

This year's Habitat for Humanity California State Conference theme is Homeownership Matters.

With Homeownership Matters, and all attendees in mind, session topics were selected based on affiliate input, California housing trends, professional development for staff roles, and Habitat for Humanity International programs.

We're excited to offer a wide variety of topics and opportunities to learn and network with professional experts, peers and partners in Homeownership Matters.

As you review the workshop sessions to make your selections, you will find the suggested audience code(s) listed for each session. Of course, all sessions are inclusive, and you are welcome to attend any session of interest to you; audience codes are only a guide.

Audience Quick Reference Codes:

A	Advocacy
AA	All Attendees
C/NR	Construction & Neighborhood Revitalization & Repair
FE	Faith Engagement
FM	Financial Management
MC	Marketing and Communication
HS	Homeowner Services
L	Leadership
RD	Resource Development
RS	ReStore
VE	Volunteer Engagement

Session #1 Workshops

Workshop Title **Maximize your use of MyHabitat: Knowledge Center, Yammer and HabitatLearns**

Presenter Kerry Hilton, Senior Specialist Knowledge Management @ Habitat for Humanity International | khilton@habitat.org

Audience Codes AA
Location Bldg. 5, Room I

Participate in a demo of both the Knowledge Center and Yammer. Practical steps will be shared to manage Yammer profiles and notifications, as well searches. Participants will obtain a clear sense of the architecture of information presented in the Knowledge Center. Learning resources available via HabitatLearns will also be highlighted. Participants can anticipate a hands-on interactive workshop with tips shared by peers and colleagues. Hear about new resources and features that are on the horizon. Participants will also have an opportunity to share input on features and capabilities they would like to see in future iterations.

Workshop Title **Habitat CA Legislation: Are You Leaving \$\$\$ on the Table?**

Presenter Holly Fraumeni De Jesus, Partner @ Lighthouse Public Affairs, Janice Jensen, CEO @ Habitat for Humanity East Bay/Silicon Valley, Lori Pfeiler, CEO @ San Diego Habitat for Humanity | holly@lh-pa.com | lori.pfeiler@sandiegohabitat.org | jjensen@habitatebsv.org

Audience Codes L, A, FM

Location Bldg. 5, Room II

Ever wonder if you might be missing something? Learn about the existing legislation benefitting Habitat for Humanity affiliates and our homeowners, discuss how to leverage state laws locally, find out what legislation might be coming, and bring your wish list for legislative recommendations.

Workshop Title **Legal Issues for Owner-Occupied Repair Programs**

Presenter Walter Fields, Manager Repair Programs US Construction @ Habitat for Humanity International | wfields@habitat.org

Audience Codes C/NR, HS, L, VE

Location Bldg. 5, Room III

We'll look at what your affiliate needs to do to stay in compliance with state and federal regulations when selecting families, offering loans for repairs, and securing repair loans. Includes information on developing or modifying your policy(s) on owner-occupied repairs including why we charge, how to determine pricing, legal aspects of loans, and pricing and payment models.

Workshop Title	Making Habitat's Mission Shine in Your ReStore
Presenter	Suzy Kennerly, ReStore Development Consultant @ Habitat for Humanity International skennerly@habitat.org
Audience Codes	RS, L, A
Location	Bldg. 5, Room IV

ReStores can serve as a great stage to educate customers on Habitat's work and the unique housing issues that face the community. This session will focus on ways to make Habitat's priorities relatable to shoppers through mission walls, collateral materials and social media, as well as through volunteers and great customer service.

Workshop Title	Habitat Mortgage Solutions Loan Origination Platform and Capital Markets Benefits: All Affiliate Sizes
Presenter	Daniel Gura, Director of Capital Markets and Financial Systems @ Habitat for Humanity International dgura@habitat.org
Audience Codes	HS, FM, L
Location	Bldg. 5, Room V

Habitat Mortgage Solutions ("HMS"). The system is customized to an affiliate's unique size and needs and is created to be user-friendly. Custom screens were developed to move borrowers from the homebuyer application stage to the application stage. HMS offers an array of services to help affiliates as mortgage originators, home-builders and sellers. We will walk through the guiding principles and describe two lines of business: 1) HMS Mortgage Platform and 2) HMS Lending. We will discuss the origination, processing, underwriting and closing services offered through the Mortgage Platform and the potential benefits to affiliates that choose to utilize the platform in an ever-increasing complex mortgage world. Additionally, we will discuss the potential expanded lending and capital markets options that will be made available through HMS lending.

