2012 National Rural Housing Conference

PROMISES TO KEEP IN CHALLENGING TIMES

Housing Assistance Council
December 6–7, 2012
Pre-Conference Activities December 5
Hyatt Regency Washington, Capitol Hill
REGISTER NOW
FOR THE 2012 NATIONAL
RURAL HOUSING CONFERENCE

Promises to Keep in Challenging Times

ABOUT HAC

The Housing Assistance Council (HAC) is a national nonprofit corporation established in 1971 to increase the availability of decent and affordable housing for rural low-income people. HAC provides below-market financing, technical assistance, training, research, and information services to the for-profit, nonprofit, and public sectors. HAC is governed by a 27-member board of directors. Board members include representatives of private industry, government, and public and nonprofit housing agencies at the national, state, and local levels. HAC is an equal opportunity lender.

Register online at www.ruralhome.org

Scan this image using a QR Reader (http://gettag.mobi) on your smart phone to register online quickly and securely, directly from your phone!
BE INSPIRED
LEARN INNOVATIVE ORGANIZATIONAL AND HOUSING DEVELOPMENT STRATEGIES

Conference workshops and training sessions are organized in five learning tracks: Creating Affordable Housing Opportunities, Strengthening Organizational Capacity, Resources to Support Affordable Housing, Innovative Approaches and Current Housing Policy Issues, and USDA Section 502 training. (See workshop descriptions on pages 5-10.) Attendees will have the opportunity to participate in targeted learning series (listed on page 4). Network with fellow practitioners from across the country, hear policy and program updates from USDA and HUD staff, learn effective community outreach and client management strategies, and share proven affordable housing development tips and techniques.

PROMISES TO KEEP IN CHALLENGING TIMES
REMEMBERING PROMISES AND BUILDING TOWARD THE FUTURE

This year the conference theme -- Promises to Keep in Challenging Times -- brings to mind the vision and promises America has made through the Housing Act of 1949 and all subsequent housing legislation and policy. These promises of quality affordable housing, are still vitally important. But the country continues to face a difficult fiscal situation with many questions or concerns about what can be done to protect affordable housing in the future, particularly in rural areas. Keeping the vision and promises is important, not just to increase the quality of life for low-income Americans, but also to build stronger and more sustainable communities as a whole.

SPONSOR THE CONFERENCE
HELP RURAL NONPROFITS ACCESS THIS IMPORTANT TRAINING OPPORTUNITY

For rural nonprofits, the conference provides an excellent opportunity to not only learn critical skills but also network and improve their connection to federal agencies and national nonprofit organizations. For many of the attendees, this conference represents their sole opportunity during the year to connect with these important policy makers and experts.

In order to provide as many organizations as possible with this opportunity, HAC continually strives to lower registration costs for this event so local organizations with limited funding are still able to attend. Your contribution will be used to lower costs for all participants and improve the overall conference. Donate online at www.regonline.com/nrhc2012donor.

FOR MORE INFORMATION, CONTACT HAC

Phone 202-842-8600 ext. 137
Fax 202-347-3441
Email dan@ruralhome.org

ONLINE SPONSORSHIP FORM

To sponsor the Conference, go to www.regonline.com/nrhc2012donor, or scan this QR code to be linked directly to the site.
CONFERENCE AT-A-GLANCE

WORKSHOP KEY: 🌿 Green Building 🏝️ Native American Housing 🏡 Preservation & Rental Housing 🔤 Self Help Housing 🏙️ Senior Housing 🇺🇸 Veterans Housing

WEDNESDAY, DECEMBER 05

9:00am–8:00pm REGISTRATION/INFORMATION
9:00am–4:30pm SECTION 502 TRAINING
10:00am–5:00pm PRE-CONFERENCE MEETINGS
6:00pm–8:00pm KICK-OFF RECEPTION

THURSDAY, DECEMBER 6

7:00am–7:00pm REGISTRATION/INFORMATION
10:30am–4:30pm SECTION 502 TRAINING
10:30am–12:00pm MORNING WORKSHOPS
A1 Housing the Elderly
A2 Addressing the Challenges of Rural Homelessness for Veteran’s and Families
A9 Overview of Drinking Water and Wastewater
B1 Survival of the Fittest: Tools for Tough Times
B2 Staffing Needs of an Organization – Recruitment, Development, Retention
C1 Partnering with Philanthropy
C2 Fee for Service: A Revenue Generating Strategy for Nonprofits
D1 Housing Counseling
D2 A New Direction for Manufactured Housing
12:00pm–2:00pm LUNCHEN PLENARY
2:30pm–5:30pm AFTERNOON WORKSHOP
A3 From Paper to Projects: Overview of Successful Rural Affordable Housing Development
A4 Green Acquisition Rehab/Resale
B3 Building Blocks for Board Development*
B4 Connecting your Nonprofit in the Digital Age
B9 Septic System Basics for Homeowners, Community Leaders, Planners, and Realtors
C3 Measuring the Impact of Rural Housing Development
C4 Recent Changes to the HOME Program
D3 Innovative Construction Technologies: Sustainable Communities
6:15pm–9:00pm RURAL HOUSING AWARDS BANQUET

