



Bell Gardens Sports Complex



W. Hollywood Gateway Project



Bethune Transitional Center



The Village at Willowbrook

A light blue map of Los Angeles County with various cities and highways labeled. The text is overlaid on the map.

NACCED's 36th Annual Community and Economic Development Conference and Training

CONFERENCE PROGRAM

A photograph of the Los Angeles city skyline at dusk, featuring numerous skyscrapers and palm trees against a clear blue sky.

COMMUNITY DEVELOPMENT FOR BETTER GROWTH

Saturday, September 17

12 Noon – 3:00 p.m. Registration

1:00 p.m. – 4:00 p.m. Pre-Conference Workshop

Adapting to a New Reality: An Interactive Discussion on Strategies for Coping with Diminished Resources

This session will feature a panel discussion of dealing with the new reality brought about by significant federal funding reductions. Among the topics to be discussed are the process of reorganizing and downsizing, using an essential services model for analysis and setting priorities, employing a threshold for project funding, how to maintain the morale and cooperation of the staff through the process and tips from staff who have gone through a reorganization and downsizing. Participants will come away with tangible materials to apply in their own agencies.

Moderator: **Mary Keating**, NACCED Board member, DuPage County, IL

6:00 p.m. Board Dinner

Sunday, September 18

8:00 a.m. – 4:00 p.m. Registration

8:00 a.m. – 8:30 a.m. Membership Committee Meeting

8:30 a.m. -9:30 a.m. Coffee Reception and Orientation to NACCED for First-Time Attendees

9:30 a.m. – 11:30 a.m. Welcome Brunch, Legislative Update, and HUD Briefings

Presiding: **Jane Eboch**, NACCED President, Arlington County, VA

Presenters: **Steve Johnson**, Director, Entitlement Communities Division, HUD, Washington, D.C.

Ginny Sardone, Director, Office of Affordable Housing, HUD, Washington, D.C.

John Murphy, Executive Director, NACCED, Washington, D.C.

12 Noon – 1:00 p.m. Community Development Committee Meeting

1:00 p.m. – 2:00 p.m.	Economic Development Committee Meeting
2:00 p.m. – 3:00 p.m.	Housing Committee Meeting
3:15 p.m. – 5:15 p.m.	NACCED Board of Directors Meeting
6:00 p.m. – 8:00 p.m.	Welcome Reception and Silent Auction to Benefit the Scholarship Fund (In Hotel)
9:00 p.m. – Midnight	Hospitality Room

Monday, September 19

8:00 a.m. – 3:00 p.m.	Registration
9:00 a.m. – 10:30 a.m.	Opening General Session

Welcoming Remarks: County of Los Angeles, CA

Presentation on Proposed Consolidated Plan Revisions and Enhancements

Speaker: **Meg Barclay**, Office of Community Planning and Development, U.S. Department of Housing and Urban Development, Washington, D.C.

Presentation on the Cornerstone Partnership

Speaker: **Colby Dailey**, Cornerstone Partnership, Oakland, CA

Presentation on the New NACCED Website and Its Benefit to Members

Speaker: **Brian Cramer**, NACCED Past President, Chair, Website Working Group, Tarrant County, TX

10:45 a.m. – Noon	Concurrent Sessions
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(Leadership & Admin.)	Session One: Retiring Soon? Now What?
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Is your organization ready for you to retire? Learn how to prepare yourself and your organization to ensure a smooth transition.

Moderator: **Angelica Contreras**, Community Development Commission of the County of Los Angeles, CA

Presenters: **Ken Tiratira**, Vice President/Executive Director of Member Services, Employers Group, Los Angeles, CA

(Nuts and Bolts)

Session Two: **CDBG Slum and Blight: Get It Right!**

Do you know how to qualify an area and pass HUD muster? Presenters will share their approaches to qualifying an area and discuss the regulations. The panel will also focus on examples of county revitalization efforts.

Moderator: **Patricia Ward**, NACCED Past President, Tarrant County, TX

Presenters: **Raymond Webster**, Community Development Commission of the County of Los Angeles, CA

Wayne Itoga, HUD Los Angeles Field Office, CA

Alison Moore, City of La Mirada, CA

(Sustainable Development)

Session Three: **Make “Green” Part of Your Scene**

This session will teach you how to incorporate green building practices into affordable housing and community development programs.

