



COMMUNITY CHECKMATE:

STRATEGIES FOR A WINNING COMMUNITY

SERC/MARC-NAHRO
ANNUAL CONFERENCE

JUNE 22 - 24, 2025
HYATT REGENCY ATLANTA
ATLANTA, GA





CHANGING THE GAME OF **HOUSING**

PRESIDENT GOODSON THEMED TERM



Building strong, thriving communities with
affordable housing AND opportunities for all.



SERC-NAHRO empowers members to create resilient
and affordable communities through innovation,
advocacy, collaboration, and professional development.



Scan this QR Code on your
smartphone to visit
<https://my.yapp.us/sercannual>
to download the program via
the YAPP app.

SERC-NAHRO.ORG





A Special Message From SERC - NAHRO

Welcome to the 2025 SERC/MARC NAHRO Annual Conference in the vibrant city of Atlanta, Georgia. It is truly special to witness two strong regions, SERC and MARC, come together for a powerful gathering rooted in purpose, strategy, and collaboration.

In a time where the housing landscape is filled with unknowns, our work feels more like a strategic game of chess—each move requiring thought, precision, and vision. Whether it is navigating new legislation, addressing rising needs, or expanding opportunities, we are not waiting on the sidelines. We are coming together to plan ahead, learn from one another, and make smart moves that will create long term impact for the families we serve. Your voice, your ideas, and your presence are key pieces in this ongoing journey toward housing stability and equity. Thank you for your unwavering commitment and for allowing me the honor to serve as your SERC NAHRO President. Let us make this a meaningful, energizing, and even fun filled conference experience as we think a few moves ahead and lead with purpose.



A Special Message From MARC - NAHRO

It is my absolute pleasure to bring greetings on behalf of the Mid-Atlantic Regional Council of NAHRO (MARC NAHRO) as we proudly join the 2025 SERC/MARC NAHRO Annual Conference in the vibrant city of Atlanta.

This year marks an exciting first for our region as we partner with SERC NAHRO for what promises to be a truly impactful and inspiring event. We are deeply grateful to SERC leadership for the warm invitation and for welcoming us to the table—not just as guests, but as strategic partners. The collaboration between our two strong regions reflects the very heart of this year's theme. In housing, as in chess, it takes insight, foresight, and trusted alliances to make lasting moves that create change. As we gather with colleagues from across both regions, I'm energized by the opportunities ahead. This conference is not only a chance to learn, share, and grow—but also to strengthen the bonds that will continue to move our work forward. Thank you for including MARC NAHRO in this powerful gathering. I look forward to the great things we will accomplish—together.



SERC COMMITTEES



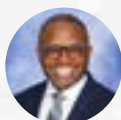
Anthony Goodson, Jr.
President



Michael Wong
Senior Vice-President



Mike Sweet
Secretary



James Cox
Treasurer



Dannie Walker
VP Housing



Candice Drake
VP Prof. Development



Shaunté Evans
VP Member Services



Shannon Young
VP CR&D



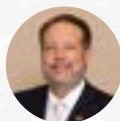
Anthony Sawyer
VP Commissioners



Shaundra Clark
Immediate Past President



Mark Taylor
Second Past President



Sean Gilbert
Third Past President

State Representatives

AL Steve Sides
FL Abe Singh
GA Candice Drake
KY Cheri James
MS Christopher McKissick
NC Allen Brown
SC Janice Fowler
TN Maria Catron
VA Nancy Tarkenton
WV Belinda Harness

Annual Conference

GA Latonia Simmons (Chair)
GA Patricia Allen
GA Charity Gilbert
NC Alanda Richardson
NC Tiffany Dickerson
NC Sharita Oates
MS Ben Washington
MS Felicia Jackson
MS Robert Greathree
AL Tom Wachs
KY Susan Lillis
VA Charlie Harrington

Executive Committee Chairs

Annual Conference
Latonia Simmons
Emerging Leaders
Robert Greathree
Taleshia Stewart
Small Agency Task Force
Lisa Porter
Russell Nast
Youth Leadership Development
Tom Wachs
Executive Committee Coordinator
Sharita Oates
Women In Leadership
Shaundra Clark
Multifamily
Matthew McClammy
Legislative
Yvonda Beans
Policy Advisory
Ailrick Young

Nominating
Shaundra Clark
Intl. Research & Global Exchange
Patricia Allen
Henrietta Snipes
Site Selection
Jake Oglesby
Sean Gilbert
History/Archives
Joyce Wolen
Resolutions
Vacant
Budget
Courtney Coleman
Housing
Felicia Snow
Rental Assistance
Elizabeth Little
Professional Development
Marie Harris

Administrative Practice
Douglas Freeman
Education & Training
Felicia Jackson
Public Affairs/Serculator
Reta Thomas
Member Services
Kerry Smith
Scholarship
Stormy Parsons
Insurance-Housing Benefits Plan
Thomas Rowe
Retirement
Ed Johnston
Asset Repositioning
Jason Spencer
Community Revitalization
Beth Brown
Becky Sue Mercer
Commissioners
Johnny Johnson



SERC COMMITTEES

SERC-NAHRO Life Members

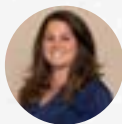
*Gerald Gimre, formerly of Nashville, TN
 *Orelle L. Ledbetter, Memphis, TN
 *Frederick A. Fay, Richmond, VA
 *Harold M. Booth, Jr., Louisville, KY
 *Jack D. Leeth, Louisville, KY
 *John E. Acuff, Jr., Nashville, TN
 *M.B. Satterfield, Atlanta, GA
 Jack H. Shiver, Hampton, VA
 *James Haley, Winston-Salem, NC
 *Lawrence M. Cox, Suffolk, VA
 *Dorothy Forbes, Wilmington, NC
 *Franklyn Lambert, Columbus, GA
 Donald J. Cameron, Mount Pleasant, SC
 *A.E.(Gene) Arrington, Charlottesville, VA
 *Ray Wheeling, Charlotte, NC
 *Arthur Meginley, Chesapeake, VA
 *Karl T. Tyree, Jr., Florence, AL
 *Virginia West, Sylacauga, 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
 Tina Akers Brown, Whitsett, NC
 *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

