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Neighborhood
Partnerships

RE:
CONFERENCE

Salem Convention Center | Oct 29 and 30

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View and download session slide decks

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Event agenda at-a-glance

Wednesday, October 29		
7:30 AM - 6:00 PM	Registration Open	Gallery
7:30 AM - 9:00 AM	Breakfast	Gallery
9:15 AM - 10:15 AM	Breakout Session 1	
RE:Frame	Housing Communications	Santiam 4
RE:Imagine	Affirmatively Furthering Fair Housing 1	Santiam 6
RE:Invest	Homelessness	Santiam 5
10:15 AM - 10:45 AM	Break	
10:45 AM - 12:00 PM	Breakout Session 2*	
RE:Frame	Why is this the Government's Job?	Santiam 4
RE:Imagine	Affirmatively Furthering Fair Housing 2	Santiam 6
12:00 PM - 12:45	Lunch	Sant. 1, 2 & 3
12:45 PM - 2:00 PM	Plenary: Thomas Shapiro	Sant. 1, 2 & 3
2:00 PM - 2:30 PM	Break	
2:30 PM - 3:30 PM	Breakout Session 3	
RE:Frame	Engaging Partners in Advocacy	Santiam 4
RE:Imagine	ABC Workgroup: Housing Lens	Santiam 6
RE:Invest	Web of Wealth	Santiam 5

*Breakout 2 contains only two sessions

Event agenda at-a-glance

3:30 PM - 4:00 PM	Break	
4:00 PM - 5:15 PM	Breakout Session 4	
RE:Frame	Housing Basics	Santiam 4
RE:Imagine	Operationalizing Equity	Santiam 6
RE:Invest	Preservation	Santiam 5
5:30 PM - 7:00 PM	IDA Marketplace	Willamette Foyer
6:00 PM - 8:30 PM	Anniversary Party	Willamette Room

Thursday, October 30

7:30 AM - 3:00 PM	Registration Open	Gallery
7:30 AM - 9:00 AM	Breakfast	Gallery
8:30 AM - 10:00 AM	Welcoming Plenary IDA Celebration	Sant. 1, 2 & 3
10:00 AM - 10:30 AM	Break	
10:30 AM - 11:45 AM	Breakout Session 1	
RE:Seed	Communicating About Assets	Santiam 4
RE:Align	Financial Empowerment	Santiam 5
RE:Connect	IDAs 101	Santiam 6
11:45 AM - 12:30 PM	Lunch	Sant. 1, 2 & 3
12:30 PM - 1:45 PM	Lunch Plenary: Rep. Tobias Read & Jennifer Brooks	Sant. 1, 2 & 3

Event agenda at-a-glance

1:45 PM - 2:00 PM	15-Minute Break	
2:00 PM - 3:00 PM	Breakout Session 2	
RE:Seed	Retirement Security	Santiam 4
RE:Align	Behavioral Economics & Assets	Santiam 5
RE:Connect	Asset Building Coalition Launch	Santiam 6
3:00 PM - 3:30 PM	Break	
3:30 PM to 4:30 PM	Breakout Session 3	
RE:Seed	Children's Savings Accounts	Santiam 4
RE:Align	Credit Building	Santiam 5
RE:Connect	Bank On	Santiam 6
4:30 - 6:00 PM	Social Reception	Gallery

Plenary Speakers

Dr. Thomas Shapiro

Dr. Thomas Shapiro directs the Institute on Assets and Social Policy and is the Pokross Professor of Law and Social Policy at The Heller School for Social Policy and Management, Brandeis University. He is a leader in the asset development field with a particular focus on closing the racial wealth gap. In 2013 he co-authored a groundbreaking study, *The Roots of the Widening Racial Wealth Gap:*

Explaining the Black-White Economic Divide. With Dr. Melvin Oliver, he wrote the award-winning *Black Wealth/White Wealth*, which received the 1997 Distinguished Scholarly Publication Award from the American Sociological Association. His media appearances include The Rachel Maddow Show, Melissa Harris-Perry, CNN, ABC, NPR, Al Jazeera America. His work has been discussed in the New York Times, the Washington Post, the Boston Globe, the Atlantic Monthly, and elsewhere. Dr. Shapiro is currently focusing on writing *Navigating Toxic Inequality*, a widely anticipated book set for release in 2015.



