



Conference Sessions

Thursday, November 1st

Morning Plenary 10:45 A.M. – 12:00 P.M.

You Don't Have to Live Here: Why Housing Messages are Backfiring and 10 Things We Can Do About It

Presentation by Dr. Tiffany Manuel

Vice President of Knowledge, Impact and Strategy, Enterprise Community Partners

There is a general difficulty among the public to see housing as an issue that requires greater attention from policymakers, and people struggle to see the connection between housing, equity, and inclusive communities. To the extent that public support is necessary to enact policies and establish programs that promote equity and inclusion, advocates face an uphill battle. Dr. Manuel will lay out the challenges that advocates face and use new research conducted by the FrameWorks Institute to put forward evidence-based messaging recommendations that can be used to advance a strong affordable housing and community development agenda. Attendees will be equipped with evidence about which messages work (and which don't) as well as to use communications to expand the public discourse on housing issues – ostensibly paving the way for real and lasting systems change.

Meager Meal 12:15 P.M. – 1:15 P.M.

Meager Meal-Room: Alder and Cedar Plenary Room

A simpler, more “meager” conference lunch can save enough money to provide a safe, decent home for a family. The Doubletree Hotel will replace a typical conference lunch with a simpler one of donated soup, bread and water. Your attendance can help support the important work of Habitat across the world and learn more about the title program.

Session One 1:30 P.M. – 2:45 P.M

Nurturing Your Organizational Growth and Development

Led by Jane Page-Steiner, President of JPS Nonprofit Strategies

Creating an organizational culture that encourages thoughtful growth and change can be challenging. Nonprofits that continuously evolve and improve their programs, practices and structures are the most successful. In this session we will discuss strategies for how you can create an organizational culture that nurtures the growth and development of your organization. We will explore the challenges of moving from a few individuals doing most of work to creating ways for everyone to be involved and committed to moving your mission forward. We will discuss organizational structures and practices that will help create shared responsibilities and have a commitment to accountability. We will explore practices that will help you build a board and staff that are engaged, empowered and energized. This will be an interactive session that will include group discussions and questions and answers.

The Roots of Habitat for Humanity

Led by Tommy Prince, Manager-Learning and Org. Development, Habitat for Humanity International

Are you interested in learning how Habitat for Humanity began? Learn about the life and work of Clarence Jordan, his effect on Linda and Millard Fuller, the founding of HFHI, and the start of the U.S. affiliate movement.

Legal Support and Employment Law 101

Led by Christian Donovan, Shareholder, Luper, Neidenthal and Logan

The ever changing regulatory environment can be overwhelming, and it may be hard to find the right answer to a legal question. Come learn more about the partnership with Luper, Neidenthal and Logan and how they are supporting Ohio affiliates in a meaningful way. The firm has prepared a portal of legal document templates with the unconventional work of Habitat in mind, and Christian will provide an overview. He will also explore human relations issues and discuss common mistakes made in loan transactions.

Going Social: Leveraging Social Media for Awareness and Community

Led by Gere Jordan, President, Holony Media

In this session, marketing agency founder and digital media expert Gere Jordan will explore how to maximize the impact social media has on your organization. Topics will include how to target the right audience online, advertising options, managing customer lists, running campaigns, promoting ReStore locations, and more. You will gain insight into the current social media landscape, how consumers are engaging, and the various tools and networks at your disposal. While the online marketing landscape is vast and can often feel overwhelming, this session will aim to break through the noise and leave you with actionable ideas that you can put to use immediately.

On-Site Project Management: Best Practices and Tips

Led by Mike Welch, Manager/Home Builders Blitz, Habitat for Humanity International

Construction staff truly are heroes on a regular basis. Learn some best practices and tips to help you juggle all of your tasks and people! This session will give you some tools to successfully manage volunteers, formalize your daily structure, and communicate more efficiently and effectively with your team. Learn best practices for safety, planning and communication on site.

