

**CELEBRATE WITH US**

**November 18–20, 2019**

**at the Hilton Harrisburg**



*Celebrating*  
**15**  
*years*



**homes**  
within reach  
conference

Presented by the  
**Housing Alliance of Pennsylvania**

# CELEBRATING



# YEARS



**November 18–20, 2019**  
at the Hilton Harrisburg

## Please Join Us for the 15th Annual Homes Within Reach Conference!



Housing Alliance  
of Pennsylvania

Dear Friends,

The Housing Alliance of Pennsylvania has an amazing history of accomplishments and we are so proud to celebrate that legacy. This year marks the 15th anniversary of our Homes Within Reach conference. Since the conference began, dedicated advocates and allies have gathered to work together to ensure that we attain the goal of a home within reach for every Pennsylvanian.

Over the years, we celebrated many victories including: the creation of the state housing trust fund, also known as PHARE (which was dramatically increased by \$15 million this year), the creation of land banks in Pennsylvania to fight blight, and hundreds of victories in communities all around the state that help vulnerable individuals and families to access housing and find greater stability and well-being.

We hope that you will join us this year to talk about how to tell our story that housing is foundational to many important social outcomes, best practices in the affordable housing and community development field, and new partnerships connecting health and housing. We will be learning from some of our most important champions, allies, and frontline heroes. With all of our housing partners, advocates, and funders we will be connecting the dots from great ideas to great practice.

Please join us for the 15th annual Homes Within Reach conference in November and be part of the housing solution. It's going to be a good one!

Sincerely,

Phyllis Chamberlain  
*Executive Director*

Dina Schlossberg  
*Program Chair*

Chris Paul  
*Program Vice Chair*

Laura Northup  
*Sponsorship Chair*

**Get social with us!**  
**#HomesWithinReach**



**HomesWithinReachConference.com**

*This invitation includes interactive links to the conference website for more information and to connect with us on social platforms*

# Conference Highlights

## Monday Affinity Summits

We are excited to offer another year of affinity group summits. We will start with dynamic lunch programs, followed by afternoon sessions and networking, and ending with informative dinner programs in the evening!

Topic areas to dive into:

- Ending homelessness
- New frontiers in affordable housing
- Housing as a foundation for good health
- Tackling blight
- Taking land banks to the next level

## EXPAND YOUR HOUSING TOOLKIT

### Nearly 50 Skill-Building Workshops

Our conference delivers a wide variety of high-quality workshops where you will learn from practitioners and industry leaders and can bring the appropriate solutions to address your communities' challenges. Choose from nearly 50 workshops over the course of the three-day conference. **See complete list of workshops at [HomesWithinReachConference.com](http://HomesWithinReachConference.com). Workshops/speakers are subject to change.**

## NETWORK WITH SPONSORS AND EXHIBITORS

### Generous Break Time and Receptions

Feel the excitement and energy of nearly 850 housing professionals and partners in one place. There is ample time to network with old and new friends while cultivating new partnerships.

# Schedule At-A-Glance

## MONDAY, NOVEMBER 18

### A Day Devoted to Your Interests and Community's Challenges

Join us for one of our affinity-focused areas. Choose from Affordable Housing Development, Blight and Land Banks, Homelessness, and Health and Housing beginning at noon with your affinity group lunch. Then spend the afternoon at peer-to-peer sessions and networking breaks prior to your affinity group dinner and more networking.

### Welcome Reception

Network over cocktails during the opening networking reception, where you will have the first look at the sponsor and exhibitor displays, and the opportunity to mingle.

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## TUESDAY, NOVEMBER 19

### Breakfast Program

Our breakfast program will be focused on the connections between housing and other social issues and how to work together to provide opportunity for all. Discussion will include education, health, criminal justice and other areas.

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### Lunch Program

We are very excited to welcome Dr. Tiffany Manuel who recently released her new book, "Making the Case." Back by popular demand, Dr. Manuel will go into more detail on how to tell our stories in a way that increases public support.

## Evening Networking Reception

Browse the exhibits and continue networking. Receive a well-deserved mini-massage at one of the PNC massage stations located throughout the exhibit halls.

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## Dessert and Annual Scholarship Raffle

Don't miss out on the fun while raising money for a great cause! All proceeds go towards helping our fellow colleagues attend our conference that otherwise may not be able to. We will be looking for raffle item donations in October!

## WEDNESDAY, NOVEMBER 20

### Closing Session and Awards Ceremony

For our final day, we will hear about new research on the aging of the population, its impact on costs to the health care system, and the housing interventions that could be put in place to address it. Following the closing session, stick around to honor some of the standout people who matter to the work that we do at the Housing Alliance to move towards the day when a home is within reach for all Pennsylvanians. We will honor long-time champions, allies, members, and frontline leaders. You can even nominate a frontline leader here!

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**YOU CAN EVEN NOMINATE A FRONTLINE LEADER HERE!**

## Safe Travels!

The conference ends in time to check out and get on the road by 11 a.m.!