You can find him on twitter.com/IASP_Heller or at www.iasp.brandeis.edu

Plenary Speakers

Representative Tobias Read

Rep. Tobias Read was first elected State Representative for District 27 in 2006, and was re-elected in 2008, 2010, and 2012. Rep. Read serves in leadership roles as the Majority Whip and the Chair of the House Committee on Transportation and Economic Development.



Rep. Read earned a bachelor's degree in politics and economics from Willamette University and a master's degree in business administration from the University of Washington. He lives in Garden Home with his wife, Heidi Eggert, and their two young children.

Jennifer Brooks, CFED, Director of State & Local Policy

Ms. Brooks is an author of the annual Assets & Opportunity Scorecard—a state-by-state assessment of how families are faring and the strength of state policies. She also leads the Assets & Opportunity Network, which is a movement-oriented group of advocates, practitioners, policymakers and others working to expand the reach and deepen the impact of asset-based strategies. Ms. Brooks provides policy expertise, technical assistance, resources and strategic advice to a range of stakeholders to support their efforts to make change in state and local communities.



Ms. Brooks has testified before Congress and spoken widely on strategies to help families reach economic security. She holds a master's degree from George Washington University and a bachelor's degree from Tufts University and the School of the Museum of Fine Arts.

Day One: Breakout Session One

Wednesday, October 29

ReFrame: Housing Communications

Santiam 4

How can we speak differently in order to affect policy, public opinion and public will about the importance of affordable, quality homes? This introduction to strategic communication will equip you to have transformative conversations about housing needs in your community. You'll leave with a new set of tools and a fresh way of thinking about your communications.

Presenters

- Patrick Bresette, Public Works
- Matt Kinshella, Neighborhood Partnerships

ReImagine: Affirmatively Furthering Fair Housing 1

Santiam 6

HUD's proposed affirmatively furthering fair housing rule brings increased attention to how regions and local jurisdictions actively plan for and encourage the production of affordable housing. What does this mean for Oregon? What does it mean for your community?

Presenter

- Pegge McGuire, Fair Housing Council of Oregon

Day One: Breakout Session One

ReInvest: Homelessness

Santiam 5

This Roundtable conversation will explore innovative approaches to combat homelessness. Kenny LaPoint will discuss ways the Central Oregon community has joined forces to meet the needs of veterans and others needing housing, Paul Schroeder will share a strategy to bring families facing homelessness into partnership with faith communities, and Seth Lyon will share details of a remarkable collaboration between Portland metro area partners aimed at changing the way we rise to the challenge of providing a home for everyone. We'll identify ways that support systems, local, and state agencies can coordinate and invest to ensure everyone in our community has a place to call home.

Presenters

- Kenny LaPoint, Housing Works and Families Forward
- Paul Schroeder, New City Initiative
- Seth Lyon, Multnomah County
- Moderator: Bill Hall, Lincoln County Commissioner

Day One: Breakout Session Two

ReFrame: Why Is This Government's Job?

Santiam 4

As Oregonians, we come together to address community needs and set priorities. Our local governments and public structures play a critical role in the Oregon housing landscape, and will be required to play an even larger role as we step up to address growing needs. How can we clearly define and communicate that role? Public Works Executive Director Patrick Bresette has some answers. Lincoln County Commissioner Bill Hall will share his experience as an elected official who has prioritized work to create housing opportunity.

Presenters

- Patrick Bresette, Public Works
- Bill Hall, Lincoln County Commissioner

ReImagine: AFFH - What Can Cities Do?

Santiam 6

HUD's proposed affirmatively furthering fair housing rule brings increased attention to how regions and local jurisdictions actively plan for and encourage the production of affordable housing. Explore tools, resources and strategies local jurisdictions in Oregon can implement to address our housing needs.

Presenters

- Stephanie Jennings, Lane Livability Consortium
- Pegge McGuire, Fair Housing Council of Oregon
- Andrée Tremoulet, Commonworks Consulting
- Sam Chase, Metro Counselor
- Omar Carrillo Tinajero, Neighborhood Partnerships

Day One: Breakout Session Three

ReFrame: Engaging Partners in Advocacy

Santiam 4

Our advocacy is most successful when we bring a wide range of voices together around our priorities. Join a discussion about new ways to engage individuals and organizations. The presenters will share their successes and challenges and their insights into how we can move forward and build coordinated campaigns.

