workforce development specialists and more — to help their clients build credit needed to achieve financial self-sufficiency and build wealth. Credit Builders Alliance (CBA) will provide an overview of the credit reporting industry, share innovative credit-building strategies from the field and the Credit Builders toolkit, including advancing your understanding of credit reports and scores. You will also learn about CBA's work involving using credit report information as a long-term impact measurement tool.

Presenter: Vikki Frank (Credit Builders Alliance)

FOR NEIGHBORWORKS ONLY: NeighborWorks® Data Collection Workshop

Location: Potomac Ballroom D, Convention Center Ballroom Level

Meet with NeighborWorks® OAD staff to discuss data collection policies, procedures, client-management systems and data changes for FY2010. Get an overview of CounselorMax, and the advantages of conversion to this newly enhanced system. Open Q&A session will follow presentations, so come ready to discuss!

Presenters: Laura Johnson, Phil Hood

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**FOR NEIGHBORWORKS® ONLY: New Member
Web Site Content Architecture Feedback Session**

*Location: Potomac Ballroom 5, Convention Center
Ballroom Level*

This session is designed to get feedback from network organizations on the proposed content architecture for the new NeighborWorks® Members-Only Web site. We'll discuss what you like about the existing site, and what areas you'd like to see improved.

Presenter(s): TBD

Introduction to CDFI Programs

Location: Baltimore 5, Hotel Ballroom Level

This workshop will provide an overview of the CDFI Program. Participants will learn about federal resources the Community Development Financial Institutions Fund provides through the CDFI Program to certified CDFIs or organizations working toward certification. CDFIs serve low-income people and communities that lack adequate access to affordable financial products and services. The CDFI Program provides funding to help CDFIs provide products and services for economic development, community development, affordable housing and development services.

Presenter: Ruth Jaure (CDFI)

**Preserving Homeownership: Tips and Tools for
Foreclosure Intervention Counselors**

*Location: Chesapeake 8/9, Convention Center
Ballroom Level*

In this challenging environment, it is important that foreclosure intervention counselors be equipped with the most up-to-date information necessary to work with servicers and help keep clients in their homes. This workshop will feature in-depth discussions that will cover tips & tools for working with servicers, available resources for counselors and their clients, an overview of how to assemble a hardship assistance package and much more. Join us with your questions and ideas!

Presenter: Hala Farid (Citi)

Free Workshops

4:30 p.m. – 6:00 p.m.

Tuesday, December 8

Careers in Community Development: Turn Your Passion into Your Profession!

Location: W. Wilson Ballroom B, Hotel Ballroom Level

You're already interested in the field of community development — maybe you found it by accident, maybe you've been volunteering and think, "I love my volunteer work — imagine doing this full-time!" You can. The community development field offers a wide range of career opportunities in many different areas, not just direct service work such as homeownership counseling, but also construction, IT, training, administrative assistance, urban planning, engineering, architecture, volunteer management, project management, proposal writing and so much more! In this workshop, you will learn more about what is meant by "the community development field", hear tips on how to market your volunteer work and other skills to move into the job of your dreams and discover some resources to begin your search. Come hear from professionals with a view of the entire field and the real experts (practitioners in the field!) about the opportunities available and how to best position yourself to find a fulfilling career that you will love!

Presenter(s): TBD

eHome America: The Nation's Premier Virtual Homebuyer Education Program

Location: Annapolis 3, Hotel Ballroom Level

Learn how to reach more potential homebuyers, streamline services, increase revenues and reduce homeownership education costs by using eHome America, a new web-based homebuyer education product developed by Community Ventures Corporation, a NeighborWorks® organization based in Lexington, KY. This workshop will demonstrate how eHome America works and share success stories from NeighborWorks® organizations using this product.

Presenters: Sandra Canon, Doug Dylla

HUD's RESPA Changes and the Impact to Counseling Borrowers

Location: National Harbor Room 11, Convention Center Conference Room Level

The new HUD Real Estate Settlement Procedures Act (RESPA) rules were published on November 17, 2008 and will take full effect on January 1, 2010. Join us to review the new rules and Good Faith Estimate (GFE) and HUD-1 Settlement Statement requirements. This workshop is designed to help homeownership counselors gain a better understanding of RESPA so they can help their clients make more informed decisions. Come with your questions and leave with the most recently updated information!

Presenter(s): TBD

FOR NEIGHBORWORKS® ONLY: New Member Web Site Content Architecture Feedback Session

Location: Potomac Ballroom 5, Convention Center Ballroom Level

This session is designed to get feedback from network organizations on the proposed content architecture for the new NeighborWorks® Members-Only Web site. We'll discuss what you like about the existing site, and what areas you'd like to see improved.

Presenter(s): TBD

Introduction to New Markets Tax Credits

Location: Baltimore 5, Hotel Ballroom Level

This workshop will introduce participants to the New Markets Tax Credit (NMTC) Program. Participants will learn how the Program works, how to apply for certification as a Community Development Entity (CDE), how to raise capital by applying for allocations of NMTCs, and how to partner with other organizations that have received allocations.

