



RURAL RENTAL HOUSING ASSOCIATION OF TEXAS, INC.

44th ANNUAL CONVENTION & TRADE SHOW

JULY 16-18, 2024



DOUBLETREE BY HILTON AUSTIN HOTEL

6505 NORTH INTERSTATE 35

AUSTIN, TEXAS 78752

512.454.3737

REGISTRATION INFORMATION

RRHA's 44th Annual Convention and Trade Show will be held July 16-18, 2024 at the DoubleTree by Hilton Austin Hotel, 6505 North Interstate 35, Austin, Texas 78752.

HOTEL ACCOMMODATIONS

Reservations must be made directly with the DoubleTree by Hilton Austin Hotel by **Saturday, June 22nd** at 512.454.3737, or toll free at 800.866.3126. *For an overflow hotel, you may call Hana Pangestu-Camacho, Assistant General Manager, Drury Inn & Suites Austin North, at 512.467.9500, or email her at Hana.Pangestu@druryhotels.com. This hotel is within walking distance of the host hotel (DoubleTree).*

For **anyone needing to book more than 5 rooms**, you may call Michael Anderson at 512.374.4826, or email to michael.anderson@austindoubletreehotel.com. To receive the special room rate, \$165 for single or double occupancy, you must be enrolled in RRHA's convention and trade show. After **June 22nd**, reservations will be accepted on a space available basis and prices may vary. Changes and cancellations should also be made directly with the hotel. Hotel will extend the discounted group rate 3 days pre and 3 days post, based on hotel availability.

- **GUEST ROOM** | \$165 (single or double) Group room rate honored 2 days pre and post **based on availability**.
- **PARKING** | \$10.00 per vehicle, for both day use and overnight guests.

REGISTRATION POLICIES

Your 2024 dues must be paid to enroll at the member rate. If your Project is not a current member of Rural Rental Housing Association of Texas and you are not an Associate member, please enroll at the nonmember rate. Your registration fee must be received by **June 22, 2024** to take advantage of the early registration rate. After **June 22nd**, you must pay the full fee. All registration forms must be accompanied by payment in full, or approved billing. RRHA of Texas accepts MasterCard, Visa, and American Express for payment of services and products. *A 3% processing fee will be added to all payments made by credit card. This fee will be due at the time of credit card payment and is non-refundable.*

CANCELLATION POLICY

Cancellations received in writing to the RRHA office by July 1st will receive a full refund. Requests made from July 2-10, will receive a refund minus a 20% processing fee. No refunds will be issued after July 10th. Transfer of a registration to a colleague is free of charge but must be received by RRHA by Friday, July 12, 2024.

REGISTRATION HOURS

Pre-registered attendees may pick up their packets from 4:00 p.m. to 6:00 p.m. on Tuesday, July 16th. You may enroll on-site during convention hours. The registration/information desk will typically be open beginning at 7:30 a.m. during the convention.

SPOUSE/CHILDREN'S PROGRAM

No formal spouse or children's programs are planned. To participate in convention activities, spouse/children must be enrolled at the appropriate rate. A parent or guardian must accompany children at all times for RRHA events.

GENERAL INFORMATION, CONTINUED

EXHIBITORS

Booths are available at a cost of **\$600** for RRHA of Texas members and **\$725** for non-members for the entire trade show. Each exhibitor is provided one full registration with the purchase of a booth. Full registration includes seminars, refreshment breaks, trade show, lunches, dinners, and other networking events.

If a second, or any additional person in the booth, wants a full registration to all planned activities, the price will be \$350; otherwise, individual event tickets can be purchased. Set-up personnel may gain entrance to the exhibition area beginning at 8:00 a.m. on Tuesday, July 16th, and breakdown must be completed by 5:00 p.m. on Thursday. Accommodations for only two representatives are provided at each booth.

ATTIRE

Obviously, we want to dress appropriately for each event. Attire is casual throughout the convention; therefore, no ties or formal wear are required. Casual business wear is suitable for convention activities within the hotel, including training sessions. You may choose to dress even more casual and comfortable for special events and activities outside the hotel. For our Wednesday night 'Bling-Out' Bingo, we encourage "bling & dazzle" attire. *(If you tend to be cold natured, we suggest you bring a sweater, etc. for use in training sessions.)*

BADGE IDENTIFICATION

Your name badge is your official passport to all on-premise convention activities and trade show and should be worn to all events.

PRIZE DRAWINGS

Prize drawings for paid registrants will be conducted as shown on the agenda. Your name tag will be used for prize drawings and you must be present and show your badge to be eligible as a prize winner. Door prize winners will be not be eligible for subsequent door prize drawings; however, all winners will be returned to the drawing box for the grand finale drawings.

