



HO903 The Next Generation of Homeownership Partnerships: What's the Real Bottom Line?

WEDNESDAY, AUGUST 24, 2005
HILTON WASHINGTON ■ WASHINGTON, DC

Presented by:

- NeighborWorks® Center for Homeownership Education and Counseling
- NeighborWorks® Campaign for Home Ownership
- NeighborWorks® Insurance Alliance

Sponsored by:



NeighborWorks®
Training
Institute





Special Highlights include:

- In-depth, hands-on, thought-provoking workshops
- *The Partners' Perspective* video goes on-location for the partners' point of view
- Insightful remarks from a leading homeownership advocate
- A deep look into *Employer Assisted Housing* programs and their partners
- Interaction with experts and leaders with real partnership experience

Effective partnerships across sectors are crucial components to maximizing homeownership goals. Making these complex alliances work requires a clear understanding of your potential partner's business objectives – their bottom line -- and how these objectives complement your plan. While getting to the bottom line may differ from partner to partner, the result is the same: new and profitable business opportunities for them and healthy growth in the ranks of homeowners for you.

This stimulating symposium will highlight a range of innovative sector partnerships in the marketplace, and provide you with an in-depth look at partnership models that can help you meet or exceed your homeownership program goals.

Real market examples whose success you can duplicate:

- *In Chicago, a lender – with considerable assets tied to homeowners threatened by foreclosure – partners with a community-based organization as part of an outreach campaign within the community at risk.*
- *A home builder wanting to capitalize on potentially strong demand for lower priced homes partners with a nonprofit housing provider who can connect them to families in need and the public resources to make homeownership happen.*
- *In Georgia, a very large employer seeks multiple partners to help its employees purchase homes, thereby stabilizing the local workforce, enhancing quality of life, and immeasurably raising employee satisfaction.*

Participants will gain a totally new perspective on their homeownership program and will come away with concrete strategies for developing winning partnerships and enhancing existing programs.

Don't miss this opportunity to learn about the next generation of homeownership partnerships, network with potential partners, and start thinking about new ways to leverage your existing relationships to jump-start your program.

This symposium is offered for course credit as part of the NeighborWorks® Homeownership and Community Lending Program of Study. For a list of all courses available during the Training Institute, visit www.nw.org/training or call (800) 438-5547.

Symposium Agenda

8:30AM - 8:45AM

WELCOME

*Kenneth D. Wade, Chief Executive Officer,
NeighborWorks® America*

8:45AM - 9:15AM

WALL STREET, CBOS AND THE CITY: SAVING CHICAGO FROM A FORECLOSURE EPIDEMIC

Richard M. Daley, Mayor of Chicago (invited)

The Home Ownership Preservation Initiative (HOPI), is a very successful business-based partnership in Chicago that provides counseling and workout services to homeowners at risk of foreclosure. Hear about the initiative and the ways in which the various partners have everything to gain.

9:15AM - 10:15AM

ONE STRATEGY MEETING MANY BUSINESS OBJECTIVES: EMPLOYER ASSISTED HOUSING

*Moderator: Doug Dylla, NeighborWorks®
Campaign for Home Ownership*

Large employers have often found creative ways to offer benefits to their employees that make them happier and more productive. One way that is becoming increasingly popular is through Employer Assisted Housing programs. In one case, AFLAC has a model partnership with the NeighborWorks® Columbus (GA) Housing Initiative that has brought homeownership to more than thirty families in only two years and is helping to stabilize the community and the AFLAC employee base. In another case, Tyson Food, Inc. has a one-year old program in partnership with its credit union and Freddie Mac to offer homeownership to between 6,000 and 7,000 qualifying employees in 20 states. Listen to the challenges and success of these programs and how are they designed to bring benefit to both the homeowner and the employer.