Presenter: Robert Ibanez (CDFI)

Preventing Foreclosure with Unemployment Insurance Benefits

Location: Potomac Ballroom 5, Convention Center Ballroom Level

The foreclosure crisis continues to worsen, in part due to the rising number of under- and unemployed homeowners. To address the impact that job loss has on the ability of families to remain in their homes, there have been recent developments that allow unemployment insurance to be used as qualified income for workout options. This workshop, facilitated by the Department of Labor and the Federal Reserve Bank of New York, will introduce housing counselors to a web-based tool that estimates the insurance extended to consumers and will address how these can be applied as income to obtain loan modifications. Also discussed will be other topical matters such as available products specifically designed for under- and unemployed borrowers.

Presenters: Katie King (SunTrust), Erica Groshen (Federal Reserve Bank of NY)

Responsible and Sustainable Redevelopment: Baltimore's Green and Healthy Homes Initiative

Location: Nat'l Harbor Rm 12, Center Conference Room Level

The American Recovery and Reinvestment Act (ARRA) makes an unprecedented investment in the Weatherization Assistance Program, which provides energy retrofit services to low-income families. The goal of this program is to lower family heating and cooling costs, increase energy efficiency and create job and economic development opportunities in low-income communities. This dramatic increase in resources has caused significant challenges on the ground as programs struggle to ramp up well beyond their previous capacity. At the same time, it presents an opportunity to leverage this investment to make real improvements in housing for low-income families that go beyond weatherization. The Green and Healthy Homes Initiative (GHHI) is a project of national scope that aims to ensure that low-income residents have energy-efficient, safe and affordable homes, while providing job and contracting opportunities for under- and unemployed city residents. This workshop highlights some of the early lessons of designing and implementing the GHHI in Baltimore, MD.

Presenters: Ruth Ann Norton (Coalition to End Early Childhood Lead Poisoning), Salin Geevarghese (Annie E. Casey Foundation)

Rising to the Challenge: A Streamlined Approach to Evaluating Your Community Stabilization Program

Location: Nat'l Harbor Rm 10, Convention Center Conference Room Level

This workshop will focus on the use of a new set of outcome indicators and tools for community stabilization programs developed through Success Measures at NeighborWorks® America. Colleagues who have been using these tools to evaluate the results of their community stabilization efforts will share their experiences and highlight how the baseline data can be used to inform and strengthen their community stabilization strategies and ultimately how the tools will allow them to document the changes over time in their targeted community stabilization neighborhood. This streamlined application of the Success Measures participatory evaluation approach is an exciting new offering from Success Measures at NeighborWorks® America, designed specifically for organizations seeking to understand and measure the outcomes of community stabilization programs.

Presenter: Nancy Kopf

Social Enterprise as a Tool for Community Development

Location: Potomac Ballroom 3/4, Convention Center Ballroom Level

During these challenging times, community development organizations are increasingly seeking ways to bring in unrestricted revenue. Social enterprise as a strategy for earned income usually looks like some type of workforce training or merchandise sales, but this is only one side of the complex prism of programming options for CDCs. Many CDCs are missing a vital opportunity — social enterprise can play an essential role in community economic development at the same time that it generates organizational revenue.

Learn how affordable housing agencies, community lending institutions and other entities have created innovative business models that achieve high mission impact through market-based means. This extremely interactive workshop is geared for those organizations interested in discussing and learning new ways of using social enterprise methods as a CED tool.

This course will be most helpful to CDCs and organizations wanting to go much more beyond the “how-to” of social enterprise.

Presenters: David Weisberger, Diane Johnson, Ph.D., John Lehner

Strategies for Combating Mortgage Rescue Scams in Your Community

Location: Azalea 3, Hotel Ballroom Level

The workshop will provide participants with an overview of current mortgage rescue scams and strategies for reducing scam activity with the local community. Participants will also receive ideas on how to educate residents on the dangers of mortgage scams. The workshop will provide participants with information on the NeighborWorks® MRS campaign and how it can be executed locally.

Presenter(s): TBD

Taking Control of Your Insurance Costs

Location: Camellia, Hotel Ballroom Level

What is NRMCM?

NeighborWorks® America developed Neighborhood Risk Management Corporation (NRMCM) to create insurance and risk management programs specific to the needs of the Network. The first insurance policies written in the program were issued on April 1, 2005, and provided property, liability and excess liability coverage for operating, occupied residential and commercial properties owned and/or managed by members. The primary goal was to provide long term stability of insurance costs and coverage by providing risk management services to members to assist in achievement of this goal.

The program has been extremely successful, having more than doubled in number of participating units and property values since its inception in 2005. Coverage includes perils of flood, earthquake and equipment breakdown, as well as builders risk and vacant site coverage for properties that will qualify for the program upon completion of construction.

New members have typically reduced their insurance costs by over 25% by participating in this program. These are real dollars that members have been able to put back into the community through development of new programs and additional affordable housing opportunities.

A second program for management liability — Directors and Officers, Employment Practices, Fiduciary, Crime and Workplace Violence — offers broad coverage at discounted rates to all Network members.

Don't miss this opportunity to become an educated insurance buyer!

Presenters: Harold Nassau, Joyce Kutz

Building Capacity While Building Your Program

Location: Maryland Ballroom 5/6, Convention Center Ballroom Level

In our uncertain climate, the perplexing question of how to expand your program while building your capacity is an important one. How do you grow with your capacity to do more, and ensure that the new work can be both funded and carried out? In this workshop you will learn about strategies to grow your organization while building capacity. Also discussed is determining the right time to grow your program.

Presenter: June Otow