



14th Annual Habitat for Humanity State Conference

Marriott Northwest Columbus

5605 Blazer Parkway

Dublin, Ohio

Wednesday, November 1

10:00 A.M. Welcome and Opening Remarks

Led by Heidi Kern, Board Chair, Habitat for Humanity of Ohio

Habitat Ohio State of the State

Led by Ryan Miller and Quinton Babcock, Habitat for Humanity of Ohio

2023 was a year of growth and evolution for Habitat for Humanity of Ohio. Join us as we highlight the key developments and new opportunities for the coming year. This time together will also focus on collaboration with our stakeholders and how to leverage relationships to serve more families.

11:00 A.M. Charting a New Course with Impactful Data and Messaging

Led by Korinne Chiu, Director, Outcome Measurement, HFHI, Simone Boyce, Director of Research and Learning, HFHI and Carlie Boos, Executive Director, Affordable Housing Alliance of Central Ohio

There is nothing more important than making an effective and compelling case to support the important work of Habitat for Humanity. Each of our presenters will provide insight on how to build a solid case for support based on evidence that aligns with the housing crisis in Ohio and across the country.

Ohio ReStore Council Meeting

Led by Ohio ReStore Leaders

The Ohio ReStore Council, formed in 2010, provides an effective forum to communicate and network with ReStores in Ohio. Membership on the council is open to any ReStore in Ohio, and the annual meeting is open to the public. This is a great opportunity for ReStore leaders to share best practices and elect their leadership team for the coming year.

Workshop Session One Wednesday, November 1, @ 1:00 P.M.

I am a Homeowner...Now What?

Led by Dustin Fuller, Financial Opportunity Center, Habitat for Humanity-Findlay Hancock County and Kris Lowry, Family Services Coordinator, Habitat for Humanity of Findlay/Hancock County

Setting up homeowners for long-term wealth building and helping them prepare for unexpected circumstances (death, emergency needs, etc.) are paramount to a successful homeownership experience. Dustin and Kris will share information on their transformational program that empowers homeowners with effective financial tools and positions them to have a positive impact on future generations. This session will also cover affiliate protection after closing.

Crisis Management...Keeping Habitat in the Headlines for the Right Reasons

Led by Jeremy Hamilton, Communications Director, Habitat for Humanity International

As we all have learned, a crisis can occur at any time. During this course, we will review ways to identify and minimize risk before it becomes a crisis and to prepare in the event of a crisis. Jeremy will also provide strategies to move forward following a crisis. Key objectives of this session are:

- Effectively respond when a crisis occurs
- Identify and establish key roles and responsibilities for crisis response
- Implement local hazard/risk prevention and mitigation practices
- Outline next steps for post-crisis recovery

Benefits and Challenges of Building Multi-Unit Homes

Led by Tammy Johnson, Executive Director and David Cowan, Construction Director, Habitat for Humanity of Cleveland, Tennessee.

Join us as we share learnings from our affiliate – the good, the bad and the rest – about building multi-unit homes. You'll hear what works well and the necessary changes this Habitat affiliate made along the way. Most important aspect of our journey was keeping a positive mindset. Tammy and Dave will share their experience of navigating change to their affiliate and the strategies they employed to troubleshoot and solve problems along the way. You will also participate in an informative Q&A session...bring your questions, and we will brainstorm new ways to serve more families.

Building an Effective Advocacy Plan

Led by Ian Weir, Director/Midwest Region, Albers and Co. and Quinton Babcock, Director of Operations, Habitat for Humanity of Ohio

In the world of nonprofit leadership, advocacy extends beyond just supporting a cause. It's about proactively championing systemic change, influencing policies, and amplifying the voice of communities. Our presenters will shed light on the transformative power of advocacy and how Habitat is uniquely positioned to leverage our important work to affect meaningful change at the local and state level.

Playhouses in Your Fundraising Toolbox? Small Houses Build Big Houses!