Omar Carrillo Tinajero will share the Housing Alliance's initial approach in our effort to engage new partners in our work. Michael Anderson of the Center for Community Change will talk about a statewide effort underway in California to lift up the voices of residents in discussions of housing policy. Kenny La Point of Housing Works and Families Forward will talk about his work in Central Oregon to help individuals experiencing homelessness share their stories and effect policy change. John Camacho of FHDC will share successful strategies and potential pitfalls in efforts to mobilize residents. Steven Gilliam will talk about his experience engaging community members who have been displaced from NE Portland and ongoing efforts to engage community in anti-displacement strategies.

Presenters

- Omar Carrillo Tinajero, Neighborhood Partnerships
- Kenny LaPoint, Housing Works and Families Forward
- Michael Anderson, Center for Community Change
- John Camacho, Farmworker Housing Development Corporation
- Steven Gilliam, African American Leadership Academy

Day One: Breakout Session Three

ReImagine: ABC Workgroup - Housing Lens

Santiam 6

The Workgroup on Housing Affordability, Balance and Choice has illuminated housing needs across Oregon communities, and will advance proposals in the 2015 Oregon State Legislature that will help increase housing opportunity. This session will feature workgroup participants leading off a roundtable discussion about why we need a stronger “housing lens” in state government, what that might look like, and how we work to create it.

Presenters

- Erin Doyle, League of Oregon Cities
- Andrée Tremoulet, Commonworks Consulting
- Kim Travis, Oregon Housing and Community Services
- Janet Byrd, Neighborhood Partnerships

ReInvest: The Web of Wealth

Santiam 5

Plenary speaker Thomas Shapiro will go into depth about research he has done with his colleagues at the Institute for Assets and Social Policy at Brandeis University on the importance of assets to household financial resilience, and the role of public policy in determining the financial prospects of communities of color and households with lower incomes. Delve deep into discussion with Dr. Shapiro about the evidence for a shift in public policy and strategies to effect change.

Presenter

- Thomas Shapiro, Brandeis University

Day One: Breakout Session Four

ReFrame: **Housing Basics**

Santiam 4

The Workgroup on Housing Affordability, Balance and Choice has illuminated the depth and range of housing needs across Oregon communities, the Housing Alliance has done new research into housing needs, and Neighborhood Partnerships has used all we've learned to produce easy-to-use materials. How do we share data in such a way that we help galvanize solutions at the local and state level? Hear from a national and local messaging expert, and go home ready to talk differently!

Presenters

- Grace Badik, Street Roots
- Michael Anderson, Center for Community Change
- Janet Byrd, Neighborhood Partnerships

ReInvest: **Operationalizing Equity**

Santiam 6

We understand the importance of equity to ensure thriving communities. How should communities and organizations integrate equity into their plans? How do we overcome barriers in housing policy that disproportionately affect communities of color and other historically underrepresented communities? How do we know whether our public policy is helping us move towards equity? Join several leaders as they share their tools, insights, and experiences in this discussion.

Presenters

- Daniel Ledezma, Office of Governor Kitzhaber
- Thomas Shapiro, Brandeis University
- Elisa Harrigan, Meyer Memorial Trust
- Roberto Jimenez, Farmworker Housing Development Corporation

Day One: Breakout Session Four

ReInvest: Preservation

Santiam 5

Housing affordable to people regardless of their income is a precious resource to Oregon communities. Since 2007, partners throughout Oregon have worked together to hone strategies and build partnerships that are supporting the preservation of affordable housing throughout the state, including the purchase of manufactured home parks by resident cooperatives. This session will explore successes to date, the work that remains to be done, and our plans for this work in 2015.

Presenters

- Rob Prasch, Network for Oregon Affordable Housing
- Michael Parkhurst, Meyer Memorial Trust
- Patrick Shea, U.S. Dept. of Housing and Urban Development
- Julie Cody, Oregon Housing and Community Services
- Barbara Shaw, City of Portland

Day Two: Breakout Session One

Thursday, October 30

ReSeed: Communicating About Assets

Santiam 4

Assets provide the foundation for building better futures, and for managing the pitfalls that life places in our path. How do we share our passion for helping our neighbors build assets and build a persuasive case for action to turn public investment into asset building “right side up”? This strategic communications session will equip you to have transformative conversations about asset building in your community.

