

LOVE LIVES HERE

Kentucky
Habitat for Humanity®
Indiana

2021 KY & IN Conference
August 30-September 1, 2021
502 East Event Centre



2021 KY & IN Conference

August 30-September 1, 2021

502 East Event Centre

Conference Sponsors

PLATINUM SPONSOR

USDA Rural Development
U.S. DEPARTMENT OF AGRICULTURE

Together, America Prospers



Making a Difference in Rural America

USDA Rural Development invests in rural communities: because when rural America thrives, all America thrives. Whether working with homeowners, small business owners, Tribal leaders, or rural communities, we make a positive difference in the lives of rural Americans.

USDA is an equal opportunity
provider, employer, and lender.



GOLD SPONSOR



PNC

SILVER SPONSOR



LIMESTONE
BANK



PROUD TO SUPPORT
Habitat for Humanity

A firm financial future starts *here.*



LimestoneBank.com



877-369-2265

Member
FDIC

Conference Program Index

| | |
|-------------------------------|-------|
| Conference Sponsors | 2 & 4 |
| Conference Exhibitors | 5 |
| Track Information At-a-Glance | 6-7 |
| Detailed Conference Schedule | |
| <i>Tuesday</i> | 8-9 |
| <i>Wednesday</i> | 9-10 |
| Course Descriptions | |
| <i>Tuesday</i> | 11-13 |
| <i>Wednesday</i> | 13-15 |

SPECIAL THANKS TO:



Bronze Conference Sponsors

ihcda

Indiana Housing &
Community Development
Authority



FHLB CINCINNATI



FHLBank

INDIANAPOLIS



Nelson &
Frankenberger, PC
Attorneys at Law



CenterPoint[®] Energy

JGA

Johnson
Grossnickle+
Associates



BAHDOUL



WINDFALL



GIBSON



Chenoa —fund—

KHC

Kentucky
Housing
Corporation
Investing in quality housing solutions.

Thank you to all of our wonderful sponsors! Without their continued generosity, we would not be able to host this event.



Conference Exhibitors

CRA Note Exchange
Crossroads Missions
Dahdoul
eHome America
Family Credit Management
Federal Home Loan Bank of Cincinnati
Federal Home Loan Bank of Indianapolis
Gibson
Indiana Builders Association
Johnson Grossnickle & Associates
Lilly Family School of Philanthropy
Little Bird Creative Strategies
PNC
Settlement One
Star Financial/ The Hilb Group
Windfall Data

Schedule At-a-Glance

| | | Homeowner Services | Leadership |
|-----------|---------------------------------|---------------------------------|-------------------------------|
| TUESDAY | Breakout 1 12:45PM - 2:15PM | Homeowner Education Program | Storytelling for Impact |
| | Breakout 2 2:20PM - 3:50PM | Mortgage Sale Preparation | Deep Dive into NHIA |
| | Breakout 3 3:55PM - 5:25PM | Credit Repair for Applicants | Effective Board Meetings |
| WEDNESDAY | Breakout 4 9:20AM - 10:50AM | Finding Qualified Applicants | Understanding FMLA |
| | Breakout 5 11:00AM - 12:30PM | Underwriting in Times of Crisis | HOME Application Walk-Through |
| | Breakout 6 1:30PM - 3:00PM | Small Affiliate Roundtable | Crisis Planning |

Schedule At-a-Glance

| Development | Programs | ReStore | TUESDAY |
|--|--|--------------------------------------|-----------|
| Building Church & Community Partnerships | Large Affiliate Roundtable | ReStore Procurement | |
| Trends in Giving During COVID | Habitat History | ReStore Roundtable | |
| Development Roundtable | Understanding the American Rescue Plan | ReStore Rewind | |
| Government Funding Panel | Volunteer Engagement | Construction Roundtable | |
| Medium Affiliate Roundtable | Rural Affiliate Workshop | Housing Innovation & Container Homes | |
| Using DonorSearch for Prospecting | Veterans Build & Critical Home Repair | HERS Certification | WEDNESDAY |
| | | Construction | |

Tracks are only suggestions. Feel free to pick any and all classes that interest you and fit the needs of your affiliate!



