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RE:

CONFERENCE

Salem Convention Center | Oct 29th and 30th

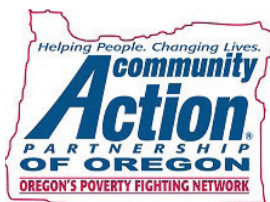
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Conference Schedule



Housing Policy & Strategy



Advocacy, Communications
& Organizing



Financial Stability
Policy & Strategy



Diversity, Equity & Inclusion

RE:Conference | Tuesday, October 29

7:30 AM - 8:30 AM Registration
(registration table open all day)

**8:30 AM - 9:00 AM Welcome with Lebaron Sims,
Prosperity Now**
Assets and opportunity in Oregon
(Light breakfast will be provided)

Willamette
Ballroom C/D



9:15 AM - 2:30 PM Choose Your Practicum
(Lunch provided, 12:00 PM - 12:30 PM)

Practicum 1:
Equity and Human Centered Collaborative Design

Croisan Creek
Room



Practicum 2: Communications to Move us Forward

Willamette
Ballroom A



Practicum 3: Driving Equity through Data,
Systems Change, and Cultural Change

Willamette
Ballroom B



2:45 PM - 4:00 PM Opening Plenary Session

RE:flect; RE:imagine; and be RE:inspired
with:

Joel Madsen, Mid-Columbia Housing Authority
Katrina Holland, Community Alliance of Tenants
Mindy Woods, Resident Action Project
IDA Microentrepreneurs

Willamette
Ballroom C/D



4:00 PM - 6:00 PM IDA Marketplace and Reception

An annual RE:Conference highlight! Browse the wares
of Oregon IDA Initiative business owners.

Willamette
Foyer


RE:Conference | Wednesday, October 30



8:30 AM - 9:00 AM **Registration**
(Beverages available)

9:00 AM - 10:15 AM 1st Breakout Sessions

Creating Housing Opportunity In Your Community:
Local Tools for Housing Solutions Willamette Ballroom C/D 


Storytelling for Advocacy Willamette Ballroom A 

Oregon Consumer Justice Listening Session Willamette Ballroom B    

Empowerment Economics: A culturally relevant, empowering, and multi-generational approach to financial wellbeing Croisan Creek Room  

10:15 AM - 10:45 AM **Break**

10:45 AM - 12:00 PM 2nd Breakout Sessions

Better Integrating Health and Housing: How will CCO 2.0 Help Us Achieve This Goal? Willamette Ballroom C/D 





Organizing for Policy Change Willamette Ballroom A   

Financial Inclusion in Action Croisan Creek Room 

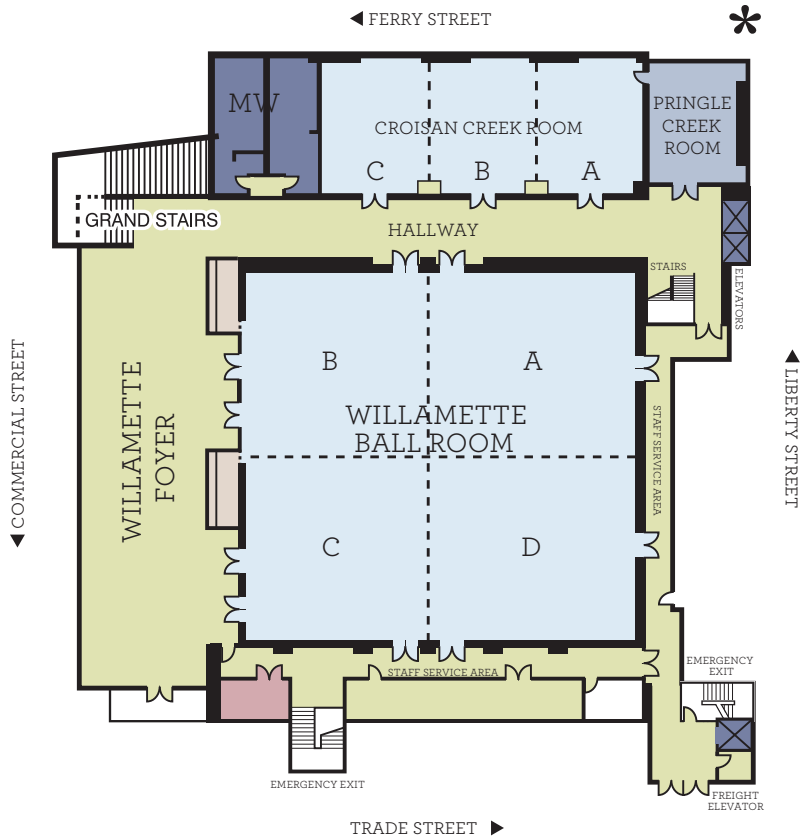
Building Financial Health in Oregon: Next Steps for our Communities Willamette Ballroom B    

12:00 PM - 12:30 PM **Lunch** Willamette Foyer
(Lunch provided)

12:30 PM - 3:00 PM Closing Plenary | 2020 Here We Come!

Be RE:Inspired, be RE:Motivated, and be ready to Create Opportunity and Build a More Equitable Oregon Willamette Ballroom C/D    

SECOND FLOOR



- *Lactation Room available in 1st floor Admin Office
- *Single user restroom available in 1st floor Admin Office
- *The Salem Convention Center does not have gender neutral restrooms, but please use the restroom in which you are most comfortable

KEYNOTE SPEAKERS

**MARGARET SALAZAR, Director, Oregon Housing and Community Services**

Margaret Salazar is Director of Oregon Housing and Community Services, which is Oregon's Housing Finance Agency. OHCS provides financial and program support to create and preserve opportunities for quality, affordable housing for Oregonians of low and moderate incomes, and leads statewide programs to prevent and end homelessness and to build housing stability.