Session #2 Workshops

Workshop Title	Global Mission Conversations: How to tell the Full Story to Engage Your Local Community
Presenter	Susan Weltner Yow, Director, Affiliate Tithe and Global Engagement @ Habitat for Humanity International syow@habitat.org
Audience Codes	RD, L, A, VE
Location	Bldg. 5, Room I

Learn to talk about Habitat's international work in ways that will effectively engage prospects and donors in the opportunities that we have for global impact. Many philanthropists, particularly younger ones, are very interested in global issues and may not realize the scope and impact of Habitat's global footprint. Learners will receive practical resources to share the FULL story of our vision, a WORLD where EVERYone has a decent place to live! Come learn how far a dollar can travel!

Workshop Title	Confident and Authentic Communication: Build Trust, Connect and Inspire
Presenter	Salvatore Manzi, Communication Coach @ Own the Room salvatore@owntheroom.com
Audience Codes	AA, L, MC, RD, VE
Location	Bldg. 5, Room II

Confidence and authenticity lead to trust, trust fosters connection, and connection inspires action. Master this magic formula to gain respect, forge stronger relationships, and increase your influence during any meeting or presentation, at any stage of your career. In this hands-on module, you'll discover strategies (and science!) to overcome fear and position yourself as an invaluable leader.

Workshop Title	Are you on a Path or in a Rut? The Power of Build Events Outside the Box.
Presenter	Tom Gerdy, Building contractor, community activist, writer, fearless and often (self-described) senseless leader of The Habitat for Humanity Road Trip Crazies. tgerdy@gmail.com
Audience Codes	C/NR, VE, L
Location	Bldg. 5, Room III

Finding and keeping volunteers, donors, subcontractors, and vendors can be one of the toughest challenges we face. This session will discuss how special events play into reaching new people. We will deal with specifics on how organized production helps keep volunteers grinning and coming back. A portion of the session will address the ABCs of blitz building. Time will also be spent sharing with each other what has worked and what hasn't worked in our affiliates.

Workshop Title	Keys to a Great ReStore: For Affiliate Leadership
Presenter	Suzy Kennerly, ReStore Development Consultant @ Habitat for Humanity International skennerly@habitat.org
Audience Codes	RS, L
Location	Bldg. 5, Room IV

A high-level discussion of the national trends and concepts that drive our exciting Habitat ReStore brand and are common among the top performing ReStores in the US. This course includes individual self-evaluation and planning opportunities so participants can create next steps for their affiliate and ReStore.

Workshop Title	The Ins & Outs of CA Law & Habitat Mortgages
Presenter	Lesley Casto, Director of Client Services @ Habitat for Humanity East Bay/Silicon Valley lcasto@habitatEBSV.org
Audience Codes	HS, L
Location	Bldg. 5, Room V

When it comes to Habitat Mortgages, Sales Agreements, and life events - what MUST we do, what MAY we do, and what is ILLEGAL? Whether it's first right of refusal, inheritance, deed restrictions, homeowner death, shared equity, foreclosure, pay-off or other homeownership matters – we need to know the law. Bring your scenarios, hear how fellow affiliates are handling and learn the legal do's and don'ts for federal and CA state compliance.

Session #3 Workshops

Workshop Title	Good to Great: How to Increase Your Fundraising Capacity
Presenter	Krysta Morgenthaler, Chief Development Officer @ Habitat for Humanity East Bay/Silicon Valley kmorgenthaler@habitatebsv.org
Audience Codes	RD, L
Location	Bldg. 5, Room I

Learn from the real experiences of Habitat for Humanity East Bay/Silicon Valley's resource development leader and hear how she has successfully grown her team and fundraising revenue to maximize impact. Receive practical tips to apply this expertise to expand your own market regardless of its size.

