



**A HOME FOR  
EVERYONE**

**2022 Conference  
Program**



On behalf of the Wisconsin Collaborative for Affordable Housing and the Wisconsin Partnership for Housing Development, I would like to welcome you to the 2022 A Home for Everyone Conference being held here at the beautiful Hyatt Regency Hotel.

We are over-the-top excited to welcome you to this venue and to provide two days' worth of engagement, education, networking, and motivation. This conference marks the first time we have held an in-person affordable housing focused event in over two years. We hope you all take this opportunity to reconnect with old friends as well as make new ones.

This year's conference is organized around the concept of advocacy. Understanding the issues that are at play in our communities and understanding how we can all make a difference. The COVID-19 pandemic has laid bare in stark detail many of the inequities that we were aware of but has also revealed new ones. We hope you use this conference as an opportunity to stock in how you can further the cause.

And for our first time back in many years, we have an exciting conference in store for you! I encourage you take advantage of several opportunities to learn and hear more about how to impact your community:

- Senator LaTonya Johnson will be our opening plenary speaker and will talk about how we can use housing to address the historic inequities around race and discrimination.
- Don't miss the free screening of the documentary PUSH which looks at the housing crisis being created across the globe by private equity and their relentless pursuit of profits at the expense of humanity. Afterwards will be a panel with local and national experts to talk about the local situation and possible ways to advocate in response.
- Join the Advocacy Working Group on Tuesday late morning to learn more about the formation of an Affordable Housing Advocacy Network here in Wisconsin. **And share your ideas throughout the conference using the Mentimeter link provided in your folder.** This is a chance to get in on the ground floor of a group who will organize around issues and speak the truth to power!

So again, thank you for joining us and welcome. If you see any of the WPHD staff, take a moment and thank them for all their work in planning two conferences as they did all this work for 2020 and then got to do it all over again for 2022. Also, please be sure to thank our sponsors for their support and generosity. Without their support we could never have put on this event or welcomed you all here. Enjoy the conference!

Todd Mandel, Executive Director  
Wisconsin Partnership for Housing Development

# DAY ONE AGENDA – TUESDAY, MAY 10, 2022

## Opening Plenary 9:00 a.m. – 10:30 a.m. | Regency Ballroom

Introduction: Amanda Hernandez, Community Accountability Officer, Associated Bank

### Plenary Speaker: Senator LaTonya Johnson, Senate District 6

*Senator Johnson will examine the impact of housing policy on racial inequities and discuss how policy changes can be used to correct historic injustices. She will share the impact of housing policy on her district and provide thoughts on how to advocate for better housing policy.*

**Plenary sponsored by Associated Bank**

## Workshop Session 1: 10:45 a.m. – 12:00 p.m.

### Breaking Down Barriers

Fausto Rivera, Community Lender, FCI  
Brandon Rule, President, Rule Enterprises  
Ariam Kesete, President, AK Development  
Luke Samalya, President, Danna Capital  
Lydia Smith, EMDF Director, National Equity Fund

The development community in Wisconsin lacks ethnic, gender, and racial diversity. How do we create opportunities for developers of color, women developers, and developers from a range of ethnicities? Hear from those who are working to create change and increase equity.

Executive A

### Creating Moves to Opportunity

Wendy Hamilton, Opportunity MKE Program,  
Metropolitan Milwaukee Fair Housing Council  
Kori Schneider-Peragine, Opportunity  
MKE, MMFHC

Research suggests that your fate is determined by the zip code you are raised in. MMFHC partnered with three Housing Authorities to assist families with Housing Choice Vouchers move to areas of greater opportunity. Learn about this program and the results, based on the CMTO program in Seattle.

Executive B

### Innovations in Supportive Housing

Mary Wright, President, WHPC  
Michael Carlson, Vice President, Impact Seven  
Margaret Porco, Assistant Director, Housing  
Ministries of American Baptists in Wisconsin  
Megan Schuetz, Real Estate Developer, Movin'  
Out

Supportive housing fills a critical need in communities across Wisconsin. Learn about innovative and different ways to deliver this much needed community-based solution. Speakers will highlight different projects and methodologies for delivering solutions.

Executive C

### Lived Experience Panel

Dean Loumos, Program Supervisor, Tellurian  
Jeffrey Stingley

Stabilizing households with housing is an important piece in combatting homelessness, but it isn't the only piece. Come join the discussion about what else it takes to truly provide holistic care and services to households that are moving out of homelessness.