SERC-NAHRO Past Presidents

*Ray O. Edwards	1940-41	Jacksonville, FL	Jack H. Shiver	1971-72	Norfolk, VA
*W. H. Stillwell	1942-43	Savannah, GA	*James K. Haley	1972-73	Winston-Salem, NC
*Joseph A. Flowers	1943-44	Memphis, TN	*Russell R. Lawson	1973-73	Louisville, KY
*Brown Nicholson	1944-45	Columbus, GA	Ralph W. Carey	1973-75	Miami, FL
*Thomas A. Dyer	1945-46	Tampa, FL	Marvin W. Lee	1975-76	Norfolk, VA
*H. R. Emory	1946-47	Wilmington, NC	*Ray H. Wheeling	1976-77	Charlotte, NC
*W. W. George	1947-48	Meridian, MS	*J. Madden Reid	1977-78	Augusta, GA
*Lawrence M. Cox	1948-48	Norfolk, VA	James E. Kerr	1978-79	Durham, NC
*Hudson Malone	1949-49	Albany, GA	*Mary E. Davis	1979-81	Picayune, MS
*W. M. Simmons	1949-50	Memphis, TN	*David L. Smotherman	1981-83	Decatur, GA
*W. B. Mills, Jr.	1950-51	Gadsden, AL	*John Van Ness	1983-85	Jefferson Co., KY
*N. H. Dosker	1951-52	Louisville, KY	*A. E. (Gene) Arrington	1985-87	Charlottesville, VA
*R. K. Creighton	1952-53	Chattanooga, TN	*Betty G. Smith	1987-89	Knoxville, TN
*Henry A. Johnson	1953-54	Asheville, NC	*A. W. (Gus) Kuhn	1989-91	Bessemer, AL
*C. Henry Cohen	1954-55	Spartanburg, SC	Hebert (Herb) McBride	1991-93	Roanoke, VA
*M. B. Satterfield	1955-56	Atlanta, GA	Elaine T. Ostrowski	1993-95	Greensboro, NC
*Harold J. Dillehay	1956-57	Charlotte, NC	Paul A. Pierce	1995-97	Decatur, GA
*Frederick A. Fay	1957-58	Richmond, VA	Austin J. Simms	1997-99	Lexington, KY
*Jack B. Bryon	1958-59	Lexington, KY	Zelma D. Boggess	1999-01	Charleston, WV
*Gerald Gimre	1959-60	Nashville, TN	Donald J. Cameron	2001-03	Charleston, SC
Nathan F. S. Porter	1960-61	Huntsville, AL	Daniel W. Tiller	2003-05	Knoxville, TN
*Haley Sofge	1961-62	Miami, FL	Tina Akers Brown	2005-07	Greensboro, NC
*Orelle L. Ledbetter	1962-63	Memphis, TN	Frank A. Lofurno	2007-09	Hampton, VA
Matthew P. Lyons	1963-64	Biloxi, MS	John Nolen	2009-11	Alexander City, AL
*Karl I. Tyree	1964-65	Florence, AL	L. Thomas Rowe	2011-13	Murfreesboro, TN
*B.J. Marshall	1965-66	Wilmington, NC	Ailrick Young	2013-15	Laurel, MS
*Harold M. Booth	1966-67	Louisville, KY	David Baldwin	2015-17	Bristol, VA
*Franklyn Lambert	1967-68	Columbus, GA	Sean Gilbert	2017-19	Knoxville, TN
*Jack D. Leeth	1968-69	Louisville, KY	Mark Taylor	2019-21	Charleston, WV
*John E. Acuff, Jr.	1969-70	Nashville, TN	Shaundra Clark	2021-23	Tifton, GA
*Virginia S. West	1970-71	Sylacauga, AL			*Deceased

MARC COMMITTEES



Gina Gibson
President



Paul Diggs
Senior Vice President



Angela Carolla
Secretary



Tanya Van Order
Treasurer

Officers - Vice Presidents

Don E. Bibb
Dorothy Carty-Daniel
Diane Haislip
Lanita Hillen
Gary J. Centinaro
Vacant

VP of IRGE
VP of Commissioners
VP of Prof. Development
VP of Housing
VP of Member Services
VP of CR&D

MARC-NAHRO Past Presidents

Kathryn Walter	2021-23	Beaver, PA
John T. Mahon	2019-21	Bayonne, NJ

Members at Large

2022-2025 TERM
Corliss Alston

Mimi Rayl

John Clarke

Deborah Jackson

Debra Johnson **ADDONS**

2023-2026 TERM
Eric Brown

Irma Gorham PHM

Tanya Mitchell-Weston

Regina Mitchell

Kim Taylor

2024-2027 TERM
Kina Maynard

Kechelle Jones

Pamela Ferguson

Michelle Ralston

Jelani Garrett

Ex Officios

CHAPTER/STATE PRESIDENTS
Carrie Casey - Delaware Chapter

Eric Chubenko - NJ Chapter

Gregory Hare - Maryland Chapter

Vacant - Central Eastern Pennsylvania

Barbara Wilson - Pennsylvania Chapter

CHAPTER/STATE STAFF & LIAISON
Kelly L. Hicks - Pennsylvania Association of Housing and Redevelopment Agencies (PAHRA)

