

SERC-NAHRO ANNUAL CONFERENCE

*Staying Ahead
in Affordable Housing*

JUNE 13-16, 2021



Vision:

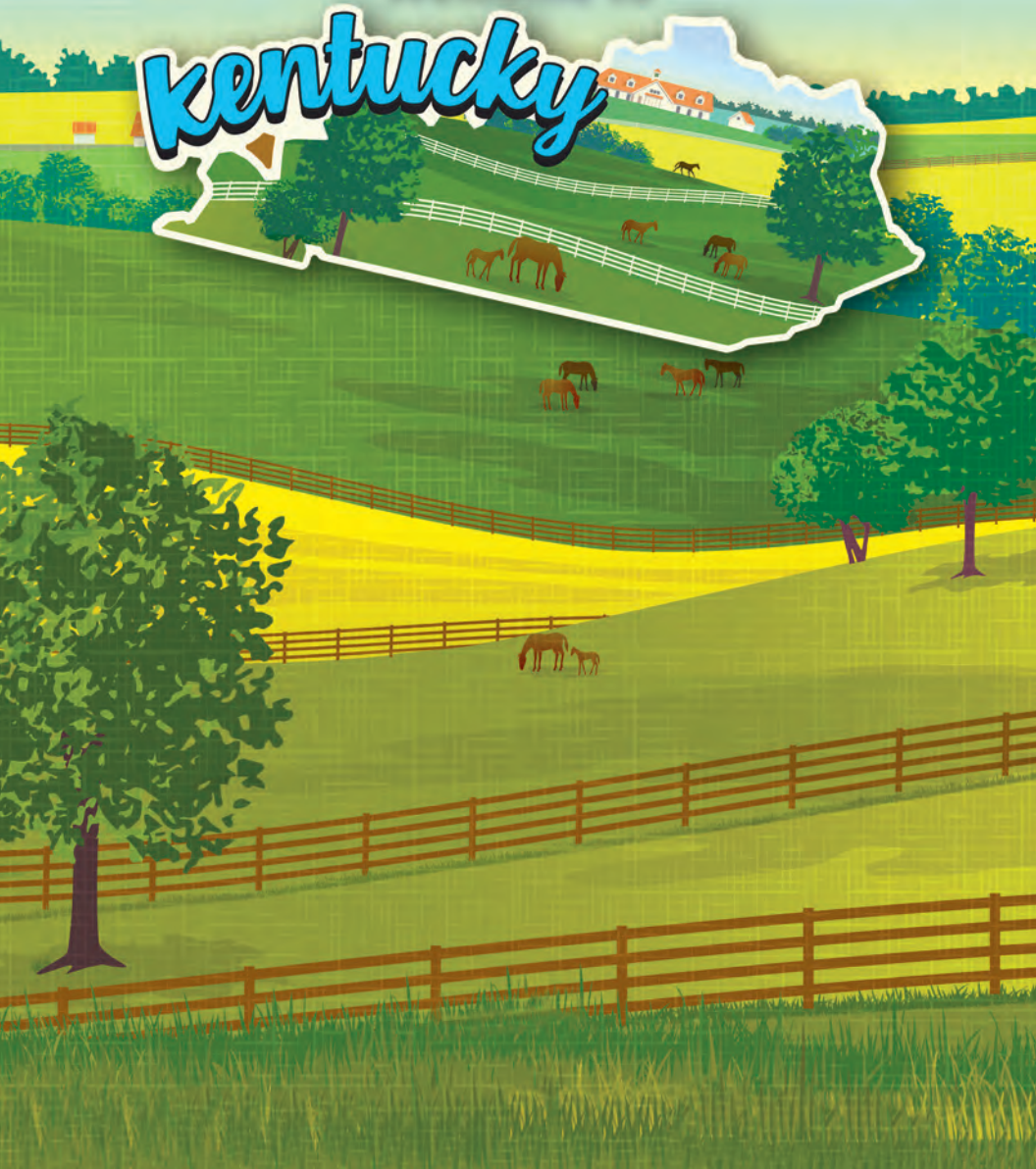
The vision of SERC-NAHRO is to empower local housing and community development agencies to build and expand their capacity to provide safe, affordable housing and increased quality of life in the communities they serve.