ReStore Safety and Risk

Led by Mark Little, Dir. of Support and Operational Development-Habitat for Humanity International

There is nothing in a ReStore that should be more important than the safety of our shoppers, donors, volunteers and staff members. This session will unveil brand-new tools for creating and maintaining a safe workplace. Mark will provide practical ways to implement safety measures when you get back to your ReStore.

The U.S. Advocacy Campaign: Policies to Increase Access to Affordable Housing

Led by Audrey Johnston, Associate Director-Government Relations and Advocacy, Habitat for Humanity International

In spring of 2019, Habitat for Humanity will be launching its first ever U.S. advocacy campaign. This campaign will focus on identifying and supporting policy and systems changes to increase access to affordable housing. Specifically, through the campaign Habitat aims to improve affordability by promoting policies at all levels of government that will (1) expand resources for affordable home production; (2) increase inclusive access to credit; (3) enable equitable access to land; and (4) develop communities of opportunity. In this session, you will learn about the U.S. advocacy campaign and how they can get involved. Additionally, this session will include a detailed overview of the four policy focuses of the campaign, including a discussion of real successes at the state and local level.

How to Get Past "No"

Led by Kenneth Oehlers, Executive Director, Habitat for Humanity of Southeast Ohio

The worst word in fundraising.....no. Whether it is to give time, talent, or treasure, the word "no" is a barrier to getting the funding and people you need to serve your community. At this session we will discuss techniques that help eliminate the word "no" from your donors before, during, and after the ask. In addition, we will discuss strategies that will help fundraisers (staff and volunteers) get past the fear of "no". Lastly, we will provide techniques on how to recruit/train volunteers to not fear the word "no".

Session Two 3:15 P.M. – 4:30 P.M

Mortgage Regulations for Affiliate Leaders

Led by Natosha Reid-Rice, Associate General Counsel, Habitat for Humanity International

This session provides Affiliate Leaders (i.e., boards of directors, executive directors) a high-level summary of the federal mortgage regulations and related Habitat mortgage policies (including qualified loan originator requirements) and explains how they impact affiliates' lending practices and sustainability. You will gain an understanding of the role of the Consumer Financial Protection Bureau and how the federal regulations and Habitat mortgage policies impact affiliates' overall mortgage origination and servicing.

Effective Boards Begin with Clear Expectations

Led by Jane Page-Steiner, President of JPS Nonprofit Strategies

A common frustration of board chairs and executive directors is the limited participation of some board members. Why does it seem that a just a few people do all the work? Why is there not better attendance at board meetings? Why aren't more of the board members actively serving on committees? When boards underperform, they hinder the success of your organization. In this session, we will explore:

- how you can create clear expectations and a shared understanding of what is expected of board members
- strategies and techniques that you can use to improve your board's engagement and performance
- ways to rev up your board and get them excited about working together

We will also discuss board culture, board recruitment, committees, board education, and board self-assessments. This will be an interactive session that will include group discussions and questions and answers.

Making a Stronger Case for Our Work: Building Public Support for Affordable Housing and Community Development

Led by Dr. Tiffany Manuel, Vice President of Knowledge, Impact and Strategy, Enterprise Community Partners

Over the last 30 years, we've watched the affordable housing and community development sectors grow in sophistication, reach, and scale. The interest in regional planning and cross-sector collaboration in Ohio is growing as well. While much progress has been made, it is disheartening to see how many families across the state still lack a decent, affordable place to live; the extent to which our communities are still racially and economically segregated; and how difficult it continues to be to tap existing policies and programs to drive more equitable outcomes. In this presentation, Dr. Tiffany Manuel will discuss why it has been so difficult to build the public will to advance an equity agenda, how we can advance our work, and she will also share a new publicly available resource—Opportunity 360—that will help us begin to do so.

Funding for your Habitat Home...New Builds and Repairs

Led by Gerald Arnott, Housing Program Director, USDA-Rural Development

By using the USDA Rural Development Homeownership and Home Repair programs, you can serve the needs of more families. These low-interest loan and grant programs assist low-income buyers finance a home and homeowners to complete needed repairs. Learn how to work with your local USDA Rural Development office to build and repair more homes. These programs are working for Habitat affiliates in rural areas of Ohio.