Paula Sims - Delaware Chapter

Dwayne Alexandra - Virgin Islands

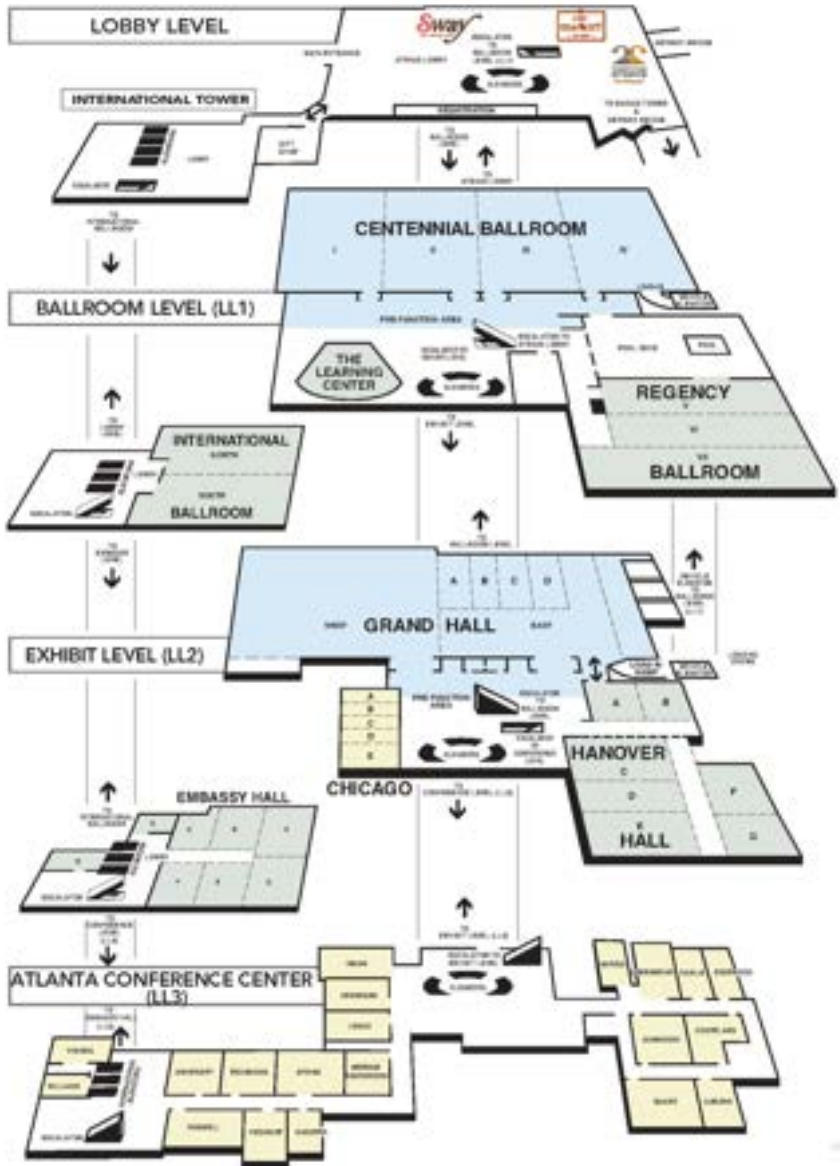
Alejandro Saldago-Colon - Puerto Rico

NAHRO BOG REPRESENTATIVE
Vernon Lawrence (2023-2027)
Pleasantville Housing Authority

Irma Gorham, PHM
Housing Authority of the City of Paterson



HOTEL MAP



NOTE: ONSITE REGISTRATION IS NOT AVAILABLE.

BADGES HAVE BEEN PROVIDED FOR ALL DELEGATES AND THEIR REGISTERED GUEST AND SHOULD BE WORN AT ALL TIMES.

NAHRO CANDIDATES



Sean Gilbert

Sean Gilbert is campaigning for the position of NAHRO President, driven by the belief that "Service to others is the rent you pay for your room here on earth," a quote by Muhammad Ali. He views his duty as a housing professional to give back to the industry that has shaped his career. Gilbert brings proven leadership at local, state, regional, and national levels and recognizes the importance of managing properties and creating communities that support underserved and disenfranchised populations. His focus includes providing family opportunities, such as on-site educational programs, preschools, and daycare services.

Growing up in a coal mining town in southern West Virginia, Gilbert learned the values of hard work, faith, community, and family, which continue to influence his vision for NAHRO. His campaign is built on the metaphor of STEAM, representing the energy and power he aims to bring to lead the organization effectively. STEAM stands for Stewardship, Transcending, Engagement, Advocacy, and Member Development, which Gilbert believes are key to achieving NAHRO's vision of thriving communities with affordable homes for all.

Gilbert's extensive experience includes serving as NAHRO Senior Vice President, Co-Chair of the NAHRO Conference Committee, and Past President of SERC-NAHRO and the Kentucky Housing Association. He has also served on various NAHRO committees and boards, including strategic planning, membership services, and legislative networks. He has earned several accolades, such as the NAHRO 2017 Emerging Leader Award and recognition by HUD for Kentucky's Outstanding Large Housing Agency in 2006.



Ivory N. Mathews

Ivory N. Mathews is the CEO of Home Forward in Portland, Oregon, where she leads the largest affordable housing provider in the state, serving over 18,000 households. With more than two decades of experience in housing and social equity, Mathews is deeply committed to addressing the challenges faced by marginalized communities, including BIPOC populations. Her leadership includes advocating for affordable housing policies and fostering partnerships across government, private, and non-profit sectors.

In addition to her work at Home Forward, Mathews has been actively involved in national housing advocacy. She played a key role in NAHRO's 2024 Advocacy campaign, which saw historic participation in delivering messages to Congress and the White House. Oregon's governor appointed her to a council addressing the state's housing shortage. Throughout her career, she has focused on creating equitable housing solutions, advocating for legislation, and promoting community-based approaches to housing development.

Mathews holds advanced degrees in counseling and sociology, and her leadership extends across various regional housing authorities. Her efforts have earned her numerous accolades, including the NAHRO Advocate of the Year Award. Mathews aims to create thriving communities with affordable homes for all through her work, emphasizing the importance of collaboration, innovation, and advocacy in achieving this goal.



The background of the entire page is a dark, high-contrast image of a chessboard. In the foreground, several chess pieces are visible, including a knight, a rook, and a pawn. In the background, more pieces are visible, including a king and a queen. The lighting is dramatic, with highlights on the pieces and the squares of the board.