Conference Schedule



Our Plenary Speaker: Jeremi Suri

Jeremi Suri holds the Mack Brown Distinguished Chair for Leadership in Global Affairs at The University of Texas at Austin. He is a professor in the university's Department of History and the LBJ School of Public Affairs. Professor Suri is the author and editor of ten books on contemporary politics and foreign policy. His most recent books are "The Impossible Presidency: The Rise and Fall of America's Highest Office" and "Modern Diplomacy in Practice" (co-edited with Robert Hutchings.) Suri's other books include "Henry Kissinger and the American Century," "Liberty's Surest Guardian: American Nation-Building from the Founders to Obama," "Foreign Policy Breakthroughs: Cases in Successful Diplomacy" (with Robert Hutchings), and "The Power of the Past: History and Statecraft" (with Hal Brands). Professor Suri writes for major newspapers and magazines including The New York Times, Washington Post, Wall Street Journal, CNN.com, Atlantic, Foreign Affairs, Foreign Policy, Dallas Morning News, Houston Chronicle, Boston Globe, New Republic, and Wired. He appears frequently on television and radio news programs.

TUESDAY

- 8:00AM – 9:00AM** **Exhibitor Move-In**
- 9:00AM** **Registration Opens for Conference Attendees**
- 10:00AM – 10:30AM** **Welcome: Devotion and Updates (Wabash Ballroom)**
Clive Rainey, Habitat's First Volunteer
- 10:30AM – 11:35AM** **Plenary: The Problem with Wealth**
Dr. Jeremi Suri, Author & Professor at University of Texas at Austin
- 11:35AM – 12:35PM** **Lunch**
Habitat 2.0 & Collaborative Operating Model Update
Ed Lee, CEO of HFH of Greater Cincinnati
- 12:45PM – 2:15PM** **Breakout Session 1:**
- Homeowner Services:** Homeowner Education Program (Eller)
Brenda Weaver, eHome America
 - Leadership:** Storytelling for Impact (Sycamore)
Little Bird Creative Strategies
 - Development:** Building Church & Community Partnerships (Greyhound)
Raymond Bodley, Crossroads Missions
 - Programs:** Large Affiliate Roundtable (Wabash Ballroom)
Jim Morris, Greater Indy HFH & Ed Lee, HFH Greater Cincinnati
 - ReStore:** ReStore Procurement (Carey Business Center)
Mara Kessler, Heather Hendrickson, & Kelsey Foster, HFH Fort Wayne
- 2:20PM – 3:50PM** **Breakout Session 2:**
- Homeowner Services:** Mortgage Sale Prep (Greyhound)
John Flatt, Nelson & Frankenberger, & Gina Leckron, HFH Indiana
 - Leadership:** Deep Dive into NHIA (Carey Business Center)
Jim Williams, HFH St. Joseph County
 - Development:** Trends in Giving During COVID (Sycamore)
Bill Stanczykiewicz, Lilly School of Philanthropy



Conference Schedule

2:20PM – 3:50PM

Programs:

ReStore:

Breakout Session 2 (continued):

Habitat History (Eller)
Clive Rainey, Habitat's First Volunteer
ReStore Roundtable (Wabash Ballroom)
Dave Williams, HFH of Cleveland, TN

3:55PM – 5:25PM

Breakout Session 3:

Homeowner Services:

Leadership:

Development:

Programs:

ReStore:

Credit Repair for Applicants (Greyhound)
Kim Connaughton, Family Credit Management
Effective Board Meetings (Eller)
Beth Folz, HFH of Evansville & Heath Duncan, HFH of Pennyriple Region
Development Roundtable (Wabash Ballroom)
Show-and-tell your best fundraising materials.
Understanding the American Rescue Plan Act (Sycamore)
Gina Leckron, HFH of Indiana
ReStore Rewind (Carey Business Center)
Dave Williams, HFH of Cleveland, TN

5:30PM – 6:30PM

Reception (Foyer)

WEDNESDAY

8:00AM – 9:00AM

Exhibit Hall & Registration Open
Breakfast
(Wabash Ballroom)

9:00AM – 9:15AM

Devotion
Clive Rainey, Habitat's First Volunteer

9:20AM – 10:50AM

Breakout Session 4:

Homeowner Services:

Leadership:

Development:

Programs:

Construction:

Finding Qualified Applicants (Greyhound)
Jennifer Brammer & Anna Blackmon, HFH of Greater Indy
Understanding FMLA (Carey Business Center)
Jim Morris, Esq., Morris & Morris, PSC
Government Funding Panel (Eller)
Curtis Stauffer, KHC, Blaine Barnes, KY USDA, Dawn Grace, FHLB Cincinnati, & Vince Maloney, IN USDA
Volunteer Engagement (Sycamore)
Trish Tobbe, HFH Metro Louisville & Dave Williams, HFH Cleveland, TN
Construction Roundtable (Wabash Ballroom)



Conference Schedule

WEDNESDAY

11:00AM – 12:30PM

Breakout Session 5:

- Homeowner Services:** Underwriting in Time of Crisis (Greyhound)
Brenda Weaver, eHome & Roderick Hirsch, PNC
- Leadership:** HOME Application Walk-Through (Sycamore)
Samantha Spergel, IHCD & Curtis Stauffer, KHC
- Development:** Medium Affiliate Roundtable (Wabash Ballroom)
For affiliates building 3-9 homes a year
- Programs:** Rural Affiliate Workshop (Eller)
Mary Shearer, Kentucky HFH & Gina Leckron, HFH Indiana
- Construction:** Housing Innovation & Container Homes (Carey Business Center)
Greg Dike, Cave Run HFH

12:30PM – 1:30PM

Networking Lunch (Wabash Ballroom)

1:30PM – 3:00PM

Breakout Session 6:

- Homeowner Services:** Small Affiliate Roundtable (Wabash Ballroom)
For affiliates building 2 or fewer homes a year
- Leadership:** Crisis Planning (Carey Business Center)
Jim Morris, Esq., Morris & Morris, PSC
- Development:** Using DonorSearch for Prospecting (Eller)
Little Bird Creative Strategies & Beth Resler, HFH Indiana
- Programs:** Veterans Build & Critical Home Repair (Sycamore)
David Gilkeson, Special Operations Transition Foundation
- Construction:** HERS Certification (Greyhound)
*Heath Duncan, HFH Pennyryle Region, Scott Turner, Hardin County HFH,
and Rod Goodman, HFH of Bowling Green/Warren County*



Tuesday Session Descriptions

SESSION ONE 12:45PM – 2:15PM

Homeowner Education Program (Eller Room)

Brenda Weaver, eHome America

eHome America is an online homebuyer education course that helps first time buyers take all the necessary steps to prepare for homeownership. Affiliates in KY and NC have been using this resource to help Habitat families learn the essentials of home buying and financial readiness. Learn more about this program and if it may be a good fit for you and your families. It's easy to use and a homeowner can complete classes online when it is convenient for them.

Storytelling for Impact (Sycamore Room)

Little Bird Creative Strategies

In this session, Trish Hatler and Dana Stefaniak, Founders of Little Bird Creative Strategies, will share strategies to enhance Habitat for Humanity marketing and fundraising efforts through integrated campaigns featuring storytelling. With more than 20 years of non-profit experience and a combined 13 years of Habitat for Humanity experience, they look forward to sharing their knowledge with participants.

Building Church & Community Partnerships (Greyhound Room)

Raymond Bodley, Crossroads Missions

According to Giving USA, 2020 saw a rise in giving but not all charities saw an increase. Learn how the COVID-19 pandemic affected donor giving and what nonprofits benefited during the crisis. Understand giving trends and how likely those will continue through recovery. Hear a Fundraising School expert share their experience and give advice on how to craft your fundraising appeals, and share stories post-pandemic.

Large Affiliate Roundtable (Wabash Ballroom)

Jim Morris, Greater Indy HFH & Ed Lee, HFH Greater Cincinnati

ReStore Procurement (Carey Business Center)

Mara Kessler, Heather Hendrickson, & Kelsey Foster, HFH Fort Wayne

ReStores are successful when they have merchandise consumers want. Learn from the ReStore team in Fort Wayne on how they have created procurement strategies to attract donations that will sell. Learn about both purchased and donated goods and what products sell best in certain markets. Discover how Greater Fort Wayne is developing partnerships that create steady streams of goods flowing through their store.

SESSION TWO 2:20PM – 3:50PM

Mortgage Sale Prep (Greyhound Room)

John Flatt, Nelson & Frankenberger, & Gina Leckron, HFH Indiana

Selling mortgages can be a great way to unlock capacity and build more homes, however, it is not a sustainable growth strategy. Learn how to manage your portfolio and how to decide what mortgages, if any, could be sold. Understand the process and safeguards to have in place when selling mortgages and how to negotiate the best deal. Discover how to prepare your mortgages for sale and how to find the right partners.



Tuesday Session Descriptions

SESSION TWO cont. 2:20PM – 3:50PM

Deep Dive into NHIA (Carey Business Center)

Jim Williams, HFH St. Joseph County

Learn about the Neighborhood Housing Investment Act (NHIA) and how it could provide millions of dollars to help Habitat and other housing agencies create more affordable housing. This class will help you understand the basics of the bill and how you can advocate for its passage at the federal level. Senator Todd Young from Indiana has already sponsored the bill but others need to join for this effort to be successful. Learn today so you can advocate tomorrow for this much needed funding.