Moderator: **Tony Agliata**, NACCED Board member, Ocean County, NJ

Presenters: **Lauren Rank**, Department of Internal Services, County of Los Angeles, CA

Scott Carde, Principal, Carde-Ten Associates, Santa Monica, CA

Karen Wiley, NACCED Board member, Salt Lake County, UT

12 Noon – 2:00 p.m.

Awards Luncheon and Annual Business Meeting

Presiding: **Jane Eboch**, NACCED President, Arlington County, VA

Keynote Speaker: **The Honorable Mercedes Márquez**, Assistant Secretary for Community Planning and Development, HUD

Presentation of Awards of Excellence

Presentation of the John C. Murphy Scholarship

Election of Directors and Officers

2:15 p.m. – 3:30 p.m.

Concurrent Sessions

(Nuts and Bolts)

Session One: **Do You Have the “IDIS” Touch?**

How to get the most out of HUD’s re-engineered system, including report development, is the topic of this session. Practitioners will describe how they use the capability of IDIS for effective program administration.

Moderator: **Brian Paulson**, NACCED Vice President, Clark County, NV

Presenters: **Craig Goebel**, Gwinnett County, GA

John Cook, HUD Los Angeles Field Office, CA

Diann Viox, Community Development Commission of the County of Los Angeles, CA

(Nuts and Bolts)

Session Two: **You and Me and Section 3**

This session will help you take the mystery out of Section 3 in your procurement, contracting, and hiring practices.

Moderator: **Glen Lewinski**, Waukesha County, WI

Presenters: **Tom Crabson**, Community Development Commission of the County of Los Angeles, CA

Rafiq Munir, Office of Fair Housing and Equal Opportunity, U.S. Department of Housing and Urban Development, Washington, D.C.

Denise Beigbeder, Ramsey County, MN

(Efficient Use of Technology)

Session Three: **Housing Matchmaker.Com**

This session will focus on web applications that make it easy to find affordable housing and program information.

Moderator: **Larry Newnam**, Community Development Commission of the County of Los Angeles, CA

Presenters: **Van Gottel**, SocialServe.com, Charlotte, NC

Sue Speakman-Gomez, President, Housing Link, Minneapolis, MN

Rachel Carviello, Alternative Living for the Aging, West Hollywood, CA

3:45 p.m. – 5:00 p.m.

Concurrent Sessions

(Efficient Use of Technology)

Session One: **Tech. 101: Make Your Grants Dance**

This session will focus on all the right tech steps that urban counties are taking to effectively manage their grant programs.

Moderator: **Beth Rohrbaugh**, Quadel Consulting, Washington, D.C.

Presenters: **Scott Stevenson**, Community Development Commission of the County of Los Angeles, CA

Don Wright, Housing and Development Software, Weston, FL

(Nuts and Bolts)

Session Two: **Make Your Count, Count**

This session will explore when and how HUD will use data from the 2010 Census and American Community Housing Survey and the impact this more frequently updated data will have on county programs.

Moderator: **Pete Munroe**, NACCED Past President, Clark County, WA

Presenters: **Steve Johnson**, Office of Block Grant Assistance, HUD, Washington, D.C.

Norma Drummond, NACCED Past President, Westchester County, NY

(Leadership & Admin.)

Session Three: **Navigating Through Change: The Leadership Mandate**

Today, more than ever, leaders are challenged to create an environment where staff is productive, creative, and happy. This session will discuss how administrators must successfully motivate staff to manage change.

Moderator: **Terry Gonzalez**, NACCED Past President, Program Support and Education Committee Chair, Community Development Commission of the County of Los Angeles, CA

Presenter: **John Reitano**, Organizational Resuscitation Specialist, Los Angeles, CA

Evening Free

9:00 p.m. – Midnight

Hospitality Room

Tuesday, September 20

7:30 a.m. – Noon	Registration
7:30 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 9:30 a.m.	Second General Session

Strictly Speaking: What Inquiring Minds Need To Know

We have a unique opportunity to gain tips from a world class public relations firm on how to communicate with the media.

Presenter: **Phyllis Tucker**, Hill & Knowlton, Los Angeles, CA

9:45 a.m. – 11:00 a.m.	Concurrent Sessions
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(Nuts and Bolts)

Session One: **Home Run for Housing**

Come hear how these all stars create affordable ownership and rental housing in their communities using a variety of funding sources such as HOME, tax credits, NSP, and CDBG.

Moderator: **Mitchell Glasser**, NACCED Housing Committee Vice Chair, Orange County, FL

Presenters: **Jim Vazquez**, Shelby County, TN

Robin Hughes, Executive Director, Abode Communities, Los Angeles, CA

Jack Exler, NACCED Secretary/Treasurer, Allegheny County, PA

(Efficient Use of Technology)

Session Two: **Hear Ye, Hear Ye: Improving Citizen Participation**

Employ technology, such as interactive teleconferencing, to assist you in meeting citizen participation requirements and improving the identification of community needs through constituent dialog.