BACK BY POPULAR DEMAND ... we will be raffling off numerous really nice gift baskets. Raffle to be held on Thursday afternoon/evening.



Tickets: \$1 each or 6 for \$5.

***ALL PROCEEDS FROM BASKET SALES WILL BENEFIT
THE RRHA SCHOLARSHIP FUND***

SPECIAL NEEDS

If any attendee needs accommodations such as additional space for a wheelchair at a seminar table, a reserved seat or other assistance for those with physical, hearing or visual disabilities in order to participate in any convention activity, please talk to an RRHA of Texas staff person at the registration/information desk. Every effort will be made to accommodate your needs.

SPECIAL EVENTS

WELCOME | OPENING SESSION | AWARDS CEREMONY | WEDNESDAY MORNING

President Cheryl Rogers will open the meeting with a special welcome to all convention attendees and give her "State of the Association" address. The winners of the RRHA of Texas "Site Manager of the Year" awards and Certified Rural Housing Manager recipients will be announced and honored at this time.

"READY, SET, DAUB BLING-OUT BINGO | WEDNESDAY NIGHT



Fill up your card And your wallet in this Bingo game that's got your number! For the party, we will be having a "Bling & Dazzle" themed evening. For those who really want to "dress for the occasion" – well, the dress code is pretty simple ... Ladies should wear something with bling, or dazzle. Jeweled or sequined flip-flops can even be worn. Remember there is no right or wrong thing to wear – by keeping your attire casual, with a touch of bling, you'll be in tip-top fashion. **Those who do it best will be rewarded.** Three (3) prizes will be awarded: (1) Best Dressed; (2) Most Dazzle; and (3) Audience Favorite. Bingo prizes and cash will be given away. Come and be part of the exciting action! **2 Bingo Game Cards will be furnished with registration. Additional cards are \$1 each, or 6 for \$5.00. To play BLACK OUT GAME, cost is \$5.00 for 2 cards.**

NETWORKING | REFRESHMENTS | BASKET RAFFLES | DOOR PRIZES | THURSDAY NIGHT

Following our last session of the convention, we will make time to sip & socialize (unwind) ... come enjoy refreshments, basket raffles, and door prizes.

80's NIGHT | THURSDAY NIGHT



The only thing better than an 80's concert is **DEPARTURE ATX** [a live "Journey" Cover Band]! Live music will set the tone for the evening, and with so many banging 80's hits to choose from, Departure ATX will never run out of songs to play! This tribute band is also capable of playing a range of pop and rock hits, so even younger guests will be able to sing along. This will be a sure way to create a memorable experience for everyone in attendance!

ACTIVITIES



TOPGOLF | TUESDAY

Come join other industry professionals for an afternoon of networking and golf from the convenience of your own bay. **With refreshments just steps away, and no need to find lost balls, this promises to be an outstanding event. \$75 PER PERSON**

TUESDAY AFTERNOON – Due to the number of Management Company meetings scheduled for Tuesday, we will not have any RRHA planned activities; however, a list of options in Austin will be provided at a later date.

EDUCATIONAL SEMINARS

[PROJECT SITE MANAGERS]

- INSPECTIONS – [Tribal 1] - **To Include the New Inspection Requirements & Protocols**
- HOW TO DETECT RESIDENT & APPLICANT FRAUD
- WHAT'S "HOT" WITH HOTMA
- STICKS AND STONES ... HOW TO ADDRESS ADULT BULLYING AT YOUR COMMUNITY
- 5 SENSORY IMPACTS [Voice, Hearing, Messaging, Energy, Tone]
- DOCUMENTATION / EVICTIONS: 1) Documenting everything at your property; 2) Managers understanding their Lease more thoroughly; 3) The importance of writing Lease violations (and in a timely manner); 4) How to properly log documentation in the file; and 5) Evictions ... **Q & A: Ask the Experts: Team of Attorneys**
- HOW TO "UNdo Unhappy"
- MOTIVATIONAL SPEAKER [TONI BLAKE]
- PLUS MORE

[MID-MGMT. | SR. SUPERVISOR | SMALL OWNERS]

- SOUTHWEST HOUSING COMPLIANCE CORPORATION (Performance Based Contract Administrator [PBCA] Update and Q&A with Southwest Housing)
- SPEED DATING WITH VENDORS
- PLUS MORE

[OWNERS, DEVELOPERS]

- ENERGY EFFICIENCIES / SOLAR
- INSURANCE RISKS
- USDA ROUNDTABLE
- WASHINGTON WIRE – LEGISLATIVE SESSION PREWORK (2 SESSIONS)
- DEVELOPMENT / APPLICATION CHALLENGES
- TDHCA ROUNDTABLE (2 SESSIONS)
- LITIGATION/SETTLEMENT PROCESS ON BEHALF OF 515 OWNERS
- RECAP OF DEVELOPER SESSIONS