Prior to joining OHCS, Margaret served in various leadership roles over a 10 year career at the US Department of Housing and Urban Development. She served as Chief of Multifamily Production in the San Francisco HUD office, financing the development and preservation of thousands of affordable homes. Margaret later served as Associate Deputy Assistant Secretary in HUD Headquarters, where she led the Department's Rental Assistance Demonstration and other national initiatives to revitalize and preserve affordable rental housing. Later, as HUD Oregon Field Office Director, Margaret led partners to develop a toolkit for local communities to prevent and address the closures of manufactured home parks and supported communities working to end veteran homelessness.

Margaret began her career as a foundation program officer and housing advocate working with community-based organizations in the San Francisco Bay Area, and she led a successful grassroots campaign for just cause eviction in Oakland, California in 2002.

A native Oregonian, Margaret holds a Bachelor's degree from Wesleyan University and a Master of Public Policy from the Goldman School of Public Policy at the University of California, Berkeley.

KEYNOTE SPEAKERS

ANAT SHENKER-OSORIO, Founder and Principal, ASO Communications

Founder and Principal of ASO Communications, Anat Shenker-Osorio examines why certain messages falter where others deliver. She's led research for new messaging on issues ranging from freedom to join together in union to clean energy and from immigrant rights to reforming criminal justice. Anat's original approach through priming experiments, task-based testing and online dial surveys has led to progressive electoral and policy victories across the globe.



Anat delivers her findings packed in snark at venues such as the Congressional Progressive Caucus, Centre for Australian Progress, Irish Migrant Centre, Open Society Foundations, Ford Foundation and LUSH International.

Her writing and research is profiled in The Atlantic, Boston Globe, Salon, The Guardian and Grist among others.

LEBARON SIMS, Senior Research Manager, Prosperity Now



Lebaron Sims is Senior Research Manager at Prosperity Now. As a member of the Applied Research team, Mr. Sims is one of the leads on the *Prosperity Now Scorecard*, providing data analysis, visualization and writing support for the initiative. He also provides analysis for Prosperity Now policy and programs teams, and for the Assets and Opportunity Network. Previously, Mr. Sims was a Research Associate at LISC MetroEdge in Chicago, IL, where he provided technical support, analysis and data visualization for local economic

development initiatives in cities across the country. Mr. Sims holds an M.A. in Urban Affairs from Loyola University Chicago, and a B.A. in Economics from California State University, Fresno.

KENNY ASHER, Community Development Director, City of Tigard

Kenny Asher holds a M.A. from the University of Oregon School of Architecture and a B.S. from the University of Florida School of Journalism. Prior to joining the City of Tigard, he directed the Community Development and Public Works departments for the City of Milwaukie, Oregon and served as General Manager for the Portland Family of Funds Holdings, an Oregon community investment bank, which he helped found at the Portland Development Commission.

DREW ASTOLFI, Organizer, Community Change

Drew Astolfi is a long-time community organizer who has worked both nationally and in several states. Past stints include the Organization of the NorthEast, in Chicago, the ADP in Western Mass, and the Housing First! Coalition in New York City. He was among the founders of the National Alliance of HUD Tenants. He recently returned to Community Change after 11 years as the director of Faith Action for Community Equity in Hawai'i.

MEGAN BOLTON, Senior Research Analyst, Oregon Housing and Community Services

Megan Bolton joined Oregon Housing and Community Services (OHCS) as a Research Analyst in June 2015 and now leads the research team's efforts to improve existing data collection methods, report on agency activities, understand statewide housing needs, and inform policy and planning decisions. Megan came to Oregon from Washington, DC where she worked for the National Low Income Housing Coalition (NLIHC) for six years. She has a Master's Degree in Public Policy from George Washington University.

MOIRA BOWMAN, Director of Advocacy, Oregon Food Bank

Moira joined Oregon Food Bank as the Director of Advocacy, Volunteers and Organizing in September 2018. For the previous decade she served as Deputy Director for Forward Together, a national organization working to change policy and culture so that all families can thrive. During this time, Moira supervised the development of a year round civic engagement program that engaged thousands of low-income families and families of color in building political power.

LEE PO CHA, Executive Director, IRCO

Lee Po Cha, MBA, became IRCO's Executive Director in April 2015. He has served IRCO since 1981 in a multitude of leadership roles, most recently as Associate Director and Director of IRCO Asian Family Center, which he helped found in 1994. A tireless advocate, Lee provides a voice for Oregon's increasingly diverse communities through his service on numerous commissions and boards.

GARY COBB, Community Outreach Coordinator, Central City Concern

Gary Cobb has been working for Central City Concern (CCC) going on 18 years. His roles have ranged from janitorial to direct services outreach to Public Policy. Gary has approached all these roles with a lens of community engagement and rooted with the power of story to influence change. Prior to coming to CCC as a client in 2000, Gary battled homelessness and addictions the majority of his life. “Someone stood up for me when I was falling down, now I get to stand up for others!”

BEN DUNCAN, Chief Diversity and Equity Officer, Multnomah County

Ben Duncan is the Chief Diversity and Equity Officer for Multnomah County. He has been with the County since 2004 when he began his career in Environmental Health as a community health worker. He has since worked as a health educator, policy analyst and manager of the Health Equity Initiative. In each of these roles, his work has always focused on the relationships between our social, economic, and environmental conditions and racial and ethnic disparities. Ben Duncan is the founding board member of OPAL Environmental Justice Oregon and serves as Chair of the Oregon Governor’s Environmental Justice Taskforce, and recently became Chair of Oregon Public Health Institute’s Board.

ELENA FRACCHIA, Wealth Advisor, Columbia Bank

As a Wealth Advisor at Columbia Bank, Elena Fracchia does more than just wrangle financial statements. She partners with business owners, executive directors, and individuals to build confidence in their own financial decision-making abilities. Elena knows that success is rooted in thoughtful actions that in turn grow to positively impact our businesses and families. In addition to her role at the Bank, Elena is on faculty at University of Oregon where she teaches Fundraising for Nonprofits.

sneha gantla, Heller School, Institute on Assets & Social Policy

sneha is a researcher and Ph.D. student at the Heller School for Social Policy and Management. Her background spans sociology, public policy, and social science research design/management. Most recently, sneha’s work has focused on immigrant integration and Empowerment Economics.