Trends in Giving During COVID (Sycamore Room)

Bill Stanczykiewicz, Lilly School of Philanthropy

Building coalitions of churches and community partners can be easy if you know how. Learn from a veteran who pulls together groups throughout the US for panel builds. Crossroads missions has been doing this for years and has partnered with affiliates all across the country. Find out how you can be a better coalition builder and how you might partner on a panel build with Crossroads.

Habitat History (Eller Room)

Clive Rainey, Habitat's First Volunteer

Learn about Habitat's history from someone who lived through it. Join Habitat's 1st volunteer as he shares stories, insights and important historical facts from Habitat's founding. Explore key values and tenets that Habitat upheld and how we can continue to honor those today. This class is essential for any new Habitat leader.

ReStore Roundtable (Wabash Ballroom)

Dave Williams, HFH of Cleveland, TN

SESSION THREE 3:55PM – 5:25PM

Credit Repair for Applicants (Greyhound Room)

Kim Connaughton, Family Credit Management

So many Habitat applicants need to work on cleaning up their credit before they can qualify for a Habitat mortgage. Learn more about a new nonprofit partner that can help them work on this prior to application. Find new educational resources and get access to counselors that can help these applicants become credit worthy for our housing program.

Effective Board Meetings (Eller Room)

Beth Folz, HFH of Evansville & Heath Duncan, HFH of Pennyryle Region

For an affiliate of any size, conducting an effective board meeting is crucial to building capacity and moving your organization forward. Learn from your peers about what they do to get the 'biggest bang' out of their board meetings, committees and members. What are some methods to put in place, so your meetings don't last all night and become something everyone dreads, instead of being exciting and fulfilling. Remember, you want to retain your best members, not drive them away!

Wednesday Session Descriptions

SESSION THREE cont. 3:55PM – 5:25PM

Development Roundtable (Wabash Ballroom)

Show-and-tell your best fundraising materials

Got a great fundraising appeal letter and materials? Or maybe a great virtual fundraiser that worked during COVID? Bring these ideas and more to share with your peers. Discover best practices and real world fundraising tips that have worked in other markets.

Understanding the American Rescue Plan Act (Sycamore Room)

Gina Leckron, HFH of Indiana

Millions of dollars are being transferred to states in the American Rescue Plan Act. Some of the funding is directly targeted to stabilizing housing for low to moderate income families. Learn more about what funding is available and how you can influence how it is spent in your communities. Learn specifically, what we know about IN and KY funding opportunities through ARPA.

ReStore Rewind (Carey Business Center)

Dave Williams, HFH of Cleveland, TN

Join Dave Williams from Tennessee and hear how he took a step back to reevaluate his store and how it ended up increasing efficiency and increasing sales.

SESSION FOUR 9:20AM – 10:50AM

Finding Qualified Applicants (Greyhound Room)

Jennifer Brammer & Anna Blackmon, HFH of Greater Indy

What do you do when waiting by the phone for the perfect applicant to come along has failed? Learn from an affiliate on tips and tricks in recruiting qualified applicants. Regardless of your market size, there are tried and true recruiting ideas that can help you find the right families.

Understanding FMLA (Carey Business Center)

Jim Morris, Esq., Morris & Morris, PSC

Learn from our HR experts about how to navigate the complicated FMLA laws. It is safe to say that Habitat was caught with our 'pants' down when the pandemic hit in fully understanding and applying FMLA, but no more. Learn how to properly deal with FMLA issues both in and out of a crisis. Understanding this will help us come out better, stronger and more successful on the other side of the pandemic.

Government Funding Panel (Eller Room)

Curtis Stauffer, KHC, Blaine Barnes, KY USDA Rural Dev., Dawn Grace, FHLB Cincinnati, & Vince Maloney, IN SFH Director

Learn first-hand or get a refresher course on all the programs offered by these two important agencies serving in Kentucky and Indiana as Habitat partners. Learn how the USDA 502,504, 523, Housing Preservation Grant and other funding streams can help you serve more families and build more homes. Through our states' housing finance agencies, what programs do they offer that fit your service area and families that you serve? HOME funds, state funds, single-family, multi-family, transitional, shelter and critical home repairs. How can your affiliate best work with both of these agencies to be successful and thrive? In this workshop you will find those answers!

Wednesday Session Descriptions

SESSION FOUR cont. 9:20AM – 10:50AM

Volunteer Engagement (Sycamore Room)

Tirsh Tobbe, HFH Metro Louisville & David Williams, HFH Cleveland, TN

Let's not lie to ourselves, the Year of COVID was tough, scary, depressing and empty of our beloved volunteers. Yet, more than ever, they were needed and appreciated. Learn from your peers how they carried on the 'good fight' and kept on engaging, reaching out and thanking one of Habitat's most valued resources. As we re-enter after COVID, let's keep our thinking caps on and be innovative and find new ways and options for our volunteers to be engaged with our affiliates, families and donors.