FRIDAY, DECEMBER 7

7:00am–7:00pm REGISTRATION/INFORMATION
10:30am–4:30pm SECTION 502 TRAINING
8:00am–10:00am BREAKFAST PLENARY
HUD and USDA: The Nuts and Bolts
10:30am–12:00pm MORNING WORKSHOPS
A5 Renting is a Two Way Street
A6 Preserving Rental Housing
B5 Financial Management and Compliance
B6 Advocacy for Rural Housing
C5 Alternative Financing Sources
C6 Rural Development’s Sect. 502 and Sect. 504
C9 Homeownership and Home Repair Programs for Veterans and Seniors
D5 Green Affordable Homes and Job Creation
D6 Growing Smart and Staying Rural
12:00pm–3:00pm LUNCHEN PLENARY
3:30pm–6:00pm AFTERNOON WORKSHOP
A7 Surviving the Transition to Energy Star 3.0*
A8 Construction Management
B7 Business Planning for Successful Nonprofits
B8 How to Utilize Census Data to Advocate*
C7 Let’s Get Fiscal!*
C8 Financing Affordable Rental Projects
D7 Aging in Place:*
D8 Housing as Economic Development*
D9 Keeping Water Wells Safe

* Workshop will run for 1.5 hours

TWEET YOUR CONFERENCE EXPERIENCE

Follow HAC @RuralHome on twitter and join the conversation before the conference begins. Tag your tweets with #nrhc12 and connect with fellow attendees and presenters!

LEARNING SERIES

🌿 Green Building Workshops
C2, A4, D5, A7

шу Self-Help Housing
A9, B9, C5, D9

محاكم Native American Housing
A2, A3, D5, B7

 hintText Senior Housing
A1, A3, A6, C8

憫 Vetera Housing
A2, D1, C9, C8

.warn Rental Housing and Preservation Workshops
A1, A3, A6, C8
THURSDAY, DECEMBER 6

MORNING WORKSHOPS

10:30 AM – 12:00 PM

TRACK A– STRATEGIES AND METHODS FOR DEVELOPING AFFORDABLE HOUSING

A1–Housing the Elderly: Keeping Our Promise to Rural Seniors

Rural America has a large and growing senior population, but also often lacks housing resources and capacity. In fact, most federal housing programs for the elderly have been cut in this current period of budget austerity. How are organizations meeting the growing need while adjusting to changes in HUD and USDA programs? Learn more about changing demographics, policy and advocacy at this workshop.

A2–Beyond the Four Walls: Addressing the Challenges of Rural Homelessness for Veterans and Families

Housing is one of “the” most critical elements of survival. Never has there been a more concerted effort to address homelessness issues facing our Nation’s Veterans, children and families. Through this workshop, participants will explore the unique challenges faced by rural communities as well as innovative approaches, strategies, models and methods being utilized in rural communities to respond to those challenges.

A9–Overview of Community Drinking Water and Wastewater Services

As a homeowner or developer of affordable housing, it is important that you are aware of how the vital services of drinking water and wastewater are provided in your community. This presentation will use non-technical language to explain drinking water and wastewater treatment and delivery. For drinking water, both ground water and surface water systems will be reviewed; for wastewater, centralized and onsite systems will be described. Information will be given on career opportunities in the water and wastewater industry, which offers secure employment with benefits, opportunities for advancement, and a sense of service to the community.

TRACK B– MANAGING EFFICIENT AND EFFECTIVE ORGANIZATIONS

B1–Survival of the Fittest: Tools for Tough Times

During tough economic times nonprofit housing organizations may feel squeezed between rising demands and falling resources. In order to survive, and thrive, your organization must be proactive in assessing and accepting the new economic reality and seek new opportunities wherever they may arise. Join us as we discuss how nonprofits can realign – from scaling back programs, to partnering with other agencies, to merging organizations. We’ll address a variety of approaches for nonprofit housing organizations of all shapes and sizes.

