

2019 Affiliates in Motion (AIM) Conference - Session Schedule

Target Audience	Session Title	Session Description	Presenter First Name	Presenter Last Name	Company / Organization
2019 AIM Conference					
Wednesday, November 6, 2019 8:30 am - 2:30 pm					
Leadership	Board Training Bootcamp	Join Ernest Werth-Toward, Executive Director of Blue Water Habitat for Humanity, for a training intensive focused on affiliate leadership and Board members.	Ernest	Werth-Toward	Blue Water Habitat for Humanity
Wednesday, November 6, 2019: Session 1 (8:30 - 9:30 am)					
Sustainable Housing	Balancing Amenities, Performance, and Costs in New Home Construction	Habitat is committed to building quality homes that meet high standards of performance in terms of health & safety, durability, accessibility, and energy efficiency. There are many ways to accomplish these goals cost-effectively, but there are no silver bullets that work for everybody. The good news is that affiliates openly share their experience and expertise. Join in this conversation led by affiliate peers to learn and share ideas for building better affordable homes.	Tom	Tishler	Kalamazoo Valley Habitat for Humanity
Leadership, Fund Development, Comm/Tech	Transformational Stewardship of Your Donors	A great stewardship program can be the easiest way for a nonprofit to earn, retain, and inspire donors to support their mission. Today, with the increasing level of nonprofit competition and donors dissatisfied with the charities they support, there is an even bigger opportunity for nonprofits to excel and see their stewardship efforts rewarded. Assisting with this unprecedented opportunity is a growing body of research about what influences and reinforces donor behavior and motivation. To gain loyalty we must know what is and, more importantly, what isn't, working from a donor's perspective. We'll teach you how to design a plan that includes all the critical elements of an integrated and mutually rewarding stewardship program for your organization.	Stacey	Anderson	Aly Sterling Philanthropy
Leadership, Homeowner Services, Fund Development	Habitat Homes with Housing Choice Vouchers	Learn about the Housing Choice Voucher and how to use the program to qualify families for homeownership with Habitat. Supported by Habitat International!	Lisa	Lehman	MSHDA (MI State Housing Development Authority)
Fund Development, Leadership	Raise More Money with the Donors in Your Database!	Attendees will learn how to improve their donor retention rates, increase lifetime value of donors, and raise more money to support their affiliate and mission. All this can be completed by looking in their own database to retain, renew, and upgrade their donors through the power of the telephone. The attendees will get the essential tips to implement their own thank-a-thon or phone-a-thon and learn about some other professional resources that can help maximize their efforts and return.	Bev	Crandall-Rice	J. Milito & Associates
Volunteer Management, Homeowner Services	Buddy-to-Buddy Veteran Volunteer Program Overview	Participants are encouraged to bring a copy of their fundraising plan and a data report on the number of donors and non-donors in their database (up to 60 mo. lapsed).	William	Bryan	Buddy-To-Buddy
ReStore	Introduction to the ReStore Safety Guide	Buddy-to-Buddy is a statewide peer-to-peer program that trains volunteer veterans to provide peer support and linkage to resources for Michigan service members and veterans. Volunteer veterans help veterans and service members address issues ranging from accessing financial, employment, legal, benefit, or educational resources to identifying mental health providers for emotional, substance abuse, or relationship concerns. Join us for conversation about how Buddy-to-Buddy can strengthen the veteran outreach at your affiliate.	Suzy	Kennerly	Habitat for Humanity International
Wednesday, November 6, 2019: Session 2 (9:45 am - 10:45 am)					
Leadership, Fund Development, Comm/Tech	Uniting as One Ministry: Our Future through Habitat 2.0	This session will address the unique risks and safety challenges that come with running a ReStore and the best practices for reducing these potential hazards. Highlighted documents will include the new Habitat ReStore Safety Guide, a user-friendly, comprehensive, checklist-oriented document developed by HFHI for affiliates. Additionally, attendees will get a walkthrough of the document contents and discuss strategies to involve team members for maximum impact in safe ReStore operations. *This session is a required offering for all ReStore workshops.	Mac	Clifford	Habitat for Humanity International
Comm/Tech, Volunteer Management	Online Volunteer Registration with HFHM's Salesforce Platform	The Collaborative Operating Model, or COM, is a joint effort between HFHI and U.S. affiliated organizations to build a better, more sustainable, more collaborative and more effective model. Attendees will engage in discussions and share their input and feedback to shape the work of envisioning our future state through Habitat 2.0, which explores how funds raised in the future might be used to enhance Habitat for Humanity's ministry.	Sally	Burns	Habitat for Humanity of Michigan