SUNDAY

JUNE 22ND

AGENDA

1

Exhibitor Move-In

11:00 am
Grand Hall West

2

Registration

1:00 - 6:00 pm
Ballroom Level Near Pool

3

Exhibitor Viewing

1:00 - 3:00 pm
Grand Hall West

4

Opening Session

3:00 - 5:00 pm
Centennial I and II

5

Exhibitor Viewing

5:30 - 6:30 pm
Grand Hall West

6

SERC Emerging Leaders Welcome Party**

8:00 - 12:00 am
Centennial I

** ENJOY COMPLIMENTARY
REFRESHMENTS AND
DRINKS AT THE EMERGING
LEADERS PARTY.

SUNDAY

JUNE 22ND

OPENING SESSION

1

State Introductions

Charlie Harrington - Marion Redevelopment & Housing Authority

2

The Pledge of Allegiance

Ailrick Young - Laurel Housing Authority

3

Invocation

Paul Diggs - MARC Sr. VP

4

National Anthem

Chiquita Dupree - Vicksburg Housing Authority

5

Welcome

Gina Gibson - MARC President

Anthony Goodson, Jr. - SERC President

George Guy - NAHRO President

Dwayne Vaughn - Atlanta Housing

6

Inside Atlanta Housing

Alan Ferguson - Atlanta Housing

7

Women in Leadership

Maria Catron - Oak Ridge Housing Authority

Angela Carolla - Fayette County Housing Authority

Shaundra Clark - Tifton Housing Authority

Kathy Walters - Housing Authority of the County of Beaver

8

Special Sponsors Message

JB Smith - HAI Group Insurance

9

NAHRO Candidates Forum

Sean Gilbert - NAHRO President Candidate

Ivory Matthews - NAHRO Sr. VP Candidate

10

Session Wrap-Up

SERC Emerging Leaders



MONDAY

JUNE 23RD

AGENDA

1

Registration

7:30 - 11:30 am
Ballroom Level Near Pool

2

Concurrent Sessions

9:00 - 11:30 am

3

Morning Break**

10:15 - 10:30 am
Grand Hall West

4

Business Meeting

11:30 - 1:30 pm
Centennial I and II

5

Atlanta Housing Tour*

1:15 - 4:30 pm

6

Concurrent Sessions

1:30 - 4:30 pm

7

Afternoon Break**

3:00 - 3:15 pm
Grand Hall West

8

Exhibitor Reception**

5:30 - 7:00 pm
Grand Hall West

9

Dinner

On Your Own

** ENJOY
COMPLIMENTARY
SNACKS/REFRESHMENTS

NOTE: DRINK TICKETS
WILL BE ACCEPTED
DURING ALL OF THE
EXHIBITOR RECEPTION.



MONDAY

JUNE 23RD



LIHTC Compliance Specialist Certification Training

(Pre-Registered Attendees Only)

Track: The Opening; PHA-Wide

Room: Learning Center

Presenter: JoAnn Rodriguez, Quadel

Description: This comprehensive course provides an in-depth introduction to the Low-Income Housing Tax Credit (LIHTC) program, equipping participants with the knowledge and skills necessary to effectively manage LIHTC properties and ensure compliance with program regulations. Online Certification Exam Available.

Moderator: Mimi Rayl, Wilmington Housing Authority

Commissioners' Fundamentals (Pre-Registered Attendees Only)

Track: The Real Bobby Fisher, Commissioners

Room: Hanover A & B

Presenter: Bobby Collins, Shreveport Housing Authority

Description: Learn to be a more effective Commissioner while respecting the boundaries between Commissioners and the Executive Director. Gain a better understanding of the Commissioner's role (Policy and Oversight) and a better understanding of PHA finances, operations, new housing development, board relations, ethics and advocacy. Learning will be reinforced with lots of fun activities and friendly competition.

Moderator: Kristi Fisher, Housing Authority of the County of Jackson WV

HR Newly Assigned Responsibilities & The Essentials of HR Law

(Continuing Edu)

Track: Discovered Check

Room: Hanover C

Presenter: Kelly Eaves-Boykin, Kwin Consulting, Inc.

Description: This session provides an overview of the evolving responsibilities of HR professionals and the foundational principles of HR law.

Moderator: Gloria Byrd, Picayune Housing Authority

Hands-On Residential Electrical Repairs

Track: Rooks Power, Maintenance

Room: Hanover E

Presenter: Corey Cogley, Training for Tomorrow LLC

Description: Introduction and review of basic electrical principals, tools and methods. Hands-on practice for various wiring scenarios, including lights, switches, receptacles, GFI's and three-way switches.

Moderator: Chloe Duke, Ozark Housing Authority



MONDAY

JUNE 23RD



IGWS Grant Writing Course

Track: Queens Sacrifice

Room: Hanover F

Presenter: Elizabeth Phillips, Integral Grant Writing Services

Description: This course will go over how to find grants, how to effectively write grants and how to understand grants.

Moderator: Nellie Sanchez, Chesapeake Redevelopment and Housing Authority

Stress Therapy 101 (Morning Session Only)

Track: Castling

Room: Regency V

Presenter: Cheri Augustine Flake, LCSW, "The Stress Therapist," LLC

Description: Stress isn't the problem – it isn't even always bad. But how we think about it, respond to it, and prevent it can be life-changing. Join The Stress Therapist, Cheri Flake, LCSW, for a fun and fresh look at stress like you've never seen before. Discover simple, daily techniques that have transformed Cheri's clients' lives for over 20 years-and will work for you too. Stress isn't going anywhere, so let's stop trying to manage it or get rid of it altogether. It's time to learn how to get better at stress. Walk away from this session with practical tools that deliver benefits for a lifetime...all before lunchtime!

Moderator: Michelle Ralston, Housing Authority of the City of Pittsburgh

Part I NAHRO - Legislative/HUD Updates (Morning Session Only)

Track: Rank

Room: Regency VI

Presenter: Gabriel Smith, NAHRO and Richa Goel, NAHRO

Description: Updates from Capitol Hill and HUD

Moderator: Raymond Fitzgerald, Wilmington Housing Authority

Managing Conflict in the Workplace (Morning Session Only)

Track: Checkmate

Room: Hanover D

Presenter: Marya Calhoun, Atlanta Housing

Description: Conflict is inevitable—but how leaders respond determines whether it divides or strengthens a team. This engaging session explores real-world scenarios, emotional intelligence, and practical strategies to help emerging and seasoned managers at every level navigate conflict with confidence and lead with clarity.

Moderator: Pamela Jackson, Vicksburg Housing Authority

MONDAY

JUNE 23RD

How to create, fund, manage and operate a PHA Non-profit

(Afternoon Session Only)

Track: The Full Gambit

Room: Hanover D

Presenter: Chad Porter, Smith Marion & Co.

Description: Train and hands on insight for Housing Authorities on creating, managing and operating a separate Nonprofit Organization.

Moderator: Amanda Fort, Union County Housing Authority

Part II NAHRO - Legislative/HUD Updates (Afternoon Session Only)

Track: Blockade

Room: Regency VI

Presenter: Tushar Gurjal, NAHRO and Gabriel Smith, NAHRO

Description: A more indepth update and analysis from Part I detailing what's happening today at HUD and the to be more effective at advocacy

Moderator: Chris McKissick, Booneville Housing Authority

Section 8 Roundtable (Afternoon Session Only)

Track: Double Check - Section 8

Room: Regency V

Presenter: SERC Rental Assistance Committee

Description: An informal discussion on hot topics involving the Housing Choice Voucher Program.

Moderator: Elizabeth Little, Fort Mills PHA and Rental Assistance Committee Chair





TUESDAY

JUNE 24TH

AGENDA

1

Concurrent Sessions

9:00 - 11:30 am

2

Morning Break**

10:15 - 10:30 am

Grand Hall West

3

Lunch (On Your Own)

11:30 - 1:30 pm

4

Concurrent Sessions

1:30 - 4:30 pm

5

Afternoon Break

3:00 - 3:15 pm

Grand Hall West

6

Black-Tie Scholarship Gala**

6:00 - 11:00 pm

Centennial I and II

After Dinner Festivities

Grand Hall East

** ENJOY COMPLIMENTARY
REFRESHMENTS

NOTE: A DELICIOUS MEAL
AND DRINKS WILL BE SERVED
AT THE GALA WITH
ENTERTAINMENT AND DRINK
TICKETS WILL BE ACCEPTED
DURING THIS EVENT.



