



SEPTEMBER 12-14, 2018 | PHILADELPHIA, PENNSYLVANIA

# 10<sup>TH</sup> ANNIVERSARY SUMMIT *and Celebration*



*Lancaster Avenue's bustling commercial corridor links diverse neighborhoods in Philadelphia.  
Drawing by Meg Lemieur courtesy of People's Emergency Center.*

THRIVING NETWORKS | PROSPEROUS PLACES

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# Know

that serving the  
community makes  
a lasting impact.



Working. Doing. Inspiring. PNC salutes NACEDA on your 10th anniversary of strengthening our communities. We believe in and support what you do every single day. Congratulations.



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## DEAR SUMMIT PARTICIPANTS,

During our time together, please take a moment to thank staff members of the Philadelphia Association of Community Development Corporations. They have put a tremendous amount of work and heart into making us all feel welcomed and inspired. And please thank our sponsors. They continue to support you and this network in our shared missions to transform lives.

Welcome to Philadelphia. Like this famous city, NACEDA's is a story of resilience. Much like the communities we serve, every time this organization faced a challenge, together we responded.

NACEDA's unique membership of community development networks needed training and capacity building. We brought you Thriving Networks, where NACEDA supports members to help each other communicate, advocate, and organize. Our field needed new tools to respond to dynamic, changing communities. NACEDA responded, securing its first federal investment to bring you creative placemaking. Local placemakers needed a national platform for racial equity and peer learning. NACEDA and its partners led the People & Places Collaboration. And as the field prepares for increasing investment and commitment from the health sector, NACEDA is preparing the path for you, as the critical, regional influencers that will lead local placemakers into the future.

The planning committee, along with other members, staff, sponsors, and supporters, have carefully constructed the time we will spend together at NACEDA's 10th Anniversary Summit & Celebration. We will identify emerging resources and innovative public policies from the creative and health sectors. We will provide training to help our network organizations thrive. We will tour neighborhoods and learn from Philadelphia's exceptionally strong system of community development nonprofits. And we have attracted new partners and institutions to the table, helping us along the way.

The next three days are designed for a singular purpose — to help NACEDA and its members build statewide and regional systems that advance prosperity in the communities we serve.

Well, if I'm honest, maybe that's not *entirely* true. We did have another purpose that may or may not involve a birthday cake.

Since NACEDA's original 15 members, we now stand 40 strong. Our budget has tripled. We provide almost 1,000 hours per year building the capacity of our network, and we have seen steady growth in our capacity, vision, and impact. Our accomplishments over the last 10 years *must* be celebrated.

So here we are, joined on our 10th birthday by partners, funders, and stakeholders to celebrate a coming of age. Our eyes, minds, and hearts are filled with the passion and fire to make a bigger, better commitment in the years to come.

This organization was started during the peak of the financial crisis. Some funders walked away. Leadership shifted. But *you* remained undeterred.

Over the next 10 years, NACEDA's continued resilience will be built on its foundation, you. We will continue to respond and lead as the needs of our field shift. Resources will go away. With a little work, new will emerge. Our collective networks will need to continually adapt to help placemakers adjust, learn, and continue to fight for our communities, our neighborhoods. We must.

Because as the community development field goes, so goes NACEDA. If we don't fight, no one will. Make no mistake, tough times have been here before and they will come again.

But for now, let's celebrate. Remember the resilience we have brought to our networks every day for the last 10 years, the challenges and the successes. Come good times or bad, know that we have been there before and have emerged even stronger.

Our journey together is just getting started.

Happy Tenth Anniversary.



Frank Woodruff  
Executive Director, NACEDA



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3. On iOS, click on the three dots (...) in the bottom right corner of your screen to access the More menu. Then, select Events from the menu. On Android, select Events from the side menu.
4. Tap the + button in the bottom right corner, then enter the event code **NACEDAsummit**.

