

FAHROgram

FLORIDA ASSOCIATION OF HOUSING AND REDEVELOPMENT OFFICIALS

July / August 2009

President's Message

Join Me in the Panhandle! FAHRO 2009 Annual Convention & Trade Show



Gail Sansbury

Wow! Believe it or not, it's that time of year again: the *FAHRO 2009 Annual Convention and Trade Show* will be held Aug. 11-14. I hope everyone has signed up to join me in beautiful Destin, Fla. If not, I hope you do so soon. All of the members in the Panhandle are looking forward to seeing you here. It's not that often that we come to the Panhandle for a convention, so I'm reaching out to you to help make this a great educating, networking and trade show event.

This year's theme, "**Housing Through the Decades**," promises to be one of the best yet! We will reflect on the times gone by. It will be a fun time to work together with old and new colleagues and friends as well as with our vendors to ensure that we are get-

ting the best value for our buck. The exhibit hall will be filled with vendors, sponsors and members. Also, don't forget, there will be plenty of food and drinks.

All of the training sessions were recommended by your colleagues to address the issues you need to know to be successful in the current housing environment. The training agenda this year adds an additional track dedicated to *Housing Choice Vouchers and Green Building Solutions*. I believe you will find it to be an exciting mix of seminars that is well worth the cost of registration and more.

As president for the last two years, I have been privileged to share what has been a learning and growing experience for all of us. The theme for my term, **Operation Communication**, was designed for

See **ANNUAL CONVENTION** on page 3

State Legislative Affairs

HUD Stimulus Dollars Being Disbursed

by Richard Pinsky, FAHRO State Affairs Consultant

If you have not yet signed up to attend at least a portion of the upcoming FAHRO annual convention, Aug. 11-14 in Destin, I suggest you take the time right now to do so. There will be a great deal of useful information regarding funding opportunities and operational programs affecting public housing authorities. I will, of course, be there, and I will delve into more detail as to the status of the current funding opportunities as well the unusual political outlook for 2010.

Until we meet in Destin, here is a brief overview:

NSP-1: These are the HUD stimulus dollars designed to mitigate those neighborhoods within local communities that have been adversely affected by foreclosures. The State of Florida through the Department of Community Affairs is administering the disbursement of \$91 million to 24 counties and cities. HUD is distributing \$450 million directly to Florida's 48 entitlement cities and counties.

The Department of Community Affairs has completed its site visits and has approved

See **HUD DOLLARS** on page 5

Calendar

August 11-14, 2009
Destin, Fla.
FAHRO Annual Convention & Trade Show
Sandestin Golf & Beach Resort

September 20-22, 2009
Washington, D.C.
PHADA Legislative Forum
Washington Court Hotel

October 4-6, 2009
Washington, D.C.
NAHRO National Conference
Marriott Wardman Park

October 28-30, 2009
Orlando, Fla.
FRA Annual Conference
Orlando Hilton

Visit the FAHRO Website!



www.FAHRO.org

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We accept advertising relating to the housing and redevelopment profession. Our advertising rates are: back cover - sold; inside front cover - sold; inside back cover - \$175; full page - \$150; 1/2 page - \$100; 1/4 page - \$70; and business card size - \$50. There is a discount for multiple insertions. The next deadline for camera-ready art is 8/7/09. All articles, RFPs and classified ads must be received by 8/7/09.

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7/2009

Member Feedback

Do you need help with a project or issue and want to see if any of our readers have the answer? Has a colleague done something wonderful that deserves an attaboy or attagirl? Or are you just frustrated and want to vent? Here is your chance to (anonymously if you wish) say thanks, ask for assistance, vent your frustrations, express your opinion or let us know how you feel.

- FAHRO is proud to recognize this year's High Performer agencies!

Area Housing Commission
Broward County Housing Authority
ChIPLEY Housing Authority
Clearwater Housing Authority
Columbia County Housing Authority
Crestview Housing Authority
Dania Beach Housing Authority
Defuniak Springs Housing Authority
Deland Housing Authority
Gilchrist County Housing Authority
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Palatka Housing Authority
Pinellas County Housing Authority
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Punta Gorda Housing Authority
Seminole County Housing Authority
Tampa Housing Authority
Tarpon Springs Housing Authority

- Congratulations to Marjorie O'Sullivan for being recognized with a star on the Boca Raton Historical Society's Walk of Recognition at Royal Palm Place. Marjorie has served on a variety of city boards, including the Boca Raton Housing Authority, the Boca Raton Affordable Housing Advisory Board and the Boca Raton Community Relations Board. She has been especially active in the city's Pearl City neighborhood.