B2–Staffing Needs of an Organization – Recruitment, Development, Retention

Finding and keeping skilled staff can be a challenge – the statistics related to executive departures are startling, with an estimated 65 to 70 percent planning to retire in the next five to ten years. A panel of experts will share career development tools, succession planning, self-help and coaching, tapping into the existing talent in your community and providing learning opportunities for current staff members. Furthermore, panelists will also
share information on dynamics of successful staffing and nurturing the next
generation of rural housing and economic development leaders.

**TRACK C– FUNDING AFFORDABLE HOUSING AND COMMUNITY DEVELOPMENT**

**C1–Partnering with Philanthropy**

Foundations, corporations and faith-based institutions have long been a
source of support for affordable housing, but rural areas have gotten less.
Is that getting better or worse? How do we keep up or acquire new sup-
port? How does rural America attract more philanthropy? Funders and
other experts will provide their insights and advice, as well as describe their
programs.

**C2–Fee for Service: A Revenue Generating Strategy for Nonprofits**

Presenters in this workshop will discuss how nonprofit organizations can
generate revenue by requesting or requiring payment for services and
products. The workshop will cover examples of “fee for service” models,
implementation strategies and case studies from around the country.

**TRACK D– INNOVATIVE APPROACHES AND CURRENT POLICY ISSUES**

**D1–Housing Counseling: Emerging Trends**

Panelists will discuss emerging issues and trends for the housing counseling
industry. Topics will include regulatory and policy updates
on the implementation of the new Dodd/Frank Act counseling require-
ments for low income and first time home buyers as well as
addressing foreclosure challenges and prevention programs that can help
distressed homeowners including assistance for veterans.

**D2–A New Direction for Manufactured Housing: How far have we come? where do we go from here?**

Manufactured homes have been an important source of housing in the
United States for more than a half-century. As this unique form of housing
continues to evolve, so does its delivery into rural markets. Over the past
decade there has been a concerted effort by several entities to develop a
manufactured housing “done right” model. National organizations, philan-
thropic foundations, and community based nonprofits are rethinking the
way manufactured homes are built, sold, financed, and placed. What prog-
ress has been made as a result of this initiative, and what are the continued
challenges with manufactured housing in rural America? The session will
include a discussion on state of the manufactured housing industry, finance
markets, nonprofit development, park preservation, resident rights, legisla-
tive initiatives, and regulatory developments for manufactured housing.

**IMPORTANT CONFERENCE DEADLINES**

**October 24**
- Deadline to register for Section 502 training

**November 9**
- Deadline for Early Registration
- Deadline to submit Scholarship Application
- Deadline to request Pre-Conference Meeting space

**November 13**
- Deadline to make hotel reservations

**November 13**
- Deadline to pay HAC any balance due for registration
- Deadline to submit dietary and other special requirements

**WORKSHOP KEY:**
- Green Building
- Native American Housing
- Preservation & Rental Housing
- Self Help Housing
- Senior Housing
- Veterans Housing

Hear from experts from across the country in more than 35
different workshops
JOIN THE NATIONAL RURAL HOUSING CONFERENCE GROUP ON LINKEDIN

HAC has created a group for the conference on LinkedIn, a popular social networking website. This group will host discussion forums for attendees around workshop topics, focus areas, potential networking and serve a general meeting place before the meeting begins. Go to www.ruralhome.org for more information and to join.

AFTERNOON WORKSHOPS

2:30 PM – 5:30 PM

TRACK A – STRATEGIES AND METHODS FOR DEVELOPING AFFORDABLE HOUSING

A3 – From Paper to Projects: Overview of Successful Rural Affordable Housing Development

This session will provide an overview from veteran builders, including how to nail down the concept, inspect feasibility, assemble the money, cement construction, and deliver renters or homebuyers.

A4 – Green Acquisition Rehab/Resale

This workshop is intended for organizations undertaking an acquisition for resale. It will discuss new green technics in rehabilitation of existing units. Topics to be covered include: acquisition, health and safety issues, work write-ups, cost estimates, and constructions. Also, new materials and technics will be introduced and discussed.

TRACK B – MANAGING EFFICIENT AND EFFECTIVE ORGANIZATIONS

B3 – Building Blocks for Board Development*

A successful nonprofit organization must have a responsible and engaged board of directors. This workshop will address fundamental nonprofit governance concepts including: board members’ roles and responsibilities, board policies, and financial and legal oversight.