You can also access event information online at: [NACEDAsummit.topi.com](http://NACEDAsummit.topi.com)

*Topi is only available for IOS and Android devices, so if you use a BlackBerry or Windows Phone, please visit above website instead.*

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# AGENDA

WEDNESDAY | SEPTEMBER 12

 FEDERAL, STATE & LOCAL POLICY

 THRIVING NETWORKS

 HEALTHY PLACES

 CREATIVE PLACES

9:30 AM — 11:00 AM



## MIDDLE NEIGHBORHOODS: PRE-CONFERENCE

WYETH A

Marcia Nedland *Consultant*

Joe McNeely *Metroscape Development*

12:00 PM — 1:30 PM



## LUNCHEON — WELCOME & RELEASE OF 10<sup>TH</sup> ANNIVERSARY PUBLICATION

WYETH C

*Talking Values: Soulful Conversations Within Community Economic Development*

1:45 PM — 3:00 PM



## BUILDING PROSPERITY WITH NEW ADVOCACY PARTNERS

WYETH A

Barbara Burnham *Seasoned Partners*

Daria Daniel *National Association of Counties* [@NACoTweets](#)

Gideon Berger *National League of Cities* [@leagueofcities](#)

Althea Arnold *National Council of State Housing Agencies* [@HomeEverything](#)

Frank Woodruff *NACEDA* [@NACEDAtweets](#)



## EASY-ACCESS CREATIVE PLACEMAKING TOOLS

HOMER

Carl Atiya Swanson *Springboard for the Arts* [@SpringboardArts](#)

Matthew Clarke *Trust for Public Land* [@tpl\\_org](#)

Jennifer Hughes *National Endowment for the Arts* [@NEAarts](#)

Michelle Johnson *The Kresge Foundation* [@kresgefdn](#)



## LESSONS LEARNED IN RESIDENT-DRIVEN, PLACE-BASED COMMUNITY DEVELOPMENT GRANTMAKING

WYETH B

Ira Goldstein *Reinvestment Fund* [@reinvestfund](#)

Lois Greco *Wells Fargo Regional Foundation & CDC* [@WellsFargo](#)



## HOW CAN DONATION TAX CREDITS FUEL COMMUNITY DEVELOPMENT?

HOPPER

Staci Berger *Housing & Community Development Network of New Jersey* [@hcdnnj](#)

Joseph Kriesberg *Massachusetts Association of CDCs* [@masscdcs](#)

Rick Sauer *Philadelphia Association of CDCs* [@phillycdcs](#)

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3:15 PM – 4:30 PM



### 2020 CENSUS: OUR COMMUNITIES COUNT!

HOMER

Erin Casey *Pennsylvania Voice*

Beth McConnell *Philadelphia Association of CDCs* [@phillycdcs](#)

Sonum Nerurkar *The Leadership Conference on Civil and Human Rights* [@civilrightsorg](#)

Lynne Newman *U.S. Census Bureau* [@uscensusbureau](#)



### BEFORE THE STORM HITS: LESSONS LEARNED FROM NACEDA'S MEMBERS AND PARTNERS

WYETH A

Ana Castilla *TD Bank* [@tdbank\\_us](#)

Terry Chelikowsky *Florida Alliance of Community Development Corporations*

Matt Hull *Texas Association of CDCs* [@TXCDC](#)

Marion McFadden *Enterprise* [@enterprisenow](#)

Sharon Barker *Housing and Community Development Network of New Jersey* [@HCDNNJ](#)



### HEALTHY COMMUNITIES DEMONSTRATION PROJECT

WYETH B

Pilar Hogan *Saint Joseph's Carpenter Society* [@sjcscamden](#)

Sarah Norman *NeighborWorks America* [@neighborworks](#)

Paul Singh *NeighborWorks America* [@neighborworks](#)

Felix Torres-Colon *New Kensington Community Development Corporation* [@nkcadc](#)



### USING FAIR HOUSING AS AN EQUITY TOOL FOR UNDERSERVED COMMUNITIES

HOPPER

Debby Goldberg *National Fair Housing Alliance* [@natfairhouse](#)

Sarah Yeung *Consultant*

4:30 PM – 7:00 PM



### ANNUAL MEETING & MEMBER MIXER



# KEYNOTE SPEAKER

## MICHAEL MCAFEE

President & CEO, *PolicyLink*

Michael McAfee leads PolicyLink, a national research and action institute focused on advancing racial and economic equity: just and fair inclusion for everyone living in America. He brings over 20 years of experience as a leader who has partnered with organizations across the public, philanthropic, and private sectors to realize this vision.