- The Jacksonville HA has selected ACI Architects to evaluate the transformation of 17 portfolio communities to decrease energy and water usage. Congratulations, ACI!

If you would like to contribute to Sounding Off, please send your comments to Susan Trainor, FAHROgram editor, by email, editor@ctf.nu, or by fax, 850/878-7760. 🌿

ANNUAL CONVENTION continued from page 1

members to communicate more openly and to get actively involved in different committees. We worked with other organizations such as SERC, PHADA and NAHRO. Operation Communication is only the beginning and is only as successful as the members make it. We have stuck together through the good and the bad times as a family. Now it is time for all of us to gather and reflect on all we have accomplished and to prepare for what's ahead.

Join me at the **Sandestin Golf and Beach Resort** as we celebrate the passing of yet another year of trials, tribulations and accomplishments. Meet me in Destin for the **FAHRO 2009 Annual Convention and Trade Show**. This will be a time for the FAHRO family to get together and reflect on the success we have had these past two years. Prepare to learn and to have fun! 🌿

Send Your News to FAHRO!

Tell us about your accomplishments, milestones and other interesting member news. Your fellow members want to know!

Submit your news to FAHRO via:

Email: editor@ctf.nu (attach in MS Word format)

Fax: 850/878-7760

Mail: FAHROgram, P.O. Box 14629
Tallahassee, FL 32317-4629

(Send disk in MS Word format and include a printed copy.)

Photographs are welcome!



ROTFLOL



Corey Mathews

For those of you who are not web-surfing, social networking, blogging computer addicts, the acronym above stands for “Rolling On The Floor Laughing Out Loud.”

I chose it as the topic for my message because when I think about how quickly the social-electronic world is evolving, I have to laugh.

We are now in the world of Web 2.0, which refers to the world of real-time mini-blogging, online networking and interactive streaming media. If that still sounds like a foreign language, just think of the Internet as if it were being pushed out at you through your computer screen. It's pretty amusing that the term “social networking”

refers to connecting with people to communicate via the Internet. I remember when I was a kid and the first Tandy Color Computer III was being mass produced, which is amazing when you consider that my 2-year-olds, Jack and Tom, already know what computers are and will not be able to imagine a world without them. My point is that when I was a kid, if someone had said “social networking,” they would have meant talking to another person.

While I am the first to admit that I am not a trendsetter in this arena, I participate in Facebook, MySpace and Twitter with the best of them. They are useful tools that keep me connected to a wide array of people, many of whom I had previously lost track of. However, these online meeting places are no substitute for in-person, face-to-face,

human contact and communication. I was at a conference of association executives recently, and the entire thrust of the conference was on building these utilities for your members, essentially creating your own Facebook for your industry. Of course, it was interesting that the number one pitfall was that they always run way over budget, and the second was that members don't always use them that much. Not exactly something that makes me enthusiastic to run out and recommend it.

I am reminded, too, that the time we spend in front of our computers, communicating through a virtual world, is time that we lose for REAL communication. There is a good reason for us to have an in-person conference, to share our experiences, to learn from one another and to truly network. There is no way any of us can get the same level of understanding and value from computer interaction as we can get from just talking with another person. Gestures, expressions and instant feedback mean that conferences, roundtables and other tangible forms of communication will never be replaced. So, use the new forms of communication, but don't let them replace the original that cannot be beaten.

Also, whatever you do, don't lock yourself in. In these difficult economic times, it is all too tempting to stop attending conferences or exploring new ideas, etc., as a method of cost cutting. However, if you are cut off from new ideas, others' experiences and real communication, the economic recovery could start without you being aware or a part of it. There are solutions for every problem, so get out there and sit down with folks in-person at a conference, a training or any other opportunity to share information, and you will find yourself better off. As your association, we're here to facilitate that. Join us for our upcoming events and make the most of your membership. 🌿

Popular Social Media Sites

Facebook

Facebook is defined as being a free, social networking site. It allows users to post their profiles, “friend” other users and join groups based on their interests. More and more businesses are using Facebook to build interest for their products and services.