Sustainable Housing, Homeowner Services, Leadership	Supporting Veteran Health Through Safe, Affordable Housing	Did you know that your volunteers can register online through Salesforce? The Volunteers for Salesforce website integration offers participating affiliates the ability to post open volunteer slots on their websites and automatically populates these records in Salesforce when a volunteer signs up. V4S also offers volunteer coordinators prebuilt email templates that are automatically customized and sent to each volunteer upon sign-up. Join us for a demonstration by HFHM's Salesforce Administrator, Sally Burns, on how to utilize this functionality and eliminate the need for extra data entry and spreadsheets.	Julie	Cassidy	Michigan League for Public Policy
Sustainable Housing	Lessons Learned in Home Rehabilitation	With a focus on veteran-specific data, Julie will discuss the budget trade-offs and impact on health faced by families with unstable housing. Attendees will leave with a deeper understanding of why Habitat's work is essential to improving generational health, financial well-being, and disrupting the cycle of poverty.	Panel		

Leadership, Sustainable Housing, Volunteer Management, TR	Team Rubicon's Resilient Cities Initiative	Team Rubicon is committed to finding new ways to help communities prepare for, respond to, and recover from disasters. A direct result of this commitment is the Resilient Cities Initiative, which has identified approximately 300 U.S. cities with populations exceeding 100,000 to build centers of gravity to project aid to any corner of the country and help communities and local economies recover faster in the wake of disasters. Every city needs a ready cadre of trained, experienced first responders because the needs they serve are inherently local. The same is true of the needs that arise from disasters: physical damage, economic disruption and, most importantly, human costs are most intensely felt at the local level. This presents a significant challenge for traditional disaster response methods, which require moving personnel and resources to the affected locales precisely when transportation and communications are disrupted due to conditions on the ground. It takes time to respond, but in a disaster, nothing is in shorter supply than time. Come learn how TR's Resilient Cities Initiative is approaching these challenges and lessening response time when it matters most.	TBA	TBA	Team Rubicon
ReStore, Leadership	Affiliate/ReStore Relationships	Affiliates that operate ReStores have varied models of relationships. During this session, we will discuss building a working relationships, effective communication between an affiliate leader and ReStore Manager, and the roles and responsibilities of each. This is intended to be an open-ended conversation between presenters and the audience.	Daniel Jennifer	Laabs Chappel	Midland County Habitat for Humanity
Wednesday, November 6, 2019: Session 3 (11:00 am - 12:00 pm)					
Sustainable Housing, Comm/Tech, Leadership	How Technology is Shaping Team Rubicon's Disaster Response	Join us for an overview of how partnerships with tech companies have given Team Rubicon tools that improve disaster response and improve the recovery of communities through public data. TR will offer insights geared to the layman and tech savvy alike that will explore the question of 'what we use' rather than 'how we use it'. From a relationship with Microsoft that resulted in the building of open source volunteer management software, to Geospatial eXploitation Products (GXP ^A) that deliver advanced data management, image exploitation, tracking analytics, to data analysis and mapping suites with Palantir, Team Rubicon has utilized technology to make a huge impact on how their teams respond to disasters and reduce the burdens on communities.	Michael	Martel	Team Rubicon
Leadership, Homeowner Services, Comm/Tech, Fund Development	The #CostOfHome: How You Can Help Make Housing Affordable for Everyone	This session will address the following components of the Cost of Home Campaign: - Improving state and local policies to equitably increase access to credit - Promoting local policies that improve access to communities of opportunity - Improving local land use policies and systems to increase access to affordable homes	Anne Carley	Myers Ruff	Habitat for Humanity International Habitat for Humanity International