TUESDAY

JUNE 24TH



LIHTC Compliance Specialist Certification Training (Pre-Registered Attendees Only)

Track: The Opening; PHA-Wide

Room: Learning Center

Presenter: JoAnn Rodriguez, Quadel

Description: This comprehensive course provides an in-depth introduction to the Low-Income Housing Tax Credit (LIHTC) program, equipping participants with the knowledge and skills necessary to effectively manage LIHTC properties and ensure compliance with program regulations. Online Certification Exam Available.

Moderator: Mimi Rayl, Wilmington Housing Authority

Commissioners' Fundamentals (Pre-Registered Attendees Only)

Track: The Real Bobby Fisher, Commissioners

Room: Hanover A & B

Presenter: Bobby Collins, Shreveport Housing Authority

Description: Learn to be a more effective Commissioner while respecting the boundaries between Commissioners and the Executive Director. Gain a better understanding of the Commissioner's role (Policy and Oversight) and a better understanding of PHA finances, operations, new housing development, board relations, ethics and advocacy. Learning will be reinforced with lots of fun activities and friendly competition.

Moderator: Kristi Fisher, Housing Authority of the County of Jackson WV

HR Newly Assigned Responsibilities & The Essentials of HR Law (Continuing Edu)

Track: Discovered Check

Room: Hanover C

Presenter: Kelly Eaves-Boykin, Kwin Consulting, Inc.

Description: This session provides an overview of the evolving responsibilities of HR professionals and the foundational principles of HR law.

Moderator: Gloria Byrd, Picayune Housing Authority

Hands-On Residential Electrical Repairs

Track: Rooks Power, Maintenance

Room: Hanover E

Presenter: Corey Cogley, Training for Tomorrow LLC

Description: Introduction and review of basic electrical principals, tools and methods. Hands-on practice for various wiring scenarios, including lights, switches, receptacles, GFI's and three-way switches.

Moderator: Chloe Duke, Ozark Housing Authority



TUESDAY

JUNE 24TH



Bridging Mental Health and Public Housing

Track: Backwards Pawn

Room: Hanover G

Presenter: Tonia Spaulding, Licensed Professional Counselor

Description: Housing Conditions may take a toll on an individual's emotional status, depression and hostility among residents. A cohesive neighborhood, support and creating opportunities for neighbors to interact may be a Key Ingredient to Quality Housing. This interactive session will explore how Mental Health is supported through housing.

Moderator: Stacy Parris, Fort Payne Housing Authority

Best Practices Applicants with Criminal Background (Morning Session Only)

Track: Kings Gambit

Room: Hanover D

Presenter: Shiri Yadlin and Leah Werner, CSH

Description: This workshop will offer practical tools for creating a more equitable background screening process while ensuring units are filled more efficiently. Participants will learn techniques to better serve tenants who have a history of justice system involvement and explore ways to create communities where all residents can thrive.

Moderator: Tiffany Runion, Harrisonburg Redevelopment & PHA

Hiring Strong Performers and Releasing Poor Ones (Morning Session Only)

Track: Battery

Room: Hanover F

Presenter: Marya Calhoun, Atlanta Housing Authority

Description: This interactive workshop is designed for leaders who want to build a high-performing team. We'll explore proven strategies for attracting, interviewing, and selecting top talent while also addressing the critical but often-avoided topic of managing underperformance.

Moderator: Robert Hooper, WNC SOURCE

Women in Leadership (Afternoon Session Only)

Track: Queens Gambit

Room: Hanover D

Presenter: Mischelle Fortson, JP Morgan Chase

Description: Unlock the Power of Communication and Assertiveness with Mischelle Fortson! Join us for an exclusive session with Mischelle, a renowned expert in communication and leadership. She will share proven strategies to elevate your executive presence, enhance your communication skills, and boost your confidence in any professional setting.

Moderator: Shaundra Clark, Tifton Housing Authority



SESSIONS

TUESDAY

JUNE 24TH



Tenant Services Round Robin (ROSS, Jobs Plus, MTW, FSS.) (Afternoon Session Only)

Track: The End Game

Room: Hanover F

Presenter: Ayisha Razzak-Ellis, Goldsboro Housing Authority | Deborah Jackson, DC Housing Authority, Janet Abrahams, Housing Authority of Baltimore City | Tracy Turman, GA Dept. Community Affairs | Tomekia Robinson, Bessemer Housing Authority | Taleshia Stewart, Columbia Housing | Cynthia Boykin, Columbia Housing

Description: The presentation will feature multiple PHA's who have had success with the various tenant programs such as, Homeownership, FSS, Choice Neighborhoods, Jobs Plus, Youthbuild and MTW. In the session each presenter will give a synopsis of their program, starting with its inception and ending with its recent tenant successes. Along the way they will also be detailing the initial pitfalls and major accomplishments.

Moderator: Patricia Allen, City of Thomaston Housing Authority



SESSIONS

WEDNESDAY

JUNE 25TH



AGENDA

1

LIHTC Training

8:00 - 5:00 pm | Learning Center

LIHTC Compliance Specialist Certification Training (Pre-Registered Attendees Only)

Track: The Opening; PHA-Wide

Room: Learning Center

Presenter: JoAnn Rodriguez, Quadel

Description: This comprehensive course provides an in-depth introduction to the Low-Income Housing Tax Credit (LIHTC) program, equipping participants with the knowledge and skills necessary to effectively manage LIHTC properties and ensure compliance with program regulations. Online Certification Exam Available.

Moderator: Mimi Rayl, Wilmington Housing Authority



#1 Roll Form Door manufacturer in the U.S.
Security Screen Doors & Storm Doors
Maintenance-Free Screens
Security Screens
Meets "Buy American Executive Order"
Built to Last

www.ToughTekMetals.com
800.331.8200

Build America, Buy America



Audrey Lonning
National Sales Representative
Audrey@ToughTekMetals.com

Brian Houlihan
President
Brian@ToughTekMetals.com



LANSING
Heating Products, Inc.

Tired of Writing Utility Allowance Checks?

THERE'S A BETTER WAY.

One of the most time-consuming tasks for PHA staff is printing, signing, and mailing monthly checks. The Uflex Utility Allowance Debit Card streamlines the entire process, saving time, reducing costs, and cutting fraud.