Executive D

## Lunch Plenary 12:15 p.m. – 1:30 p.m. | Regency Ballroom

### Presentation of the Fair Housing Memorial Award | Presentation of the Chuck Hill Sr. Award

Introduction: David Ginger, Vice President, Wisconsin Housing Preservation Corporation

### Plenary Speaker: Bryan Greene, Vice President for Policy Advocacy, National Association of Realtors

*Come hear about what efforts are being looked at on the national level to expand affordable homeownership and improve access to housing.*

**Plenary sponsored by the Wisconsin Housing Preservation Corporation**

## Workshop Session 2: 2:00 p.m. – 3:15 p.m.

### Advocacy 101: For the Newbie

Noel Halverson, Executive Director,  
NeighborWorks Green Bay  
Kristine Giornalista, Senior Director of Real Estate  
Development, AbleLight

Are you interested in advocating for change but are not sure where to start? In this session we'll discuss effective strategies for advocacy, common misconceptions and mistakes, and planning an introductory visit with elected officials. Our goal is that you leave with tools to make your voice heard!

Executive A

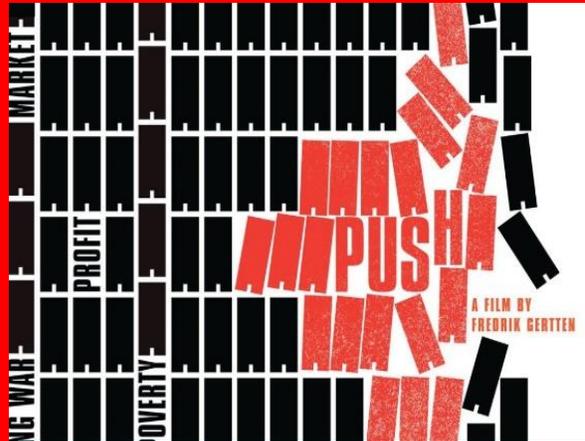
<b><i>Milwaukee: Divided by Design</i></b>	A group of leaders developed a middle and high school curriculum on the Milwaukee history of racial housing segregation. With a common understanding of our region's racial segregation, we are more likely to develop more equitable practices and policies. Learn how this curriculum might benefit the region.
Heidi Erstad, DBD-MKE Project Team Member Heather Godley, High School Social Studies Teacher	
Executive B	
<b><i>Innovations in Rural Housing</i></b>	The need for affordable multifamily housing in rural areas continues to grow--but the types of housing necessary and the methods of funding and developing rural housing are different. Agriculture worker housing, Rural RAD conversions, and more will be discussed!
Rebecca Giroux, Community & Economic Development Officer, WHEDA Wally Orzechowski, Executive Director, SWCAP Elisabeth Rask, Development Mgr, Cinnaire Solutions Tyler Sheerhan, Development Associate, Commonwealth Development Corporation	
Executive C	
<b><i>Supportive Housing Solutions</i></b>	This session will discuss how best to provide support services to homeless individuals and families in a permanent Supportive Housing Program whether project-based or tenant based. The speakers have experience in both forms of programs and will discuss Best Practices in working together with property management and other providers to deliver services.
Lisa Kuklinski, Senior Director, Heartland Housing Brad Hinkfuss, Executive Director, Housing Initiatives Katrina Van Valkenburgh, Managing Director, CSH	
Executive D	
<b><i>Workshop Session 3: 3:30 p.m. – 4:45 p.m.</i></b>	
<b><i>Racial Wealth &amp; Income Gap</i></b>	In America there are major disparities in household wealth between White households and Households of Color. Why is that? What are the driving impacts of that difference? Come participate in an interactive experience where we explore how federal policies through history have led to the massive disparities we see today.
Todd Mandel, Wisconsin Partnership for Housing Development	
Executive A	
<b><i>Mapping Racism, Prejudice, and Resistance in Milwaukee County</i></b>	A panel session demonstrating how structural, racial restrictions in the Milwaukee area serve as powerful obstacles for people of color seeking safe and affordable housing and access to community services.
Dr. Anne Bonds, Associate Professor, UWM Reggie Jackson, Co-Founder, Nurturing Diversity Partners Lawrence Hoffman, Deputy Director, Groundworks Milwaukee	
Executive B	
<b><i>Innovations in Urban Housing</i></b>	Affordable housing, especially in urban areas, is all over the news these days. There is no one solution resolve the crisis but instead many approaches that can work. Come learn about different approaches at work in Milwaukee and other urban settings.
Mikal Wesley, President, Urbane Communities Brandon Rule, President, Rule Enterprises Megan Schuetz, Real Estate Developer, Movin Out Anthony Kazee, Principal, KG Development Group Brenda Brown, CRA Officer, Great Midwest Bank Michael Emem, President & CEO, Emem Group	
Executive C	
<b><i>Beyond Housing</i></b>	Stabilizing households with housing is an important piece in addressing homelessness, but it is not the only piece. This panel will focus on moving the discussion of homelessness beyond just housing to include policies, programs, and strategies that address the comprehensive needs of families and individuals. Come join the discussion about what else it takes to truly provide holistic care and services to households that are moving out of homelessness.
Beth Lappen, Homeless Outreach Coordinator, Milwaukee County Jan Koester, TEP Resource Teacher, MMSD Tegan Swanson, Systems Change Coordinator, End Domestic Abuse Wisconsin	
Executive D	
<b><i>PUSH Screening Reception   5:00 p.m. – 6:00 p.m.</i></b> Regency Ballroom	
<b><i>Join us for refreshments and a cash bar prior to the screening of the documentary PUSH. Connect with fellow conference attendees and renew old acquaintances in our first statewide in-person get together since 2019!</i></b>	