Presenters

- Patrick Bresette, Public Works
- Matt Kinshella, Neighborhood Partnerships
- Laina Green, Neighborhood Partnerships
- Mindy Bell, NEDCO

Day Two: Breakout Session One

ReAlign: Financial Empowerment Roundtable

Santiam 5

Join us in this jam-packed session as we explore exciting ways Oregon practitioners are building financial empowerment through financial education. We'll see how a southern Oregon organization is harnessing their young people's interest in drama and turning it into lifelong financial capability through a program called "JA Finance Park." We'll also hear from two native organizations who have incorporated First Nations Development Institute's curriculum, Building Native Communities, throughout their programming – and the resulting confidence and hope it has inspired in their respective communities. And finally, we'll look at the initial impacts of Oregon's pilot with the Consumer Financial Protection Bureau's (CFPB) new toolkit, Your Money Your Goals – a unique toolkit for case managers designed to provide specific information and tools best suited to support clients in reaching their goals. Bring your questions and creativity, as we will be sure to reserve time for a group-wide conversation.

Presenters

- Jessica Junke, Neighborhood Partnerships
- Nettie Dickson, Warm Springs CAT
- Elena Fracchia, United Way of Lane County
- Stacie Grier, College Dreams
- Ryan Parker, NAYA Family Center

Day Two: Breakout Session One

ReConnect: Fundamental Savings (IDAs 101)

Santiam 6

The largest of its kind in the country, the Oregon IDA Initiative invests in the personal and financial growth of individuals to build strong communities throughout our state. This session will explore the different ways that the Initiative is connecting and impacting our communities, and begin painting the bigger “landscape” story of this important statewide, asset building resource. Join IDA participants, donors, and providers as they share their piece of the Oregon IDA Initiative’s story.

Presenters

- Itzel Spehar, Neighborhood Partnerships
- Pamela Louis, IDA Graduate (WSCAT)
- Alyssa Mikels, IDA Graduate (College Dreams)
- Dan Ebert, IDA Donor
- Rebekah Barger, CASA of Oregon
- Ben Misley, MercyCorps NW

Day Two: Breakout Session Two

ReSeed: Retirement Security

Santiam 4

Oregon's senior population is projected to double in the next two decades. And according to a 2013 survey by AARP Oregon, one in six Oregonians between the ages of 45 and 64 has less than \$5,000 in retirement savings. This session will explore ways to rebuild pathways to lasting financial security for our state. Elena Fracchia from United Way of Lane County and Joyce De Monnin from AARP will provide an update on the findings and policy recommendations by the Joint Interim Task Force on Retirement Savings. Lili Hoag from Family Forward Oregon will discuss the need for action on retirement security to ensure family prosperity.

Presenters

- Elena Fracchia, United Way of Lane County
- Joyce De Monnin, AARP
- Lili Hoag, Family Forward

ReAlign: Behavioral Economics and Assets

Santiam 5

The field of behavioral economics is revolutionizing the policy and business worlds. But it has arguably had the largest impact on how we view and save money. Find out how several leading organizations are leveraging the best behavioral economics research to improve their asset building programs.

Presenters

- Matt Kinshella, Neighborhood Partnerships
- Molly McGlone, Reach CDC
- Cassie Russell, Bradley Angle

Day Two: Breakout Session Two

ReConnect: Asset Building Coalition Launch

Santiam 6

Neighborhood Partnerships, NeighborImpact, Financial Stability Partnership, Innovative Changes, and Native American Youth and Family Center have been selected to be part of a bold new initiative with CFED and the Northwest Area Foundation, designed to advance state and tribal policies that increase financial inclusion among low-income communities, Native American communities and communities of color in the Foundation's eight-state footprint. We are proud to be one of the cohort of seven grantees who will participate in the three-year Initiative.

Join us and share your thoughts about how we build this effort together.

Presenters

- Janet Byrd, Neighborhood Partnerships
- Christianne Lind, NW Area Foundation
- Jennifer Brooks, State and Local Policy Director, CFED
- Nancy Yuill, Innovative Changes
- Rey España, NAYA Family Center
- Lynne McConnell, NeighborImpact

Day Two: Breakout Session Three

ReSeed: Children's Savings Accounts

Santiam 4

Children's Savings Accounts of as little as \$500 have been shown to triple the likelihood that children from families with low incomes will go to college and quadruple the likelihood of graduating from college. Not only that, but the benefits of these accounts ripple out to impact children's and their mothers' emotional well being. Oregon's senior US Senator, Ron Wyden, has made Children's Savings Accounts a priority at the national level, and in the meantime others are hard at work to bring CSAs to life here in Oregon. Join us to learn more about CSAs and to help us build momentum for policy change.