Workshop Title	Tell Captivating Stories: Transform any meeting, presentation or call into a captivating journey that engages listeners
Presenter	Salvatore Manzi, Communication Coach @ Own the Room salvatore@owntheroom.com
Audience Codes	AA, MC, L, A, RD
Location	Bldg. 5, Room II

Join this interactive session and build your skills to Tell Captivating Stories – Stories are how we naturally communicate, learn, and connect. Think about your favorite book or movie. There's a captivating beginning, a bit of exciting build-up, and a journey that carries you from beginning to end. In this module, you'll discover how to transform any presentation, meeting, or phone call into a captivating journey that builds trust, increases connection, and keeps your listener engaged from start-to-finish.

Workshop Title	Project Management: How to Develop Projects Large and Small
Presenter	Kevin Elliott, Vice President of Housing Development Hamid Taeb, Director of Real Estate Development Rob Simonds, Senior Project Manager Kristi Bascom, Project Manager @ Habitat for Humanity East Bay/Silicon Valley kelliott@habitatebsv.org htaeb@habitatebsv.org rsimonds@habitatebsv.org kbascom@habitatebsv.org
Audience Codes	C/NR, L, VE
Location	Bldg. 5, Room III

We will discuss the process of identifying potential properties, acquisition, funding, entitlement, and building potential projects from single home lots to large-scale eighty-five home communities.

Workshop Title	ReStore Customer Service Culture
Presenter	Suzy Kennerly, ReStore Development Consultant @ Habitat for Humanity International skennerly@habitat.org
Audience Codes	RS, L
Location	Bldg. 5, Room IV

A collaborative, discussion with an overview of best practices on creating a positive culture around customer service in ReStores. Attendees will be asked to submit their top issues around customer service for an open discussion.

Workshop Title	Financial Leveraging and Capital Markets or Related Topic
Presenter	Matthew Grundy, CEO @ Habitat for Humanity Greater Fresno matthew@habitatfresno.org
Audience Codes	FM, L
Location	Bldg. 5, Room V

Construction costs are rising. Housing production is far below our state's need, especially for low- and moderate-income households. As an affordable homebuilder, we are fighting back! We will discuss ways to capitalize affiliate operations from local, regional, statewide, and national financial leveraging solutions.

Session #4 Workshops

Workshop Title	Habitat: Christian and Inclusive
Presenters	Natosha Reid Rice, Associate General Counsel @ Habitat for Humanity International and Matthew Grundy, CEO @ Habitat for Humanity Greater Fresno nreidrice@habitat.org matthew@habitatfresno.org
Audience Codes	AA, FE
Location	Bldg. 5, Room I

Join in a discussion with senior leaders from HFHI and California about Habitat's God at the Center process and how our Christian foundation undergirds our commitment to inclusivity. What if we welcomed everybody in a way that filled them with a desire to know more about the people who came together to build a home? Share effective ways to embrace inclusivity and diversity by keeping God at the Center and respect at the heart of our conversations.

Workshop Title	Effective Advocacy and Local Engagement: Mobilizing Homeowners, Partners and Media
Presenters	Holly Fraumeni De Jesus @ Lighthouse Public Affairs, with affiliate insight by Angelica Resendez, Director of Homeowner Relations @ Habitat for Humanity Greater San Francisco holly@lh-pa.com aresendez@habitatgsf.org
Audience Codes	A, HS, MC, L
Location	Bldg. 5, Room II

This session will focus on effective ways of partnering with homeowner families to augment Habitat messaging in the media and with public officials. We'll explore how to embed homeowner families in our outreach and discuss how we can amplify their voices to champion the needs of every household in the "missing middle" in California.

Workshop Title	What to expect with 2020 ZNE – Zero Net Energy Construction Code
Presenter	Kelly Morairty, Mechanical Engineer, Building Standards Office @ California Energy Commission, and case study by George Koertzen, Construction Manager @ Habitat for Humanity San Joaquin County kelly.morairty@energy.ca.gov g.koertzen@gmail.com
Audience Codes	C/NR, L
Location	Bldg. 5, Room III

Whether your affiliate is large or small, or located in the north or south, we will all be required to meet the Zero Net Energy (ZNE) 2020 requirements just like every other builder. Come learn what ZNE really means and what it's going to take to meet code requirements effective Jan 1st, 2020. Plus, hear how Habitat San Joaquin County has applied innovative design techniques to exceed ZNE, reduce material waste, and keep homes affordable.