PLEASE NOTE THAT SOME TOPICS AND CONTENT ARE SUBJECT TO CHANGE

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JULY 16-18, 2024

PRELIMINARY AGENDA

Site Mgr. Project Site Managers
Sr. Mgmt. Senior Supervisors | Mid-Management | Small Owners
Own/Dev. Owners | Developers

TUESDAY, JULY 16, 2024

1:00 p.m. **EXHIBITOR SET-UP**
3:00 p.m. – 5:00 p.m. **TOPGOLF ...** 2700 Esperanza Crossing | Austin, TX 78758 | 512.222.5950
4:00 p.m. – 6:00 p.m. **REGISTRATION**
DINNER ON YOUR OWN

WEDNESDAY, JULY 17, 2024

7:30 a.m. - 5:00 p.m. **REGISTRATION**
BREAKFAST – ON YOUR OWN

8:00 a.m. - 5:00 p.m. **EXHIBITS OPEN**

8:00 a.m. - 8:40 a.m. **WELCOME | OPENING SESSION | AWARDS CEREMONY**

Concurrent Sessions:

Site Mgr. 8:45 a.m. – 9:45 a.m. **FAIR HOUSING – HOT TOPICS**
Nathan Darus, Fair Housing Coordinator, Housing Resource Center, Texas Dept. of Housing & Community Affairs (TDHCA)

Own/Dev. 8:45 a.m. - 9:45 a.m. **ENERGY EFFICIENCIES / SOLAR**
Ralph Coppersmith, Viridian Consulting, LLC

9:50 a.m. – 10:00 a.m. **BREAK**

Concurrent Sessions:

Site Mgr. 10:05 a.m. – 11:05 a.m. **HOW TO DETECT RESIDENT & APPLICANT FRAUD**
Heather Wezensky

Focus: With the increasing shortage of affordable housing in the US, there is a small percentage of people who are willfully providing false information or altered documents to housing providers in order to try to qualify for housing. This session will give you tips on how to detect fraud and what to look for on applications, questionnaires, resident provided documents and 3rd party verifications. Learn ways to protect management and the owner from reportable non-compliance, if fraud is detected by an outside agency. Lastly, we will discuss how to report resident and applicant fraud to the appropriate government agencies if discovered.

Own/Dev. 10:05 a.m. - 11:05 a.m.

**TRANSFERRING RISK in a CHALLENGING MARKETPLACE:
INSURANCE MARKET UPDATE & ALTERNATIVE STRATEGIES**

John Crabtree, Cobbs Allen

Andy Davenport, Cobbs Allen

Concurrent Sessions:

Site Mgr. 11:10 a.m. – 12:10 p.m.

PHYSICAL INSPECTIONS – MOVING IN A NEW DIRECTION

Jeff Simpson, Tribal One

- Focus: Tribal One has a contract with USDA Rural Housing to perform the triannual RD physical inspections. These on-site visits include a management interview to gather information about a property’s physical condition and maintenance, a physical inspection, and reporting to the RD loan servicing specialist. The inspection protocol covers the site, building exteriors, roofs, common interiors, sampled units, mechanical systems, and amenities. Come and listen as the expert explains the new inspection protocols.

Own/Dev. 11:10 a.m. - 12:10 p.m.

USDA ROUNDTABLE

Saykorn Kannika, Team Leader for Texas, Multifamily Housing,
Rural Development

J. Tyler, Loan Specialist, Rural Development

Keeyon Scott, Loan Specialist, Rural Development

12:15 p.m. - 1:20 p.m.

LUNCH

Concurrent Sessions:

Site Mgr. 1:30 p.m. - 2:30 p.m.

**STICKS AND STONES ... HOW TO ADDRESS ADULT BULLYING
AT YOUR COMMUNITY**

Heather Wezensky

- Focus: It’s not just younger resident’s that are victims of bullying, adult bullying is on the rise, and this aggressive resident behavior is becoming more and more difficult for property management professionals to handle; not to mention, the Fair Housing risks to management if the situations are not handled in a timely manner. In this informative session, Heather Wezensky will provide strategies for on-site staff and upper management to successfully identify adult bullying, and how to proactively deal with aggressors and most importantly the victims. We will provide real world examples and offer solutions to ensure that the behavior is addressed and offer suggestions to lessen impact of bullying on the health and well-being of your residents. We will offer ideas to set-up a no adult bullying campaign and the best way to implement new on-site policies.

WEDNESDAY, JULY 17, 2024, continued

Own/Dev. 1:30 p.m. - 2:30 p.m.