Construction Roundtable...Share your House Plans and Much More

Led by Mike Welch, Manager/Home Builders Blitz, Habitat for Humanity International

Come join this roundtable discussion as construction leaders share house plans and best practices on how to build Habitat homes. Attendees are encouraged to bring their house plans and questions to make the most of this time together. Networking goes a long way, and this time will be used to make new connections and friends.

In-Store Promotions (a facilitated discussion)

Led by Mark Little, Dir. of Support and Operational Development-Habitat for Humanity International

Are you looking for new ways to promote both the ReStore and Habitat's mission within your store? In this class, we will shine a spotlight on a few of the ReStores in your region who utilize the interior of their ReStores to highlight Habitat's great work and to connect our customers to the mission.

Aging in Place

Led by Carol Gregory, Organizational Development Consultant/Aging in Place, Habitat for Humanity International

Recent studies have shown that most people prefer to stay in their home as they age. Comfort, stability and familiarity are very important to aging homeowners. This session will familiarize attendees with the changing demographics in the United States and the need to support aging individuals. Attendees will learn how to add Aging in Place strategies to their repair and home construction programs.

Generational Trends in Philanthropic Giving

Led by Elizabeth Bauder, Senior Specialist-Resource Development Expertise Hub, Habitat for Humanity International

By understanding generational characteristics and their impact on charitable giving, your affiliate can develop targeted messages and strategies to engage all generations in philanthropic support of Habitat's mission. This session will review key characteristics for each generation, highlight key findings from the latest GivingUSA Report and explore trends for two of those groups: Generation X (the forgotten middle child) and Millennials (the impact generation).

Friday, November 2nd

Morning Plenary 8:00 A.M. – 10:00 A.M

Building an Inclusive Culture and Thought Leadership Strategy with Minimal Resources

Led by Jay Wilkinson, Founder and CEO, Firespring

Is your nonprofit's culture determined by default or design? Join lifelong entrepreneur Jay Wilkinson, founder of Firespring, to discover how to purposefully create a nonprofit culture and thought leadership strategy that reflect values like diversity, equity and inclusion with minimal resources. By taking simple, actionable steps to improve culture, nonprofits of any size can develop great leaders and position themselves to attract and retain the right kind of talent and strengthen their donor base with like-minded, loyal supporters.

Jay has been passionate about crafting his own company's culture for decades, and now spends time helping nonprofits do the same. In this presentation, he'll share how a nonprofit can create a culture based on its core values and, in turn, exemplify them through its website and other communications.

- Discover 3 steps to creating a healthy nonprofit culture
- Learn how to identify your organization's core values
- Self-assess your nonprofit's culture
- Apply lessons from 5 revealing stats that will improve team engagement
- Learn from real-world examples of engaging nonprofit cultures
- The keys to becoming a thought leader in your community

Session Three 10:15 A.M. – 11:30 A.M

Resolving Conflict

Led by Tommy Prince, Manager-Global Learning and Org. Development, Habitat for Humanity International

The session is for anyone who wishes to improve or enhance their conflict resolution skills in both their personal and professional lives. Conflict is a natural occurrence in life and particularly in an environment like Habitat where commitment to a cause is high. Practicing some simple conflict management skills can help participants improve their working relationships and increase their effectiveness and job satisfaction. This session will highlight the causes and dynamics of conflict, describe five options for responding, and help attendees prepare to respond in a confident way.

3 Critical Step to Serving and Engaging Veterans in Your Community

Led by Michael DeLaRosa, Veteran Engagement Specialist-Veterans Build, Habitat for Humanity International

Come learn firsthand how to bridge the gap with military and veterans in your community. Michael will share simple action items to engage veterans as volunteers, homeowners, and partners in your community. He will also share best practices on how to cultivate long-term relationships that will help serve more families and integrate veterans into their local communities.