Michael came to PolicyLink in 2011 as the inaugural director of the Promise Neighborhoods Institute. Under his leadership, PolicyLink emerged as a national leader in building cradle-to-career systems that ensure youth in our nation's most distressed communities have a pathway into the middle class. His partnership with local leaders, in more than 60 communities in 27 states and the District of Columbia, contributed to significant improvements in the educational and developmental outcomes for more than 300,000 children, and helped attract public and private investments exceeding \$1 billion.

Michael also conceptualized and leads the Corporate Racial Equity Advantage, the first comprehensive tool to guide

private sector companies in assessing and actively promoting equity in every aspect of their business operations and strategy.

Before joining PolicyLink, Michael served as senior community planning and development representative in the Chicago Regional Office of HUD, managing a \$450 million housing, community, and economic development portfolio. He partnered with local leaders to create more than 3,000 units of affordable housing, 5,000 jobs, and ensure access to social services for more than 200,000 families. Prior to his public service, Michael served as the director of community leadership for The Greater Kansas City Foundation and Affiliated Trusts.

Michael serves on the boards of Bridge Housing, Independent Sector, North Lawndale Employment Network, One Degree, and Sweet Beginnings, LLC, and previously served in the United States Army.



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## BUILDING STRONGER COMMUNITIES

At JPMorgan Chase, we are committed to working with a diverse group of partners to provide creative and innovative solutions that respond to community development and affordable housing needs. These partnerships are essential to making a meaningful impact on communities, their residents and businesses.

We are proud to sponsor NACEDA's 10th Anniversary Summit & Celebration.



JPMORGAN CHASE & CO.