Construction Roundtable (Wabash Ballroom)

SESSION FIVE 11:00AM – 12:30PM

Underwriting in Time of Crisis (Greyhound Room)

Brenda Weaver, eHome & Roderick Hirsch, PNC

Join experts in the field and learn about how they handled the pandemic and continued to underwrite mortgages for low income families. Get answers to questions like how do we evaluate the ups and downs of fluctuating incomes. What about missed rent payments, and should we count rent subsidies as income? In times of crisis, how far back should we go to look at a potential homeowner's income, debt and credit history? This workshop will provide your affiliate the solutions and personal stories to help you continue to get families qualified.

HOME Application Walk-Through (Sycamore Room)

Samantha Spengel, IHCD and Curtis Stauffer, KHC

As a follow up to our 2020 fall training on the HOME program, meet the administrators of the program from both states. Walk through the process with the experts and see how to fill out the application and critical pieces of information you will need to be successful. Weigh the pros and cons of working with the HOME program and test your readiness for taking on this grant.

Medium Affiliate Roundtable (Wabash Ballroom)

For affiliates building 3-9 homes a year

Rural Affiliate Workshop (Eller Room)

Mary Shearer Kentucky HFH & Gina Leckron HFH Indiana

Rural affiliates are faced with big challenges with little to no staff to help. New approaches and partnerships are needed to help keep our rural affiliates alive. Join us as we brainstorm and discuss ways to ease the burdens of rural affiliates and how we can partner together to make sure we keep these affiliates open and vibrant at a time when more housing is needed, not less. Together we can create innovative and practical ways to support one another.

Housing Innovation & Container Homes (Carey Business Center)

Greg Dike, Cave Run HFH

Learn how a small eastern Kentucky affiliate with one full-time staff member meets the needs of their clients in innovative ways they can afford. Learn how Cave Run Area HFH survived the horrific tornadoes of 2012 to evolve into a 4-county affiliate serving a client base earning 25-60% AMI. Learn

what it took to adapt an 8' x 40' shipping container for an extremely low-income veteran into an affordable energy efficient 'vet cabin' and how they have taken simple hollow Amish sheds and converted them into healthy, safe, comfortable, energy efficient and most importantly, affordable homes.

Wednesday Session Descriptions

SESSION SIX 1:30PM – 3:00PM

Small Affiliate Roundtable (Wabash Ballroom)

For affiliates building 2 or fewer homes a year

Crisis Planning (Carey Business Center)

Jim Morris, Esq., Morris & Morris, PSC

Crisis planning is necessary as we learned during the pandemic. Learn how to plan ahead before the next interruption of business happens. Learn from industry experts on how to plan for the unexpected and have policies and procedures in place to make trying times easier on our staff, board and volunteers. Take lessons learned from the pandemic and use those to strengthen your plans moving forward. Be ready when the next crisis happens!

Using DonorSearch for Prospecting (Eller Room)

Little Bird Creative Strategies & Beth Resler, HFH of Indiana

Have you wondered, 'who lives in that big house on the corner in my service area, and how much are they worth?' Well, now both Indiana HFH and KyHFH can help you figure that out with DonorSearch! Get vital information on new and current donors, their giving history, what motivates them to give and how your affiliate can optimize this information. DonorSearch can also assist you in putting together a direct mail campaign, add to your donor list and possibly even target individuals for your BOD's and committees. Come and learn how our state license for DonorSearch can help you build your capacity and reach out to new donors.

Veterans Build & Critical Home Repair (Sycamore Room)

David Gilkeson, Special Operations Transition Foundation

How can your affiliate become a Veteran Build affiliate and take advantage of all this program has to offer? Come and learn from current VB, CHR affiliates and the Kentucky ASO and learn more about how you can access pockets of funding to serve veterans in your service area, while also creating incredible PR, Media and additional funding partners to serve even more veterans and their families. Now is the time to give back to those who have given us so much.

HERS Certification (Greyhound Room)

Heath Duncan, HFH Pennyriple Region, Scott Turner, Hardin County HFH, and Rod Goodman, HFH of Bowling Green/Warren County

With funding through the Kentucky Office of Energy, KyHFH ASO was able to secure funding for five Habitat staff persons to go through the HERS certification process and even purchase their blower door equipment. Come learn from HFH Pennyriple Region, Hardin Co. HFH and HFH of Bowling Green Warren Co. about their experience and how they plan to use this certification, not only to benefit their affiliates, but for our KY Habitat network as well.

EVENT CENTRE MAP