Mission:

The mission of SERC-NAHRO is to provide quality education and training, information, networking opportunities and advocacy for its members.

Welcome to

kentucky





Message from the President

On behalf of the Executive Committee, I would like to welcome you to SERC-NAHRO's 2021 Annual Conference here in Louisville, KY (pronounced "Louie, not Lewis"). Locals refer to their home city as "loo-ee-ville," and you will immediately out yourself as a tourist if you pronounce it any other way. Louisville is home to the biggest baseball bat in the world. At the Slugger Museum in Louisville, you can see a 120-foot tall and 68,000-pound baseball bat made of steel as you walk in that is designed to be an exact scale replica—albeit significantly enlarged—of the bat used by Babe Ruth.

During times of uncertainty with changes and directions happening daily, the Annual Conference Committee has planned this event while adhering to CDC and hotel guidelines to ensure we receive quality training and guidance while keeping everyone safe. Like you, I look forward to reconnecting with my peers in person for the first time since 2019. I am sure we all have many stories to share as we move forward through this pandemic and continue to better our respective housing authorities for the people we serve.

Thank you for attending and thank you for the service you provide every day. I look forward to visiting with you. Enjoy the conference.

*Mark Taylor
SERC-NAHRO President*

Executive Committee

Mark Taylor, President
Charleston-Kanawha, WV Housing Authority

James Cox, Vice-President of CR&D
Greensboro, NC Housing Authority

Shaundra Clark, Senior Vice-President
Tifton, GA Housing Authority

Shauna Boom, Vice-President of Member Services
Owensboro, KY Housing Authority

Anthony Goodson, Jr., Secretary
Goldsboro, NC Housing Authority

Johnny Johnson, Vice-President of Commissioners
Mississippi Regional Housing Authority, Region IV, MS

Michael Wong, Treasurer
Harrisonburg, VA Redevelopment & Housing Authority

Sean Gilbert, First Past President
Morristown, TN Housing Authority

Cindy Harrington, Vice-President of Housing
Bluefield, WV Housing Authority

Ailrick Young, Second Past President
Laurel, MS Housing Authority

Jan Piersol, Vice-President of Professional Development
Newberry, SC Housing Authority

Thomas Rowe, Third Past President
Murfreesboro, TN Housing Authority

State Representatives

Alabama
Beverly Barber
Opp Housing Authority

Kentucky
Steven Parker
Dawson Springs Housing Authority

Tennessee
Paul Dellinger
Cleveland Housing Authority

Florida
Anthony Woods
Palatka Housing Authority

Mississippi
Brian Powers
Mississippi Regional IV Housing Authority

Virginia
Philip Page, Jr.
Portsmouth Redevelopment & Housing Authority

Georgia
Brandie Garner
Marietta Housing Authority

North Carolina
Michael Dineen
Lenior Housing Authority

West Virginia
Pauline Sturgill
Williamson Housing Authority

South Carolina
Robbie Littlejohn
Union Housing Authority

SERC-NAHRO LIFE MEMBERS

*Gerald Gimre, formerly of Nashville, TN
*Orelle L. Ledbetter, Memphis, TN
*Frederick A. Fay, Richmond, VA
*Harold M. Booth, Jr. Louisville, KY
*Jack D. Leeth, Louisville, KY
*John E. Acuff, Jr. Nashville, TN
*M.B. Satterfield, Atlanta, GA
Jack H. Shiver, Hampton, VA
*James Haley, Winston-Salem, NC
*Lawrence M. Cox, Suffolk, VA
*Dorothy Forbes, Wilmington, NC
*Franklyn Lambert, Columbus, GA

*A.E.(Gene) Arrington, Charlottesville, VA
*Ray Wheeling, Charlotte, NC
*Arthur Meginley, Chesapeake, VA
*Karl T. Tyree, Jr., Florence, AL
*Virginia West, Sylacaugua, AL
Marvin W. Lee, Sr., Norfolk, VA
*Madden Reid, Augusta, GA
*Betty Smith, Knoxville, TN
*John Van Ness, Louisville, KY
*A.W. (Gus) Kuhn, Bessemer, AL
David Smotherman, Decatur, GA
Herbert McBride, Roanoke, VA