Moderator: **Lance Crawford**, NACCED Membership Committee Chair, Clayton County, GA

Presenters: **Joel Franklin**, Arlington County, VA

Christy Moffett, NACCED Board member, Travis County, TX

Robert Vogel, Peak Democracy, Trinidad, CA

(Sustainable Development)

Session Three: **Transit Oriented Developments: All Aboard!**

This session will discuss examples of how counties are creating transit oriented developments within which they are integrating housing, transportation, environmental planning, and commercial development.

Moderator: **Joe Sanseverino**, NACCED Past President, Long Island Housing Partnership, Hauppauge, NY

Presenters: **Tonja West-Hafner**, Principal Planning Analyst, Hennepin County, MN

Mike Gallegos, Director of Community Resources and Development, Salt Lake County, UT

Connie Chung, Department of Regional Planning County of Los Angeles, CA

11:15 a.m. – 12:30 p.m.

Concurrent Sessions

(Nuts and Bolts)

Session One: **Firming Up Fair Housing**

Learn how to strengthen the connection between your Analysis of Impediments and the actions you take to affirmatively further fair housing.

Moderator: **Susan Walsh**, NACCED Past President, Hamilton County, OH

Presenters: **Caroline Peattie**, Fair Housing Marin, San. Rafael, CA

Chancela Al-Mansour, Housing Rights Center, Los Angeles, CA

(Sustainable Development)

Session Two: **How Do Your Loans Revolve?**

This session will feature a discussion of exemplary economic development revolving loan programs and how to manage a loan portfolio in today's market .

Moderator: **Keith McNeely**, NACCED Board Member, Athens-Clarke County, GA

Presenters: **Cheryl Markham**, NACCED Board Member, King County, WA

Scott Rodde, National Development Council, Los Angeles, CA

Jack Exler, NACCED Secretary/Treasurer,
Allegheny County, PA

Session Three: **Take This Job and Count it!**

This session will discuss a methodology for identifying the number of jobs created and reported in IDIS to better tell the story of CDBG's and other HUD program accomplishments.

Moderator: **Nick Autorina**, NACCED Housing Committee Chair, Cobb County, GA

Presenters: **Paul Herdeg**, NACCED Board Member, Cuyahoga County, OH (invited)

Linda Jenkins, Community Development Commission of the County of Los Angeles, CA

Mary Lou Egan, NACCED Scholarship Committee Chair, Ramsey County, MN

12:30 p.m. - 1:30 p.m.

Lunch – on your own

1:45 p.m. – 3:15 p.m.

General Session

(Nuts and Bolts)

Using Manufactured Housing to Meet Affordable Housing Needs. *Sponsored by Freddie Mac.*

Manufactured housing has provided millions of homes for low-and moderate-income residents in the United States since World War II.

Over the last decade, improvements in process, regulation, financing, planning and design have not led to an appreciable change in the image or status of manufactured housing in the market. Because the construction process differs from site built homes, local regulations, financing as well as image continue to relegate manufactured housing to the fringes of our communities if it is allowed at all. However, several communities, non-profit agencies and developers have used manufactured housing as a flexible way to create in-fill developments and new subdivisions, while providing for cost effective and energy efficient affordable housing. Manufactured housing communities have also been preserved as affordable housing for existing residents using innovative financing and methods to improve the quality of homes.

Through its I'M HOME program, the Corporation for Enterprise Development has served as a source of information and seed money for innovative projects in many parts of the county. This session is

sponsored by Freddie Mac which has as one of its 2011 “Duty to Serve” the promotion of manufactured housing.

Moderator: **Gary Bachman**, NACCED Past President, Pima County, AZ

Presenters: **Rick Haughey**, Director of Affordable Housing Initiatives, Corporation for Enterprise Development, Washington, D.C.

Stacey Epperson, President and CEO, Next Step Network, Louisville, KY

3:30 p.m. – 4:00 p.m. NACCED Board Organizational Meeting

5:30 p.m. – 9:00 p.m. Conference Wide Event

The J Experience, uniquely Los Angeles!

Meet at the lobby at 5:45 p.m. to walk or proceed directly to the J Restaurant and Lounge, located at 1119 S. Olive Street, at 6:00 p.m.

9:00 p.m. Hospitality Room

Wednesday, September 21

9:00 a.m. – Noon Bus Tour of Local Affordable Housing, Community Development and Economic Development Projects – emphasis on energy efficiency and Transit Oriented Development. Meet in main lobby of the Hotel at 8:45 a.m. Please be sure to sign up at the Registration Desk on Sunday, Monday or Tuesday for this tour.

L.A. COUNTY 2011
Hosts **NACCED**



Hosted by
The Community Development Commission
of the County of Los Angeles