



**2016 Annual CED Conference**  
[www.OpportunitySC.org](http://www.OpportunitySC.org)

**Wednesday, September 14<sup>th</sup>, 2016**

**1:00 – 2:30pm**

**CED Practitioners Panel**

**Kristi King-Brock, Anderson Interfaith Ministries**

**Don Oglesby, Homes of Hope**

**Deborah McKetty, CommunityWorks**

**Liberty Canzater, The Butterfly Foundation**

**Bill Barnett, Northside Development Corporation**

*Session Description:* Join Upstate CED experts and learn how they leverage private and public funds to create impact in the communities they serve through housing, healthy food, microbusiness development and much more. Learn about projects and the join these experts on a tour to see some of these projects on the ground.

**3:00 – 5:30pm**

**Greenville CED Tour**

**City of Greenville**

*Session Description:* Greenville's Neighborhood Revitalization Initiatives - Learn about Greenville's efforts to revitalize its Special Emphasis Neighborhoods while creating affordable and workforce housing opportunities. On this tour you will have an opportunity to take in the successful elements that include citizen engagement, leveraging federal funding and involving non-traditional partners while respecting and preserving the rich history that makes these neighborhoods unique. Attendees will tour several neighborhoods and walk through a home

under construction. *\*Max capacity is 50 people, must register to ensure a seat.*

### **Spartanburg CED Tour** **City of Spartanburg**

*Session Description:* The Northside Initiative is working to fundamentally transform the Northside neighborhood into a community of choice, where current residents choose to stay and new people choose to move to. The tour will consist of interaction with key community stakeholders including resident leaders. Participants will hear about the community's 400 acre master redevelopment plans which include a mixed income mix use development, community health and wellness center, early learning center and neighborhood revitalization efforts. Site visits will include the Northside's mixed income housing model block and Harvest Park Food Hub. *\*Max capacity is 50 people, must register to ensure a seat.*

### **Performance Context for Community Based Organizations** **Jeanne Milliken Bonds, Federal Reserve Bank of Richmond** **Victor Galloway, FDIC**

*Session Description:* This session will explore best practices for performance context for Community Based Organizations (CBOs). You've heard of Performance Context under the Community Reinvestment Act (CRA) for financial institutions. We will discuss the elements and the potential partnerships you can engage to establish a robust context for your organization's performance, together with the best tools to measure and present your performance.

### **Community-Based Health Interventions** **Cathy Melvin, Dana Burshell, & CeCe Heyward** **Medical University of South Carolina**

*Session Description:* Participants will learn about how community members and researchers work together to address important health issues in South Carolina. These partnerships will be described along with the ways each group informed the research question, the approaches to addressing the question(s), the conduct of the research itself, and the interpretation of the results of the research. Participants will learn more about two research projects in particular: improvements in diabetes outcomes from a nurse and community health worker intervention in Bamberg, and the successes and challenges of a community-based participatory research study in Hollywood and Johns Island to improve dental care.

**Thursday, September 15<sup>th</sup>, 2016**

**8:00 – 9:30am**

### **Opening Plenary**

**KEYNOTE SPEAKER: Harvey L. Galloway, Executive Director, Blue Cross Blue Shield of South Carolina Foundation**

**9:45 – 11:15am**

### **Historic Tax Credits Life Cycle**

**Ryder Mathias, Cohn Reznick**

*Session Description:* This session will explore the life cycle of the Historic Tax Credit Program. The focus will be on the Federal Historic tax credit program, pointing out the state credit programs for SC that can be coupled with the Federal Historic Tax Credit Program to give projects more equity and desire from investors. We'll show how to qualify for the program and what type of building is required to generate the credits; how to find an investor to infuse equity into the project; and how to structure the project so that as the developer/owner, you get the value that was put into the building.

### **Data for Healthy Insights**

**Lowell Atkinson, SCACED**

*Session Description:* This session will feature an interactive discussion of the *Healthy Insights Initiative* – a joint partnership between SCACED, the Robert Wood Johnson Foundation, and the MITRE Corporation that will use population data and community resources to improve public health in South Carolina. Participants will learn more about the community workshops being coordinated in 2016 to solicit input and guidance from target communities as well as the data visualization tool that will help SCACED make informed investments in four community health projects in 2017. The session will also feature an in-depth review of the associated grant program and explain how eligible entities can request funding for a *Healthy Insights* project in their community through the Request for Proposal process.