- *Cathy Williams, Executive Director,
NeighborWorks® Columbus Housing
Initiative*
- *Sharon Douglas, Vice President,
Human Resources, AFLAC*
- *Representative from Tyson Foods, Inc.*
- *Mark Wilburn, Senior Vice President and
Chief Lending Officer, Tyson Credit Union*
- *Tim Hathaway, Expanding Markets
Manager, Freddie Mac*

10:15AM - 10:30AM

BREAK

10:30AM - 11:30AM

A PARTNER'S PERSPECTIVE

*Moderator: Jayna Bower, NeighborWorks®
Center for Homeownership Education and
Counseling (NCHEC)*

Participants will view a short original video about important national and local partners, and how they focus on getting the most from their business partnerships. A town hall style discussion with the partners will follow allowing participants the opportunity to ask critical questions about these deep and broad relationships.

- *Kelly Caffarelli, Executive Director,
Home Depot Foundation*
- *Clayton Adams, Vice President,
Community Development,
State Farm Insurance*
- *Kit Hale, Chair, Housing Opportunity
Advisory Board, National Association
of Realtors®*

11:30AM - 1:00PM

LUNCHEON AND KEYNOTE SPEAKER

1:00PM - 2:45PM

DEVELOPING A PARTNERSHIP STRATEGY: WORKSHOPS

Participants select one of five concurrent workshops to explore a sector approach strategy in depth. In each of the workshops, participants will learn about specific strategies that work to engage partners in homeownership programs and have ample discussion time to work through strategies that will resonate with current and potential partners back home. Participants select one of the following sectors:

- Insurers
- Realtors®
- Employers
- Lenders
- Developers



Symposium Agenda *continued*

2:45PM – 3:00PM

BREAK

3:00PM – 4:00PM

THINKING BIGGER: WHAT CAN PARTNERSHIPS REALLY DO?

Symposium facilitators and experts will consolidate the learning from the day and review the innovative and potentially field-changing partnerships that are emerging for homeownership programs. Gain important insights on how to create and maintain partnerships that are beyond the usual suspects when the Breaking Ice Theater Group reenacts several successful partnerships during a thought-provoking performance art segment.

The Innovations contest winners will be announced at the end of this session.



4:00PM

ADJOURN

5:30PM – 7:00PM

All Training Institute Networking Reception

ARE YOU A WINNER?

“Innovative Partnerships in Homeownership”



SECOND ANNUAL CONTEST

INNOVATIVE PARTNERSHIPS IN HOMEOWNERSHIP

Do you have a winning partnership that takes your homeownership program to new levels of achievement? If so, share your knowledge and experience with your peers, and you could win \$2,000 for your organization!

Submit your innovative partnership program in one of these categories:

- **Realtor®**
- **Lender/Insurance**
- **Employer/Government/University**
- **Other Partner Category**

Four \$2,000 cash prizes will be awarded to 501(c)(3) nonprofit organizations based on the following criteria:

- **Cost-effectiveness**
- **Impact**
- **Innovation**
- **Reproducibility**
- **Effectiveness in promoting minority homeownership**

Deadline: Applications are due by June 30, 2005.

Sponsored by

MetLife Foundation

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Symposium Registration Form

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Wednesday, August 24, 2005

**Registration
Deadline:
August 1, 2005**

Symposium Fee \$185

Please return this form
and registration fee to:

NeighborWorks® Training
Institute
Department 167
Washington, DC 20055-0167

Or fax it to (202) 376-2168 with
credit card information

**FOR MORE INFORMATION,
PLEASE CALL (800) 438-5547,
(202) 220-2454 OR
E-MAIL NTI@NW.ORG.**

Please print clearly

Mr./Ms. _____

Name Badge Preference _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone (day) _____

Fax _____

E-mail address _____

Check if you do NOT wish to receive e-mail from us regarding Training Institute events and programs.

Which of the following best describes your organization?

Community-based development organization Government agency Financial institution
 Intermediary or consulting firm Tribal government or tribal nonprofit Other _____

Which of the following best describes your position in relation to the community development field?