- Cost Effective**
Slash administrative and processing costs.
- Instant Access**
Virtual cards issued fast, usable via smartphones.
- Banking Optional**
Serve tenants without traditional bank access.
- Transparent**
No more "I didn't get my check."



SCHEDULE A CALL TODAY.

Sales@myuflex.com
(404) 333-8528
myuflex.com

Marcus D. Goodson, Founder & CEO
3225 Cumberland Blvd SE, Suite 100
Atlanta, GA 30339

Uflex
Your Money Your Terms
©2020 Uflex, Inc. All Rights Reserved.



Yardi PHA Suite

ONE CONNECTED SOLUTION



AGENCIES THRIVE ON YARDI

- Digitize applications, certifications and RFTA
- Scales as your portfolio diversifies
- Gain peace of mind with an award winning cloud provider



Get the
details

(800) 866-1144

Learn with us at yardi.com/webinars

©2021 Yardi Systems, Inc. All Rights Reserved. Yardi, the Yardi logo, and all Yardi product names are trademarks of Yardi Systems, Inc.



Neighborly Software

HCV ADMINISTRATION REIMAGINED

Modern software designed for small
and mid-size housing authorities.



Visit neighborlysoftware.com
to learn more.

**WHO HAS TIME
TO THINK ABOUT
RETIREMENT PLANS?**

WE DO.

At HART (Housing Agency Retirement Trust), all we do is manage and service housing agencies' retirement plans. And because of that, we can take care of everything for you, providing services no other plan can match.

And, retirement planning just got BETTER. HART is pleased to offer to any participating agency member of the HART Defined Contribution Plan, the opportunity to also join the new 457 Deferred Compensation Savings Plan.

In short, we'll take care of your retirement, so you can take care of business. Joining either plan is easy. To learn more call Ed Johnston at (502) 551-7420, or Bill Whobrey at (502) 681-6301 or visit www.hart-retire.com.



www.hart-retire.com



SACS Software

Experience the SACS Advantage



Housing
Software



Website
Design



Document
Manager



Mobile
Applications



Web
Applications



Technical
Support

(888) 897-4012 • www.sacssoftware.com • sales@sacssoftware.com

Are you thinking strategically when selecting
housing software?

Make your next move
a game changer.

**emphasys**



**\$250
GIFT
CARD**



Swing by the booth
to enter our drawing!

www.emphasysPHA.com | sales@emphasys-software.com

Cauthen & ASSOCIATES

www.cauthenandassoc.com

Architects • Planners

NASHVILLE

Planning • Architecture
2906 Elm Hill Pike
Nashville, TN 37214
(615) 645-5929 • Fax (615) 712-8185

KNOXVILLE

Planning • Architecture
9047 Executive Park Drive, Suite 221
Knoxville, TN 37923
(865) 693-8091 • Fax: (865) 693-5056

SERC-NAHRO Member since 1998

*One Stop Shopping for
Executive Directors...
Make it easy, Make it our job!!*

Management/Operations

CFP Management Services
Agency Plans
EPIC Reporting
PHA Policies & Procedures
Salary Comparability Studies
Energy Audits & Utility Allowances
Flat Rent Studies
Commissioner Training

New Housing Development

Low-Income Housing Tax Credits
HUD HOME Program
FHEB Applications

Design & Inspection

Design and Construction Administrative Services
Cost Estimating



kanso

MODERN HOUSING
MANAGEMENT
SOFTWARE

WWW.KANSOSOFTWARE.COM

THERMALFLOW
TECHNOLOGIES

833-401-FLOW
thermalflowtech.com

- ✓ **ECONOMICAL**
- ✓ **FAST**
- ✓ **DISCRETE**

**GET RID OF
RED BUGS!**



Bed Bug Eradication Equipment & Training

SAVE MONEY

- Use your own staff
- Recoup investment in as few as 2-3 treatments

SAFE & PROVEN

- No harmful chemicals
- Multiple safety sensors
- Safety certified in US and Canada



SAVE TIME

- No waiting for service
- One person operation
- Furniture stays in place

FAST & EASY

- Setup in less than 15 mins
- Minimal power required
- Made in USA

We're right in the middle of helping you.

You work hard to make housing affordable.

We can help.



When Nan McKay founded NMA in 1980, we quickly became known among public housing authorities as the best source of accurate training on the latest HUD guidance. Nowadays, PHAs also recognize NMA as the gold standard for performance excellence in the affordable housing industry, and we currently administer more than 100,000 vouchers at some of the largest housing authorities in the nation. From CDBG to RAD, we have our fingers on the pulse of today's most vital housing programs.

nma
Nan McKay
affordable housing solutions

www.nanmckay.com
sales@nanmckay.com



**Affordable
Housing.com**

Helping housing providers connect people,
places and programs

RevoList

RentWatch

CentralHub



Public Profiles

Your one-stop access point for housing details and updates



Housing Locators

Let renters search for listings within your jurisdiction, exclusively.



Housing Agency Listings

manage property listings and waiting lists for PBV, public housing, and tax credit units.

FREE



info.affordablehousing.com



(561) 416-9848

Overworked? Out of Resources? Out of Time?

Your staff is overwhelmed, and HUD deadlines are looming. We're the partner that gets it done.

You don't need more pressure - you need capacity.

AMA gives you both the expertise and the solutions to exceed expectations, on time, without burnout.

- ➔ Full Program Management
- ➔ HCV Training + Education
- ➔ Quality Control + Compliance
- ➔ Backlog Processing + Relief



Indoor Air Quality (IAQ) Sensors

-  Enforce No-Smoking Policies
-  Execute Evictions With Scientific Evidence
-  Detect Mold-Friendly Conditions In Real Time
-  Reduce Turnover & Refurbishment Cost

Booth #44

freshairsensor.com





tikler

SERC/MARC NAHRO Annual Conference

June 22-24 | Atlanta, GA



Your AI-Ready Compliance Hub

COME BY OUR BOOTH AND CONNECT!

INTEGRAL GRANT WRITING SERVICES

UNLOCK FUNDING FOR YOUR ORGANIZATION WITH IGWS!

Integral Grant
Writing Services

If your Public Housing Authority or Nonprofit is in need of grant funding, let Integral Grant Writing Services (IGWS) help you secure the resources you need to make an impact.

Founded by an experienced grant writer with a strong focus on HUD grants, IGWS brings years of expertise in securing funding from a range of sources, including DOI, VA, federal grants, and foundation grants.