### **Utilizing Solar Energy to Advance Communities**

**Sara Hummel Rajca, Solarize SC**

**Elise Fox, Savannah River National Laboratory**

**Michael Kirkpatrick & Stacy Phillips, Duke Energy**

**Lauren Hinrichs, SCE&G**

**Shannon Legree, USDA**

*Session Description:* Participating in solar energy can be confusing. There are multiple methods and financial incentives offered by government and utilities. Building knowledge and the ability to bring energy savings to tenants can be complex. This session puts it all together for CDC's trying to decide if they want to invest in solar for their properties. Participants will leave with a path for thinking through whether solar is right for them. Presenters will explain the basics of solar, the programs that can help reduce the initial cost, solar as an economic force in SC, how to choose the solar solution that is right for you and get steps to get started.

### **Your Website: The Heart of your Marketing Strategy**

**Chris Manley, Engenius**

*Session Description:* Nearly 87% of Americans use the internet, so a web presence is absolutely vital for any organization looking to grow. In this session, participants will learn how to make the web work for them. Find out what your website MUST have. Find out what elements your website SHOULDN'T have. Be equipped with tips and tools for building an effective website. Be equipped with tips and tools for effective online marketing. Focus on integrating social media to leverage the impact of your website.

**11:30 – 1:00pm**

### **Lunch Plenary and Award Ceremony**

**KEYNOTE SPEAKER: Dr. Harris Pastides, President, University of South Carolina, Columbia, SC**

**Awards: Ike Williams Award, Mother Emanuel Award and Legislator of the Year**

**1:15 – 2:45pm**

### **Advocating for Affordable Housing: A Look at the "Home Again" Program**

**Vivian McCray, SC Dept. of Health & Human Services**

*Session Description:* This session will cover an overview of the Home Again program (federal name is "Money Follows the Person") that assists elderly and physically disabled individuals transitioning from a nursing facility back to the community and how greater access to affordable housing can make this transition easier. This session will also discuss housing barriers for those individuals on SSI with poor credit or criminal history as well as the need for collaboration with community resources.

### **Business Responsibilities & Consumer Protections: An overview of the SC Financial Identity Fraud & Identity Theft Protection Act**

**Marti Phillips, SC Dept. of Consumer Affairs**

*Session Description:* How are you and your employees safeguarding your customers' personal identifying information? Do you have any policies for the protection and disposal of that information? This session will provide an overview of the South Carolina Financial Identity Fraud and Identity Theft Protection Act (FIFITPA). Learn about the provisions regarding the disposal of records, security breach notifications, and strategies for planning and implementing policies to aid businesses and public bodies with compliance. Additionally, the session will discuss how the Act provides protections for consumers in the areas of security freezes, police reports, and credit reports.

### **Developing a Children's Savings Account Program in Your Community**

**Carl Rist & Jeremie Greer, Corporation for Enterprise Development**

*Session Description:* This session will provide attendees with an overview of how incentivized savings programs, specifically Children's Savings Accounts (CSAs), make higher education more attainable for low-income students. The session will cover information on why children's savings matter, best practices for creating a small or large scale CSA program, and examples of local and statewide efforts occurring across the country. Attendees will also be directed to specific resources to help start a program, including the CSA design guide, Investing in Dreams, and the Campaign for Every Kid's Future website. Key outcomes for the workshop include increasing awareness of children's savings account programs and sharing components needed to start and implement a program

### **The Entrepreneurial Mindset for Non-Profits**

**Dorothea Bernique, Increasing H.O.P.E.**

*Session Description:* Yes, your organization is a non-profit, but it is a business first. Having an "Entrepreneurial Mindset" will help you to identify and adopt the thoughts, habits and qualities that will position you and your organization to not only achieve success, but to achieve longevity in the marketplace. In this session, we will discuss personal development, business development, sales and marketing, finances, customer care and much more from the perspective of the entrepreneur.

