



Self-Help Homeownership Opportunity Program (SHOP) Conference
December 7-8, 2004
Washington, DC

SELF-HELP HOMEOWNERSHIP OPPORTUNITY PROGRAM

SHOP

Conference Coordinator
ICF Consulting
9300 Lee Highway
Fairfax, VA 22031

SHOP HUD HOUSING CONFERENCE

The Hyatt Regency Washington Hotel

Washington, DC

December 7-8, 2004

The Self-Help Homeownership Opportunity Program (SHOP) Conference is an event to bring together non-profit organizations, Federal agencies and others who share a commitment to developing self-help housing for low-income homebuyers. This conference, sponsored by the US Department of Housing and Urban Development (HUD), will explore new housing strategies and ways to build a successful project.

The one and a half-day conference, which precedes the Housing Assistance Council (HAC) Conference, *Building Homes, Celebrating Leadership*, provides an opportunity for SHOP grantees and their affiliates to share their successes and experiences. Come hear from your peers about successful SHOP programs and projects and learn about innovative approaches to common challenges.

Self-Help Homeownership Opportunity Program (SHOP)

Improving the quality of housing, increasing homeownership opportunities, and community development are vital parts of the mission of HUD. One way HUD accomplishes these important tasks is by funding national and regional nonprofit organizations, which, through the sweat equity of low-income families and volunteer labor, build affordable homeownership housing.

In FY 2004, \$26.8 million was allocated to SHOP. Through nonprofit organizations SHOP has supported the building of over 11,700 homes since the program began in 1996, and over 2,200 more are under construction.

SHOP funds are used for eligible expenses to develop decent, safe and sanitary nonluxury housing for low-income persons and families who otherwise would not become homeowners. Homebuyers must be willing to contribute significant amounts of their own sweat equity toward the construction of the housing units.

CONFERENCE SESSIONS

Innovative Housing Strategies

This session will describe innovative housing strategies that SHOP practitioners have used to further the goals of their programs. Presenters will describe the pros and cons of each strategy, and provide practical tips on how to successfully integrate new approaches into an existing program.

Building Healthy Homes

This session will offer an opportunity to discuss environmental issues such as lead-based paint, asbestos, mold infestation and brownfields. It will also describe practical energy efficiency techniques.

Finding and Assembling Suitable Land

This session will address ways to cut costs related to land acquisition, including how to find and assemble suitable land. Land trusts and how they work will also be discussed.

Marketing Your Program

This session will provide examples of successful marketing strategies used by grantees/affiliates and private contractors. Attracting donors and identifying qualified families will also be discussed.

Fostering Community Acceptance of Your Programs

Community resistance to affordable housing is a barrier that can affect the successful development of a homeownership project. This session will provide examples of how grantees have gained community acceptance for their programs.

Planning and Completing a Successful Project

This session will consist of presentations by grantees/affiliates that have undertaken projects successfully.

Creative Financing Techniques

This session will offer a short course on creative financing techniques and how to put together a successful deal. Examples from completed projects will be used to describe successful financing strategies, and specific financing resources will be profiled.

Partnerships

This session will provide suggestions on how to create and maintain successful partnerships that support SHOP program implementation. Tips on how to foster relationships with the "responsible entities" undertaking environmental reviews will also be provided.

CONFERENCE DETAILS

Conference Location:
The Hyatt Regency Washington Hotel
400 New Jersey Avenue, NW
Washington, DC 20001
202-737-1234

Conference Dates:
December 7-8, 2004

Accommodations:

The conference is being held at the Hyatt Regency Washington Hotel, Washington, DC. Please call the hotel directly to make your sleeping room reservations. **We suggest that you make your reservations early since there are a limited number of guest rooms available at the special conference rate.** Be sure to mention that you are attending the *SHOP Conference* when making your sleeping room reservations in order to secure the conference rate. Please note that making hotel reservations does not register you for the conference. You must submit a Registration Form to the Conference Coordinator.

The Hyatt Regency Washington Hotel
 400 New Jersey Avenue, NW
 Washington, DC 20001
 202-737-1234

Please note that the closing date for the guest room conference rate for The Hyatt Regency Washington Hotel is November 8, 2004.

Accessibility:

The conference location is accessible to persons with physical disabilities. If you have any questions or concerns regarding accessibility or need special conference delivery or material formats, please state these needs on the registration form.

Confirmation:

Confirmation notices of conference registration will be sent to all participants.

Travel Arrangements:

Cost savings are often possible by making advance travel arrangements. However, HUD cannot be responsible for penalties incurred. It is advised that you do not make non-refundable arrangements until you receive your written confirmation notice from the Conference Coordinator.

The closest airport to the Conference is Reagan National Airport, but other area airports are the Baltimore-Washington Airport (BWI) and Dulles International Airport. The Conference is also metro accessible, and is two blocks from the Union Station metro stop on the Red line.

Evening Reception:

We invite you to join us for a reception from 5:30 p.m.- 7:30 p.m. on Day 1 of the conference. You will have an opportunity to meet with other conference attendees, observe displays of SHOP grantee activities and programs, and speak with federal agencies.

Fee:

The registration fee for the conference is \$115. This fee covers refreshments and the evening reception on Day 1. Checks should be made payable to **ICF Consulting: SHOP Conference.**

Conjunction with the HAC conference:

The SHOP conference will precede the Housing Assistance Council (HAC) Conference, *Building Homes, Celebrating Leadership*. The SHOP conference will be held on Tuesday, December 7th, and Wednesday, December 8th, until noon. HAC preconference activities begin on Wednesday, December 8th, and the conference begins on Thursday, December 9th. For more information on the HAC Conference, please refer to the HAC website: www.ruralhome.org

For more information about the SHOP Conference, please visit the SHOP website at <http://www.hud.gov/offices/cpd/affordablehousing/programs/shop/index.cfm>

DRAFT AGENDA

		Track 1	Track 2
December 7	9:00am - 10:30am	Welcome Plenary	
	10:30am - 10:45am	Break	
	10:45am - 12:15pm		Innovative Housing Strategies
			Finding and Assembling Suitable Land
	12:15pm-1:15pm	Lunch on your own	
	1:15pm-3:15pm		Building Healthy Homes
			Marketing Your Program
December 8	3:15pm - 3:30pm	Break	
	3:30pm - 5:00pm		Fostering Community Acceptance of Your Programs
			Creative Financing Techniques
	5:30pm - 7:30pm	Reception	
	9:00am - 10:00am	HUD Performance Expectations Plenary	
	10:00am - 10:15am	Break	
	10:15am - 12:15pm	Planning and Completing a Successful Project	Partnerships

REGISTRATION FORM

SHOP HUD Housing Conference

Participants must register by fax or mail. Please reproduce this form and complete one for each individual who wishes to attend.

Mail To:
 c/o Conference Coordinator
 SHOP Conference
 ICF Consulting
 9300 Lee Highway #1104
 Fairfax, VA 22031

For Information Call:
 Conference Information Line
 703-934-3392

Fax To:
 SHOP Conference
 703-934-3260

SORRY, ABSOLUTELY NO TELEPHONE REGISTRATIONS CAN BE ACCEPTED!

Mr. Ms. _____
First Name Middle Initial Last Name

Title _____ Organization _____

Address _____
City State Zip Code

Phone Number _____ Fax Number _____

E-mail _____

If you or your guest has disabilities that require specific accommodations to ensure your full participation in this conference, please check here . Someone will contact you regarding your requirements.

Check Enclosed

My organization would like display space to share information on our program at the reception