CARLOS DAVID GARCÍA, Director of Economic Opportunity

Carlos joined Neighborhood Partnerships as Director of Economic Opportunity in October 2018. In his role, Carlos leads NP's work to support asset building and financial vitality in communities across Oregon. This includes helping to manage the Oregon Individual Development Account Initiative on behalf of the State. With over 10 years of experience in the asset building field, Carlos brings expertise in direct client service, program development and administration, and leadership in policy initiatives. Carlos is passionate about supporting social and economic justice by centering the lived experience of those most impacted by programs and policy. Carlos earned his undergraduate degree in International Business from Oregon State University in 2006. He was born and raised in Hermiston, Oregon.

LAURA GOLINO DE LOVATO, Executive Director, Northwest Pilot Project

Laura Golino de Lovato is the Executive Director of Northwest Pilot Project (NWPP), a nonprofit organization providing housing assistance, transportation, and advocacy to very low-income seniors in Multnomah County. Laura has over 30 years of fundraising and nonprofit management experience, and holds a Master's degree in Library and Information Science from Simmons College, Boston. She recently began her second term as a Commissioner on the City of Portland's Rental Services Commission.

DIANA HALL, Senior System and Policy Analyst, Multnomah County

Diana is Senior System and Policy Analyst for the Youth & Family Services Division of Multnomah County. Her work includes policy and system development, backbone support, applied research, and program design. Twenty of her 27 years in the public and nonprofit sectors have been in supporting the development of cross-sector collaborations that drive educational success and family stability, including the multi-jurisdictional SUN Service System. She has a M.Ed. from Portland State University.

JATAUNE HALL, Business Development Specialist and IDA Manager, MESO

Jataune Hall is a Business Development Specialist and IDA Lead for Micro Enterprise Services of Oregon (MESO). Serving in the retail industry for 19 years at a high-end retail store, she learned selling, merchandising, marketing, and management skills. With a Bachelors of Science Degree in Communications from Portland State University, Jataune is well-known for her ability to motivate and inspire others. In her spare time, she runs her own small business JHall Styles producing handmade gifts.

KATRINA HOLLAND, Executive Director, Community Alliance of Tenants

Katrina joined Community Alliance of Tenants (CAT) in December of 2014. Katrina brings a solid background as a community leader and economic development and affordable housing advocate in the Pacific Northwest and knowledge in building a strong infrastructure to support organizational success and sustainability. With a passion for tenant power and a vision for an equitable housing market, Katrina hopes to support CAT's members, partners, and staff to build a strong housing justice movement in Oregon.

CANDACE JAMISON, Executive Director, Marion County Housing Authority

Candace Jamison is the Executive Director of the Marion County Housing Authority serving families, seniors, and veterans living in rural Marion County Oregon. Previously Jamison spent a decade working for Home Forward (formerly the Housing Authority of Portland) where she worked to support vulnerable communities impacted by rising housing costs and displacement. Jamison also serves on the Board of Directors for Northwest Pilot Project, a nonprofit assisting low income seniors.

ROBERTO JIMÉNEZ, CEO, Mutual Housing California

From his work with farmworkers in rural Oregon to his experience with real estate management in busy Southern California, Mr. Jiménez brings a deep understanding of community-building opportunities for diverse populations of people who live in affordable multifamily housing. As CEO of both Mutual Housing California and Mutual Housing Management, Mr. Jiménez has sharpened Mutual Housing's focus on race, equity, diversity and inclusion.

LORI KELLEY, Social Determinants of Health Manager, Oregon Health Authority

Lori Kelley has been working in the healthcare arena for over 20 years, with a focus on services that address vulnerable populations. She has a specific interest in the intersection between housing and health, having worked in several non profits serving homeless populations and has recently taken a new role in the OHA that concentrates on housing, health and other key social supports.

KAARIN KNUDSON, Architect, Project Lead, Better Housing Together

Kaarin Knudson, A.I.A., is an architect and urban designer who founded her practice and the community-based housing coalition, Better Housing Together, in 2017. Better Housing Together is the only multi-sector, community-led initiative working to address the housing crisis in Lane County. Over the past two decades, Kaarin's work has focused on housing policy, effective civic engagement, and sustainable design at all scales. She also teaches advanced design studio at the University of Oregon.

KENNY LAPOINT, Assistant Director, Public Affairs, Oregon Housing and Community Services

Kenny LaPoint, Assistant Director for Oregon Housing and Community Services has over 13 years of housing and community development experience. Prior to his service with the State of Oregon, Mr. LaPoint spent six years as the Housing and Resident Services Director for Housing Works, the Central Oregon Regional Housing Authority. Mr. LaPoint also served for over three years as a Homeownership Counselor for NeighborImpact, Central Oregon's Community Action Agency.

JES LARSON, Housing Policy Program Manager, Metro

Jes got her start in affordable housing as a case manager working with seniors and people with disabilities. For a decade she helped individuals navigate healthcare, social welfare and housing systems, where she learned that there aren't enough affordable homes for those who most need one. Jes went on to help found the Welcome Home Coalition and build a regional movement to support voter initiatives for affordable homes. Today, she is working to implement housing solutions at Metro.

JENNY LEE, Advocacy Director, Asian Pacific American Network of Oregon (APANO)

Jenny comes to APANO after working as the Advocacy Director at the Coalition of Communities of Color, a cross-cultural alliance of culturally specific organizations engaged in collective action for racial justice. Previously she was the Housing Policy Director at Neighborhood Partnerships, where she helped convene the Oregon Housing Alliance. Jenny grew up in Washington County, and her background includes work in disability rights, domestic violence, and mediation.

REPRESENTATIVE TERESA ALONSO LEON, Oregon House of Representatives

Teresa Alonso Leon is the State Representative for Oregon House District 22. She was elected to the Oregon Legislature in 2016 and is serving her second term. The daughter of migrant farmworkers and an immigrant, she grew up in House District 22. She became the first in her family to attend college, and holds a BA from Western Oregon University and a MPA from Portland State University. Education was her path to success, and she wants to increase opportunity and access for all Oregon students.