**3:15 – 4:45pm**

### **New Markets Tax Credit Program**

**Ryder Mathias, Cohn Reznick; Steve Ross, SunTrust Community Capital**

*Session Description:* This session will explore the New Markets Tax Credit Program. Participants will learn about what kinds of projects qualify for the credits, what constitutes a Qualified Equity Investment (QEI) and Qualified Low-Income Community Investments (QLICIs), and how community-based

groups can partner with a Community Development Entity (CDE) to finance projects that create jobs and revitalize distressed and disinvested communities in their service area. The session will also feature an update on recently-completed NMTC projects in South Carolina as well as the current available allocation.

### **Developing the Entrepreneurial Ecosystem for MicroBusinesses** **Deborah McKetty, CommunityWorks; Taylor Beard, Nasha Lending;** **David Willis, NuLevel Strategic Solutions, LLC**

*Session Description:* In South Carolina, 87% of all businesses in the state are classified as "MicroBusinesses" those that have five employees or fewer. They are the backbone of our local economies with every \$1 invested in a microbusiness yielding \$2 in economic return for local communities. Entrepreneurs establishing such a microbusiness face big challenges in finding seed and growth capital as well as access to the technical assistance and training necessary to run their business successfully. In this session, participants will learn more about three successful microbusiness development programs in the Upstate and how they are supporting an entrepreneurial ecosystem for the region.

### **Amplifying your Voice: Communications & Social Media for Community Development**

#### **Jeanne Milliken Bonds, Federal Reserve Bank of Richmond**

*Session Description:* This session will explore best practices for using social media, establishing a social media presence, and basic communications skills that enable you to take something that's important and make it interesting through effective and powerful storytelling. The issues you focus on in underserved communities are multifaceted and complex, but we know the media is highly adept at scratching below the surface to get stories, and we know that funding channels need effective communications. How can we engage partners, the mainstream media and others to highlight our work?

### **"My Law Partner": How Legal Knowledge Impacts Economic Opportunity**

#### **Susan Ingles, SC Legal Services**

*Session Description:* Many S.C. citizens living in low wealth communities wish they had a direct line to a senior partner at the big law firm like those that oppose them in the legal arena. This workshop will outline how they can get that information, make that connection and have that peace of mind that their opponent gets from the senior partner by using what S.C. Legal Services has to offer including: on demand legal information from our growing online resources, including Outreach in a Box Toolkits that allow you to have a legal clinic when you want, where you want, Online Application for

Legal Services that eliminates "waiting in the queue," and our impact litigation that can solve one problem for many.

**6:00 – 8:00pm**

**Welcome to Greenville Reception**  
**Embassy Suites Terrace**

**Friday, September 16<sup>th</sup>, 2016**

**9:00 – 10:15**

**National Housing Trust Fund Program**

**Laura Nicholson, SC State Housing Finance & Development Authority**

*Session Description:* The National Housing Trust Fund (NHTF) is a new affordable housing program that will complement existing efforts to increase and preserve the supply of decent, safe, and sanitary affordable housing for people with the lowest incomes, including homeless families. SC Housing has been designated as the administrator of the Program in partnership with the US Department of Housing and Urban Development. Participants will learn more about this dedicated funding source and how Community-Based Organizations can partner with SC Housing to build, preserve, and rehabilitate housing for low-to-moderate income communities in their service area.

**Charting the Course for Change: How the Status of Women increases economic outcomes for all in our State**

**Amy Brennan, Center for Women**

*Session Description:* Economic security is a right for every citizen in our state. The Center's recently published report on the status of women in SC - Charting the Course for Change - is the basis for the presentation that shows the audience how economics in our state can be improved for all when opportunities are improved for all. While the news is not good in many ways for SC, we know we can do better. This session shows us how to begin. Four key indicator areas (Leadership, Education, Economic Security and Health & Safety) will be discussed and data points will be actively shared. The session will involve an interactive approach to understanding equality and balance in our community and how it relates to economic growth for all.

**The Self Sufficiency Standard for SC**

**Anita Garrett, United Way Association of SC**

**John Young Shik Concklin, United Way of Greenville County**

*Session Description:* In January 2016, the United Way State Association of South Carolina unveiled the Self-Sufficiency Standard for South Carolina – a tool that uses up-to-date and local costs to accurately reflect the amount of money individuals and families need in order to be truly self-sufficient. The Standard includes specific data points for costs related to housing, transportation, childcare, savings, healthcare, taxes, and food. The Standard provides policy makers with impartial and unbiased information for making decisions and can be used as a tool to bridge public-private partnerships, promote economic development and strengthen the quality of life for all South Carolina citizens. Participants will walk away with the true cost of self-sufficiency, a full report for South Carolina, and ideas on how to use the information in their local communities.