LinkedIn

LinkedIn is a business-networking social media platform. On your LinkedIn profile, you can add your blog feed as well as share slide presentations and more.

MySpace

MySpace bills itself as “a place for friends.” Like Facebook, users post profiles of themselves that include information, photos and videos that they share with their friends.

Twitter

According to wikipedia's definition, Twitter is a free social media, micro-blogging network. Users (called “twitterers”) are given 140 characters to post updates (called “tweets”) to their followers. Created in 2006, Twitter seems to have taken off in 2008. Twitter is the fastest growing social media network, with well over 5 million users and growing every day. The average Twitter user has more than 70 followers.

YouTube

Another free social media tool, YouTube is the go-to place for videos. The site holds a combination of TV clips, movie clips and user-generated videos. You can upload a variety of videos and link them to your website or blog. Types of videos to create include interviews, tours and more. You don't need expensive equipment. You can use a digital camera with recording capabilities, such as FlipVideo or something similar.



Richard Pinsky

the 24 plans it is responsible for monitoring. Monies are being disbursed or soon will be. HUD is responsible for the site visits and plan approvals for the 48 entitlement communities. In both instances, at least 25 percent of the funds must go to households earning below 50 percent of the area median income. Usually this means low income rental.

More information is available at www.Florida-CommunityDevelopment.org/cdbg/nsp.cfm.

NSP-2: A second round of funding will be made available in the near future. Florida will be applying for approximately \$300 million. \$50 million of the \$300 million will be available to the Department of Community Affairs for the continuation of its portion of the NSP-1 program. The remaining funds will be administered by the Florida Housing Finance Corporation acting as an agent for the Department of Community Affairs. No requirement or set-aside for low income households will likely be established.

FHFC Matching Funds

The Florida Legislature appropriated \$1 million to be used as matching funds for those public housing authorities that have buildings or units older than 30 years that are in need of repairs or upgrades. If the housing authority receives HUD stimulus dollars for rehab, the housing authority will be able to match at least a portion of the federal funding with state dollars.

The Florida Housing Finance Corporation will be in Destin during the FAHRO convention to conduct an initial workshop to further define the parameters of the matching funds. Please be sure to attend.

Weatherization Grants

Florida will be receiving \$200 million in federal stimulus dollars designated for low-income households to upgrade and to improve the energy efficiency of existing homes. The Weatherization Assistance Program is for HUD assisted housing under the Recovery Act. 



