

**WHEDA's 2011 Multifamily Housing and Economic Development  
Conference Agenda  
"Build Live Grow"  
Monday, November 7, 2011  
Monona Terrace Convention Center  
Madison, Wisconsin**

**7:30 – 8:30**      **REGISTRATION AND CONTINENTAL BREAKFAST**  
*Madison Ballroom*

**8:30 – 9:00**      **OPENING REMARKS – Wyman Winston, WHEDA Executive  
Director**  
*Exhibition Hall A (First Level)*

**9:00 – 10:15**      **Breakout Sessions**

**AREAS OF INTEREST FROM THE INVESTOR POINT OF VIEW:  
*Meeting Rooms K - R***

A panel of syndicators/investors will discuss priorities, trends and issues that impacted the 2011 Tax Credit equity market and thoughts about the equity market in 2012.

**HOT COMPLIANCE TOPICS FOR SECTION 42 AND RELATED  
HOUSING PROGRAMS PART I:  
*Hall of Ideas E & H***

Get answers to the most challenging compliance questions from Tax Credit compliance industry expert, Ruth Theobald-Probst, The TheoPRO Group.

**CERTIFICATION ESSENTIALS: HOW TO AVOID REPORTING  
AND CALCULATION ERRORS:  
*Hall of Ideas F, G, I & J***

Attendees will review EIV fundamentals with industry expert, Mark Alper, NCHM, as well as discuss how to reduce your chances of income calculation errors, with a focus on how to verify "disposed assets".

**WHAT'S NEW IN WHEDA'S ECONOMIC DEVELOPMENT  
DIVISION  
*Lecture Hall***

Hear from WHEDA's Economic Development team about New Markets Tax Credit allocations, guarantees, venture capital and WHEDA goals to assist in the creation and retention of jobs in the State of Wisconsin.



**10:15 – 10:45**      **BREAK TO VISIT EXHIBITORS**  
*Madison Ballroom*

**10:45 – 12:00**      **Breakout Sessions**

**GREEN COMMUNITIES:**  
*Meeting Rooms K - R*

Learn how an industry leader is investing in “Greener Communities” one development at a time. Hear how one Wisconsin Developer has been branding their multifamily developments more sustainable and what that means to the bottom line. Finally, our last speaker will share a super insulated, sustainable, small green home solution for the future. Thought provoking? Funny? Green motivating? Life changing? One thing is for sure, this session will be unforgettable!

**HOT COMPLIANCE TOPICS FOR SECTION 42 AND RELATED HOUSING PROGRAMS PART II:**  
*Hall of Ideas E & H*

Compliance Hot Topics continued: Updates on how to successfully manage compliance challenges. Get answers to the most challenging compliance questions from Tax Credit compliance industry expert, Ruth Theobald-Probst, The TheoPRO Group.

**MANAGEMENT ESSENTIALS: RESIDENT RELATIONS:**  
*Hall of Ideas F, G, I & J*

Resident satisfaction is a vital part of a housing professional's job. The demands of the job are increasing while there are only so many hours in a day. Discuss strategies for effective time management and what you can do to resolve resident issues effectively with industry expert, Mark Alper, NCHM.

**TODAY'S ECONOMIC DEVELOPMENT TOOLS IN ACTION:**  
*Lecture Hall*

Learn about Economic Development resources in Wisconsin, including New Markets Tax Credits, loan guarantees and housing options. Get the benefit of expert practitioners and hear success stories from city leaders.

**12:00 – 1:15**      **LUNCH**  
*Exhibition Hall A (First Level)*

**1:15 – 2:30**      **KEYNOTE SPEAKER – DR J. P. PAWLIW-FRY**, *President and co-founder of the Institute for Health and Human Potential*  
*Exhibition Hall A*



**2:30 - 3:00**      **BREAK TO VISIT EXHIBITORS**  
*Madison Ballroom*

**3:00 - 4:15**      **Breakout Sessions**

**WHAT'S NEW AT WHEDA:**  
*Meeting Rooms K - R*

This session will focus on WHEDA's new multifamily lending products, and revisions to the QAP for 2012 as well as an overview of WHEDA's Emerging Business Program and Section 42 Quick Facts.

**RISK ASSESSMENT METHODOLOGY OF AFFORDABLE HOUSING DEVELOPMENTS:**  
*Hall of Ideas E & H*

Various stakeholders of affordable developments utilize different tools and techniques in managing risk of their affordable housing portfolio. In this session we will explore management and property performance tools used by investors, lenders, HFA and property management companies that fit their needs in mitigating risk.

**BACK BY POPULAR DEMAND "YOU BE THE JUDGE":**  
*Hall of Ideas F, G, I & J*

This session will give owners and agents the opportunity to hear discussions by industry professionals pertaining to Fair Housing / Section 504 and Americans with Disabilities Act issues with reference to actual Affordable Housing cases.

**FOCUS ON WORK FORCE HOUSING:**  
*Lecture Hall*

Panelists will present successful Workforce Housing programs and explore the basic concepts of the initiative and how it impacts the employer, employees and community with stronger employee recruitment, retention and revitalization.

**4:15 – 4:30**      **BREAK**

**4:30 – 6:30**      **RECEPTION**  
*Grand Terrace*