We Offer:

1. SUCCESSFUL GRANT APPLICATIONS WITH A PROVEN TRACK RECORD
2. EXPERTISE IN ESSO, ROSS, FES, JOBS PLUS, AND MORE
3. ONE-ON-ONE SUPPORT TO UNDERSTAND YOUR ORGANIZATION'S UNIQUE NEEDS
4. TRANSPARENT, FLAT-FEE PRICING PER GRANT APPLICATION

With IGWS, you're not just hiring a grant writer; you're partnering with someone who is passionate about helping your mission succeed.

Let us help you navigate the grant application process, maximize funding, and support your organization's growth.

Contact us today to get started!

813-300-8926 | integralgrantwriting.com | www.integralgrantwriting.com

Winners: 2024 Website of the Year

Seamless Navigation • Innovative Design • ADA Accessible • Valuable Content



DarlingtonHA.org
CCHRCO SC Website of the Year
1st Place Small PH Category



FMHANC.org
CCHRCO NC Website of the Year
3rd Place Extra Large PH Category



HialeahHousing.org
FAHRO Website of the Year
Large PH Category



KHANC.org
CCHRCO NC Website of the Year
2nd Place Extra Large PH Category



NewberryHousing.org
CCHRCO SC Website of the Year
1st Place Large PH Category



OdessaHATX.com
SWNAHRO Website - Best Publication
Medium PH Category



OpelikaHA.org
AAHRA Best Website 2024
Medium Market



PembrokeHA.com
CCHRCO NC Website of the Year
1st Place Small PH Category



PuntaGordaHA.org
FAHRO Website of the Year
Small PH Category



RCRHA.org
CCHRCO NC Website of the Year
3rd Place Large PH Category



RHHA.org
CCHRCO SC Website of the Year
2nd Place Large PH Category



RobesonHA.org
CCHRCO NC Website of the Year
1st Place Medium PH Category
SERC-NAHRO Website of the Year
Medium PH



RM-HA.org
CCHRCO NC Website of the Year
2nd Place Large PH Category



WashingtonHousingAuthority.org
CCHRCO NC Website of the Year
1st Place Large PH Category



VCoFTT.org
TXNAHRO Website of the Year



RoxboroHA.com
CCHRCO NC Website of the Year
2nd Place Small PH Category



YorkHASC.org
CCHRCO SC Website of the Year
1st Place Medium PH Category

Call or Email:

Jodie Jeffrey

jej@bjmweb.com

cell 870.421.2568



Katie Bibbee

katie@bjmweb.com

cell 870.421.0067



We're More Than A Web Firm: Ask Our Clients Why They Chose Brooks Jeffrey

Women-Owned, DUNS Registered & SAM Compliant

800.506.8064 | BrooksJeffrey.com

Branding | Marketing & PR | Websites | Apps | Social Media

BrooksJeffrey
SINCE 1984



Yesterday. Today. Tomorrow.



We're here for you.

At HAI Group, we believe housing providers deserve reliable insurance solutions. As the nation's leading insurer for public and affordable housing, we've been dedicated exclusively to this industry for nearly 40 years.



Experience the difference.
Get your quote today at www.haigroup.com

HAI Group® is the registered trademark of Housing Authority Risk Retention Group, Inc. and its related companies. For a complete list of HAI Group companies, visit www.haigroup.com. Products or services may not be available in all jurisdictions. Certain property and casualty coverage may be provided by a risk retention group or a surplus lines insurer or by a third party. Risk retention groups and surplus lines insurers do not participate in state guaranty funds and their insureds are not protected by such funds.

“Transforming Housing Projects Into Beautiful Developments”

DON'T TEAR OUT... RESURFACE



SECTION 3

**CRE8
HOUSING**

www.Cre8housing.com

(972)-237-9000

Women owned business

- No tear Out
- Quartz/Limestone
- Experienced in Public Housing
- ED Referrals on Website



Navien NPE-2 Stainless Steel heat exchanger tankless water heater with Navien EZNav™

It's easy to **spot** why Navien will be the best selling condensing tankless...**again**



Navien NPE-2

High efficiency condensing tankless water heaters
The best just got even better

To learn more visit Navieninc.com

 **NAVIENT**

Jeff Oliver
Navien Housing Authority Sales Manager
Email - Jeffrey.oliver@navien.com
Phone - 315-559-8504

The leader in condensing technology...does it again.



THE MRO SUPPLIER THAT FOCUSES ON YOUR NEEDS

Unforgettable Service | Maintenance Training
Renovation Supplies | Local Inventory
Procurement Platform Assistance



The Favorite
Maintenance
Supplier of
Multifamily
Professionals

ChadwellSupply.com | 888.341.2423 | 888.341.7330

ESPAÑOL

SOLUTIONS for the Affordable Housing INDUSTRY



Development
Strategic Planning
PHA/HCV Administration

Relocation
Training Services
Software Solutions

30+ YEARS SUPPORTING AGENCIES

CVR provides a variety of HCV and Public Housing services delivered by our high-performing team.



600,000+

Waitlist Applications



400,000+

File Reviews



72,000+

Families Housed



6.25+ Million

Customer Calls
Addressed



\$3 Billion

Development
Consulting



1.9+ Million

Inspections Routed
and Conducted

We have offices across the U.S., including the Atlanta area!



Visit Our Website!
CVRassociates.com



Call for more information!
(813) 223 - 3100



EXHIBITORS

DIRECTORY

**Absolute Security Products, Inc**

P O Box 313
Ellendale, TN 38029
901-326-4184
d_freudenberg@hotmail.com

Aqua Mizer, Inc.

400 North Powerline Road
Pompano Beach, FL 33073
954-288-0602
jfinch@aquamizerinc.com

Brown Stove Works, Inc.

1422 Carolina Ave
Cleveland, TN 37311
423-476-6544
g.harbison@brownstoveworksinc.com

Chadwell Supply

5115 Joanne Kearney Blvd
Tampa, FL 33619
813-341-2423
don.chadwell@chadwellsupply.com

CVR Associates, Inc.