NAHRO

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October 4-6, 2009

Marriott Wardman Park Hotel

2660 Woodley Road NW

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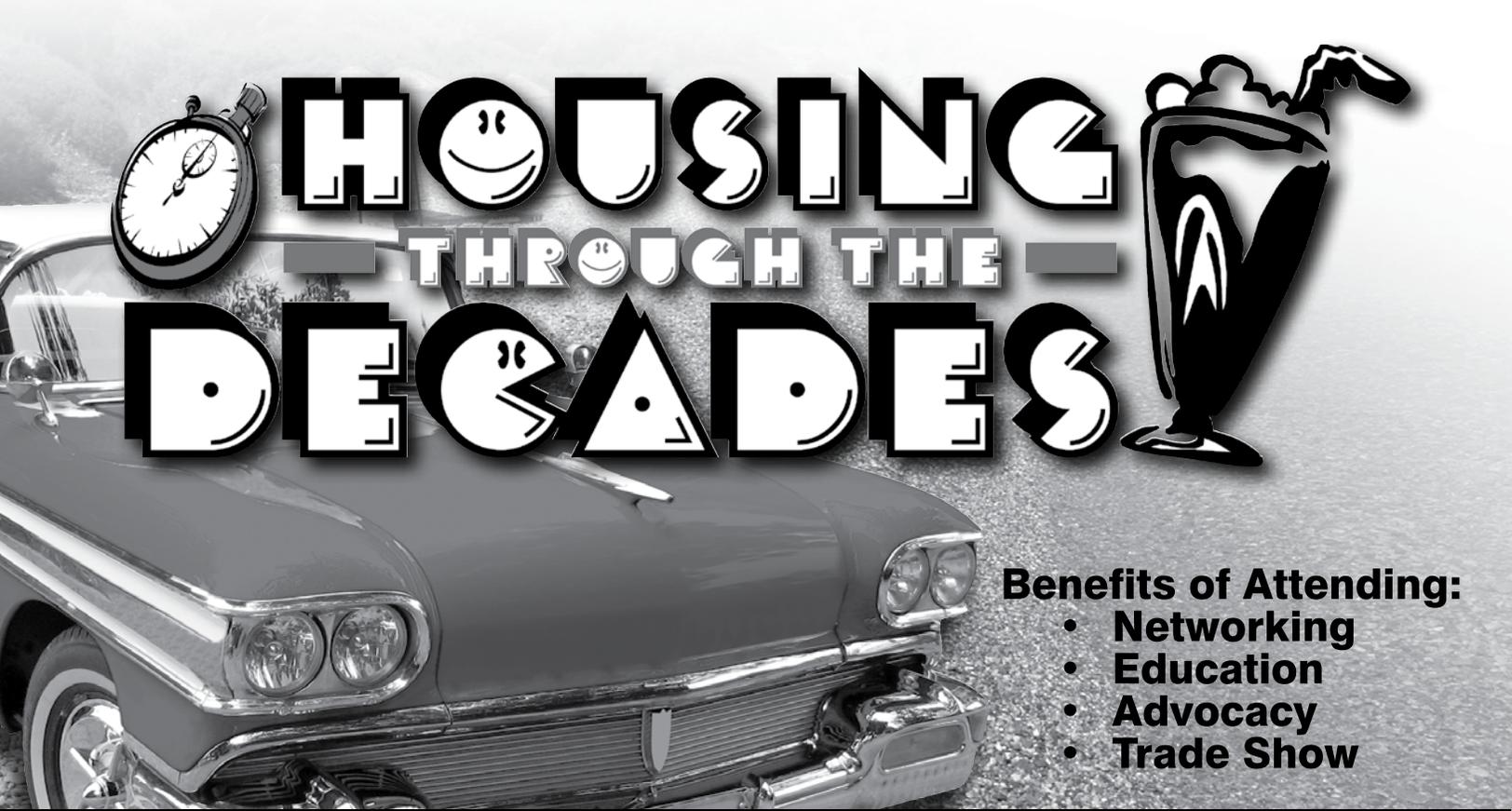
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HOUSING THROUGH THE DECADES

Benefits of Attending:

- Networking
- Education
- Advocacy
- Trade Show

AUGUST 11-14, 2009 • DESTIN, FLORIDA

SCHEDULE OF EVENTS*

Monday, August 10, 2009

7 p.m. – 9 p.m. Board of Directors Dinner

Tuesday, August 11, 2009

8 a.m. – 12 noon Annual FAHRO Charity Golf Tournament
Sponsored by FPHASIF & Progress Energy

1 p.m. – 3 p.m. Board of Directors Meeting

4 p.m. – 7:30 p.m. Registration Desk Open

5:30 p.m. – 7:30 p.m. Networking Welcome Reception in the Exhibit Hall
Sponsored by Progress Energy

Wednesday, August 12, 2009

8 a.m. – 4 p.m. Registration Desk Open

8 a.m. – 9 a.m. Networking Continental Breakfast in the Exhibit Hall

9 a.m. – 11 a.m. Opening General Session

11:15 a.m. – 12:15 p.m. FPHASIF Insurance Education Session

12:30 p.m. – 1:30 p.m. Networking Lunch in the Exhibit Hall

1:45 p.m. – 3 p.m. State & Federal Affairs Update & Discussion

3:15 p.m. – 3:45 p.m. Networking Afternoon Break in the Exhibit Hall

4 p.m. – 5:30 p.m. Annual Business Meeting

5:30 p.m. – 7:30 p.m. FAHRO Legislative Appreciation Reception in the Exhibit Hall
Sponsored by Mutual of America

Thursday, August 13, 2009

8 a.m. – 4 p.m. Registration Desk Open

8 a.m. – 9 a.m. Networking Continental Breakfast in the Exhibit Hall

9 a.m. – 10:30 a.m. Small/Medium PHA Track – Procurement Solutions for PHAs

9 a.m. – 10:30 a.m. Large PHA Track – Redeveloping & Leveraging Your Resources in a Recession

9 a.m. – 10:30 a.m. Section 8 Voucher Track – The New Face of SEVRA

10:45 a.m. – 12:15 p.m. Small/Medium PHA Track – Making Plans: Building a Strong Disaster Preparedness Plan