B4 – Connecting your Nonprofit in the Digital Age

Does every organization need a Facebook page? Is Twitter right for your organization? Is your website effective, or do you need help building it? And how can rural organizations take advantage of the internet when broadband access is so spotty? Join a panel of experts that can answer these and many other questions. This interactive workshop will give you the chance to develop a digital marketing strategy that fits the needs of your organization.

B9 – Septic System Basics for Homeowners, Community Leaders, Planners, and Real- tors

This presentation will explain, in non-technical terms, how to select the appropriate onsite wastewater treatment system – siting, types of systems, their costs, operations and maintenance. The impacts of onsite wastewater (septic) systems on watersheds and well-water quality will be discussed as well as management options.

The Section 502 Packaging Training (page 13) provides experienced nonprofits with detailed training on this important USDA RD program.

TRACK C – FUNDING AFFORDABLE HOUSING AND COMMUNITY DEVELOPMENT

C3 – Assemble the Parade and Drum up Enthusiasm: Measuring the Impact of Rural Housing Development

Many of us know the value of our work in the community. Investors and supporters think they know the value of your work in the community but it is much more powerful when we can show it. Having an established method to collect and assess data that measures this value is a powerful tool. Participants will learn to anticipate which types of data they should collect, how to collect it and assess it and how to use it to improve productivity and show off their accomplishments.

C4 – Recent Changes to the HOME Program: Adapting to Endure and Thrive

This workshop will explore the recent changes to the HOME Program including the eCon Planning Suite and reduced formula allocations. Panelists will discuss how the recent changes have impacted funding decisions, operating procedures, and the effect on rural communities. Best practices will illustrate how Participating Jurisdictions and Community Development Housing Organizations have adapted to effectively meet their community needs, including housing needs of Veterans, seniors and families.

* Workshop will run for 1.5 hours
**WORKSHOP DESCRIPTIONS**

**TRACK D– INNOVATIVE APPROACHES AND CURRENT POLICY ISSUES**


This session will provide updates on new construction technologies, materials and passive solar systems. Adobe and straw bale construction continue to be affordable regional alternatives. Panelists will discuss new and proven and affordable construction technologies, including manufactured housing alternatives in a new energy efficient and green environment.

**D4–Sustainable Communities: Rural Perspective, Effective Strategies and Tools**

‘Sustainable communities’ has as much meaning for rural and tribal communities as it does in urban and suburban areas. Come learn what this term and livability principles mean in a non-metro context. Learn from HUD, USDA and rural/tribal communities that have planned and implemented effective strategies, and used an array of tools for local stakeholders to determine how they want their communities and regions to be connected, viable and thrive. Key topics include: economic opportunity, transportation, housing, communications and public engagement, and broadband.

**FRIDAY, DECEMBER 7**

**MORNING WORKSHOPS**

10:30 AM – 12:00 PM

**TRACK A– STRATEGIES AND METHODS FOR DEVELOPING AFFORDABLE HOUSING**

**A5–Renting is a Two Way Street**

Do you struggle to find responsible tenants? Would you like to have a better relationship with your current tenants? Have you thought about imple-menting a renter education program? A strong tenant education program can help address your concerns by providing current and potential tenants with guidance on their responsibilities. Come hear from practitioners who provide practical education to help renters to both acquire and keep decent housing. The program reviews tenant responsibilities and the advantages to be gained from viewing the landlord-tenant relationship as mutually beneficial. In addition to reviewing the curriculum the presenters will also provide details on program administration and funding.

**A6–Preserving Rental Housing in Challenging Times for Families and Seniors**

Resources for updating and preserving USDA-financed rentals are shrinking but tenants, the majority of whom are elderly, still need their affordable rural rental homes. Panelists will discuss strategies for preservation in the current economic climate. The workshop will include examples of some recent successful preservation efforts.

**TRACK B– MANAGING EFFICIENT AND EFFECTIVE ORGANIZATIONS**

**B5–Financial Management and Federal Compliance Issues for Nonprofit Organizations**

Financial management is the constant process of tracking progress towards financial objectives and safeguarding the financial assets of an organization. Financial management is important to grantees and project sponsors administering federal programs for several reasons: it helps organizations budget for activities; it promotes sound and efficient operation of the organization and its programs; it serves the need for accountability to funding agencies and beneficiaries of the program(s); and it is required by law. This workshop will provide practical recommendations on managing program budgets by illustrating examples of best practices and financial tools needed to effectively manage grants and contracts. Financial management standards for governmental and nonprofit organizations (found in 24 CFR Parts 85 and 84) which include requirements and standards for internal controls, budget controls, accounting controls, and procurement will also be reviewed.