FEDERAL, STATE & LOCAL POLICY



THRIVING NETWORKS



HEALTHY PLACES



CREATIVE PLACES

7:30 AM – 9:00 AM



### BREAKFAST

WYETH C

**Peer Group Tables** *Connect with your peers in the NACEDA affinity groups.*

9:00 AM – 10:15 AM



### BUILDING SCALE & BUILDING COMMUNITY – HOW CAN WE DO BOTH?

WYETH A

**Ann Houston** *Opportunity Communities LLC* [@TND\\_inc](#)

**Pamela Johnson Fahe** [@faheonline](#)

**Joseph Kriesberg** *Massachusetts Association of CDCs* [@masscdcs](#)

**Robert Zdenek** *Public Health Institute* [@phidotorg](#)



### SPEAC!: A COLLABORATIVE APPROACH TO HOLDING ELECTED OFFICIALS ACCOUNTABLE TO ADVANCE RACIAL EQUITY POLICIES

WYETH B

**Jenny Connelly-Bowen** *Community Builders Network of Metro St. Louis* [@CBNSTL](#)

**David Dwight** *Forward Through Ferguson* [@StlChange](#)

**Michelle Witthaus** *Health Equity Works* [@healthequitywks](#)



### TAPPING ARTS & CULTURE IN EQUITABLE DEVELOPMENT

HOMER

**Lyz Crane** *ArtPlace America* [@ArtPlaceAmerica](#)

**Lisa Jo Epstein** *Just Act* [@LisaJoEpstein](#)

**Adam Kent** *Local Initiatives Support Corporation* [@LISC\\_DC](#)

**Alexis Stephens** *PolicyLink* [@policylink](#)

10:30 AM – 11:45 AM



### ALIGNING STATE AND LOCAL HEALTH POLICY FOR INVESTMENT

HOPPER

**Christopher Ausura** *Rhode Island Department of Health* [@rihealth](#)

**Jessica Curtis** *Community Catalyst* [@HealthPolicyhub](#)

**Garrett O'Dwyer** *Philadelphia Association of CDCs* [@phillycdcs](#)



### BUILDING REGIONAL SYSTEMS FOR CREATIVE PLACEMAKING

WYETH A

**Sharon Barker** *Housing & Community Development Network of New Jersey* [@hcdnnj](#)

**Jeremy Brownlee** *NACEDA* [@NACEDAtweets](#)

**Elisabeth Dorman** *Americans for the Arts* [@Americans4Arts](#)

**Jennifer Sien Erickson** *Metropolitan Area Planning Council* [@MAPCMetroBoston](#)

**Jennifer Hughes** *National Endowment for the Arts* [@NEArts](#)

**Ann Marie Miller** *ArtPride NJ* [@artpridenj](#)

**Lisa Much** *Ohio CDC Association* [@ohiocdc](#)

continued...

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# AGENDA

THURSDAY | SEPTEMBER 13

 FEDERAL, STATE & LOCAL POLICY

 THRIVING NETWORKS

 HEALTHY PLACES

 CREATIVE PLACES

10:30 AM – 11:45 AM



## FIGHTING PREDATORY LENDING WITH STATEWIDE COALITIONS

WYETH B

Nate Coffman *Ohio CDC Association* [@OhioCDC](#)

Yolanda Davila *BBVA Compass Bank* [@bbvacompass](#)

Matt Hull *Texas Association of CDCs* [@TXCDC](#)

Kathleen Lara *Prosperity Indiana* [@INCommDev](#)

Emily Reyst *Community Economic Development Association of Michigan* [@CEDAMinfo](#)



## STATE AND MUNICIPAL POLICY ROUNDTABLES

HOMER

Katy Heins *Center for Community Change* [@communitychange](#)

Lauri Ng *National Coalition for Asian Pacific American Community Development* [@capacd](#)

Jamie Schriener *Community Economic Development Association of Michigan* [@CEDAMinfo](#)

John Paul Shaffer *BLDG Memphis* [@BLDGmemphis](#)

12:00 PM – 1:30 PM



## KEYNOTE LUNCHEON – A DISCUSSION WITH MICHAEL MCAFEE, POLICYLINK'S NEW PRESIDENT & CEO

WYETH C

Michael McAfee *PolicyLink* [@PolicyLink](#) [@mikemcafee06](#)

Michelle Henry *JPMorgan Chase & Co.* [@jpmorgan](#)

Sharon Legenza *Housing Action Illinois* [@HousingActionIL](#)

Odette Ramos *Community Development Network of Maryland* [@CDNMaryland](#)

1:45 PM – 3:00 PM



## ALL-IN CITIES: TRANSFORMING POLICIES AND SYSTEMS TO PROMOTE EQUITABLE GROWTH

HOMER

Michael G. Johnson *JPMorgan Chase & Co.* [@jpmorgan](#)

Beth McConnell *Philadelphia Association of CDCs* [@phillycdcs](#)

James Crowder *PolicyLink* [@policylink](#)



## AMERICORPS: BUILDING MEMBER ORGANIZATIONS' CAPACITY & IDENTIFYING THE NEXT GENERATION OF LEADERS

WYETH A

Carey Craig *Prosperity Indiana* [@INCommDev](#)

Rachel Diskin *Community Economic Development Association of Michigan* [@CEDAMinfo](#)

Willie Heineke *Housing Action Illinois* [@housingactionIL](#)

Melissa Miller *Ohio CDC Association* [@ohiocdc](#)

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FEDERAL, STATE & LOCAL POLICY



THRIVING NETWORKS



HEALTHY PLACES



CREATIVE PLACES



### STRATEGIC PLANNING TO BUILD THRIVING NETWORKS

WYETH B

Jeremy Brownlee *NACEDA* [@NACEDAtweets](#)

Terry Chelikowsky *Florida Alliance of Community Development Corporations*

Sharon Legenza *Housing Action Illinois* [@housingactionIL](#)