*William Andrews, Winston-Salem, NC
Dean S. Robinson, Clearwater, FL
*Robert Haneline, Nashville, TN
Elaine Ostrowski, Greensboro, NC
William L Hawkins, Jr., Newport News, VA
David Jones, Jr., Asheville, NC
Dan Tiller, Knoxville, TN
Frank Lofurno, Hampton, VA
John Nolen, Alexander City, AL
Paul Pierce, Decatur, GA
*Mary Davis, Picayune, MS
David Baldwin, Bristol, VA

* Deceased

State Presidents

Alabama

Beverly Barber
Opp Housing Authority

Florida

Anthony Woods
Palatka Housing Authority

Georgia

Brandie Garner
Marietta Housing Authority

Kentucky

Steven Parker
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Mississippi

Ben Washington
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Housing Authority

West Virginia

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Williamson Housing Authority

SERC-NAHO PAST PRESIDENTS

*Ray O. Edwards	1940-41	Jacksonville, FL	Virginia S. West	1970-71	Sylacauga, AL
*W. H. Stillwell	1942-43	Savannah, GA	Jack H. Shiver	1971-72	Norfolk, VA
*Joseph A. Flowers	1943-44	Memphis, TN	*James K. Haley	1972-73	Winston-Salem, NC
*Brown Nicholson	1944-45	Columbus, GA	*Russell R. Lawson	1973-73	Louisville, KY
*Thomas A. Dyer	1945-46	Tampa, FL	Ralph W. Carey	1973-75	Miami, FL
*H. R. Emory	1946-47	Wilmington, NC	Marvin W. Lee	1975-76	Norfolk, VA
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*Hudson Malone	1949-49	Albany, GA	James E. Kerr	1978-79	Durham, NC
*W. M. Simmons	1949-50	Memphis, TN	*Mary E. Davis	1979-81	Picayune, MS
*W. B. Mills, Jr.	1950-51	Gladson, AL	David L. Smotherman	1981-83	Decatur, GA
*N. H. Dosker	1951-52	Louisville, KY	John Van Ness	1983-85	Jefferson Co., KY
*R. K. Creighton	1952-53	Chattanooga, TN	*A. E. (Gene) Arrington	1985-87	Charlottesville, VA
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*Gerald Gimre	1959-60	Nashville, TN	Zelma D. Boggess	1999-01	Charlestowne, WV
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*Haley Sofge	1961-62	Miami, FL	Daniel W. Tiller	2003-05	Knoxville, TN
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*Karl I. Tyree	1964-65	Florence, AL	John Nolen	2009-11	Alexander City, AL
*B. J. Marshall	1965-66	Wilmington, NC	L. Thomas Rowe	2011-13	Murfreesboro, TN
*Harold M. Booth	1966-67	Louisville, KY	Ailrick Young	2013-15	Laurel, MS
*Franklyn Lambert	1967-68	Columbus, GA	David Baldwin	2015-17	Bristol, VA
*Jack D. Leeth	1968-69	Louisville, KY	Sean Gilbert	2017-19	Knoxville, TN
*John E. Acuff, Jr.	1969-70	Nashville, TN			

*Deceased

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Candice Drake, Dawson, GA

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Connie Howard, Ft. Mill, SC

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Angie Strickland, Brunswick, GA
Mike Rabun, Augusta, GA

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Johnny Johnson, Region IV, MS

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Angela Childers, Beaufort, SC

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Charles Harrington, Marion, VA

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Sabrina Woodard, Portland, TN

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Jeff Knight Charleston/Kanawha, WV

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Carrie Epting	Newberry, SC
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Shaunte Evans	Spartanburg, SC
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Lisa Porter	Bristol, VA
Strategic Planning	
Joyce Floyd	Sparta, TN
Youth Leadership	
Abraham Williams	Bowling Green, KY
Tom Wachs	Eufaula, AL

General Conference Information

Conference Registration

Sunday, June 13	1:00 p.m. – 6:00 p.m.
Monday, June 14	7:30 a.m. – 3:00 p.m.
Tuesday, June 15	8:30 a.m. – 11:00 a.m.