MARY LI, Multnomah Idea Lab

Mary Li is the Director of the MIL (Multnomah Idea Lab) at the Department of County Human Services. Mary has worked for the County since 1990, and describes herself as a proud bureaucrat! She believes that it's an absolute responsibility for government to address the role that policies, practices, and investments have played in creating the inequities experienced by our communities today. By intentionally centering race in our work, we can take action that makes a difference in the journey towards justice.

PAUL LUMLEY, Executive Director, Native American Youth and Family Center (NAYA)

Paul Lumley is the Executive Director for the Native American Youth and Family Center (NAYA) and is a citizen of the Yakama Nation. He came to NAYA in 2016 after being the Executive Director of the Columbia River Inter-Tribal Fish Commission (CRITFC) since 2009. Mr. Lumley served as Executive Director of the National American Indian Housing Council in Washington DC from 2007 to 2009. While also in DC, Paul Lumley served as the Senior Tribal Liaison for the U.S. Department of Defense.

JOEL MADSEN, Executive Director, Mid-Columbia Housing Authority

Joel Madsen serves as the Executive Director of the Mid-Columbia Housing Authority (MCHA) and Columbia Cascade Housing Corporation (CCHC). Since January of 2014, he has led MCHA and CCHC in promoting and administering affordable housing solutions throughout the Mid-Columbia region which includes Hood River, Wasco and Sherman Counties in Oregon as well as Klickitat and Skamania Counties in Washington. In addition to his leadership role at MCHA and CCHC, Mr. Madsen serves as a Director on the Housing Authority Risk Retention Pool Board, Neighborhood Partnerships' Board Chair, and President of the Housing Authorities of Oregon.

CATHERINE (CAT) MARTIN, Corporate Responsibility, JP Morgan Chase

Cat serves as Vice President and Program Officer with the Corporate Responsibility team at JPMorgan Chase & Co. In this capacity, Cat oversees the firm's global philanthropy strategy and activities for the Pacific Northwest and Utah State region. In an effort to reduce economic inequity and create more widely shared prosperity, JPMorgan Chase is taking a comprehensive approach to leverage the firm's global scale, talent and resources to invest in four areas that drive more inclusive growth.

ALDO MEDINA MARTINEZ, Business Advising Program Manager, Hacienda Community Development Corporation

Aldo joined Hacienda CDC in 2018 as the Portland Mercado's Business Advising Program Manager, where he oversees business technical assistance programs for over 60 entrepreneurs per year. In 2019, he gained accepted into NALCAB's Pete Garcia Community Economic Development Fellowship. Aldo earned his Bachelor of Arts degree from the University of California, Santa Cruz in Latin American and Latino Studies. He grew up in El Monte, California and is a proud immigrant from Cuautla, Morelos, Mexico.

LYNNE MCCONNELL, Affordable Housing Manager, City of Bend

Lynne serves as Affordable Housing Manager for the City of Bend. Previously, she was NeighborImpact's Deputy Director. She holds a BA from the University of Oregon and a J.D. from Lewis and Clark. Lynne has experience working for Outward Bound, lawyering, and managing (i.e. cowgirling) a ranch in CA, and views compassion as her defining pursuit. She can often be found digging in her garden, cooking for a crowd, or exploring the wilds near her home with her family in tow.

ALISON MCINTOSH, Policy and Communications Director, Neighborhood Partnerships

Alison re-joined Neighborhood Partnerships in 2016 as the Policy and Communications Director, where she leads the work of the Oregon Housing Alliance. Prior to that, Alison spent two years as the Government Relations and Communications Liaison at Oregon Housing and Community Services, where she helped lead the agency's legislative work and served as its Spokeswoman. Alison served at NP from 2006-2014, coordinating the work of the Housing Alliance and advising NP's initial work on asset building. Alison began her career as a community organizer. She holds a BA in Political Science from Macalester College.

COLE MERKEL, Deputy Director, Outreach & Engagement, HereTogether

Cole has devoted his career to addressing the root causes of homelessness & helping Oregonians advocate to create better lives for themselves and their neighbors. He spent nearly eight years strategically expanding the Street Roots vendor program and was Statewide Organizer at ACLU of Oregon during the 2019 legislative session. As Deputy Director, Outreach & Engagement at HereTogether he is focused on creating regional funding solutions to homelessness that match the scale and scope of the need.

AMY NELSON, CEO, Point West Credit Union

Amy Nelson is CEO of \$94 million Point West Credit Union, a Community Development Financial Institution (CDFI) based in the Portland-Metro area with a focus on bringing affordable capital to microenterprise businesses, immigrants, marginalized community members and unbanked consumers. Point West specializes in offering savings and credit builder products, and works closely with community partners as a resource for their financial empowerment programs.

MARLEY PIERCE, Program Manager & Trainer/Organizer, Western States Center

Marley Pierce is a Program Manager and Trainer/Organizer with Western States Center. Her portfolio of work includes supporting the Center's ongoing development of innovative tools to counter antisemitism as well as taking on the next chapter of We Are BRAVE—work that brings intersectional campaign tools to reproductive and gender justice leaders across the region. Prior to joining the Western States Center team, Marley was a teacher in elementary, secondary, and outdoor schools.

EMILY REIMAN, Oregon Consumer Justice

Emily joined the world of economic development in 2010 when she started working at NEDCO, managing their homeownership program during the height of the foreclosure crisis...which also introduced her to the field of consumer financial protection. In 2014, Emily stepped up as CEO of what would become DevNW, overseeing a slate of programs that includes affordable housing, asset building, and community development. In 2017, Emily was named to the founding board of Oregon Consumer Justice.

JESSICA SANTOS, Heller School, Institute on Assets & Social Policy

Jessica Santos, Ph.D. is a researcher and educator with expertise in social inequality, workforce development and diversity, refugee and immigrant integration, and Empowerment Economics. She is the Director of Community-Engaged Research at the Institute on Assets and Social Policy (IASP) at Brandeis University and a Lecturer at the Heller School. Her current work is focused on learning from the intersections of research and practice to reduce inequality and bring innovative policy.