Heidi Schoonover *BB&T Bank*

John Paul Shaffer *BLDG Memphis* [@BLDGmemphis](#)



### UTILIZING CROSS-SECTOR PARTNERSHIPS AND FINANCIAL INSTITUTIONS TO ADVANCE HEALTH EQUITY

HOPPER

Susan Frank *Cinnaire* [@cinnaire](#)

Dennis Lagueux *TD Bank* [@TDBank\\_US](#)

David Radcliffe *Federal Reserve Bank of Boston* [@WorkingCities](#)

Frank Woodruff *NACEDA* [@NACEDAtweets](#)

3:30 PM – 5:30 PM



### MOBILE TOURS

LEAVE FROM THE HOTEL LOBBY

#### DEFENDING CHINATOWN: FOSTERING A THRIVING RESIDENTIAL AND COMMERCIAL COMMUNITY

John Chin *Philadelphia Chinatown Development Corporation* [@PCDC\\_Events](#)

#### REVITALIZING WEST PHILADELPHIA'S ECONOMY THROUGH SMALL BUSINESS ACCELERATION AND ECONOMIC DEVELOPMENT

Jesse Blitzstein *The Enterprise Center* [@PhilaTEC](#)

#### NURTURING THE CREATIVE SPIRIT TO DRIVE EQUITABLE DEVELOPMENT IN WEST PHILADELPHIA

James Wright *People's Emergency Center CDC* [@PECCares](#)

#### TRAINS, HOMES & HEALTHCARE: REVITALIZING EASTERN NORTH PHILADELPHIA

Rose Gray *Asociación Puertorriqueños en Marcha (APM)*

7:00 PM – 9:00 PM



### 10<sup>TH</sup> ANNIVERSARY CELEBRATORY DINNER AT THE ENTERPRISE CENTER

4548 MARKET ST • PHILADELPHIA

The celebration will be held in the former TV studios where *American Bandstand* was originally filmed before it moved to California in 1964. Today, it houses The Enterprise Center, a leader in economic development and small business acceleration for minority entrepreneurs.



# My Park. My Neighborhood

## STUDENT EXHIBITION

The exhibit showcases the photographs and stories of 9- to 13-year-old residents of Philadelphia's Strawberry Mansion neighborhood who participated in a six-week pilot program created by Fairmount Park Conservancy, in partnership with three neighborhood-based organizations: East Park Revitalization Alliance, Strawberry Mansion Neighborhood Action Center, and Strawberry Mansion Learning Center. The summer program offered Strawberry Mansion youth a chance to learn digital photography and storytelling techniques while connecting with nature and exploring the history of their neighborhood.

Stop by the exhibit Thursday between 1:30 & 3:45 pm to chat with a representative of the Fairmount Park Conservancy.



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CREATIVE PLACES

7:30 AM – 9:00 AM

### BREAKFAST

WYETH C

9:00 AM – 10:15 AM



### CREATIVE PLACEMAKING INVESTMENT: THE ROLE OF FINANCIAL INSTITUTIONS AND CDFIS

WYETH A

**Jamie Bennett** *ArtPlace America* [@ArtPlaceAmerica](#)  
**David Black** *U.S. Department of Treasury* [@USTreasury](#)  
**Wayne Meyer** *New Jersey Community Capital* [@njclfc](#)  
**Douglas Schaeffer** *Woodforest National Bank* [@askwoodforest](#)  
**Melissa Kim** *Philadelphia LISC*



### FLORIDA THRIVES: USING PERFORMANCE-DRIVEN CHANGE™ TO DELIVER COMMUNITY DEVELOPMENT RESULTS AND CAPACITY

HOMER

**Shekeria Brown** *South Florida Community Development Coalition* [@SFCDC](#)  
**Santiago Bunce** *Catalyst Miami* [@catalystmiami](#)