**B6–Advocacy for Rural Housing**

Making our case to policymakers and regulators has never been more important in this era of budget cuts and austerity. This workshop will feature both legislative staff and housing advocates, sharing their expertise and insights on how affordable housing practitioners can make the best case in the policy arena.
CONFEERENCE WORKSHOP DESCRIPTIONS

TRACK C– FUNDING AFFORDABLE HOUSING AND COMMUNITY DEVELOPMENT

C5–Alternative Financing Sources: Obtaining Loan Fund Capital for Rural Housing Projects

Sequestration and budget cuts may affect some federal programs. Building affordable housing requires creative and alternative financing sources. This workshop will explore how organizations can leverage critical financing from CDFI’s, CDE’s, and Intermediaries to develop their rural housing projects. Participants will be provided an overview of financial products, eligibility criteria, and the process for applying for funding.

C6–Banking on USDA: Rural Development’s Sect. 502 and Sect. 504 Financing for Homeownership and Repair

Presenters in this workshop will discuss how nonprofit organizations can generate revenue by requesting or requiring payment for services and products. The workshop will cover examples of “fee for service” models, implementation strategies and case studies from around the country.

C9–Homeownership and Home Repair Programs for Veterans and Seniors

Many rural veterans, especially seniors, own their homes but may need help with repairs and upkeep. Some may need new homes. Lacking financial resources and physical capacity, other older persons also need such help. Nationwide almost 1.5 million nonmetro homes are in moderately or severely substandard condition. In this session, national and local nonprofits will describe their successful repair and homeownership programs that serve veterans and the elderly.

TRACK D– INNOVATIVE APPROACHES AND CURRENT POLICY ISSUES

D5–Building Green Affordable Homes and Job Creation

Presentation will be by non-profits and tribal entities that build green affordable homes and have created jobs around construction. Presentation will have examples of what organization are doing such as YouthBuild, Solar Panel installation and other workforce training.

D6–Growing Smart and Staying Rural: Incorporating Smart Growth Principles into Rural Housing and Communities

Smart growth, a planning principle that concentrates on growth in compact, walkable centers, is often thought of solely in the urban context. In this workshop, learn how rural communities across the nation have shaken this notion and incorporated smart growth principles that maintain their rural character and protect their natural and working lands into planning their housing developments and communities.

AFTERNOON WORKSHOPS

3:30 PM – 6:00 PM

TRACK A– STRATEGIES AND METHODS FOR DEVELOPING AFFORDABLE HOUSING

A7–Surviving the Transition to Energy Star 3.0*

Green, energy efficient housing is everyone’s goal; but, maintaining affordability is a growing challenge to many nonprofit developers. Join us as we provide an overview of the new requirements under the EPA’s Energy Star Version 3.0 and hear ideas and strategies from a panel of nonprofit developers who are successfully navigating the new requirements and increasing the affordability of their units. Topics will include cost savings through construction materials and methods, new subsidy source ideas, and more.

A8–Construction Management: Cost Estimating to Construction Coordination and Inspections

This workshop is intended for organizations undertaking an acquisition for resale. It will discuss new green techniques in rehabilitation of existing units. Topics to be covered include: acquisition, health and safety issues, work write-ups, cost estimates, and constructions. Also, new materials and techniques will be introduced and discussed.

TRACK B– MANAGING EFFICIENT AND EFFECTIVE ORGANIZATIONS

B7–Business Planning for Successful Nonprofits

This workshop will cover the how to’s of business planning, along with

* Workshop will run for 1.5 hours
the benefits and examples of successful business plans for small and large nonprofits. Presenters from small and large nonprofits will share how their organizations use business planning to attract and retain competent staff, attract diverse funding sources and deliver needed services to the community.

**B8–Making the Case: How to Access and Utilize Census Data to Effectively Advocate***

One’s position is only as strong as the information he or she uses to support it regardless of how worthwhile the endeavor. Making the case for housing assistance in rural America is no different. Understanding and presenting housing data effectively is a key element of advocating for those in need. The Census Bureau’s American Community Survey (ACS), which provides annual census-tract level estimates of demographic, housing, economic and other important community characteristics, is a powerful tool that all advocates should be familiar with. This workshop will help familiarizing one with how to access data as well as present ways that the data can be used to most effectively advocate for rural housing needs.