Ticket Sales

Welcome Reception	Sunday, June 13	\$75
Lunch & Business Meeting	Monday, June 14	\$60
President's Reception	Monday, June 14	\$75
Legislative Luncheon	Tuesday, June 15	\$60
Awards Ceremony/Dinner	Tuesday, June 15	\$125

Admission to Conference Events

For our commitment to your health, safety, and well-being the following practices and procedures will be utilized for all events.

Masks must be worn in hotel common areas and in meeting spaces.

Please practice social distancing and stay 6' away from each other.

We encourage you to limit to no more than 4 guests at a time in elevators.

Badges have been provided for all delegates and should be worn at all times.

Tickets are required for all special events and must be presented to the ushers.

First Time Attendees

A "First Time Attendee" ribbon will identify housing professionals attending their first SERC Conference. Please take a moment to introduce yourself and make them feel welcome.

Meeting Etiquette

Please turn off all cell phones and other electronic devices that may cause a distraction to speakers and to other conference attendees. Your cooperation and courtesy are appreciated.



SERC SCHOLARSHIP

Please stop by the Scholarship booth on the second floor for more information on the SERC-NAHRO hat contest.

HOUSING AMERICA "WHAT HOME MEANS TO ME" POSTER CONTEST

Stop by and view posters of children from the SERC region that depict what having a stable home means to them.

Atrium to Marriott Ballroom

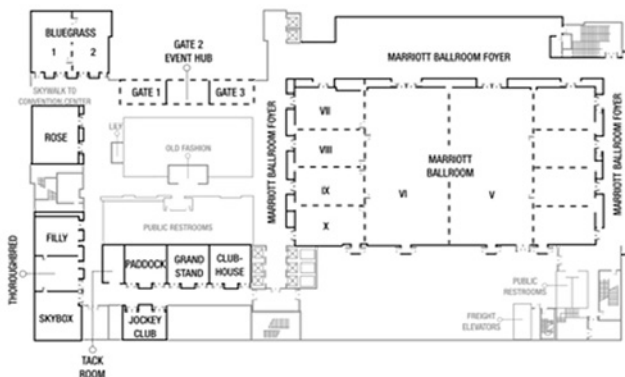
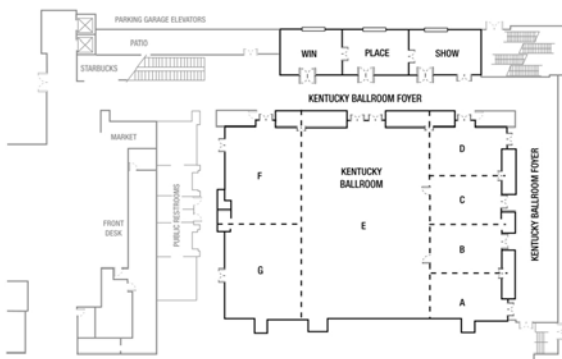


Louisville Marriott Downtown
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SECOND LEVEL

GROUND LEVEL



2021 SERC-NAHRO Annual Conference



Sunday, June 13

Opening Session

3:00 p.m.
Marriott Ballroom

Opening Ceremony

Gerald Board

Opening Session Chair
Lyon Co., KY

Parade of Flags

SERC State Presidents/Representatives

Presentation of Colors

Harry Howe, Marion VA
Ailrick Young, Laurel, MS
John Bounds, Oxford, MS
Mike Sweet, Chickasaw, AL
Donna Gabel, Alexander City, AL
Shauna Boom, Owensboro, KY

Pledge of Allegiance

Johnny Johnson, Region IV, MS

National Anthem

Valerie Sneed, Tifton, GA

Invocation

Johnny Johnson
Regional HA, Region IV, MS

Welcome from KHA

Steven Parker, President
Dawson Springs, KY

Welcome from SERC

Mark Taylor, SERC President
Charleston, WV

Welcome from Kentucky

Governor Andy Beshear (Invited)