### LONG-TERM DISASTER RECOVERY: WHAT PLACEMAKERS CAN EXPECT

WYETH B

**Marucci Guzmán** *Latino Leadership, Inc.*  
**Kevin Dancy** *Federal Reserve Bank of Dallas-Houston Branch* [@DallasFedComDev](#)  
**Yolanda Davila** *BBVA Compass Bank* [@bbvacompass](#)  
**Manuel Ochoa** *National Association for Latino Community Asset Builders* [@nalcab](#)  
**Marla Newman** *City of Winston-Salem, NC* [@CityofWS](#)

10:30 AM – 11:45 AM



### DRIVING PARTNERSHIPS AMONG HOSPITALS, HEALTH PAYERS, AND REGIONAL COMMUNITY DEVELOPMENT NETWORKS

HOMER

**Keith Hearle** *Verité Healthcare Consulting, LLC*  
**Val Iverson** *Iverson Ideas*  
**Kevin Moore** *UnitedHealthcare Community & State* [@uhc](#)  
**Amy Riegel** *CareSource* [@caresource](#)



### LEVERAGING THE FEDERAL HOME LOAN BANK SYSTEM

WYETH B

**Damon Allen** *Federal Home Loan Bank Cincinnati* [@fhlbcin](#)  
**Staci Berger** *Housing & Community Development Network of New Jersey* [@hcdnnj](#)  
**Suzi Thackston** *Federal Home Loan Bank of Chicago* [@fhlbc](#)  
**MaryBeth Wott** *Federal Home Loan Bank of Indianapolis*



### TAX REFORM IS A REALITY — SO NOW WHAT?

WYETH A

**Emily Cadik** *Affordable Housing Tax Credit Coalition* [@AHTCCoalition](#)  
**Paige Carlson-Heim** *TD Bank* [@TDBank\\_US](#)  
**Matthew Josephs** *Local Initiatives Support Corporation* [@LISC\\_Policy](#)

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# AGENDA

FRIDAY | SEPTEMBER 14

12:00 PM – 2:00 PM



## LUNCHEON: Leadership Award & TED-Style Talks

WYETH C

### GETTING THE WORD OUT: HOW TO BUILD MARKETING AND COMMUNICATIONS CAPACITY

Timm Krueger *Housing Action Illinois* [@housingactionIL](#)

### APPRAISAL GAPS AND THE SINGLE-FAMILY HOME: A FEDERAL POLICY SOLUTION...FINALLY!

Carey Shea *Neighborhood Homes Investment Coalition*

### REDEFINING YOUR ADVOCACY STRATEGY & BUILDING A COALITION FROM THE GROUND UP

Awesta Sarkash *Coalition for Nonprofit Housing and Economic Development* [@cnhed](#)

### DIANE STERNER AWARD PRESENTATION TO STEPHEN GLAUDE, COALITION FOR NONPROFIT HOUSING & ECONOMIC DEVELOPMENT

Heidi Schoonover *BB&T Bank* [@BBT](#)

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*PRESIDENT & CEO  
Coalition for Nonprofit Housing &  
Economic Development in Washington, DC*

Steve's diverse leadership experience includes serving as director of community affairs for the District of Columbia; leading the National Congress for Community Economic Development and the National Association of Neighborhoods; and serving as deputy assistant secretary for planning and community development at HUD.

**Recipient of NACEDA'S 2018 Diane Sterner Award for  
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## 2018 SUMMIT COMMITTEE

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**PAMELA BRIDGEFORTH**,  
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and **RACHEL DISKIN**  
Community Economic  
Development Association  
of Michigan

**NUR KAUSAR**  
Housing California

**MICHAEL ANDERSON**  
Center for Community Change

**SHARON BARKER**  
Housing and Community  
Development Network  
of New Jersey

**KEVIN SANADA**  
California Community  
Economic Development  
Association

**ROSE TENG**  
Metropolitan Consortium  
of Community Developers  
(Minneapolis Region)

**JOHN PAUL SHAEFFER**  
BLDG Memphis

**EVETTE BANFIELD**  
Coalition for Nonprofit  
Housing and Economic  
Development

**VAL IVERSON**  
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Housing Coalition)

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Community Development  
Network of Maryland

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