Best Practices for Homebuyer Selection: From Approval to Closing

Led by Lisa Jones, Director of Homeowner Services, Habitat for Humanity-MidOhio, Jessica Morrison, Family Programs Manager, Greater Cleveland Habitat for Humanity and Helen Spieler, Homeowners Services Manager, Habitat for Humanity of Greater Cincinnati

Homebuyer selection is a critical component to the operations of a Habitat for Humanity affiliate. This session will cover three important sections:

- Underwriting families for application/approval
- Partnering with families
- Underwriting at closing time

The session will provide an opportunity for affiliates to share their process for homebuyer selection and collectively develop best practices to better serve Habitat families.

Online Tools that Help Nonprofits Learn, Listen and Engage

Led by Jay Wilkinson, Founder and CEO, Firespring

Every day you learn about a new mobile app or piece of software that will “change your life.” There’s so much coming at you, it sometimes feels like you’re drinking through a fire hose. In this session, we will help you make technology your friend. In his most revealing session, Jay takes you behind the curtain to show, in real-time, which tools he uses to manage his online presence and why. You’ll learn:

- Which social media platforms you should care about
- 5 online tools that will help you master your online world
- Listening tools
- Engagement tools
- How to master your online presence in less than 15 minutes per day

Air Sealing, Insulation and Maintaining an ENERGY STAR Home

Led by Ryan Foshee, Deputy Program Manager, ICF, and Ross Igoe, Account Manager, ICF

An affordable mortgage is only part of the equation to making homeownership sustainable for families. Our experts will discuss best practices and lessons learned in the field on the topics of air sealing and insulation to make home energy efficient. Finally, good maintenance helps keep the energy savings rolling for years to come, and best practices will be shared during this session. Attendees will also learn more about utility rebates available through the EfficiencyCrafted Homes Program.

Ohio ReStore Council Annual Meeting

Led by Ohio ReStore Council

The Ohio ReStore Council, formed in 2010, provides an effective forum to communicate and network with ReStores in Ohio. Membership on the council is open to any ReStore in Ohio, and the annual meeting is open to the public. Election of officers will take place at this meeting.

The Keys to Fair Housing

Led Melanie Shapiro, Director of Compliance and Training, Ohio Capital Corporation for Housing

Your goal is to give clients the keys to their new house! But before we get there, let's give each of you the keys to fair housing. We will covers the basics – the who, what, when, where and why of fair housing. We will break these down so that you will understand who must comply with fair housing and who is protected by fair housing law. We'll discuss what you can and cannot say and do. We'll look at special accommodations required for people with disabilities. Lastly, we'll also cover what happens if a fair housing complaint is lodged.

Creating a Fund Development Plan

Led by Elizabeth Bauder, Senior Specialist-Resource Development Expertise Hub, Habitat for Humanity International

Would you set out on a road trip without a map or GPS? Probably not. Then why do so many of us move forward with our fundraising efforts without a map or clear direction? A solid fundraising plan serves as a roadmap and shows organizations where and how to allocate resources – both time and money. This session will cover steps to develop your plan and assess fundraising activities to get the biggest bank for your buck. You do not want to miss this session as it will provide the essential elements of any fundraising plan.

Session Four 11:45 A.M. – 1:00 P.M.

Sustainable Home Repair: Financial Approval and Payback Schedule

Led by Lydia Prenger, Home Repair Coordinator, Habitat for Humanity-MidOhio

Join us to take a look at our process for using small loans to create a sustainable model for your affiliate's home repair program. We will go over financial approval, the sliding scale to determine payback, and practices for when to secure a loan. Example documents from HFH-MidOhio will be available to get a better picture of what an operating home repair program looks like.