Sustainable Housing	Prioritizing and Leveraging Home Repairs	Over the past decade, Habitat new home construction statewide has decreased dramatically while rehab numbers have remained fairly consistent. But the number of families served through critical repairs has grown exponentially. With limited funding available, determining which costly critical defects and deficiencies should be repaired first is challenging. Many of the needed repairs can prevent completion of other programs such as the Weatherization Assistance Program (WAP) by creating "walk-away" conditions. Affiliates and experts will share techniques for ranking what is typically a very long list of needed repairs and identifying opportunities that help stretch repair resources.	Jessica Thom Yvonne David	Halstead Phillips Lewis Delind	Habitat for Humanity of Michigan Habitat for Humanity of Michigan Consumers Energy DTE
Sustainable Housing, Fund Development	Veterans Funding Resources	Learn how to fund your veterans projects using exclusive resources for veterans, allowing your affiliate to preserve your resources for non-military families and serve more households.	Michael	DeLaRosa	Habitat for Humanity International
ReStore	Budget A Plan for Success	We will go over the need for a ReStore budget: How to set one up and plan for a budget to succeed. This session will cover affiliates and ReStores, and will have time for open discussion.	Peter	Neumeyer	Habitat for Humanity Lapeer-Tuscola
Wednesday, November 6, 2019: Session 4 (1:30 - 2:30 pm)					
Sustainable Housing, Leadership	The Real Estate Development Process	An entertaining workshop that provides a comprehensive overview of the real estate development process. The session will outline the sequences of activities and the roles played by development team members as you move through the various stages of development planning, design, finance, government, approvals, construction, lease-up, and operations.	Mark	McDaniel	Cinnaire
Leadership	Building Advocacy into Your Affiliate's DNA: How Leaders Can Create an Affiliate Culture of Action	Are you ready to strengthen your advocacy initiatives and increase your community impact but worried about carrying the weight of the effort on your own? We get it! Creating and implementing an effective advocacy plan can be tricky and sometimes unfruitful. In this workshop, you will hear about advocacy mishaps and strategies to avoid them, while learning best practices for increasing advocacy involvement from all members of your organization, from board member to volunteer. This workshop will explore the the many ways board members, leadership, volunteers and many others can contribute to advocacy efforts and how to get them started: affirming the advocacy mission of the affiliate as a priority, providing advocacy training to new board members, creating an advocacy committee to track and report on policy issues and advocacy strategies, and so much more.	Anne Carley	Myers Ruff	Habitat for Humanity International Habitat for Humanity International
Sustainable Housing, Homeowner Services	Home Improvement Program: Processes, Procedures, Payback, & Policies	Come learn about Habitat for Humanity of Kent County's Home Improvement Program. Habitat Kent completes 30 - 50 home repair projects every year with the average cost of each project coming in at between \$8,000 - \$10,000. Approximately a third of our repair projects are completed for households with a veteran. This session will cover the processes and procedures used from the time a potential applicant contacts the affiliate through project completion, including participant pay back of 30-40% of the total cost of repairs and forgivable liens as tools to help ensure repayment. Additionally, we will discuss the program policies that help our affiliate deal with land contracts, mobile homes, and very expensive homes in more affluent neighborhoods.	Ben Nick	Grostick Jakska	Habitat for Humanity of Kent County Habitat for Humanity of Kent County
Leadership, Fund Development, Homeowner Services	Legacy Veteran Service Organizations - Why You Shouldn't Dismiss Them	Modern veteran service organizations like Team Rubicon and The Mission Continues are well known for their work on disaster response and community revitalization. With these tech savvy and fresh faced organizations on the block it can be easy to forget about the legacy veteran service organizations like The American Legion, Veterans of Foreign Wars and American Veterans. However, these organizations are great resources and located in nearly every community across our nation. From selling their prime real estate to an affordable housing agencies, advocating against predatory lending practices, and hosting fundraisers for Habitat projects these organizations are definitely partners to consider collaborating with.	Michael	DeLaRosa	Habitat for Humanity International

ReStore	Making the Mission Shine in Your ReStore	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 advocacy priorities relatable to shoppers through mission walls, collateral materials and social media, as well as through volunteers and great customer service.	Suzy	Kennerly	Habitat for Humanity International
Wednesday, November 6, 2019 2:45 - 4:45 pm					
All	Topic Councils & Leadership Councils				
Wednesday, November 6, 2019 5:00 - 6:00 pm					
All	Receptions	Cash bar, food, networking, fun and drawings.			