Workshop Title	ReStore Discussion to Increase New Product Donations & Sales
Presenter	Robyn Willis, Director of Retail Operations @ Habitat for Humanity Orange County and John Stockman, Director of ReStore Operations @ San Diego Habitat for Humanity robyn@habitatoc.org john.stockman@sandiegohabitat.org
Audience Codes	RS, L
Location	Bldg. 5, Room IV

Our communities are filled with unique markets and industries. Is there a special niche in your community that would benefit from a partnership with the Habitat ReStores? This workshop will help you identify unique donation sources to tap into. Hear from two affiliates who have had success with local business to build mutually beneficial relationships.

Workshop Title	Sustaining Hope: A Road Map for Long-Term Service Through Healthy Self-Care
Presenters	Tammy Marine, Executive Director @ Habitat for Humanity Inland Valley tammy@habitativ.org
Audience Codes	AA
Location	Bldg. 5, Room V

In the nonprofit world, staff turnover rates are on the rise because of burnout. This session will discuss the importance of self-care and present effective strategies and tools that attendees can use to create a road map to happiness and health.

Session #5 Workshops

Workshop Title	Homeowner Services: The Partnership Lifecycle from Application to Support, HOAs and More!
Presenter	Lesley Casto Director of Client Services @ Habitat for Humanity East Bay/Silicon Valley and Angelica Resendez Director of Homeowner Relations @ Greater San Francisco Habitat for Humanity lcasto@habitatEBSV.org aresendez@habitatgsf.org
Audience Codes	HS, L
Location	Bldg. 5, Room I

Hear specific examples on how affiliates operate their homeowner services programs including each aspect of the homeowner lifecycle. Walk through programs with two affiliate leaders and join the discussion on initial marketing and outreach, counseling, qualification, selection, notification, HOA education, and post close engagement.

Workshop Title **Accessing CalHome Grant Funding for Your Projects****Presenter** Aleksandra Djurasovic, CalHome Program Manager @ California
Department of Housing and Community Development
aleksandra.djurasovic@hcd.ca.gov**Audience Codes** L, FM, RD, A**Location** Bldg. 5, Room II

Thanks to successful advocacy for affordable homeownership, the CalHome program and funding for non-profit developers is back. Hear about current Notices of Funding Available (NOFAs), Eligible Activities, and more. Bring your questions and find out how to navigate the CalHome resources online, where to go for extra help, and how to apply, get funded and ensure a successful CalHome program.

Workshop Title **Increase Your Affiliate's Financial Sustainability, Reduce Risk, & Improve Economic Resilience****Presenter** Jen Wilds, Chief Financial Officer @ Greater San Francisco Habitat for
Humanity | jwilds@habitatgsf.org**Audience Codes** FM, L**Location** Bldg. 5, Room III

Are your assets working for you? Examine your finance committee roles and responsibilities, leverage your affiliate's financial strengths to improve resiliency in any market, increase diversification and apply financial tools to serve more families. Whether you're a small, large or mid-sized affiliate, hear first-hand examples of how very different Habitat affiliates structured their finance committees, strengthened their financial health, increased production and adopted practical financial approaches for greater long-term sustainability.

Workshop Title **Get Ready for Anything: Disaster Preparedness & Business Continuity Planning****Presenter** Anna Noonan, Disaster Risk Reduction and Response (DR3) Information
Management Specialist @ Habitat for Humanity International
anoonan@habitat.org**Audience Codes** AA, L, RS, C/NR**Location** Bldg. 5, Room IV

A wildfire, a flooded office, a ReStore break-in, a warehouse collapse, an unexpected departure of a staff member — every affiliate faces risks that can disrupt operations. To ensure your affiliate can operate through crisis, you must plan ahead. Topics include: Key components & resources for Business Continuity Planning (BCP) and Identification and Discuss of Initial Mitigation Tactics

Workshop Title **Collaborative Operating Model: Building a better, more sustainable, more collaborative operating model**