House2Home Education Series: Equipping Families with Knowledge and Tools to Thrive

Led by Courtney Brown, Ministry Operations Director, Habitat for Humanity East Central Ohio

Homebuyer education ensures that each family starts their journey with the basic tools to be successful in their new home. Structured in an eleven week, volunteer-facilitated series, HFHECO partner families participate in financial literacy classes, hands-on home maintenance training, relevant personal development sessions and other significant classes as a mandatory requirement to purchase a home through the program. During this session, our presenters will discuss the philosophy behind the empowerment of each homeowner through education and how it improves families, communities and your Habitat affiliate.

Tell your Story Through the Media

Led by Amanda Ensinger, Senior Associate, Inspire PR Group

Whether you are looking to raise critical funding, recruit volunteers, raise awareness about a new build or just tell your affiliate's story, strong media relations is a must. The power of the media to garner awareness is unlike any other and holds more weight than any paid advertisement. From TV coverage to radio mentions to traditional print placements to mentions for bloggers and influencers, the media landscape is constantly changing and requires different tactics to achieve your objectives. Learn how to build relationships with the media, pitch the media, coordinate media during events and fully leverage the power of media relations.

Best Ever Volunteer Program Strategies

Led by Jen Kephart and Heather Cockram, Habitat for Humanity of Greater Cincinnati

During this roundtable discussion, attendees will receive volunteer management best practice resources and case studies. Attendees will be encouraged to share their volunteer recruitment, retention, and recognition success stories in an open forum. We'll close the roundtable discussion with developing draft action plans that will help us continuously improve volunteer recruitment, retention, and recognition practices in meaningful ways.

Secrets to Success with Fundraising

Moderated by Kenneth Oehlers, Executive Director, Habitat for Humanity of Southeast Ohio

Panelists include Erin McPartland, Maumee Valley Habitat for Humanity, Wendy McCormick, Habitat for Humanity of Findlay/Hancock County and Jami Keller, Habitat for Humanity-MidOhio

From large affiliates to small, come discover different and innovative fundraising strategies that you can start tomorrow. Affiliate staff will share their fundraising experience with prospecting, faith engagement, events, corporate sponsorships, and much more! Please feel free to bring your fundraising questions for an engaging Q&A session at the end.

Building upon your Success: The 2018 Ohio Residential Code and ENERGY STAR

Led by Terry Smith, Senior Technical Consultant, AEP Ohio EfficiencyCrafted Homes, and Zac Writesel, Program Manager, AEP Ohio EfficiencyCrafted Homes

Ohio will soon adopt the 2018 residential building code...is your affiliate ready? This course will demonstrate the critical concepts of the 2018 International Energy Conservation Code for residential buildings. These concepts provide a basis for the correct use of the code in the design, plan review, inspection, and analysis of residential building projects. The session will also include an overview of ENERGY STAR v3.0/v3.1 requirements, including the HVAC Design Report, Rater Design Review Checklist and Rater Field Checklist, and will conclude with time for questions and answers.

Continuous Improvement: Tools to Improve Affiliate/ReStore Operations

Led by Phil Washburn, Program Director, Habitat for Humanity-MidOhio

We all want to be good stewards of the resources we have as affiliates. But improvements can be hard to do with all of our other responsibilities. This session will discuss how one affiliate has used Continuous Improvement principles derived from Lean and Six Sigma process improvement to improve ReStore and affiliate operations. These tools focus on getting to the root problems and finding sustainable solutions through a standard, repeatable process. After attending this session you will have a basic understanding of the core principles and examples of how one affiliate has used them for improvement.

Michigan Fund: A Solution to Mortgage Origination and Servicing

Led by Dan Lynch, President and CEO, Habitat for Humanity Michigan Fund

Now operating in Ohio, HFHMF is a fully licensed Lender Servicer created to provide mortgage services to Habitat for Humanity Affiliates. We currently work with over 100 HFH Affiliates and service over 5000 HFH Loans. This presentation will detail the high touch approach "The Fund" has perfected for guiding Habitat partner families through the complicated and confusing world of homeownership. Come learn more about our mortgage origination, loan servicing and delinquent management processes and find out how we can free up your time so you and your staff can concentrate on the mission.