ALDO SOLANO, Census Project Manager for Oregon Governor Kate Brown

Aldo Solano currently serves as Governor Kate Brown's Census Project Manager. Through this role, Aldo is working with Federal, State and local partners from various sectors to ensure that Oregon has a complete and accurate census count in 2020. Aldo is a DACA recipient from Colima, Mexico with a background in community organizing, policy advocacy and statewide coalition building on various issues including immigrant's rights, public health and early childhood education. Prior to joining the Office of Governor Brown, Aldo worked as the Community Engagement Advisor for the Children's Institute and before that as the Advocacy Director for the Oregon Latino Health Coalition.

MICHELLE STANFIELD, Branch Manager, Consolidated Community Credit Union

Michelle started her career with Credit Unions 35 years ago and have always focused on serving members from her first position as a teller to managing branches and call centers. As a Branch Manager for Consolidated CCU since 2017, Michelle is involved in assisting CCCU teams that help members as well as helping members that visit the branches. A San Francisco native, Michelle found her new home in Portland in 2010. She enjoys free time traveling with her husband, cooking and spending time with family and friends.

TODD STRUBLE, Community Development Director, APANO Communities United Fund

Todd managed the Jade District program from 2014 to 2019, assisting the Jade District Steering Committee in setting an agenda and coordinating projects of the Jade District. The Jade District Steering Committee's goal is to foster collective decision-making and self-determination by organizing collective strengths, empowering those most affected, and advocating for community control. We promote healthy, stable communities through equitable development with anti-displacement in mind.

STEVE VAN ECK, Research Evaluation Analyst, Senior, Multnomah Idea Lab

Steve van Eck was a co-founder of the Multnomah Idea Lab, a center for innovation located inside the Department for County Human Services. He is the former Deputy Director of the contemporary art center, Yale Union, and a researcher at the Meyer Memorial Trust and Oregon Community Foundation. He holds a Bachelor's in Community Development and a Master's degree in Urban Economics from Portland State University.

SANTIAGO VAZQUEZ, Microenterprise Coach, Native American Youth and Family Center (NAYA)

Santiago graduated from Wesleyan University, BA, and Lewis & Clark Law School, JD. He has worked as an admin in a business skills presentation firm, as a grade school teacher, as the Director of a cost-free tax preparation site, and currently as the Microenterprise (Small Business) Coach at the Native American Youth & Family Center - NAYA, and even as an apprentice for a Chimney Reconstruction Entrepreneur!

JULIE WANG, Program Consultant

Julie is an AFCPE Accredited Financial Counselor who has worked in cross-sector leadership development and financial wellness for over 15 years. She has designed and implemented financial wellness programs that seek to integrate context, acknowledging the social, political, and economic realities that impact an individual's ability to achieve financial stability. She is a program consultant with Habitat for Humanity Portland Metro East and Neighborhood Partnerships.

TAYLOR SMILEY WOLFE, Home Forward

Taylor Smiley Wolfe is the Director of Policy and Planning for Home Forward, the largest provider of affordable housing in the state. Prior to joining Home Forward, Taylor was the Policy Director for Oregon House Speaker Tina Kotek and played a major role in developing and helping to pass the first statewide anti rent gouging and tenant protections legislation (SB608) and the first statewide legalization of middle housing (HB2001). Taylor has a Master of Public Policy (M.P.P) from UC Berkeley.

MINDY WOODS, Statewide Steering Committee Member, Resident Action Project

Mindy Woods is a single mother, a US Navy Gulf War Veteran and tireless advocate. She went through the Washington Low Income Housing Alliance's Emerging Advocates program in 2013, was a founding member of the Resident Action Project (RAP) in 2015, joined the Housing Alliance's Public Policy Committee in 2018 and now serves on their Board of Directors. She is also a Commissioner with a County advisory board on issues of poverty and homelessness, as well as the Edmonds Diversity Commission.

ADAM ZIMMERMAN, President & CEO, Craft3

Adam Zimmerman joined Craft3 in 2002 and assumed the role of President and CEO in 2016. He has been a member of Craft3's executive management team since 2011, and before accepting the President role, served as Executive Vice President guiding organizational growth, consumer lending, external affairs and brand management. Adam earned his Master of Community and Regional Planning from the University of Oregon in 2002. He is an Eastern Oregon native and currently lives in Portland, Oregon.

Tuesday, October 29, 9:15 AM - 2:30 PM**Practicum 1: Equity and Human Centered Collaborative Design****Lunch provided 12:00 PM - 12:30 PM****Croisan
Creek Room**

Reaching our goals of equitable outcomes for all Oregonians will require us to change how our programs are designed. Equity and Human Centered Collaborative Design practices combine the techniques of design (listening, empathy, innovation, brainstorming, prototyping) with racial justice centered in the work. Join us in a sprint format to learn some of these practices as we go through an entire design cycle. We'll use the frame of asset building as basis of our design question.

Together we'll think about program design improvements that put people and their experiences and goals at the center. We'll all leave the day with skills to apply to our work and daily life.

Are you a current or former saver with the IDA Initiative, or are you working to reach a financial goal in your life? Are you a person whose life or neighborhood has been impacted by the work of community organizations, or are you a person of color who perhaps sees gaps in services to your community? We would especially like to have you join us for this session and share your thoughts and insights on what makes IDAs valuable and how they can be made more accessible and powerful for others, and how IDA providers can make their programs more inclusive of the perspectives of savers.

Are you a housing developer, program manager, counselor, or coach to others? While we will dig in to the specific case of matched savings for asset building, you will have the opportunity to spend time in small groups, divided by interest area, talking about how these tools apply to your work. Everyone will leave this session with new practices to develop and models to test new approaches in your work. We will especially focus on how we can use these tools to deliver more equitable outcomes for people of color and in specialized programs, as we learn how to better incorporate the voice of people impacted by decisions in the design and decision making process.