Led By Nate Reid, Corporate Engagement Manager, Maumee Valley Habitat for Humanity and Bonnie Berland, Special Events and In-Kind Donations Manager, Maumee Valley Habitat for Humanity

The Playhouse Project is a flourishing fundraiser unleashing creativity through meaningful volunteer opportunities while making a huge impact in the lives of local children. Learn creative sponsorship strategies, how to master day-to-day operations, and discuss lessons learned from other affiliates.

Revitalizing ReStore Sales and Customer Service

Led by Tom Farmer, ReStore Manager, Maumee Valley Habitat for Humanity and Jeremy Keen, Director of ReStore Programs, HFHI

Join this immersive workshop tailored for Habitat ReStore managers and sales associates. Dive deep into proven sales and customer service techniques that not only drive revenue but also resonate with the mission of Habitat for Humanity. Discover the balance between customer service and sales goals; learn about effective communication strategies; and explore ways to engage the community.

Workshop Session Two Wednesday, November 1, @ 2:45 P.M.

Pipeline Fatigue and Keeping the Momentum

Led by Helen Spieler, Director of Homebuyer Services, Habitat for Humanity of Greater Cincinnati

Learn best practices on how to keep future homeowners engaged during the home buying process. Attendees will also learn how to maintain and support families from selection to closing. Helen will share her knowledge of how to walk alongside our homeowners and empower them to reach new heights. With over 25 years of Habitat experience, there is not a tricky situation that would surprise Helen. Come with your questions and a willingness to laugh and learn from one of Habitat's finest.

Nonprofit Financial Reporting and Internal Controls

Led by Amy Merkel, Finance Director, Maumee Valley Habitat for Humanity

Navigating the financial complexities of an affiliate can be daunting, but with the right strategy, it is a positive outcome. This session will offer participants a deep dive into the integral components of affiliate finance. Regardless of experience, this session is designed to equip you with the tools and knowledge necessary to ensure financial health and sustainability.

Innovations in Construction-Modular, 3D printing, Container homes & Career Center Partnerships

Led by Amy Anselm, Senior Specialist, Affordable Housing Construction, HFHI, Kenneth Oehlers, Executive Director and Cody Rutter, Construction Director, Habitat for Humanity of Southeast Ohio

Come learn about innovative construction processes and products that affiliates across the country are using to increase their production of new homes, including unique partnerships with Career Centers and Vocational Schools. Topics include offsite and modular production, shipping container homes, 3D printed homes and how to start a partnership with your local career center or vocational school.

Grant Do's & Don'ts

Led by Hylie Voss, President, The Sugarbush Foundation, Julie Prettyman, Vice-President & Director of Programs, Marion County Community Foundation, and Ellen Miller, Director, CareSource Foundation
Moderated by Lynn Zucker, Executive Director, Buckeye Ridge Habitat for Humanity

Have you ever found yourself thinking, "I wish I could get inside the minds of funders..." Well, this is your chance! At this session, you will hear directly from representatives of different types of foundations about how to develop a lasting and meaningful relationship to propel your organization forward. These foundation professionals bring a strong passion for housing and a unique perspective on how to stand above the rest. They will undoubtedly help the Habitat network develop a compelling case for financial support in the coming years.

Building your Affiliate Persona

Led by Erin McPartland, Interim Executive Director, Maumee Valley Habitat for Humanity and Anastasia Ellis, Director of Communications, Maumee Valley Habitat for Humanity

Join this dynamic team as they discuss steps to build your community's personas, thus creating a targeted approach when communicating with and marketing to volunteers, donors, and the community at-large. In today's dynamic landscape, effective marketing is paramount to amplify the mission of Habitat, and these advanced marketing strategies will propel an affiliate's visibility, engagement, and impact to new heights.

Effective Ways to Utilize Socials and Create a Bigger Online Presence

Led by Shaila Worley, ReStore Manager, Habitat for Humanity of Southeast Ohio-Zanesville and Jeremy Keen, Director of ReStore Programs, HFHI

A strong and vibrant online presence is a mainstay and a must to ensure a robust and diverse revenue stream for ReStores. Come join the conversation with two ReStore leaders as they discuss helpful tips and a plan of action to become top of mind for online customers. Habitat ReStores play a pivotal role in supporting Habitat for Humanity's mission, and this session will explore actionable strategies, tools, and insights to boost visibility and increase sales.