4501 North Point Pkwy Ste. 260
Alpharetta, GA 30022
678-341-6950
knadwodny@cvrassociates.com

FreshAir Sensor

16 Cavendish Court
Lebanon, NH 03766
978-837-9572
mark@freshairsensor.com

**Housing Agency
Retirement Trust**

13413 Forest Springs Drive
Louisville, KY 40245
502-551-7420
Edjohnston.cpa1@gmail.com

Innovative Capital

1489 Baltimore Pike Bldg 400
Springfield, PA 19064
610-543-2490 ext. 104
mrichman@innovativecapital.com

Knight Development

2102 Floyd Park Drive Ste. 3
Ruston, LA 71270
769-798-8809
cbrunini@knightdevco.com

AffordableHousing.Com

5000 T-Rex Avenue Ste. 150
Boca Raton, FL 33431
561-362-1099 ext. 253
mmahabir@affordablehousing.com

Bell Laboratories, Inc

6551 North Towne Road
Windsor, WI 53598
608-241-0202
wlundquist@belllabs.com

Cauthen & Associates LLC

2908 Elm Hill Pike
Nashville, TN 37214
615-645-5929
myork@cauthenandassoc.com

Clayton Development Group

5000 Clayton Road
Knoxville, TN 37804
865-384-6972
Ramsey.Cohen@claytonhomes.com

DAWGS Vacant Property Security

8770 W. Bryn Mawr Ave Ste. 1300
Chicago, IL 60631
949-278-2599
qfonteno@dawgsinc.com

Gilson Software Solutions-PHA, LLC

1401 E Broward Blvd Ste 101
Ft. Lauderdale, FL 33301
954-292-2596
matt@gilsonsoftware.com

H2O

190 West Lincoln Highway
Coatesville, PA 19320
610-246-9328
Susan.springsteen@h2oconnected.com

Integral Grant Writing Services

2609 Clubhouse Drive
Plant City, FL 33566
813-727-4379
elizabeth@integralgrantwriting.com

LandlordLocks

1448 N. 900 E
Cannelburg, IN 47519
812-620-1683
sean@landlordlocks.com

AMA Consulting Group

P O Box 950445
Lake Mary, FL 32795
407-707-9222 ext. 4
sales@amaconsultinggroup.com

Brooks-Jeffrey Marketing

971 Coley Drive
Mountain Home, AR 72653
870-421-2568
jej@bjmweb.com

CBIZ

9 Executive Park Drive Ste. 100
Merrimack, NH 03054
603-484-6874
nicole.manning@cbiz.com

Cre8 Housing

4644 Veneto Drive
Frisco, TX 75033
940-564-6728
woody@brazosnet.com

Emphasys Software

1200 SW 145th Ave Ste. 310
Pembroke Pines, FL 33027
231-344-3106
ggagnon@emphasys-software.com

HAI Group

189 Commerce Court
Cheshire, CT 06410
800-873-0242
ftrafford@hairgroup.com

Housing Benefits Plan

330 Marshall Street Ste. 900
Shreveport, LA 71101
318-226-1411
hbp@callhsa.com

Kanso Software

50 S Steele Street #805
Denver, CO 80209
303-308-1000
dakota@kansosoftware.com

**Management Computer
Services, Inc.**

P O Box 523
Sparta, WI54656
608-784-0354
joe@pha-web.com



EXHIBITORS

DIRECTORY

**McCright & Associates, LLC**

P O Box 6038
Chattanooga, TN37401
423-468-1669
annb@mccright.com

Nan McKay & Associates

1810 Gillespie Way, Ste 202
El Cajon, CA 92020
800-783-3100
marketing@nanmckay.com

ONLINE Rental Exchange

PO Box 1489
Winterville, NC 28590
252-757-2149
jthomas@onlinis.com

SACS Software

1949 Cherokee Road
Alexander City, AL 35010
256-397-1994
sherri@sacssoftware.com

Therman Flow Technologies, LLC

69 Progress Court
Moscow Mills, MO 63362
636-439-0360
dave@themalflowtech.com

TSUNAMI

6420 Baum Drive
Knoxville, TN 37919
828-606-0017
michael@ocean10security.com

MRI Software

28925 Fountain Parkway
Solon, OH 44139
419-341-9737
Alyssa.kelley@mrisoftware.com

Navien

8417 Anglers Club
Cicero, NY 13039
315-559-8504
Jeffrey.Oliver@navien.com

Quadel

10 W Market Street Ste. 750
Indianapolis, IN 46204
202-823-0006
Nmurphy@quadel.com

Smith Marion & Co.

1940 Orange Tree Lane Ste. 100
Redlands, CA 92374
909-894-9795
cgeortel@smco.cpa

Tikler

1110 Taylor Oaks Drive
Roswell, GA 30076
404-547-2897
leban@tikler.io

Uflex

8349 Southwind Bay Circle
Fort Myers, FL 33908
239-357-2992
marcus@myuflex.com

NAHRO

630 I Street NW
Washington, DC 20001
202-580-7218
gshpak@nahro.org

Neighborly Software

3423 Piedmont Rd. Ste 420
Atlanta, GA 30305
415-619-7252
Mary.drumond@neighborlysoftware.com

ReFrame Solutions

2 Waterside Crossing, Suite 301
Windsor, CT 06095
413-378-3890
Erica.v@wsddigital.com

The Nelrod Company

3301 West Fwy
Ft Worth, TX 76107
202-327-3397
valencia@nelrod.com

Tough Tek Metals

P O Box 385
Lansing, IA 52151
563-538-4224
kris@toughtekmetals.com

Yardi

430 S Fairview Ave
Santa Barbara, CA 93117
805-325-9515
Paige.tamblyn@yardi.com

Secure Your Vacant Property with DAWGS



Why choose DAWGS?

Extensive Experience | DAWGS has a long history of securing large community developments, individual units and scattered sites.

Experience with Large RAD Projects | DAWGS secures properties prior to and during the construction phase.

Fast and Reliable Service | 24 hour turnaround ensures properties are not left unsecured.

Modular Design | DAWGS steel door and window guards fit any size opening.

Trusted | Housing Authorities nationwide have selected DAWGS to secure their vacant properties.



DAWGS
Vacant Property Security

877.863.2947
dawgs.com

IN LOVING MEMORY OF

January 14,
1949

October 13,
2024



ABRAHAM A. WILLIAMS JR.

In loving memory of housing legend Abraham A. Williams Jr.—we are honored to rename the annual KHA/SERC Scholarship as the “Abraham Williams KHA/SERC Scholarship.” Mr. Williams was a visionary leader whose tenure in Alabama and later as Executive Director of Housing in Bowling Green, KY set the standard nationwide. He humbly credited his success to the community, creating a housing model that uplifted “his” children and fostered life-changing opportunity. A devoted husband, father, grandfather, community organizer, and man of deep faith, he was “a tireless servant leader” whose legacy of love, laughter, and service will inspire generations.



The Game Changed Here!



Up Next:

2025 SERC-NAHRO Fall Workshop
Hyatt Regency - Greenville, SC



SERC-NAHRO.ORG

thank you

To Our Amazing Sponsors