Presenters

- Bruce Abernethy, Bend-Lapine School District
- Janet Byrd, Neighborhood Partnerships

ReAlign: Credit Building

Santiam 5

Building assets is one of the most effective pathways out of generational poverty and into financial stability. To build assets, families need financial education, asset building opportunities, and the ability to protect assets. Building and maintaining credit is a key part of this process. This session will provide an introduction to the strategies and policies that are helping families build credit and get on the path to financial stability.

Presenters

- Sarah Chenven, Credit Builders Alliance
- Abby Wood, Metropolitan Family Services

Day Two: Breakout Session Three

ReConnect: Bank On

Santiam 6

Bank On Oregon works to address the needs of consumers who do not have relationships with financial institutions – who are “unbanked” or “underbanked.” The RE:Conference marks the official launch of Bank On Oregon. Come hear about this exciting tool that will help you find financial products to serve your clients’ needs, and meet the ten financial institutions who have signed up to help you meet the needs in your community.

Presenters

- Brian Stewart, JPMorgan Chase, co-Chair Bank On Oregon
- Nancy Yuill, Innovative Changes
- Samantha Beeler, NW Credit Union Association
- Fernando Velez, Oregon Department of Consumer and Business Services

IDA Marketplace & Asset Social Hour

Support IDA-funded businesses at the Marketplace
Oct. 29 at 5:30 PM in the Willamette Foyer

Bendini Glass	https://www.etsy.com/shop/Bendiniglass	NEDCO & eDev
Blue Pearl Ceramics		Warm Springs Community Action Team
Durian and the Lyon	FunFancyBowties.com	NEDCO & eDev
Farm Maid Soap LLC	FarmMaidSoap.com	Mercy Corps NW
Island Adventures Preschool and Child Care	facebook.com/Island-AdventuresPreschool-ChildCare	Casa Marion County MERIT, CASA of Oregon
Jerrine Jewelry/Serrine Sculptures	serrinesculptures.com	REACH CDC, CASA of Oregon
Jo Lundberg Art	jolundberg.com	MESO
Lots of lavender	lots-of-lavender.com/	NEDCO & eDev
Magic Mineral Makeup	magicmineralmakeup.etsy.com	NEDCO & eDev
Mountain Mel's Essential Goods LLC	mountainmels.com	Mercy Corps Northwest
Oregon CPR	OregonCPR.net	NEDCO & eDev
Velo Gioielli	velogioielli.com	MESO

Asset Building Day Social Hour, Oct. 30

From 4:30 to 6:00 in the Gallery, mingle with colleagues from across the state. Learn more about Bank On, the new Asset Building Coalition and the IDA renewal. You'll want to bring lots of business cards for this fun networking event to close out the conference!

Oregon IDA Initiative & Housing Alliance



JOIN US

Together we can ensure all Oregonians have a safe, decent, affordable place to call home.

Join us at
OregonHousingAlliance.org

IDAs spark the BIGGER things.

Homeownership is **BIGGER** than a roof over your head.

Being the first in the family to graduate is **BIGGER** than your diploma.

*Starting a small business is **BIGGER** than your paycheck.*

Fortitude is deposited in accounts of dignity that don't run dry.

Knowledge is earned. Sacrifices are made. Obstacles are overcome.

All in the name of something BIGGER.

Fulfill your dreams. Make resilience reality. Inspire a generation.

Stand on the shoulders of hope where there's no looking back.

For us, for our loved ones, for our cherished communities - we strive.