Presentation of Resolutions

Shaunté Evans
Resolution Chair
Spartanburg, SC

Presentation of Distinguished Awards

Mark Taylor

Special Presentation: "We Salute"

Gerald Board

Music "God Bless America"

Christy Knight, Charleston, WV

Conference Information

Shannon Biggs
Annual Conference Co-Chair
Columbia, KY



"WELCOME" RECEPTION

5:30 p.m. – 6:30 p.m.
Marriott Ballroom Atrium

DINNER

(on your own)

Monday, June 14

CONFERENCE REGISTRATION

7:30 a.m. – 3:00 p.m.
Atrium on Second Floor

CONTINENTAL BREAKFAST

8:00 a.m. – 9:00 a.m.
Foyer to Marriott Ballroom

MORNING BREAK

10:15 a.m. – 10:30 a.m.
Foyer to Marriott Ballroom

LUNCH/BUSINESS MEETING

11:30 a.m. – 1:30 p.m.
Marriott Ballroom

AFTERNOON BREAK

3:00 p.m. – 3:15 p.m.
Foyer to Marriott Ballroom

COMMISSIONERS' RECEPTION

5:00 p.m.
Foyer to Kentucky Ballroom
(Invitation ONLY)

PRESIDENT'S RECEPTION

6:00 p.m. – 7:00 p.m.
Foyer to Marriott Ballroom

DINNER

(on your own)



Monday, June 14

9:00 A.M. – 4:30 P.M.

CONCURRENT SESSIONS

9:00 A.M. – 4:30 P.M.
Kentucky Ballroom F

Crisis Management & Rebuilding Public Trust

Presenters: Ivory N. Mathews, Columbia Housing Authority, CEO
Cynthia Hardy, Columbia Housing Authority, SVP of Communications
Yvonda Bean, Columbia Housing Authority, COO
Moderator: Shaundra Clark, Tifton, GA

In January of 2019, Columbia Housing suddenly experienced an immediate erosion of public trust after the tragic loss of two of its residents due to carbon monoxide poisoning. The tragedy at the Allen Benedict public housing community in Columbia, South Carolina made national news and set off alarm bells throughout public housing circles around the country. What followed was barrage of bad press and publicly voiced concerns and questions about the safety and security of Columbia Housing's 16,000+ resident-populations. By March of 2019, several new members had been appointed to the Board of Commissioners, and six months later in July 2019, the new Board hired new leadership. Restoring public trust was paramount. Transforming an 85-year old public housing agency was no small undertaking, not the least during a year when it would face insurmountable challenges of a global pandemic. In responding to the public's concerns, the new leadership team immediately laid out 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 accountability, and 4) rebuilding public trust. Columbia Housing invites you to attend this very informative workshop on strategies and best practices for managing crisis and maintaining public trust.

9:00 A.M. – 4:30 P.M.
Kentucky Ballroom E

PHA 101 – Development Toolbox for Commissioners and Directors

Presenters: Torri Armstrong, Associate, Baker Donelson, Bearman, Caldwell, & Berkowitz, PC
Lee Hill, Shareholder, Baker Donelson, Bearman, Caldwell, & Berkowitz, PC, Jackson, MS
Moderator: Angela Childers, Beaufort, SC



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

9:00 A.M. – 4:30 P.M.
Kentucky Ballroom G

How to Manage Diversity in the Workplace and Why It Matters

Presenter: Carolyn McCall, Workforce Training Solutions, Pryor Learning
Moderator: Sharita Oates, Goldsboro, NC

We are all impacted by unconscious bias. Everyone has their own learned stereotypes that are often automatic and unintentional, yet deeply engrained within our beliefs. You will learn how these biases are formed, strategies to become more aware, techniques to overcome unconscious bias, how unconscious biases can lead to discrimination, and tips to examine biases and to reduce and eliminate these biases. In this session, we will define diversity, learn listening skills, discover how to maintain a safe workplace, and establish a plan of action to identify barriers to diversity and reframing unconscious biases.