**TRACK C– FUNDING AFFORDABLE HOUSING AND COMMUNITY DEVELOPMENT**

**C7–Let’s Get Fiscal!*  

Let’s Get Fiscal is not your typical fundraising workshop. Designed to energize and empower participants with greater resource development confidence and efficacy, Let’s Get Fiscal includes an in-depth, real-world approach to successful fundraising from a rural nonprofits point of view. Let’s Get Fiscal covers a broad range of information from the basic fundamentals of successful fundraising to unique and distinctive fundraising campaign ideas designed to get participants engaged and ready to fundraise! Don’t miss this opportunity to build your organization’s fundraising muscle!

**C8–Financing Affordable Rental Projects**

This workshop will explore the recent changes to the HOME Program including the eCon Planning Suite and reduced formula allocations. Panelists will discuss how the recent changes have impacted funding decisions, operating procedures, and the effect on rural communities. Best practices will illustrate how Participating Jurisdictions and Community Development Housing Organizations have adapted to effectively meet their community needs, including housing needs of veterans, seniors and families.

**TRACK D– INNOVATIVE APPROACHES AND CURRENT POLICY ISSUES**

**D7–Aging in Place: Housing and Services for a Growing Elderly Population***

So you’ve heard about the growing senior population. You have begun or expanded development, preservation, and repair programs for elderly housing. But is that enough? For seniors to age in place they need services. Can your organization provide both the housing and services? Hear from your peers on how they did it and why it is important.

**D8–Affordable Housing as Economic Development: How Housing People Can Lead to a Stronger Economy***

Affordable housing can do more than provide safe, secure homes to those in need. Communities have been able to maximize their housing infrastructure projects to create a better quality of life for their residents, while also creating a stronger local economy. Learn about how affordable housing projects can be used to strengthen economic development and mixed-use projects in rural settings.

**D9–Keeping Water Wells Safe: Guidance for Owners**

This workshop will inform homeowners and developers of affordable housing who use private wells on what is necessary to assure and maintain safe water quality, including: determining household needs; selecting a well driller and what to expect during construction and testing of your well; water-sampling techniques; interpreting test results; developing a plan to mitigate contamination problems; correcting poor well design; addressing equipment failure; making equipment upgrades.

*Workshop will run for 1.5 hours*
On Thursday, December 6, 2012, HAC will acknowledge rural housing leaders whose efforts have led to improved housing in rural America. The Cochran/Collings Award for Distinguished Service in Housing for the Rural Poor honors individuals who have provided outstanding and enduring service, with national impact, for the betterment of housing conditions for the rural poor. The Skip Jason Community Service Award recognizes individuals whose efforts have improved the housing conditions of the rural poor in their communities. There is still time to nominate someone who has made a difference in your work. For more information, contact Lilla Sutton at HAC, lilla@ruralhome.org, 202-842-8600 ext. 113.

**NATIONAL SERVICE AWARD**

The Cochran/Collings Award for Distinguished Service in Housing for the Rural Poor honors individuals who have provided outstanding and enduring service, with national impact, for the betterment of housing conditions for the rural poor, with emphasis on the poorest of the poor in the most rural areas.

**COMMUNITY SERVICE AWARD**

The Skip Jason Community Service Award recognizes people whose efforts have improved the housing conditions of the rural poor in their communities. The award acknowledges people who work “in the trenches” and usually go unrecognized outside their communities.

For more information, go to www.ruralhome.org or contact lilla@ruralhome.org
CONFERENCE INFORMATION

HOTEL

All attendees are responsible for arranging their own accommodations. A block of rooms has been reserved at the Hyatt Regency Washington on Capitol Hill located at 400 New Jersey Avenue Northwest, Washington, D.C., at the federal per diem rate (single room), excluding taxes. This rate will be available for conference participants on or before November 13. You can make a reservation at this rate by clicking on the convenient Hyatt Regency Washington reservations link on HAC’s web site at www.ruralhome.org. If you prefer, you can make your reservation by calling 202-737-1234 before November 13 and letting the agent know you are with the Housing Assistance Council.

After November 13, reservations will be accepted on a space- and rate-available basis only. This room block will sell out, so please reserve your room as soon as possible. All room cancellations must be made 72 hours in advance directly with the Hyatt Regency Washington to avoid penalties.

ROOMMATES

HAC is maintaining a roommate list to help participants reduce conference expenses. If you would like to have your name and contact information shared with other registrants, please check the appropriate box on the registration form. Conference attendees are responsible for making their own hotel arrangements.