Practitioner/work in the field Funder/investor Researcher/academician Other _____

How long have you been in your current position?

Less than 1 year or have not yet started in position 1–2 years 3–4 years 5 or more years

Which of the following best describes your race? Please choose all that apply.

American Indian or Alaska Native Asian Black or African-American Hispanic or Latino
 Native Hawaiian or Other Pacific Islander White Other _____

Are you enrolled in a Professional Certificate Program of Study? Yes No

If yes, which one? _____

Which of the afternoon workshops do you anticipate attending?

Insurers Realtors® Employers Prime and Non-Prime Lenders Developers

What stakeholder group do you represent?

Practitioner Lender Insurer Technical Assistance Provider Funder Intermediary
 Community Leader Public Agency Elected Official Other _____

SYMPOSIUM FEE \$185.00 (REGISTER BY AUGUST 1, 2005)

This symposium fee includes the plenaries, workshops, all materials, continental breakfast, luncheon, and the Training Institute networking reception on Wednesday, August 24, 2005 at the Hilton Washington.

PAYMENT INFORMATION

Payment must accompany your registration form. Faxed registrations must include credit card information. Full refunds for canceled registrations will be provided if requests are received in writing prior to August 1, 2005.

Charge my credit card: Visa MasterCard American Express

Card # _____ Exp. date _____

Name as it appears on card _____

Authorized signature _____

Check enclosed (payable to Neighborhood Reinvestment). Check number _____

Purchase order enclosed. Purchase order number _____

**Please return this form and registration fee to: NeighborWorks® Training Institute
Fax (202) 376-2168. For more information, call (800) 438-5547 or (202) 220-2454, email nti@nw.org.**

ACCOMMODATION AND HOTEL INFORMATION

A limited number of sleeping rooms at the Hilton Washington (1919 Connecticut Avenue, N.W.) are available on a first-come, first-served basis at a special rate of \$153 (14.5% tax) per night for Institute participants. To make reservations call, 202-483-3000 and mention you are attending the NeighborWorks® Training Institute to receive the special rate.

REFUND/CANCELLATION POLICY

You must provide notice of cancellation at least three weeks (August 1, 2005) prior to the event in order to receive a tuition refund. If cancellation notice is received less than three weeks and up to five business days before the start of the event, NeighborWorks® will assess a \$150 cancellation fee and provide a tuition credit voucher for the remaining balance. The credit voucher expires if not used within one year of issuance. If a cancellation notice is received less than five business days prior to the event, or if you do not complete your coursework, no refund or credit voucher will be issued. NeighborWorks® Training Institute reserves the right to cancel any course at any time. If your course is canceled, you may choose another course or request a tuition refund. Other than refunding your tuition in the event that the course you chose is canceled, NeighborWorks® America is not liable to you for any other damages, including without limitation any obligation to provide a refund for any travel and/or lodging costs associated with attending any NeighborWorks® Training Institute or other direct, indirect or consequential damages.



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Don't miss this opportunity to learn about the changing nature of partnerships and how they are transforming homeownership programs. Meet and speak with representatives from diverse sectors and gather ideas about approaching new, natural business partners in your market.

NeighborWorks® Training Institute
Washington, D.C.
August 22-26, 2005
(800) 438-5547
(202) 220-2454
www.nw.org/training

Registration deadline:
August 1, 2005

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NeighborWorks® America

Building on more than 25 years of experience, the NeighborWorks® America works with residents, government and business leaders to develop strong partnerships that revitalize America's urban and rural communities and make housing affordable. These partnership organizations, comprising the NeighborWorks® network, are active in more than 2,700 communities.

NeighborWorks® Training Institute



NeighborWorks® Training Institute is dedicated to providing the highest quality training to the staff and board of organizations committed to improving the affordability of neighborhood housing, the vitality of neighborhood economies, and the quality of community life. This symposium is part of the comprehensive education offered through NeighborWorks® Training Institutes.