## Join us for a screening of PUSH

PUSH is a 2020 documentary that looks at the forces at play in real estate markets across the world, including the United States, which are perverting and breaking the traditional real estate models. These forces, largely fueled and funded by private equity, are taking critical housing units offline, increasing rents, compounding homelessness, and putting profits before people.

Following the screening, join us for a moderated panel with local and federal experts to delve into what the future may hold and how we can mobilize to fight these forces! The panel will include:

- Professor John Johnson, Marquette University Law School – author of the report “Out-of-State Investment in Milwaukee’s Home Rental Market”
  - Talis Shelbourne, Milwaukee Journal-Sentinel affordable housing and lead poisoning reporter
  - Courtney Cooperman, National Low Income Housing Coalition
- Tuesday, May 10<sup>th</sup> – 6:00 p.m. to 8:30 p.m. (reception preceding)  
FREE screening – Open to the Public | Regency Ballroom



*This screening and panel are made possible by the generous support of the Zilber Family Foundation*



## Join the Advocacy Discussion!

Aligned with this year’s theme of “advocacy”, the Collaborative wants to hear from you about what are specific affordable housing needs, wants, and issues that you’d like to see addressed! On Wednesday, the Advocacy will hold an open table discussion about forming a statewide Affordable Housing Advocacy Network. This network looks to advance affordable housing, in all its forms, throughout the state and will engage state policymakers to help foster sound and beneficial affordable housing policy for Wisconsin.

To jumpstart this discussion, we want to hear from YOU! At the conference you will receive a QR code and/or link where you can contribute your thoughts! Leave a comment on a specific aspect of affordable housing in Wisconsin that you think needs to be changed. We’re looking for actionable items versus broad policy statements such as “We need more funding”.

# DAY TWO AGENDA – WEDNESDAY, MAY 11, 2022

## Opening Plenary 8:30 a.m. – 9:30 a.m. | Regency Ballroom

Introduction: Joseph Thomae, Director – Mortgage Banking, Berkadia

### Plenary Speaker: Honorable Sarah Godlewski, State Treasurer

*The State Treasurer's office has been a leader in tackling homeownership promotion and retention issues during the COVID-19 pandemic. Hear the latest updates on innovative solutions such as the Treasurer's Task Force on Homeownership, Take Root Wisconsin, and the Help for Homeowners Program.*

**Plenary sponsored by Berkadia**

## Workshop Session 4: 9:45 a.m. – 11:00 a.m.

### Wisconsin Open Housing Law Update

Matthew White, Director, Bureau of Investigations,  
Wisconsin Equal Rights Division

Executive B

Learn about the law's newer requirements for accessibility in new construction/rehab and outreach/enforcement priorities including status as a victim of domestic abuse and stalking as well as family status and the Wisconsin's Analysis of Impediments to Fair Housing.

### Milwaukee's Collective Affordable Housing Plan

Teig Whaley-Smith, Chief Alliance Executive,  
Community Development Alliance

Executive C

Through great strategy and implementation, Wisconsin can address both its racial equity homeownership gaps, and the shortage of affordable rental homes for working families. Learn how housing allies in Milwaukee are addressing these issues, and what may be applicable to your community from a data, process and strategy perspective.

### Housing & Homelessness Policy Update

Mike Basford, Director, Interagency Council on Homelessness  
Brad Paul, Executive Director, WISCAP  
Courtney Cooperman, Housing Advocacy Coordinator, National Low Income Housing Coalition

Executive D

Come find out what is happening with low-income housing policy at the Federal and State level. Topics include the Federal budget, Build Back Better, the Emergency Rent Assistance program, the Homeless Children and Youth Act, and the State of Wisconsin's recently released Welcoming Wisconsin Home report.

## Workshop Session 5: 11:15 a.m. – 12:30 p.m.

### Forming a Wisconsin Advocacy Network

Todd Mandel, Executive Director, WPHD  
Andy Heidt, Housing Policy and Program Manager, WISCAP  
Kristine Giornalista, Senior Director of Real Estate Development, AbleLight  
Noel Halverson, Executive Director, NeighborWorks Green Bay

Executive A

Let's collectively speak the truth to power! Do you have ideas for improving affordable housing in Wisconsin? Are you ready to take action? Join us at this working session where we will look at the conference feedback, focus on actionable items, and create a plan to organize to advance affordable housing in our state!