9:00 A.M. – 4:30 P.M.
Kentucky Ballroom D

Section 504 and Fair Housing Hot Topics

Presenter: Mark English, President, E & A Team, Inc.
Moderator: Charlie Harrington, Marion, VA

This session will explain Section 504 and the Fair Housing Act as they apply to accessibility in Multifamily Housing, how they overlap and how they differ. It will also discuss recent Department of Justice actions and settlements, common mistakes, the new safe harbors, and the best ways to stay in compliance.

9:00 A.M. – 4:30 P.M.
Kentucky Ballroom C

Housing Choice Voucher/Section 8

Presenter: Derek Antoine, Senior Trainer, Nelrod
Moderator: LaQuenta Lowe, Beckley, WV

Hear the latest updates for the Housing Choice Voucher program, new guidance and changes, including proposed. HOTMA regulations and CARES Act waivers and provisions will be covered. Strategies for cost savings and reduction of administrative burdens through remote activities such as Remote Video Inspections (RVI), remote hearings and briefings will be analyzed. Additionally, attendees will be provided updates on FY 2021 funding provisions, VMS reporting, shared housing and rent reasonableness.



9:00 A.M. – 4:30 P.M.
Kentucky Ballroom B

Innovative Technology Resident Engagement: Web, Marketing & PR

Presenters: Katie Bibbee, Account Executive, Brooks Jeffrey Marketing
Jodie Elizabeth Jeffrey, Senior Account Rep & Vice President, Brooks Jeffrey Marketing

Moderator: Elizabeth Garriss, Ft. Mill, SC

When you reach your community and build a rapport, communication and collaboration flows. Learn best practices for effective communication, as well as, how to build and maintain a positive public image. Digital resources ensure the information your residents need is clear, compelling, and accessible. Start with an interactive Housing Authority website, designed with online interactivity and consistency in mind, as a basis of resident engagement for your agency. Learn how social media integration with your website encourages cross platform interaction and reduces staff time. Social media seems overwhelming at times, but it doesn't have to be! Learn which platforms will benefit your agency and how tools like Hootsuite can help. Move your agency into the digital age with a vibrant social media presence that reaches your residents! Explore the components of a successful press release, and agency brochure. Templates will be provided for your HA to reference! Take a deep dive into website accessibility, Section 504 standards, and the legal challenges related to information access. Explore the reasons behind Section 504 accessibility measures impact the user's experience. Discover how website accessibility scanning tools and individual testing can identify issues with your site's design, programming, and content. During the session, you'll learn best practices for developing accessibility-enhanced website content, including tips and training resources for creating accessible PDF's Microsoft files, and videos. Learn the importance of addressing the constantly evolving accessibility standards and how documenting your efforts can help protect your housing authority.

1:30 P.M. – 4:30 P.M.
Bluegrass 1&2

Legislative Update

Presenter: Tess Hembree, NAHRO Director of Congressional Relations

Moderator: Mike Sweet, Chickasaw, AL

This session will discuss more in-depth legislative issues coming our way

9:00 A.M. – 11:30 A.M.
Bluegrass 1-2

RAD

Presenter: Joyce Floyd, Principal, Project Manager, Recap Advisors

Moderator: Jeff Knight, Charleston, WV

HUD continues to add, refine, and revise the options for Public Housing repositioning strategies. The tool box which includes the Rental



Assistance Demonstration (RAD) option has grown to include various Section 18 demo/disposal options which can be stand alone or blends with a RAD conversion. Added streamlined conversion for agencies with less than 250 units have also been changed and added. This session will hit the highlights for agencies to fully evaluate all their Asset Repositioning Strategies.

Tuesday, June 15

Registration

8:30 A.M. – 11:00 A.M.

Atrium on Second Floor

Continental Breakfast

8:00 A.M. – 9:00 A.M.

Foyer to Marriott Ballroom

Morning Break

10:15 A.M. – 10:30 A.M.

Foyer to Marriott Ballroom

Legislative/NAHRO Candidate Luncheon

11:30 A.M. – 1:30 P.M.