10:45 a.m. – 12:15 p.m. Large PHA Track – Reacting to REAC

10:45 a.m. – 12:15 p.m. Section 8 Voucher Track – Sound Section 8 Voucher Management

12:30 p.m. – 1:30 p.m. Networking Lunch in the Exhibit Hall
Sponsored by Progress Energy

1:45 p.m. – 3:15 p.m. Small/Medium PHA Track – Making Plans: Building a Strong Agency Plan

1:45 p.m. – 3:15 p.m. Green Track – It's Not Easy Being Green: Implementing Green Concepts Into Your Development and Redevelopment Efforts
Sponsored by Progress Energy

1:45 p.m. – 3:15 p.m. Section 8 Voucher Track – Detecting & Arresting Fraud

3:30 p.m. – 4 p.m. Networking Afternoon Break in the Exhibit Hall

4:15 p.m. – 5:45 p.m. Small/Medium PHA Track – Vendor Venue: Roundtable Discussion With Industry Suppliers

4:15 p.m. – 5:45 p.m. Green Track – Upping the Ante: Utilizing Energy Efficiency Programs to Save \$\$\$ for Your PHA
Sponsored by Progress Energy

4:15 p.m. – 5:45 p.m. Section 8 Voucher Track – Managing Section 8 in a Difficult Economy

6:45 p.m. – 10:30 p.m. FAHRO Annual Celebration Cocktail Party & Banquet
Sponsored by FPHASIF

HOTEL INFORMATION

The Sandestin Golf and Beach Resort

9300 Emerald Coast Parkway West, Destin, FL

Room rate: \$115 per night

Phone: 800/320-8115

Website: www.sandestin.com (group code 2274HH)

FAHRO 2009 Annual Convention & Trade Show

Simplified Participant Registration

Agency or Company _____

Registration Contact Name _____

Address _____

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Please list the name of each registrant and indicate the amount paid:

Names of Registrants	Member Registration	Non-Member Registration	Late Fee (After 7/28)	Amount
1st _____	\$369	\$449	\$50	\$ _____
2nd _____	\$349	\$429	\$50	\$ _____
3rd _____	\$349	\$429	\$50	\$ _____
4th _____	\$349	\$429	\$50	\$ _____
5th _____	\$349	\$429	\$50	\$ _____
6th _____	\$349	\$429	\$50	\$ _____

Housing Participant Grand Total \$ _____

Method of Payment (Participant or Vendor): Check (payable to FAHRO) Visa MasterCard

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Name on Card _____ Signature _____

Cancellation Policy: A refund of your registration fee will be made minus a \$25 processing fee, if cancellation is received in writing by July 24, 2009. Alternates are encouraged to attend. *For compliance with the ADA, please contact our office if you need any special accommodations. A minimum of seven days' notice is required.*

Four Easy Ways to Register



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WEB: www.FAHRO.org



PHONE: 850/222-6000

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Residents Help Refurbish Avon Park's Delaney Heights Apartments

The Avon Park Housing Authority has teamed up experienced building trade professionals with APHA public housing residents to update the Delaney Heights apartments. Built in the 1960s, the complex has received limited rehabilitation over the years and requires substantial renovation to preserve the units from becoming obsolete.

In summer 2009, the APHA was awarded \$294,648 from the U. S. Department of Housing & Urban Development under the American Recovery and Reinvestment Act of 2009 (ARRA) for public housing rehabilitation. The APHA decided to combine its 2009 Capital Fund Program annual formula allocation (approximately \$232,000) with the newly awarded ARRA stimulus funds to perform a comprehensive rehabilitation

of the Delaney Heights complex. The project began June 2 and is expected to be completed in November.

The rehabilitation work includes interior kitchen cabinet replacement, floor tile replacement, complete bathroom renovation, efficiency to one-bedroom conversion, window and door security/hurricane protection installation, complete interior and exterior painting, plumbing renovation, sidewalk repair and more.

To achieve one of the primary goals of the ARRA, to get program funding expeditiously infused into the local economy, the APHA decided to manage the rehabilitation efforts instead of outsourcing the project to a general contractor. By directly purchasing the required materials and supplies locally, the APHA was able to stretch the pro-

gram's funds further by capitalizing on its tax exempt status.