Session Goals:

- Exploring Equitable Centered Human Design practices and the design cycle
- Radically imagining Black, Indigenous, People of Color centered asset building
- Reviewing potential approach to upcoming IDA strategic planning process

**Speakers:**

- Mary Li, Director, Multnomah Idea Lab
- Steve van Eck, Research Evaluation Analyst, Multnomah Idea Lab

Tuesday, October 29, 9:15 AM - 2:30 PM

Practicum 2:

Communications to Move us Forward

Lunch provided 12:00 PM - 12:30 PM

**Willamette
Ballroom A**

Communication offers us opportunities to bring people together, to move our issues and policies forward, and to overcome the divisive tactics that dominate public life these days. Anat Shenker-Osorio has led research over the past ten years that offers us a path toward reaching our goals of creating housing opportunity, building a more equitable Oregon, and including more people in decision-making and advocacy.

Join us as Anat shares her thoughts on how to talk about work to create housing opportunity while countering forces of gentrification and displacement. Anat is well known for her research in 2017 and 2018 which provided communication tools to help us address issues of race and class at the same time. This session will offer us researched and tested communications tools and strategies that will help us talk about the financial and housing issues our communities face in ways that counter the divisive narratives that seek to divide us.

You will come away from this session with a better understanding of effective ways to communicate about housing opportunity, the need for new tools to build financial security and about racial and economic equity. You'll leave with easy to use suggestions about what to say and how to say it. We will have opportunities to work in small groups to practice and adapt the tools to be helpful as we do our work.



Speakers:

- Anat Shenker-Osorio, Principal, ASO Communications
- Michael Anderson, Director of the Housing Trust Fund Project, Community Change
- Jeff Kleen, Advocate
- Ela Kubok, Communications Director, Homes for Good
- Jenny Lee, Advocacy Director, Asian Pacific American Network of Oregon (APANO)
- Cole Merkel, Deputy Director, Outreach and Engagement, HereTogether

Tuesday, October 29, 9:15 AM - 2:30 PM

Practicum 3: Driving Equity through Data, Systems Change, and Cultural Change with Lebaron Sims and others

Willamette Ballroom B

Lunch provided 12:00 PM - 12:30 PM

Data shows us that Oregon, like the rest of the country, has significant disparities in outcomes for people of color, and that rural communities in Oregon experience persistent and extreme poverty. This session will help us understand how we can use data to help us create more equitable outcomes, and how we can center our work towards a more equitable Oregon in data that will provide us measurable indicators of our progress.

This session will feature researchers and analysts who will offer us analysis of recent outcome data that drills down on inequities and disparate outcomes. We'll hear from colleagues who have used data to drive systems change within their organizations and systems, and some who have used data to help drive cultural changes within their organizations. The day will include an overview by Lebaron Sims of Prosperity Now, who will provide new analysis of Oregon's results in the Assets and Opportunity Scorecard, isolating data from the Portland metro area, rural areas, and the Willamette Valley as we look at outcomes and policy tools to address racial wealth disparities.

There will be lots of discussion and time to dive into your experiences and your challenges. You'll leave with information about leveraging the data that is readily available to you, and with an array of ideas about how you can use that data to help you in focusing and assessing your work. Whether you are a researcher, a program manager, an executive director, or an advocate, you'll leave this session with clear ideas about how data can help you move forward.



Speakers:

- Lebaron Sims, Senior Research Manager, Prosperity Now
- Megan Bolton, Senior Research Analyst, Oregon Housing and Community Services
- Ben Duncan, Chief Diversity and Equity Officer, Multnomah County
- Diana Hall, Senior System and Policy Analyst, Multnomah County
- Catherine Martin, Corporate Responsibility, JPM Chase
- Lee Po Cha, Executive Director, IRCO

Tuesday, October 29, 2:45 PM - 4:00 PM

Plenary:

RE:flect; RE:imagine; and be RE:inspired

Willamette
Ballroom
C/D

This plenary will feature several speakers who will inspire you to RE:flect, RE:imagine, and be RE:inspired. Join us as Neighborhood Partnerships shares news about our work, Katrina Holland reminds us of the realities our neighbors face, Mindy Woods shows us a glimpse of a new way to build power, and IDA Marketplace vendors tell their stories.



Keynote Speakers:

- Katrina Holland, Executive Director, Community Alliance of Tenants
- Joel Madsen, Executive Director, Mid-Columbia Housing Authority
- Mindy Woods, Statewide Steering Committee Member, Resident Action Project
- IDA microentrepreneurs

And more!

Tuesday, October 29, 4:00 PM - 6:00 PM

IDA Marketplace and Reception

Willamette
Foyer

An annual RE:Conference highlight! Browse the wares of Oregon IDA Initiative business owners from across the state, network with your colleagues, and enjoy refreshments at the IDA Marketplace and Reception. Every attendee will receive a \$5 voucher* you can use to purchase items from vendors. Come ready to shop! See page 33 for this year's vendors.

**All Tuesday attendees will receive a \$5 voucher for the IDA Marketplace! We hope this creates even more opportunity for attendees and vendors to connect. A few important things to note: only one voucher per attendee (if you have an extra voucher or can't use yours, please just return it to an NP staff member), only one voucher per purchase, and vendors will not give change if the full value of the voucher isn't applied. Enjoy!*

Wednesday, October 30, 9:00 AM - 10:15 AM**Creating Housing Opportunity
In Your Community:
Local Tools for Housing Solutions****Willamette
Ballroom
C/D**

This session will revisit last year's RE:Conference Local Housing Solutions, parts I & II, and look at what has happened at both a local and state level in 2019. Panelists will discuss what tools are and aren't working to create regulated affordable housing for people with low incomes. Panelists will look forward to the implementation of several new bills passed by the 2019 Legislature including HB 2001 and HB 2003. Panelists will reflect on ways that these bills might increase equity. Participants in this session will have an opportunity to sit with panelists to talk about what strategies are working, and hear about how they might bring new tools to their community.