PAYMENT

Register by November 9 to save money and help secure your workshop choices. Registration includes all workshops and plenary sessions, all conference materials, two breakfasts, two lunches, all breaks, a networking reception, and the awards banquet. If you are requesting a scholarship, please register online at www.ruralhome.org. For fast processing, submit registration with payment or credit card authorization. Registrations will not be processed until payment is received.

REFUND POLICY

There is a $50 cancellation fee. Refunds will be granted if a written request is submitted and received by HAC on or before November 20. After November 20 no refunds will be granted but substitute registrants are welcome. There are no refunds for no-shows.

*All travel arrangements are the full responsibility of the conference registrant.*

TRAVEL TO CONFERENCE

Ronald Reagan Washington National Airport (4.7 miles), Dulles International Airport (27.6 miles), and Baltimore/Washington International Thurgood Marshall Airport (30.6 miles) service the Washington, D.C. area. The following transportation options are available.

**From Ronald Reagan National Airport**

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<tr>
<td>Taxi</td>
<td>Taxis are available outside the baggage claim area; fare is approximately $20 (10-20 min.).</td>
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<tr>
<td>Metro (Subway)</td>
<td>Take the Yellow/Blue line from the airport to the Gallery Place/Chinatown stop. Transfer to the Red line toward Glenmont to Union Station (2nd stop). Hotel is located three blocks from the Union Station Metro Stop. Fare is approximately $2.05-$3.70 (30 min.).</td>
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<td>Shuttle*</td>
<td>Approximate fare is $14 one-way.</td>
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**From Dulles International Airport**

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<td>Taxi</td>
<td>Taxis are available on the lower level outside baggage claim. Fare is approximately $60 one-way (50-60 min.).</td>
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<td>Shuttle*</td>
<td>Approximate fare is $26 one-way.</td>
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**From BWI/Thurgood Marshall Airport**

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<td>Taxi</td>
<td>Taxis are available on the lower level outside baggage claim. Fare is approximately $63 (1 hour).</td>
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<tr>
<td>MARC Train</td>
<td>This is a commuter train from BWI to Union Station, which is three blocks from the hotel. Approximate cost is $7 one way. The MARC train runs weekdays only. For complete schedules and fares visit <a href="http://www.mtamaryland.com/services/marc/">www.mtamaryland.com/services/marc/</a>.</td>
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<td>Shuttle*</td>
<td>Approximate fare is $37 one-way.</td>
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**From Union Station / Amtrak**

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<td>Metro (Subway)</td>
<td>Hotel is located 3 blocks away. Follow exit signs to get to the front of Union Station Washington, DC. Take E Street (between the semi-circle of flags) to the intersection of E Street, NW and New Jersey Ave, NW. The hotel will be directly in front of you</td>
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* Shuttle reservations can be made by calling 800-Blue-Van (800-258-3826) or online at www.supershuttle.com
SCHOLARSHIPS

Scholarship funds are available to cover registration costs for representatives of community-based organizations who would otherwise be unable to attend the conference. Scholarship applications will only be accepted through online registration. Please register online at www.regonline.com/nrhc2012. Scholarship applications must be received at HAC on or before November 8. HAC will cease awarding scholarships once funds are no longer available, so apply early. HAC will award multiple scholarships to staff from the same organization depending on the availability of funds. Travel scholarships may also be provided, if available.

EXHIBIT SPACE

Exhibit space is limited. Exhibitor fees are $500 for nonprofit organizations and $750 for all others. Exhibitors will be provided with a 6’ x 2 ½ skirted table. To obtain exhibitor information and a registration form, please call 202-842-8600 ext. 127 or visit HAC’s Conference donation website at www.regonline.com/nrhc2012donor and complete the exhibitor form there.

Pre-CONFERENCE MEETING SPACE

Groups wishing to convene meetings on Wednesday, December 5, 2012 should contact Dan Stern, Conference Coordinator by November 5 at 202-842-8600 ext. 137 or dan@ruralhome.org regarding space availability. Space is allocated on a first-come, first-served basis.

MORE INFO AND ONLINE REGISTRATION

For more on HAC’s 2012 National Rural Housing Conference visit www.ruralhome.org.