2019 AIM Conference					
Thursday, November 7, 2019: Session 5 (8:30 - 9:30 am)					
Leadership, Fund Development, Volunteer Management	The Yin and Yang of Affiliate Operations: Why Conflict Exists and How to Leverage It to Strengthen Your Affiliate	Healthy affiliates are full of people—volunteers, donors, staff, and homeowners, to name a few. And when people interact, conflict is inevitable. If your affiliate has experienced conflict, you're not alone. Take heart! Not all conflict is bad. This session will explore typical areas of tension in the lifecycle of an affiliate and offer practical strategies to address them. By the end, you will be able to differentiate between positive and negative conflict, apply simple techniques for managing tensions (regardless of your role), and identify opportunities for organizational growth stemming from interpersonal disputes. Successful affiliates know that human passion and commitment lie at the heart of almost every disagreement. Learn to harness those energies, and help your affiliate thrive.	Ann	Charles Watts	Dinsmore & Shohl LLP
Leadership, Sustainable Housing, Fund Development	Challenges and Opportunities in Low Income Program Delivery: The Coordination of Energy Waste Reduction, Weatherization, and Health and Safety	The Michigan Public Service Commission Energy Waste Reduction Low Income Workgroup was formed to address low income specific issues with the goal of enhancing energy waste reduction and weatherization services, and improving health, safety, and comfort in low income and affordable housing. Additionally, the workgroup coordinates the efforts of multiple state agencies, including the Public Service Commission, the Department of Health and Human Services Bureau of Community Action and Economic Opportunity, and the Michigan State Housing Development Authority, as well as statewide utility providers and a diverse number of stakeholder groups. This session is our opportunity to present what we've learned about the interconnection of these seemingly disparate program goals and outcomes, and present information on how utility low income and residential energy waste reduction programs and community action weatherization programs can help move these goals forward.	Maddy Jessica Brad	Kamalay Halstead Banks	Bureau of Community Action & Econ. Opportunity Habitat for Humanity of Michigan Michigan Public Service Commission
Leadership, Homeowner Services	Capital Markets Via Habitat Mortgage Solutions: Accessing Working and Take-Out Capital	Continued increases in the cost of land and building materials have dramatically increased the need of U.S. affiliates to access capital and secondary markets. In response, HFHI recently became a Community Development Financial Institution (CDFI) through Habitat Mortgage Solutions and has been working with national lending and government partners to form creative partnerships to meet affiliates' needs. This session will provide an overview of general capital and secondary markets, along with an in-depth look at the products created by HFHI. Additionally, affiliates will learn about the benefits, the potential risks involved, and best practices for appropriate financing and leveraging in today's environment.	Tommy	Cooper	Habitat for Humanity International
ReStores	ReStore Customer Service Culture	This session will open 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.	Suzy	Kennerly	Habitat for Humanity International
Fund Development, Volunteer Management	How to Successfully Rock Your Block	Why Habitat carries out Rock the Block and how it can impact the communities which we serve. Attendees will learn or strengthen their knowledge of how to choose a community, how to make sure community leaders approve, how to get residents interested and involved in fixing up their homes. and other topics like: 'Where the heck do we find the money and the volunteers to do all this?'	Dawn Vicki Lisa	Parker Hamilton-Allen Brown	Clinton-Gratiot Habitat for Humanity Capital Region Habitat for Humanity Midland County Habitat for Humanity
Homeowner Services, Comm/Tech	Capturing the Voices of Habitat Homeowners	It is easy to tell the story of where homeowners were before they moved into their Habitat homes. But how do we tell their stories and our impact once they have lived in their Habitat homes for years? As Lakeshore Habitat began to build their 150th Home, they also set out to better understand and communicate the story of those 150 homeowners. Learn how they captured quantitative and qualitative data around the impact Habitat homeownership has had on their families' lives and how they are using this data in marketing and fundraising efforts.	Dave	Rozman	Lakeshore Habitat for Humanity
Sustainable Housing, Homeowner Services, Leadership	The Housing Continuum of Care	In this TED talk-style session, attendees will gain a snapshot of gaps in the spectrum of affordable, accessible housing, as well as insight into opportunities and partnerships from a panel of community partners. Speakers will include panel members from the Tuesday morning General Session.	Michael	DeLaRosa	Habitat for Humanity International
Thursday, November 7, 2019 8:30 - 11:45 am					
