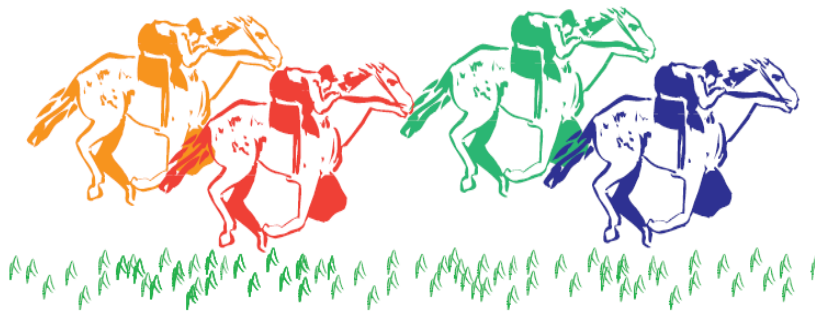


2021 SERC-NAHRO Annual Conference



Staying Ahead In Affordable Housing

June 13-15, 2021

Louisville Marriott Downtown

Schedule of Events

From The President

Sunday, June 13

1:00 - 6:00 p.m.
Registration

3:00 p.m. - 5:00 p.m.
Opening Session

5:30 - 6:30 p.m.
Welcome Reception
Dinner (on your own)

Monday, June 14

7:30 a.m. - 3:00 p.m.
Registration

8:00 - 9:00 a.m.
Continental Breakfast

9:00 - 11:30 a.m.
Concurrent Sessions

10:15 - 10:30 a.m.
Morning Break

11:30 - 1:30 p.m.
Lunch & Business Meeting

1:30 - 4:30 p.m.
Concurrent Sessions

3:00 - 3:15 p.m.
Afternoon Break

6:00 - 7:00 p.m.
Reception
Dinner (on your own)

Tuesday, June 15

8:30 - 11:00 a.m.
Registration

8:00 - 9:00 a.m.
Continental Breakfast

9:00 - 11:30 a.m. Concurrent
Sessions

10:15 - 10:30 a.m.
Morning Break

11:30 - 1:30 p.m.
Legislative Luncheon

1:30 - 4:30 p.m.
Concurrent Sessions

3:00 - 3:15 p.m.
Afternoon Break

6:30 - 9:30 p.m.
Award Ceremony & Dinner

Wednesday, June 16

Have a Safe Trip Home
(No sessions)



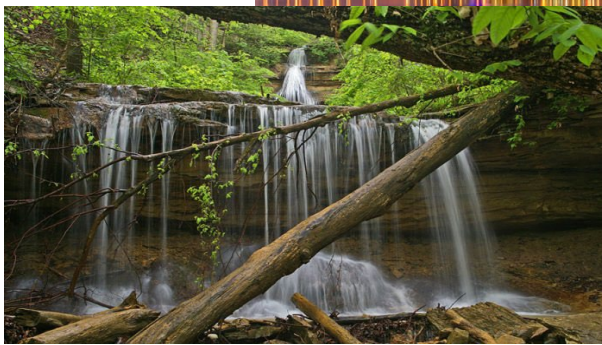
Greetings SERC colleagues...

Greetings SERC colleagues. As we continue to receive vaccines and venues continue to open, I would like to take this opportunity to invite the SERC-NAHRO Membership to join us in Louisville, KY for the Annual Conference, June 13-15, 2021. This will be the first in person meeting since the Executive Committee meeting in Muscle Shoals, AL, March 2020. The hotel is required to follow CDC protocols, so to ensure proper distancing, we are limited to 350 attendees. The limit will be increased if conditions warrant an increase in attendance. I encourage you to register early. Conference updates will be posted to SERC-NAHRO's website.

"Staying Ahead In Affordable Housing" is the theme chosen by the Annual Conference Committee to guide us as we continue to navigate in these challenging times. I thank you for being resilient Housers and taking advantage of this opportunity to enhance your skills and reacquaint with your peers as we focus our energy to emerge from the obstacles thrown upon us this past year.

Looking forward to seeing you in Louisville!

A handwritten signature in blue ink that reads "Mark Taylor".



LOUISVILLE



Workshop Title: Crisis Management & Rebuilding Public Trust in January of 2019, Columbia Housing, SC suddenly experienced an immediate erosion of public trust after the tragic loss of two of its residents due to carbon monoxide poisoning. The public housing community in Columbia, SC made national news and set off alarms throughout PH circles around the country. What followed was borage of bad press; and publicly voiced concerns and questions about the safety and security of CHA's 16,000+ resident-populations. New Board Members had to be appointed to the Board of Commissioners and hired new leadership. Restoring public trust, transforming an 85-year-old agency was no small undertaking, while also facing insurmountable challenges of a global pandemic. In response to the public's concerns, a 12-month plan with four principles incorporated in transforming the culture of Columbia Housing. The principles include: 1) putting residents first, 2) increasing organizational efficiency, 3) creating a climate of transparency and account-ability, and 4) rebuilding public trust. CHA invites you to attend this very informative workshop on strategies and best practices for managing crisis and maintaining public trust. *Presented by Ivory Mathews and Cynthia Hardy.*

Leveraging Innovative Technology for Your Agency and for Resident Engagement. Learn best practices for effective communication, as well as, how to build and maintain a positive public image. Learn about social media and the platforms that suit your agency. Explore Section 508 for website accessibility and far more. Presented by Brooks Jeffrey Marketing

The E & A Team will present Section 504 and Fair Housing Accessibility HOT TOPICS. When, Where and Why They Apply. Where do Fair Housing & ADA Overlap? When does Fair Housing not apply? Destroy the Myths of Accessibility. Maintenance mistakes and so much more.



Pryor Learning of Fred Pryor Seminars will present Why Diversity Matters and How to Recognize and Overcome Unconscious Bias, along with Understanding and Developing Cultural Diversity. Do you know how to not offend, as well as being aware of cultural differences?

Nan McKay will have accelerated training for Housing Choice Voucher

Section 8 Occupancy. From Voucher Issuance and assistance with terminations. How subsidy standards affect voucher size, the leasing process, rent evaluation, terminations and hearings, knowledge of portability.

Commissioners and Directors will enjoy having Lee Hill and Torri Armstrong of Baker Donelson in Jackson, Mississippi. Presenting the PHA Toolbox, which will provide a survey of state and federal laws governing a Public Housing Authority's operation as well as an overview of PHA development opportunities, including Mixed Finance Development, RAD, Tax Exempt Bonds, and more.



**ALL CLASSES
WILL
BE FOR 1 (ONE)
DAY
ONLY SO YOU
MAY ATTEND 2
DIFFERENT
CLASSES**





Louisville Marriott Downtown

Located in the heart of Bourbon City, Louisville Marriott Downtown provides sophisticated amenities and a connection via skywalk to Kentucky International Convention Center. While staying at our Urban Bourbon Trail hotel, find an authentic experience at Louisville's distilleries and hip cocktail scenes. Take a short walk to 4th Street Live! Entertainment District or to the Louisville Slugger Museum. A short drive away you'll find Churchill Down, home of the Kentucky Derby.

Rates are: \$186.00 + taxes and fees/night. Self Parking is \$19.00/day
Reservations can be made at: <https://book.passkey.com/e/50177448>
or by calling: (502)527-5045