Plenary Session Thursday, November 2, @ 9:00 A.M.

Sticking with your Mission

Led by Elec Simon, drummer, musician and leader with a big personality and an even bigger heart

Come experience fellowship, music, and an uplifting hour together with Elec Simon. A seasoned performer with Ohio roots, Elec tours the globe sharing his impactful and powerful message while entertaining all ages with his musical gift. This nationally known performer will leave you inspired and ready to tackle our important work that lies ahead.

Workshop Session Three Thursday, November 2, @ 10:30 A.M.

The Circle of Selection

Led by Lisa Jones, Director of Homeowner Services, Habitat for Humanity-MidOhio, and Teresa Lammers, Chair of Homeowner Selection Committee, Habitat for Humanity of Putnam County

Creating a process that puts the homeowner first is paramount to a successful and thriving Habitat affiliate. Join to these two dedicated and experienced leaders as they share best practices related to communication, engagement, and empathy with respect to future home buyers. They will also discuss regulations regarding non-discriminatory processes and federal/state requirements. Attendees will also learn helpful tips to build effective committees that support the wholistic work of Habitat.

Living Up to our Commitment: Introduction to U.S Affiliate Safeguarding

Led by Dawn Daniels-McNear, Compliance Director, HFHI

Get access to the most current information related to Habitat for Humanity's new Safeguarding Policy #34. Learn the steps needed to ensure full compliance with the policy as well as available resources. All Habitat entities should be working towards safeguarding compliance. This workshop will get you started on understanding safeguarding and the importance of compliance for the full Habitat network.

Creating an Outstanding Volunteer Experience on the Jobsite

Christy Neff, Program Director, Buckeye Ridge Habitat for Humanity, Laurie Giurdanella, Site Supervisor, Habitat for Humanity Summit County and Alex Goetz, Project Lead, Habitat for Humanity-MidOhio-Moderated by Cody Rutter, Construction Director, Habitat for Humanity of Southeast Ohio

An outstanding volunteer experience is essential for recruiting and retaining volunteers to get work done in our communities. In this session, the panel will share their tips & tricks to creating an outstanding volunteer experience for volunteers and “voluntolds” on their job sites.

Leading Construction

Led by Amy Anselm, Senior Specialist, Affordable Housing Construction, HFHI

Learn and share best practices in construction program and project management in this facilitated discussion. Operational topics include: budgeting and scheduling practices and tools, staffing structures, contracting practices, construction project management software options and process efficiencies. Come prepared with your questions as well as your own ideas and success stories to share.

The Future of Collaborative Fundraising

Led by Sandy Smith, Vice President of Resource Development Transformation, HFHI and Ed Lee, Vice President of U.S. Transformation and Affiliate Engagement, HFHI

The Collaborative Operating Model (COM) presents a new paradigm for fundraising in the Habitat network. Fundraising collaboration within the Habitat is essential to decreasing donor confusion and raising more resources for the entire network. Come learn more about Habitat’s future state vision for collaborative fundraising and the roadmap for the work ahead. This session will provide the latest information on the collaborative fundraising work underway and to answer questions about the collective journey.

Building Successful Partnerships with Land Banks

Led by Ric Wasserman, Athens County Treasurer/Chair, Athens County Land Reutilization Corporation, Jim Bahnsen, Fairfield County Treasurer/Chair, Fairfield County Land Reutilization Corporation, Richard Fender, Director, Marion County Land Reutilization Corporation
Moderated by Kenneth Oehlers, Executive Director, Habitat for Humanity of Southeast Ohio

Land Banks have become a valuable resource in communities throughout Ohio and an asset to many affiliates. In this session, a panel of land bank professionals will discuss ways to partner with a land in your community. The panel will also share some unique community projects in partnership with other nonprofits. The session will wrap up with a discussion on how to start and advocate for a land bank if there is not one in your community.