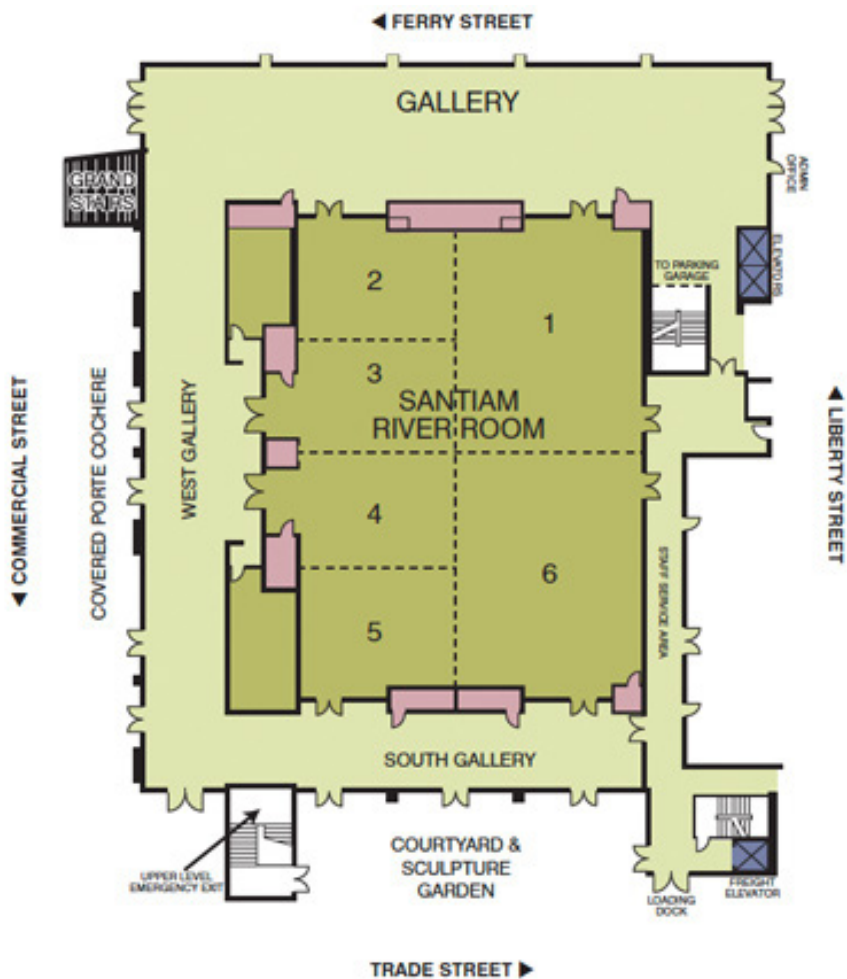
Here's to choosing BIGGER.

Here's to renewing the IDA.

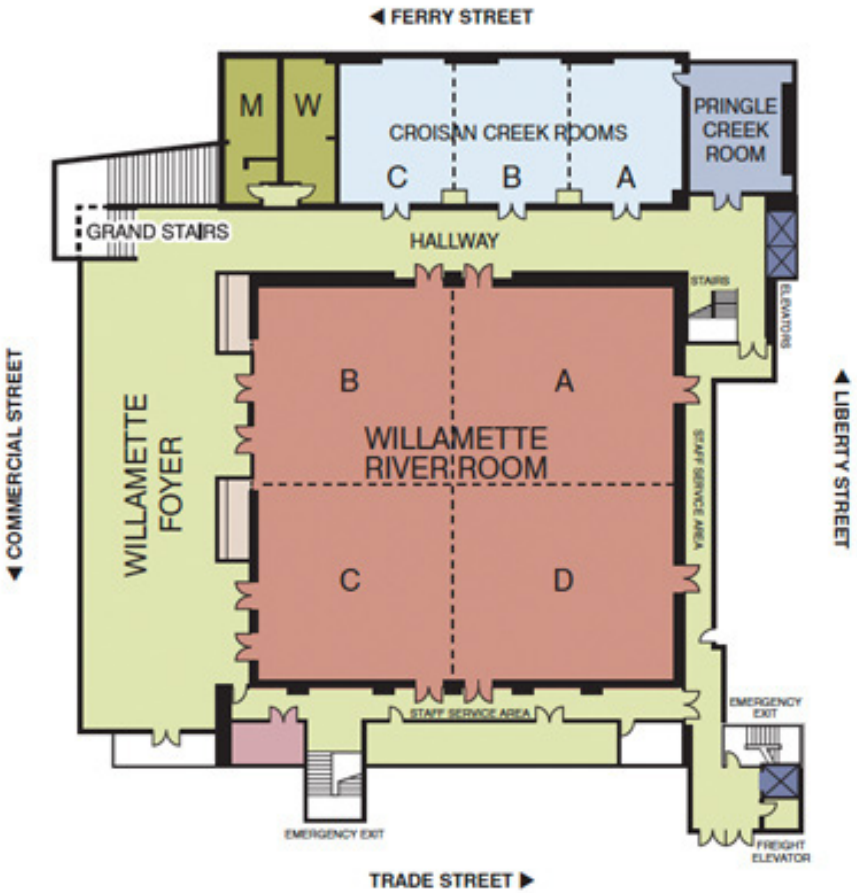


www.oregonidainitiative.org

First Floor



Second Floor



Celebrate 25 Years

WILLAMETTE ROOM
OCTOBER 29, 6 PM

TICKETS MAY BE PURCHASED AT THE DOOR



Neighborhood
Partnerships

25 years of opportunity

15 years of IDA | 10 years of Oregon Housing Alliance