Sustainable Housing, Leadership, ReStore, Volunteer Management	Thursday Morning Workshop: Disaster Response Technical Field Training Workshop with Erin Goodyear, HFHI staff	Tornados, flooding, and wildfires are examples of natural disasters in Michigan that can impact housing in our communities. This half day workshop is intended to help affiliates prepare to launch a successful disaster response program that provides real solutions to real needs. Topics will include drafting a program, performing debris removal, cleanup, muck and gut, safety and liability requirements, tools and equipment, additional training resources, building back better, and much more. Examples and models of how other affiliates have performed these interventions will be shared.	Erin	Goodyear	Habitat for Humanity International
Thursday, November 7, 2019: Session 6 (10:00 - 11:00 am)					
Leadership, Homeowner Services, Sustainable Building, Volunteer Management	Law and Order: How to Mitigate Your Affiliate's Risk and Avoid the Inside of a Courtroom	You've heard the horror stories—the volunteer who falls off a roof, the ReStore cashier who winds up in prison, the affiliate that spends its escrowed property taxes on operations. Running a Habitat affiliate is a risky business. If you have not taken steps to ensure compliance with applicable local, state, and federal laws, you are putting your affiliate, your homeowners, and yourself at serious risk. Join us for this session and learn some ways to protect yourself and your affiliate from run-ins with the law. Spot high risk activities associated with future homeowner selection, construction, mortgage origination and servicing, volunteer management, and homeowner death. With a little planning, you can protect your people, your assets, and your brand.	Ann	Charles Watts	Dinsmore & Shohl LLP

Leadership, Sustainable Housing, Homeowner Services	Partnering with Land Banks to Develop Affordable Housing Opportunities	The Michigan Land Bank was created for a single purpose: to acquire, manage, maintain and repurpose vacant, abandoned, and foreclosed properties. Habitat affiliates need to collaborate and partner with state organizations, like the Michigan State Housing Development Authority (MSHDA) MOD Program, community agencies, local and state governments to spearhead socially conscious programs to open affordable housing opportunities throughout Michigan rural areas.	Ted Jim	Fines Tischler	Habitat for Humanity Northeast Michigan MI Land Bank Fast Track Authority
ReStores, Leadership, Volunteer Management	New Marijuana Regulations and ReStores	Is your affiliate up to speed with the new Michigan marijuana regulations? Micah Babcock of the Small Business Association of MI and Andrew Brisbo, Executive Director of the Marijuana Regulatory Agency, will share updates on the new laws and how to ensure that your volunteer and staff regulations are compliant with Michigan law.	Micah Andrew	Babcock Brisbo	Small Business Association of Michigan Marijuana Regulatory Agency of MI
Fund Development, Comm/Tech, Volunteer Management	Capture the Story with Social Media - For You and Your Affiliate	A photo is worth a thousand words. Take your social media strategy to the next level with hashtags, Facebook Live, as well as connecting to the best organizations that can advance Habitat's mission. Learn some quick tips to make the most of your social media accounts while engaging veterans. Do you have a presence online to share the work you are doing? Have you thought about LinkedIn for funding opportunities? How do you take the best photo to showcase the story? After completing this session you will have an understanding of the importance of photos on social media and why Veteran Service Organizations are using these platforms to connect.	Erica	Dodge	Habitat for Humanity International
Sustainable Housing, Volunteer Management, Homeowner Services, Leadership	The Do's and Don't of Hosting a Veteran Repair Blitz Build at a Small Affiliate	Small affiliates can have a big impact on repairs for Veterans. A blitz-style build can accomplish needed repairs while simultaneously creating community. Habitat for Humanity Menominee River hosted a blitz-style build in June 2019 that impacted numerous families and utilized multiple volunteer groups. Join us as we share our experience of a blitz build in a small GSA.	Nancy Kathy	Pellegrini Kulas	Habitat for Humanity Menominee River Habitat for Humanity Menominee River
Homeowner Services	Homeownership Application Process: Application Submission to Board of Directors' Approval	Come learn about Habitat for Humanity of Kent County's homeownership application process. This session will cover the time period from when a potential applicant expresses interest in the program up to the Board of Directors' approval of the qualified applicant. We will briefly summarize our Homeownership Program Criteria in order to orient the workshop attendees. We will describe each of the three primary stages of our application review process: Initial Application, Phase II, and Home Interview. Part of the session will also be used to review our Financial & Credit Analysis excel spreadsheet, a tool that we use to record and analyze the income and debt information of each applicant.	Ben	Grostick	Habitat for Humanity of Kent County
Thursday, November 7, 2019: CPR & First Aid Training (12:30 - 3:30 pm)					
All	CPR & First Aid Training		Barb	Karber	Clinton Area CPR & EMS Academy