Marriott Ballroom

Come join us for a brief Legislative Update and meet the NAHRO candidates running for Senior Vice-President of NAHRO

Concurrent Sessions

9:00 A.M. – 4:30 P.M.

Afternoon Break

3:00 P.M. – 3:15 P.M.

Foyer to Marriott Ballroom

Awards Ceremony & Dinner

6:30 P.M.

(Marriott Ballroom)



Tuesday, June 15

9:00 A.M. — 4:30 P.M.
Kentucky Ballroom F

Crisis Management & Rebuilding Public Trust

Presenters: Ivory N. Matthew, Columbia Housing Authority
Cynthia Hardy, Columbia Housing Authority
Yvonda Bean, Columbia Housing Authority
Moderator: Jeff Knight, Charleston, WV

Repeat of Session on Monday

9:00 A.M. — 4:30 P.M.
Kentucky Ballroom E

PHA 101 -Development Toolbox For Commissioners and Directors

Presenters: Torri Armstrong & Lee Hill, Baker Donelson, Bearman, Caldwell, & Berkowitz
Moderator: Stormy Parsons, Mt. Hope, WV

Repeat of Session on Monday

9:00 A.M. — 4:30 P.M.
Kentucky Ballroom G

How To Manage Diversity in the Workplace and Why It Matters

Presenter: Carolyn McCall, Workforce Training Solution, Pryor Learning
Moderator: Brenda Honeycutt, Ft. Mill, SC

Repeat of Session on Monday

9:00 A.M. — 4:30 P.M.
Kentucky Ballroom D

Section 504 and Fair Housing Hot Topics

Presenter: Mark English, E&A Team, Inc.
Moderator: Jason Spencer, Corinth, MS

Repeat of Session on Monday

9:00 A.M. — 4:30 P.M.
Kentucky Ballroom C

Housing Choice Voucher/Section 8 Updates

Presenter: Derek Antoine, Nelrod Company
Moderator: Elizabeth Garriss, Ft. Mill, SC

Repeat of Session on Monday



9:00 A.M. – 4:30 P.M.
Kentucky Ballroom B

**Innovative Technology Resident Engagement:
Web, Marketing, & PR**

Presenters: Katie Bibbee & Jodie Jeffrey, Brooks Jeffrey Marketing

Moderator: Felicia Jackson, Laurel, MS

Repeat of Session on Monday

9:00 A.M. — 11:30 A.M.
Bluegrass 1 & 2

Legislative Update

Presenter: Tess Hembree, NAHRO Director of Congressional Relations

Moderator: Mike Sweet, Chickasaw, AL

Repeat of Session on Monday

1:30 P.M. – 4:30 P.M.
Bluegrass 1-2

RAD

Presenter: Joyce Floyd, Recap Advisors

Moderator: Sean Gilbert, Morristown, TN

Repeat of Session on Monday

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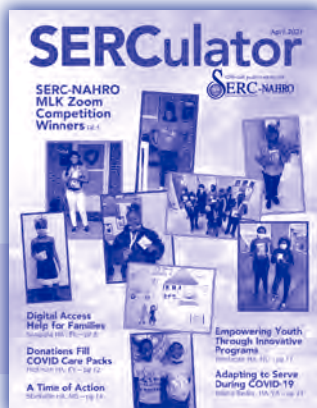
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- 504 Accessibility Studies

NEW HOUSING DEVELOPMENT

- Tennessee Housing Trust Fund Applications
- National Housing Trust Fund Applications
- HOME Applications

MANAGEMENT AND OPERATIONS

- Acquisition Applications
- Agency Plans
- Assistance with HUD Reporting (EPIC)
- Capital Fund Program (CFP) Management Services
- Conversion/Merger Applications
- Demolition and Disposition Applications
- Development, Review and/or Revision of PHA Policies and Procedures
- Elderly Designation Plans
- Energy Audits
- Flat Rent/Rent Reasonableness Studies
- Lead-Based Paint Risk Assessments
- Salary Comparability Studies
- Section 504 Needs Assessments & Transition Plans
- Utility Allowances Studies and Reviews



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