Presenters Sarah Mackey, Senior Director US Transformation @ Habitat for Humanity International & Erin Rank, CEO @ Habitat for Humanity of Greater Los Angeles | smackey@habitat.org | erank@habitatla.org

Audience Codes AA, L, RD

Location Bldg. 5, Room V

Changes in technology, culture and demographics demand that we consider new ways of approaching our work. To ensure the future of our mission, we need to engage in a conversation about a more efficient and collaborative approach – one that balances our strong local presence with new approaches in an ever-more competitive fundraising landscape and improves overall operational efficiencies for affiliates and HFHI. Come hear the latest updates, outcomes, and what’s next.

Session #6 Workshops

Workshop Title **Project Playhouse: You’d Be Surprised by the \$\$\$.** Engage Donors & Volunteers Through Teambuilding

Presenters Doug Radigan, Director of Organizational Giving & Volunteer Engagement @ Habitat for Humanity East Bay/Silicon Valley
dradigan@habitatebsv.org

Audience Codes RD, L, VE

Location Bldg. 5, Room I

Playhouse builds are fun, mission-focused events that raise both funds and friends for your affiliate. This team-building event offers a dynamic and meaningful build experience for groups wishing to partner with Habitat outside of a traditional build experience. Whether it’s a Women Build, Corporate Sponsor, or any other group, teams cover the cost of the playhouse and help raise funds for your affiliate. Playhouses are then gifted to children or auctioned in your community. Come learn how to start or grow your own program.

Workshop Title **Cost of Home National Advocacy Campaign**

Presenter Natosha Reid Rice, Associate General Counsel @ Habitat for Humanity International | nreidrice@habitat.org

Audience Codes AA, L, A, MC, RD

Location Bldg. 5, Room II

Whether you’ve enrolled or still considering, join this session to get the latest campaign happenings. By participating in the Cost of Home Campaign, you will not only be part of a five year, nationwide movement, you will also be equipped to elevate the issue of home affordability, leverage the campaign for advocacy fundraising, raise your organization's profile among coalition partners and policy makers and engage community members in a new way and more. Cost of Home provides the opportunity to engage at a level that’s right for your affiliated organization’s current capacity and grow to a level that can be sustained far beyond the end of the five-year campaign.

Workshop Title **Construction Alternative Designs: ZNE, Tiny Homes & ADUs**

Presenter Panel | ZNE Innovative Designs – George Koertzen, Construction Manager
@ Habitat for Humanity San Joaquin County - georgekoertzen@gmail.com
Tiny Homes and ADU Designs – California affiliates & partners

Audience Codes C/NR, L

Location Bldg. 5, Room III

How do we keep housing affordable and house more Californians in the ever-growing complexities of the construction industry? See how some communities are stepping outside of the box to get it done despite the highly regulated, high-cost, low housing production we face in California. With more Californians struggling to afford decent shelter, Habitat is getting creative. Join this session to see what your fellow affiliates are building and planning. Bring your own innovative ideas to share as well.

Workshop Title **ReStore Roundtable**

Presenter Torin Blount, ReStore Director, @ Habitat for Humanity Greater Fresno
torin@restorefresno.org

Audience Codes RS

Location Bldg. 5, Room IV

Join this session for peer-to-peer sharing and professional development. Navigate your biggest challenges with input from your peers and come prepared to share your ReStore successes and lessons learned.

Workshop Title **Executive Roundtable – Peer to Peer Mentoring and Support**

Presenter Facilitated by Maureen Sedonaen, CEO @ Habitat for Humanity of Greater
San Francisco
msedonaen@habitatgsf.org

Audience Codes L

Location Bldg. 5, Room V

Join us for a lively discussion – whether you’re new — newish — or a seasoned leader at a Habitat affiliate, we all benefit from each other. As leaders, the need to be resilient and the need for peer support never goes away. It’s not easy being the big cheese, but you’re not in it alone. We expect this session to be interactive, honest, empowering, and encouraging.

*Plus, participate in the US Visioning listening session, led by Mary Welch, Sr. Director, US Affiliate Services @ Habitat for Humanity International. mwelch@habitat.org