REGISTER ONLINE AT www.regonline.com/nrhc2012

* dan@ruralhome.org
( (202) 842-8600 ext. 137

SECTION 502 PACKAGING TRAINING FOR NONPROFIT ORGANIZATIONS

This three-day advanced course covers USDA Rural Development’s Section 502 Direct Loan Program and provides invaluable insight as to how this homeownership financing resource can be utilized. Learn how to assist potential borrowers and work in partnership with RD staff, as well as other nonprofit organizations and regional intermediaries to deliver successful Section 502 loan packages. This course is intended for and specifically framed for those experienced in utilizing Section 502. Participants will learn regulations and practical applications of the loan program, while developing a strong understanding of 502 direct underwriting and packaging standards. Following the course, participants are encouraged to take the online certification exam. Plan to arrive on Tuesday, December 4. Bring your laptops.
Register online at www.regonline.com/nrhc2012! HAC accepts all forms of payment online including credit cards, checks, purchase orders, and scholarship applications.

Please complete one form per person. We encourage you to register online at www.ruralhome.org. If you use a hard copy of the form to register, please photocopy for additional attendees. Confirmations will be sent via e-mail for paid registrations received by November 14.

Register online at www.regonline.com/nrhc2012

About You

Name
Title Organization
Address
City, State, Zip
Phone, Fax Email, website

Conference Role (check all that apply)
☐ Conference Sponsor ☐ Participant ☐ Exhibitor ☐ Speaker / Moderator

If speaker/moderator, specify Session(s) ______________________________________

Events

Check all conference events you plan to attend. All events are included in the conference registration fee.
☐ Kick-Off Reception, Wednesday, Dec 5
☐ National Rural Housing Coalition Lunch, Thursday, Dec 6
☐ Rural Housing Awards Banquet, Thursday, Dec 6
☐ Final Lunch Plenary, Friday, Dec 7

Conference Scholarship

A limited number of scholarships to cover registration expenses are available for conference attendees. Attendees wishing to apply for a scholarship must register for the conference online at www.regonline.com/nrhc2012. Please note that only representatives of nonprofit community-based organizations may apply for scholarships. All presenters are entitled to a registration scholarship.

Scholarship applications are only accepted online at www.regonline.com/nrhc2012. If you have difficulty accessing the internet, contact Dan Stern (202) 842-8600.

Workshops

Indicate the workshop number of your first choice for each time period. Your preferences will help determine room size needs. See pages 4-11 for workshop numbers and descriptions.

Wednesday (insert workshop number)
☐ Section 502 Training

Thursday (insert workshop number)
☐ Early, 10:30 – 12:00
☐ Late, 2:30 – 5:30

Friday (insert workshop number)
☐ Early, 10:30 – 12:00
☐ Late, 2:30 – 5:30
REGISTRATION FORM

MEALS & SPECIAL EVENTS

The main conference includes all breaks, two continental breakfasts, one sit-down breakfast, two luncheons, the kick-off reception, and the rural housing awards banquet. There is a $85 per person fee for additional tickets for the awards banquet.

Check all that apply.

☐ Share my name and contact information with other conference attendees who are looking for hotel roommates.

☐ I require vegetarian meals.

☐ I require Special Assistance (HAC will follow up to clarify).

If you have other special needs or dietary requirements, please contact HAC at 202-842-8600 ext. 137 or via e-mail at dan@ruralhome.org by November 8, 2012.

FEE SCHEDULE

<table>
<thead>
<tr>
<th>Registration (check one)</th>
<th>Early Bird (register by Nov 9)</th>
<th>Regular (register after Nov 9)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Nonprofit</td>
<td>$395</td>
<td>$435</td>
<td>$</td>
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<tr>
<td>☐ For-profit</td>
<td>$450</td>
<td>$500</td>
<td>$</td>
</tr>
</tbody>
</table>

Exhibitor Fee

| ☐ Nonprofit Organization | $500                           | $     |
| ☐ Other Organization     | $750                           | $     |
| Additional Award Banquet Tickets | $85 each ×___ | $     |

TOTAL AMOUNT DUE

Register online at www.ruralhome.org. HAC accepts all forms of payment including credit cards, checks, purchase orders and scholarship applications.

PAYMENT OPTIONS

☐ Check or money order, payable to the Housing Assistance Council, is enclosed – Check #__________

☐ Purchase Order #__________

☐ Invoice is needed

☐ Charge my credit card

☐ Amex

☐ MasterCard

☐ Discover

☐ Visa

Credit card #

Name on card

Cardholder signature

Mail completed registration and payment to:

HACs 2012 National Rural Housing Conference
Housing Assistance Council
1025 Vermont Avenue NW, Suite 606
Washington, DC 20005

or fax with purchase order or credit card information to:

202-347-3441

Or visit www.regonline.com/nrhc2012 to register and pay online.
REGISTER ONLINE AT WWW.REGONLINE.COM/NRHC2012