## MAKE THE MOST OF YOUR TIME WITH THESE IN-DEPTH SESSION TRACKS

### Investing in Development

Get the latest updates on LIHTC on Monday's affinity day and here's a sample of workshops to choose from:

- New Code Changes Impact on Affordable Housing Funding
- Effectively and Cost Efficiently Meeting Environmental Regulations in Affordable Housing
- Making Special Places: Long-Term Planning and Aligning Resources for Community Revitalization

### Tackling Blight and Taking Land Banks to the Next Level

Hear from our panel of legislators on what's going on with blight in the state legislature led by Sen. Argall (R-29). Some of the blight workshops include:

- Declaring War on Nuisance & Blight in Downtown
- Breathing New Life Into Older Neighborhoods
- Using Code Enforcement to Reduce Blight

### Ending Homelessness

To address homelessness, communities are taking a coordinated approach, moving from a collection of individual programs to a community-wide response that is strategic and data-driven. Check out this sampling of Ending Homelessness workshops:

- House Rent Blues: Innovative Eviction Prevention Strategies in Pennsylvania
- Out of the Box, Off of the Queue: Utilizing Creative Outreach Services and Non-Traditional Community Partners Through the Coordinated Entry System
- Moving On: Partnering with Housing Authorities to get System Flow

### Health and Housing

The fields of health care and housing are increasingly intersecting, and we will explore how these intersections can create more opportunities for housing. Check out this quick list of some of the health and housing workshops:

- Community HealthChoices - Lessons Learned and Implications for Housing Providers
- Making the First Move: Tips for Engaging with Health and Hospital Systems
- Prescription Home Repair: Innovations in Treating Childhood Asthma

# Registration Opens on September 18!

JOIN US IN BUILDING THE FUTURE OF HOUSING FOR LOW- AND MODERATE-INCOME FAMILIES ACROSS THE STATE.

## Register at [HomesWithinReachConference.com](http://HomesWithinReachConference.com)

When applicable, special offers and discount codes are valid only at the time of initial registration. Refunds will not be authorized for existing registrations where the special offer or discount code was received after the initial purchase. Discount codes cannot be applied to already reduced or discounted registrations.

## Early Birds Save

Take advantage of early bird registration for maximum savings.

Early Bird Registration: September 18, 2019 - October 18, 2019.

General Registration: October 19, 2019 – November 8, 2019.

## Registration will close at 5pm on November 8.

All on-site registrations should be prepared to pay in full.

Please see conference website for full registration pricing details.

## Member Discounts

Registration rates are discounted for Housing Alliance of Pennsylvania members.

## Book Your Hotel Room Now!

To book your hotel room at the Hilton Harrisburg, please call 717-233-6000 or book online at Hilton reservations. Reference code **HOME** to get the conference rate of \$137 per night. There are additional rooms available at the Crowne Plaza with a conference rate of \$136.

The Housing Alliance of Pennsylvania encourages Homes Within Reach attendees to book within our official conference hotel block, which includes rooms at multiple hotels. Booking within the hotel block benefits everyone. We must qualify by contracting a minimum number of hotel rooms over the conference dates. Attendees booking within the block helps the Housing Alliance avoid costly penalties for not filling the hotel rooms we have contracted, which in turn helps keep attendee registration rates at a reasonable level.

## Sponsorship Opportunities Still Available

If your organization is interested in being a sponsor or exhibitor for Homes Within Reach, opportunities are still available! September 27 is the last day to be represented in the conference program, but sponsors will be accepted until early November. Visit the **Sponsorship Page** of the conference website for more information.

## Visit [HomesWithinReachConference.com](http://HomesWithinReachConference.com) for more information.



## Continuing Education Credits Available

Full participation at the conference may be applicable for Continuing Legal Education credits (CLE) for those in the legal community and Continuing Education Units (CEU) for social workers. Further details will be posted approximately one month prior to the conference on the conference website.

## ADA Accessibility

The Housing Alliance of Pennsylvania welcomes all attendees and complies fully with the Americans with Disabilities Act (ADA). Please notify us in writing to [stacey@housingalliancepa.org](mailto:stacey@housingalliancepa.org) at least 14 calendar days prior to the event, if you need a sign language interpreter or other accommodation related to audio, visual, or mobility needs.

## Consent to Use Images and Share Information

Please note that photographs and video are taken during the conference. These images may be used in Housing Alliance marketing materials, the Housing Alliance website, and other products relating to the Housing Alliance of Pennsylvania. By attending the conference, you consent to the possibility of your image being used in Housing Alliance-related materials.

By registering for Homes Within Reach, you agree that we may provide your registration information to our sponsors, partners, and affiliates who helped make this conference possible and that they may contact you with offers that may be of interest to you. If you do not want us to share your information, you may opt out during registration or by submitting a written request to [stacey@housingalliancepa.org](mailto:stacey@housingalliancepa.org).

## Volunteers Needed!

We need volunteers to help make the conference a great experience for everyone! Fully registered attendees who volunteer will receive a small gift card for completing the minimum requirement of 2 hours. Please sign up to volunteer at the time you register, or in writing to [stacey@housingalliancepa.org](mailto:stacey@housingalliancepa.org).

*Event details are subject to change. All changes and cancellations, if necessary, will be posted to the conference website prior to the event.*

Get social with us!  
#HomesWithinReach



# Special Thanks to Our Sponsors and Exhibitors

\*as of August 2, 2019

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## Exhibitors

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## Non-profit Exhibitors

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