The APHA has created a labor force consisting of four teams: painting, carpentry, plumbing and masonry. Each team is led by an experienced building trade professional, and laborers of two per team are comprised of APHA public housing residents. In partnership with the local community college and Regional Workforce Development Board, a Building Maintenance course has been created for participating residents that, over the construction period, enable them to obtain a Residential Building Trade Certification credential to promote future employment opportunities. This credentialing activity was also made possible from ARRA funds received by the local Workforce Board, at no cost to the APHA or resident labor graduates. 

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Hot, Flat, and Crowded: Why We Need a Green Revolution—and How It Can Renew America

by Tom Friedman

Going green may seem like a fad, but Tom Friedman's book suggests that it may help increase the efficiency of your housing authority. Global warming, globalization and population growth (the depletion of natural resources) all point to a need for a green revolution. The following are a few points Friedman addresses in his book:

- **Energy and natural resource supply and demand:** While some countries are taking steps to become more energy-efficient, the explosive growth of developing-countries' cities is outpacing these gains. Friedman asserts that there are not enough energy and natural resources for everyone to consume at Americans' current rates and that everyone, Americans included, must address energy supply and demand.
- **Petrodictatorship:** We are "funding both sides of the war on terrorism," says Friedman: the U.S. military with tax dollars, and terrorist groups (and the states that sponsor them) with gas dollars.
- **Climate change:** Friedman emphasizes that the pace of climate change is exceeding many scientists' predictions, including those of the Intergovernmental Panel on Climate Change, and that we have little time to act.
- **Energy poverty:** The lack of a consistent electricity supply not only cripples 1.6 billion people's ability to obtain high-quality health care and adapt to the effects of climate change, but also prevents

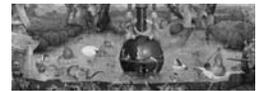
them from accessing the myriad educational and economic opportunities provided by the Internet.

- **Biodiversity loss:** The Earth is losing species 1,000 times faster than normal, claims Friedman. "We are the first generation of humans that is actually going to have to think like Noah," says Friedman, to save rapidly disappearing plants and animals.

Friedman shows how 9/11, Hurricane Katrina and the flattening of the world by the Internet (which brought 3 billion new consumers onto the world stage) have combined to bring climate and energy issues to Main Street. The author details many green innovations from around the world. He takes readers to faraway places like Sumatra and Iraq and then back to the United States to show how various

leaders and business owners are conserving natural resources, upgrading environmental standards and using new tools like solar power in their daily routines and business processes.

Friedman believes the lack of concern by the United States will give other countries an added boost to compete in the world's economy. Other countries are already regulating carbon emissions and implementing national goals for greenhouse-gas savings. Friedman suggests that implementing new earth-saving tools and laws could create jobs that boost our economy.



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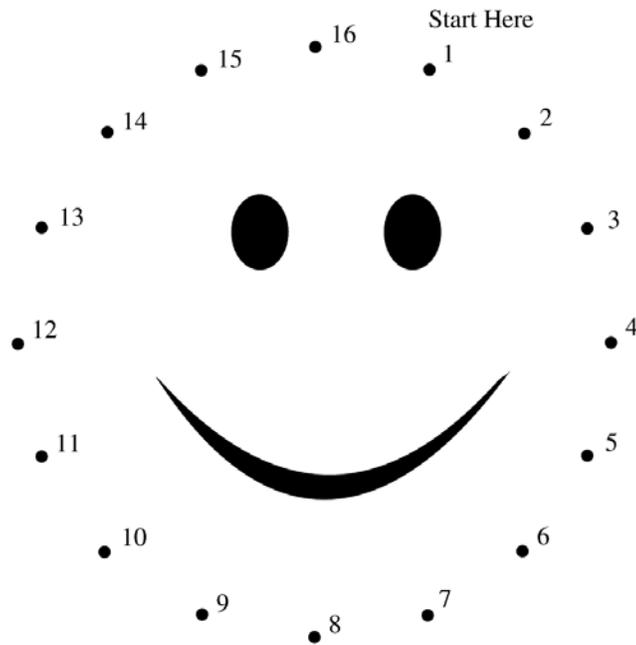
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Mission Statement

FAHRO is committed to the professional development of the people who provide public and assisted housing in Florida by offering a network for increased communication and education. We will continue to support legislation for the improvement and development of affordable housing and economic opportunities.



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