### LIHTC 101

Kaitlin Konyn, Senior Manager, Baker Tilly

Executive B

Section 42, LIHTC, Tax Credits what do they mean? Come experience a short primer on the Low-Income Housing Tax Credit program and learn about the primary source of funding for the development of affordable rental housing in America.

## Lunch Plenary 12:45 p.m. – 2:00 p.m.

### Opening Comments: Governor Tony Evers (pre-recorded) & Mayor Cavalier Johnson (pre-recorded)

Introduction: Lesly Flores, VP, Community Development Manager, First Midwest Bank/ONB

### Plenary Speaker: Teig Whaley-Smith, Chief Alliance Executive, Community Development Alliance

*Collectively we tackle affordable housing issues, but are we doing it in the best way possible? Are limited resources being put in the right place to do the best work? Come understand the issues around how limited resources are allocated to address affordable housing issues and how we can advocate to change things to increase the impact and outcomes.*

**Plenary sponsored by Old National Bank**

## Conference COVID-19 Policy

### Overview

As an in-person attendee, your safety and the safety of all attendees is our top priority. The following terms & conditions have been implemented based on CDC guidelines, and, unless otherwise prohibited by law, your in-person attendance is subject to these terms and conditions. Please familiarize yourself with these terms & conditions.

#### PLEASE NOTE:

These Conference Safety Terms & Conditions are subject to change at any time. You should consult CDC, state, and local health authorities for additional guidance applicable to your personal circumstances, including any order recommending or requiring you to quarantine after travel or after a possible or confirmed exposure to COVID-19. To the extent any federal, state, or local law requires safeguards in addition to those required in these Safety Terms & Conditions, you should follow them. You should also ensure review of the hotel's policies and procedures and these terms & conditions prior to your attendance at the event.

You should not attend in person if and within the 10 days prior to the conference, you have been experiencing symptoms of COVID-19, including:

- A fever of 100.4°F or higher.
- Cough
- Sore throat
- Respiratory illness or difficulty breathing
- Loss of taste or smell ☐ Tested positive or had close contact with someone who tested positive for COVID-19.
- Close contact is defined by the CDC as being six (6) feet of someone with or without a mask for a total of 15 minutes or longer in a 24-hour period.

### Conference Safety Terms & Conditions

#### Face Coverings

Unless required by law or ordinance at the time of the event, the use of masks/face coverings at the conference will be optional. Individuals are encouraged to use a mask/face covering as recommended by the CDC, or by your state or local health department.

Any revisions to our face covering policy will be dictated by CDC Guidelines and recommendations by state and county health officials. The policy may be revised up to and including the time of the conference.

#### Sanitizer Stations

Sanitizing stations are set up throughout the function space. Attendees are encouraged to utilize sanitizing stations before and after eating as well as before and after sessions and breaks. Attendees are encouraged to wash hands frequently with soap and water for at least 20 seconds and avoid touching eyes, nose and mouth with unwashed hands.

#### Notice of Potential Event Changes

Because of the ongoing COVID-19 pandemic which has resulted in various city, state, and federal regulations, guidelines from the Centers for Disease Control ("CDC") and state and local health authorities, and emergency orders (together, "Government Orders"), we are currently unable to predict how many attendees will be able to attend this event in person. Based on current circumstances, we are moving forward with the plan of accommodating the greatest number of in-person attendees to the extent it is deemed safe and advisable by applicable Government Orders. Since the state of the pandemic and Government Orders can rapidly change without notice, we reserve the right to adjust the number of attendees registered to attend the in-person portion of our conference at any time, and to convert any or all registrations to a virtual registration to the extent required by applicable Government Orders. All registrations are non-refundable, even if converted from

an in-person registration to a virtual registration. WPHD is not responsible for any additional costs you may incur due to a conference cancellation or conversion from in-person to virtual, including, but not limited to, cancellation fees, airfare, accommodations, transportation costs, etc.

Attendance at the Conference is subject to the conference's policies and procedures, which will be based on current Government Orders, as well as the policies and procedures of the venue. Because Government orders or the policies and procedures of the venue may change at any time with little or no advance notice, we reserve the right to change our policies and procedures at any time. By registering for the Conference, you agree to comply with Government Orders and the conference's and the venue's policies and procedures, including, but not limited to, face coverings, social distancing, quarantine, or health screenings and/or questionnaires.

We, or the venue, reserve the right to ask an attendee to leave the Conference or to refuse admission to a live attendee who violates the policies and procedures of the Conference, the conference, and/or the venue. If you are asked to leave or refused admission to the Conference, you will not be readmitted into the Conference and no refund will be provided.

#### Resources

Centers for Disease Control and Prevention

<https://www.cdc.gov/coronavirus/>