



## PSWRC-NAHRO The Pacific Southwest Regional Council of NAHRO

### Regional Conferences

Currently, we are soliciting venues for our 2019 conference to be held in Anaheim, CA.

Our 2018 conference's theme was "SUPER! Conference – Power in Partnerships" in which we partnered with CAHA and other partners in the Region - the California Affordable Housing Agency (CalAHA) and the Housing Authority Risk Retention Pool (HARRP) to put on an action-packed agenda with sessions including "CARPE AUDIENCE! - Create and Deliver Better Presentations Despite PowerPoint" (a hit with those technology savvy members that are looking to keep staff, etc. engaged).

PSWRC was also fortunate to have Adrienne Todman and President Carl Richie attend the conference and address the attendees on important NAHRO national efforts. Additionally, we had terrific keynote presentations. First from Helene Schneider, former Mayor of Santa Barbara, former Housing Authority Commissioner and current regional representative for the United States Interagency Council on Homelessness. Next, former Hollywood Entertainment Reporter, Rona Barret, spoke about her partnership with the County of Santa Barbara Housing Authority to make her dream become reality of developing an affordable service enhanced development for frail seniors.

Finally, a memorable outcome of this conference was the giving away of a new manufactured home to an attending Housing Authority. The winning Housing Authority was the Housing Authority of the County of Stanislaus.

### Professional Development

After soliciting our membership regarding training needs it's been determined that the **Northern CA/Nevada membership** is looking for Public Housing Occupancy, Eligibility, Income, and Rent Calculation (PHOEIR), Housing Quality Standards (HQS), and some Resident Leadership training. The Region is looking to sponsor at least one of these trainings for this particular area before the beginning of November. On a Chapter level, the Northern CA/Nevada Chapter is looking for the assistance of our RSO to book Dennis Morgan to come out to their Chapter conference in January 2019 as they have for the past two years for a "Potpourri" of various topics to assist their membership. Our solicitation of our **Southern CA** and **Arizona** membership has not resulted with very many responses for training; however, we are still engaging these areas as often as possible to see what we can do to assist them with their training needs.

### **Membership Growth and Retention**

Membership retention and growth activities underway.

We continue to participate and follow several affordable housing groups to solicit them as Business Affiliates on LinkedIn which have produced some good connections that have led to two new memberships. Additionally, we continue to monitor the announcements of agency executive director departures and retirements to acknowledge their efforts and on-board new executive directors to retain and/or reinstate past memberships that had lapsed. Currently, we have managed to engage Southern Nevada Regional Housing Authority, one of our larger housing authorities, who let their regional membership lapse due to their 2.5 year search for an executive director and they have now been reinstated and their new executive director will now sit as a member of the Diversity and Inclusion Committee for national.

### **Housing America Activities**

Our region continues efforts to engage our membership by sending out reminder emails asking what each agency/organization is actively going to do during the month of October to recognize Housing America month as well as directing online traffic to the Housing America website. Currently, several agencies have reported that they will be conducting site study tours of recently renovated developments while others will tie groundbreaking ceremonies to Housing America month.

We continue to generate some healthy competition among agencies by engaging membership to win “bragging rights” by getting us their HAM information early and we arrange to have plaques made to present at various community events for these agencies as part of Housing America activities.

### **Scholarships and Awards Programs**

At this year’s regional conference in May, we set out a plan to set aside scholarship dollars from year to year to support our soon to be officially announced regional scholarship. Each scholarship recipient will have their progress tracked from year to year and will be invited to encourage others to apply for scholarships. PSWRC is committed to strengthening our regional scholarship program and to ensure our member agencies are also accessing the national scholarship program opportunities.

### **Advocacy**

We continue to work closely with the California Association of Housing Authorities (CAHA), a NAHRO affiliate, on our advocacy efforts. PSWRC-, through CAHA, regularly provides input on important legislative efforts concerning affordable housing at the State level and at the national level in developing comments on important matters such as the recent Federal Register Notice on HUD's methodology behind the setting of the Renewal Funding Inflation Factors for the Housing Choice Voucher Program.