**Moderator:**

- Kaarin Knudson, Better Housing Together

Speakers:

- Sarah Absher, Director, Tillamook County Department of Community Development
- Kenny Asher, Director of Community Development, City of Tigard
- Jes Larson, Housing Policy Manager, Metro
- Lynne McConnell, Affordable Housing Manager, City of Bend

Wednesday, October 30, 9:00 AM - 10:15 AM

Storytelling for Advocacy

**Willamette
Ballroom A**

In this session, attendees will learn about how sharing and telling stories can help to create change. Our panelists will share their own examples of sharing their personal stories or helping people directly impacted by issues share their stories. The panel will also include a decision maker who will share their perspective on why personal stories are so important to creating changes. Attendees will then have the chance to think about storytelling in their own lives, and how the power of stories have the potential to help create change. Residents of affordable housing and IDA participants will learn how their stories are the foundation of change.

Speakers:



- Representative Teresa Alonso Leon, Oregon House of Representatives
- Gary Cobb, Community Outreach Coordinator, Central City Concern
- Mindy Woods, Statewide Steering Committee Member, Resident Action Project

Oregon Consumer Justice Listening Session

**Willamette
Ballroom B**

Oregon Consumer Justice is a newly formed organization which will take action – legal, advocacy, and otherwise – to protect Oregon consumers from predatory or unfair practices. Please join us and learn more about how we came to be, and more importantly, tell us what you think we should focus on as we begin our work. What are the barriers, threats, and obstacles that you face, your family and neighbors face, and your clients or residents face?



Speakers:

- Emily Reiman, Board Member, Oregon Consumer Justice

Wednesday, October 30, 9:00 AM - 10:15 AM

Empowerment Economics: a culturally relevant, empowering, and multi-generational approach to financial wellbeing

**Croisan
Creek Room**

Empowerment Economics is a culturally responsive multi-generational approach to financial capability in low-income Asian American and Pacific Islander (AAPI) communities. Traditional financial capability focuses on wealth building at the individual level. In contrast, Empowerment Economics emphasizes building wealth AND power in communities.

In this session, we will explore innovative practices in the financial capability and assets field, reflect on the Empowerment Economics framework and its applicability to regional practitioners, and close with final thoughts on next steps in the field.



Moderator:

- Julie Wang, Program Consultant

Speakers:

- Jataune Hall, Business Development Specialist and IDA Manager, Micro Enterprise Services of Oregon (MESO)
- sneha gantla, Graduate Research Assistant, Heller School - Institute for Assets and Social Policy at Brandeis
- Aldo Medina Martinez, Business Advising Program Manager, Hacienda CDC
- Jessica Santos, Director of Community Engaged Research, Heller School - Institute on Assets & Social Policy
- Todd Struble, Community Development Director, Asian Pacific American Network of Oregon (APANO)
- Santiago Vazquez, Microenterprise Coach, Native American Youth and Family Center (NAYA)

Wednesday, October 30, 10:45 AM - 12:00 PM

**Better Integrating Health and Housing:
How will CCO 2.0 Help Us
Achieve This Goal?****Willamette
Ballroom
C/D**

This session will look at the recent revamp of Coordinated Care Organizations in Oregon through “CCO 2.0”. As CCOs work towards addressing social determinants of health, this panel will look at increased alignment between housing providers and health providers, particularly in rural communities. We will hear from presenters currently developing permanent supportive housing projects in rural communities. The panel will discuss legislation and funding considered or passed by the 2019 Legislature and ways in which new funding can positively impact health and housing.



Wednesday, October 30, 10:45 AM - 12:00 PM

Organizing for Policy Change

Willamette
Ballroom A

Join us for a lively panel discussion on how advocates can organize and build power to help create lasting change. The panel will include organizers with experience moving people to action, winning state legislative campaigns, and supporting people to become leaders in their communities. Participants will come away from the session with an understanding of how organizing can create policy change, and strategies to use organizing in advocacy work. This session will include an exploration of how residents of affordable housing and IDA participants can organize for the power to make change.



Speakers:

- Drew Astolfi, Organizer, Community Change
- Moira Bowman, Director of Advocacy, Oregon Food Bank
- Marley Pierce, Program Manager & Trainer/Organizer, Western States Center

Wednesday, October 30, 10:45 AM - 12:00 PM

Financial Inclusion in Action

Croisan
Creek Room

Learn how local financial institutions are helping create and offering innovative financial products for Oregonians especially those living on low incomes. Learn about new security deposit loans, a new manufactured home replacement loan and the new First Time Home Buyer Savings Account. Guest speakers will include representatives from Point West Credit Union, Craft3 and Consolidated Community Credit Union.



Moderator:

- Elena Fracchia, Wealth Advisor, Columbia Bank

Speakers:

- Amy Nelson, CEO, Point West Credit Union
- Michelle Stanfield, Consolidated Community Credit Union
- Adam Zimmerman, CEO, Craft3

Building Financial Health in Oregon: Next Steps for our Communities

Willamette
Ballroom B

There is exciting work happening around the state to build financial health. Come join us in a roundtable discussion to talk about what is happening, what you're doing, and what we can look forward to in 2020 and 2021 as we work to build support for our work and for Oregonians living on low incomes.



Moderator:

- Carlos David Garcia, Director of Economic Opportunity, Neighborhood Partnerships

Wednesday, October 30, 12:30 PM - 3:00 PM

2020 Here We Come!

Be RE:Inspired, be RE:Motivated, and Be Ready to Create Opportunity and Build a More Equitable Oregon

Willamette
Ballroom
C/D

Wednesday's closing plenary will be a lively mix of speakers, discussions, and activities that will get us all ready for our next steps together. Come ready to learn, to re-imagine, and to be re-invigorated for the work ahead.

Panel Discussion 1 | Approaches to Justice: Building Housing Opportunity

How do policy makers and advocates identify the best policy ideas, the ideas that will generate the most benefit to communities? This panel discussion will focus on increasing opportunity through housing, and the discussion will highlight some of the big questions we all need to ask ourselves as we develop proposals. We'll frame the conversation as a discussion of housing vouchers, which are one tool to serve people with low incomes to access housing opportunity and stability. This conversation will explore some of the benefits and drawbacks of vouchers, strategize about how we could maximize the benefits of vouchers, talk about how vouchers should and could work hand in hand with community centered approaches, and will explore the benefits and challenges of a state-level voucher program. Come with your opinions and questions! We will want to hear from you.