### **Community Development in the SC Promise Zone**

**Dean B. Van Pelt, Southern Carolina Regional Development Alliance**

**Matt Mardell, Colleton County Commercial Kitchen & Farmers Market**

*Session Description:* This session will feature a discussion of the recently-designated “South Carolina Promise Zone” - a six-county area in the Lowcountry – where viable community development projects and programs will help reduce poverty, create jobs, and improve the quality of life of residents. Although developed before the Promise Zone designation, the Colleton Commercial Kitchen - located in Walterboro – is a great example of such a project – having created 38 new jobs and currently supporting 6 local businesses. Participants will learn about the history of the Promise Zone, development of the strategic plan, first year accomplishments, partnerships, and near term transformational projects, and they will also learn about the Kitchen and the myriad benefits it’s providing to surrounding communities.

**10:45 – 12:00**

### **Envision SC Upstate with Smart Transportation Corridors and Smarter GreenVillages Development**

**Fred Payne, Greenville County Council**

*Session Description:* Envision SC Upstate is a multimodal transportation plan that would connect an area from Greenville Spartanburg (GSP) airport through Greenville’s urban areas to Clemson University. In addition to automobiles, the various modes connected at mobility hubs would include smarter bus transit (including electric buses, traffic light sensors, etc); more bike and pedestrian-friendly pathways; connected, electric, assisted/automated shuttle (aTaxi) services; and connected, automated transit network (ATN) system aka personal rapid transit (PRT). GreenVillages development will occur around major mobility hubs with high accessibility and connectivity. Better connectivity for people living along urban corridors helps solve issues of first/last mile transport so they would not need to own

a car, and reduces traffic congestion, air pollution, transportation costs and traffic accidents. Participants will learn more about Envision SC Upstate and the growth of the GreenVillages Development.

### **Walk with Me: The Importance of Followers**

#### **Joy Young, SC Arts Commission**

*Session Description:* "He who thinks he is leading and has no one following him is only taking a walk", Malawi Proverb. This proverb points to the importance of followers in the leadership dyad. Leadership and followership are two sides of the same coin. Leaders can't do it all; they need to work with others — with followers — to help them accomplish goals, and communities need both leaders and followers if they're going to meet the incredible challenges they face today. This hands-on workshop will offer important insights to this question and address three types of followers and their characteristics, four needs of followers, and trends impacting followership.

### **Changing the Conversation: Tips and Tactics to Get your Agency in the News**

#### **John Boyanoski, Complete PR**

*Session Description:* In this session, Complete Public Relations will provide participants with some easy strategies to get your agency more media opportunities with less of the frustrating work. This award-winning Greenville firm specializes in outside-the-box media awareness and will share the best ways to write press releases, when and where to send op-eds, finding alternative news sources and building good will. Participants will leave the session with actionable strategies to generate more visibility for their organization and the work they perform in their communities.

### **Moving People from Poverty to Skilled Workforce through SNAP 2 Work**

#### **Kristi King-Brock & Dana Grant, Anderson Interfaith Ministries**

*Session Description:* Presenters from Anderson Interfaith Ministries will share their success in using SNAP2Work funds to provide assessment, case management, training, and supportive services to unemployed or under-employed clients in the Upstate. Their Women & Children Succeeding program (WACS) has impacted over 150 families moving them from poverty to self-sufficiency, having a \$64 million economic impact. Participants will also learn about the public-private partnerships that have been established through the SNAP2Work program and how to leverage resources through these partnerships to make them work.

## **Building Communities through Homeownership**

**Sharon McLendon, Wells Fargo**

*Session Description:* Wells Fargo is committed to building communities through homeownership and maintains a goal to help customers buy a home of their own and stay in it for years to come. This session will focus on a new product with features and benefits to assist low-to-moderate individuals and families obtain sustainable homeownership. Participants will also learn about how homebuyer education – a critical component that provides a path to successful homeownership – will allow the homebuyer to earn a lower interest rate.

**12:00 – 1:30pm**

**“Your Voice Matters”**

**Lunch with the SCACED Board of Directors**