Action Opportunity | Aldo Solano, Census Project Manager for Oregon Governor Kate Brown and in charge of our effort to ensure that everyone is counted in the 2020 Census, will remind us how important it is to our communities that everyone is counted (Hint: it affects federal money, our representation in Congress, and our understanding of who lives in our communities and what they need). We'll learn what we each can do to ensure success.

Panel Discussion 2 | Building capacity to reach our goals

This conversation with OHCS leadership, our moderators, and community leaders will begin as Margaret Salazar shares her thoughts on the work ahead. Then, we'll examine ways in which we can build more affordable housing in rural communities and communities of color, and how we can address homelessness and financial instability. How do we build long lasting capacity within

Wednesday, October 30, 12:30 PM - 3:00 PM

2020 Here We Come!

Be RE:Inspired, be RE:Motivated, and Be Ready to Create Opportunity and Build a More Equitable Oregon

Willamette
Ballroom
C/D

these communities to do the work and to increase equity? How will we build, own and operate affordable housing for the long-term, create homeownership opportunities for people of color, help families build a stronger financial foundation?

Closing | 2020 and beyond: What's in store for the 2020 Legislative Session? And what's next in 2021? Hear from state and local leaders about the exciting work ahead, and learn how you can join in and be a part of the work!



Speakers:

- Margaret Salazar, Director, Oregon Housing and Community Services
- Carlos David Garcia, Director of Economic Opportunity, Neighborhood Partnerships
- Laura Golino de Lovato, Executive Director of Northwest Pilot Project
- Candace Jamison, Executive Director, Marion County Housing Authority
- Roberto Jimenez, CEO, Mutual Housing California
- Mary Li, Director, Multnomah Idea Lab
- Paul Lumley, Executive Director, Native American Youth and Family Center (NAYA)
- Alison McIntosh, Policy and Communications Director, Neighborhood Partnerships
- Jessica Santos, Director of Community Engaged Research, Heller School - Institute on Assets & Social Policy
- Aldo Solano, Census Project Director, Office of Oregon Governor Kate Brown
- Taylor Smiley Wolfe, Director of Policy and Planning, Home Forward

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Indigenous Come Up

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BUILDING STRONGER COMMUNITIES

JPMorgan Chase is committed to investing in communities so diverse individuals and families of all income levels can thrive. We work with a group of partners to provide creative and innovative solutions that respond to community development, affordable housing needs and inclusive economic growth. These partnerships are essential to making a meaningful impact on communities, their residents and businesses.

We proudly support Neighborhood Partnerships.

JPMORGAN CHASE & CO.



BREAKING NEW GROUND

Oregon's Statewide Housing Plan (2019-2023) was crafted after coupling the input received in more than 40 community meetings held throughout the state with extensive analysis of community need data. The Plan articulates how Oregon Housing and Community Services (OHCS) will pave the way for more Oregonians to have access to housing opportunities and achieve housing stability and self-sufficiency through six policy priorities.



Equity & Racial Justice



Homelessness



Permanent Supportive Housing



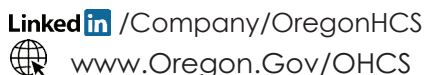
Affordable Rental Housing



Homeownership



Rural Communities



JOIN OUR TEAM

OHCS is hiring dedicated individuals committed to ensuring all Oregonians have the opportunity to pursue prosperity and live free from poverty.

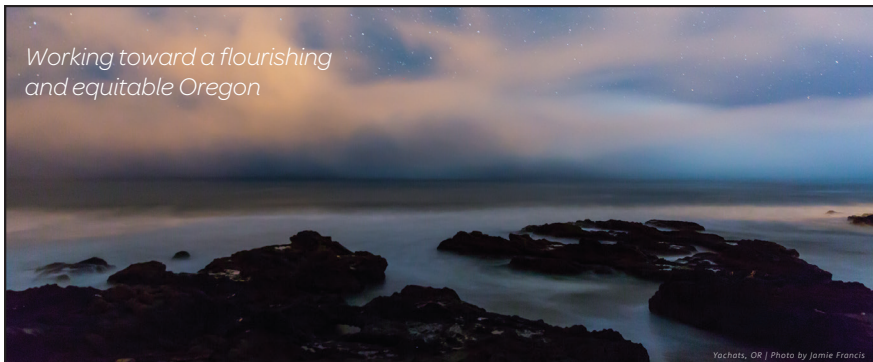
FOR MORE INFORMATION ABOUT JOB POSTINGS

HR.Recruitment@Oregon.gov

MISSION

We provide stable and affordable housing and engage leaders to develop integrated statewide policy that addresses poverty and provides opportunity for Oregonians.

*Working toward a flourishing
and equitable Oregon*



Yachats, OR | Photo by Jamie Francis



Meyer Memorial Trust is proud to support Neighborhood Partnerships and share its commitment to improving access to opportunity and housing stability for Oregonians.

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*Best wishes
for a great
RE:Conference!*

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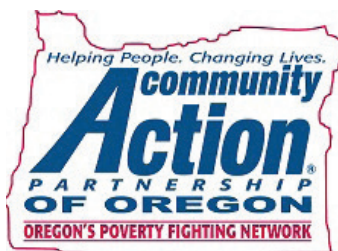
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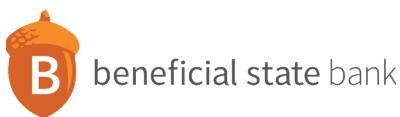
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The background is a solid light blue color. It is populated with numerous white line-art icons of buildings and trees. The buildings are of various sizes and shapes, some with multiple windows, and are arranged in a way that creates a sense of depth and perspective. The trees are also of various shapes, including simple rounded tops and more detailed conical shapes. The overall style is clean and modern.

Save the date for

RE:Conference 2020!
November 16th & 17th

Neighborhood
Partnerships

RE:2019

CONFERENCE

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