WASHINGTON WIRE | LEGISLATIVE SESSION PREWORK, PART 1 of 2
Patrick Barbolla, Fountainhead Management
Colleen Fisher, Council for Affordable and Rural Housing (CARH)
Todd Kercheval, Kercheval & Associates
Robbye Meyer, Arx Advantage

Concurrent Sessions:

Site Mgr. 2:40 p.m. - 3:40 p.m.

WHAT'S HOT WITH HOTMA
Heather Wezensky

- Focus: The Housing Opportunity Through Modernization Act of 2016 (HOTMA) will affect many aspects of Multifamily Housing Programs. Find out the most significant changes, what guidance has been provided to date, and what remains unanswered in this session.

Own/Dev. 2:40 p.m. - 3:40 p.m.

WASHINGTON WIRE | LEGISLATIVE SESSION PREWORK, PART 2 of 2
Patrick Barbolla, Fountainhead Management
Colleen Fisher, Council for Affordable and Rural Housing (CARH)
Todd Kercheval, Kercheval & Associates
Robbye Meyer, Arx Advantage

Site Mgr. 4:00 p.m. - 5:45 p.m.

ON YOUR OWN

Sr. Mgmt. 4:00 p.m. - 5:30 p.m.
Own/Dev.

SPEED DATING: HOSPITALITY with VENDORS [SPECIAL INVITATION ONLY]

5:45 p.m. - 6:45 p.m.

UNPLUG & UNWIND LIVE MUSIC (Networking Time)

6:45 p.m. - 7:30 p.m.

DINNER

7:30 p.m. until **BLACK OUT**

CHA-CHING BINGO

"READY, SET, DAUB 'BLING-OUT' BINGO

- Fill up your card And your wallet in this Bingo game that's got your number! For the party, we will be having a **"Bling & Dazzle"** themed evening. For those who really want to *"dress for the occasion"* – well, the *dress code* is pretty simple ... Ladies should wear something with bling, or dazzle. Remember there is no right or wrong thing to wear – by keeping your attire casual, with a touch of bling, you'll be in tip-top fashion. ***Those who do it best will be rewarded.*** Three (3) prizes will be awarded: (1) Best Dressed; (2) Most Dazzle; and (3) Audience Favorite. Come and be part of the exciting action! **2 Bingo Game Cards will be furnished with registration. Additional cards are \$1 each, or 6 for \$5.00**

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7:30 a.m. - 3:00 p.m.

REGISTRATION

BREAKFAST – ON YOUR OWN

8:00 a.m. - 3:30 p.m.

EXHIBITS OPEN

Concurrent Sessions:

Site Mgr. 8:30 a.m. – 9:30a.m.

5 SENSORY IMPACTS

Toni Blake

- One of the deepest needs in our humanity is a community connection. Human connection is one of the most rewarding elements in life. It has the power to deepen the moment, strengthen the bonds between people, inspire change, and build trust. Our sensory system interprets and creates the perception of the world around us. Pandemic protocol separated us, and our current socio-economic climate highlights the divisions between us. Human connection is a choice, an intentional plan, a practiced skill, and the “secret sauce” to total team success. There has never been a more critical time for us to build authentic relationships. Each sensory choice we make guides and directs the quality of our interactions. Toni shows you how to create conditions for human connection throughout the resident experience by intentionally practicing five human sensory impacts: voice, hearing, messaging, energy and tone.

Own/Dev. 8:30 a.m. - 9:30 a.m.

DEVELOPMENT / APPLICATION CHALLENGES

Justin Meyer, Arx Advantage

Jason Rabalais, MAC Real Estate

9:30 a.m. – 9:45 a.m.

BREAK

Concurrent Sessions:

Site Mgr. 9:50 a.m. – 10:50 a.m.

DOCUMENTATION / EVICTIONS, PART 1 of 2

Patrick Barbolla, Fountainhead Management

Craig Barbolla, Fountainhead Management

Own/Dev. 9:50 a.m. - 10:50 a.m.

TDHCA ROUNDTABLE, PART 1 of 2

Colin Nickells, Competitive Housing Tax Credit Manager, Texas Dept. of Housing & Community Affairs (TDHCA)

Concurrent Sessions:

Site Mgr. 11:00 a.m. – 12:00 noon

HOW TO UNdo Unhappy: Managing One-on-One Communication
Toni Blake

- Focus: An Italian diplomat once said, “Diplomacy is the art of letting other people have your way.” This powerful session outlines specific skills for successful diplomacy, communication, and negotiations with residents. Learn the secrets of using voice tone, environmental staging, and body language to turn complainers into cooperative residents! This session will examine the specific communication strategies for email, telephone, online review responses, social posts, and face-to-face. Learn the six elements of an effective apology, the power of micro-expressions, and the body language of authentic listening. Building loyalty through trustworthy communication is fiscally measurable in two vital elements of successful property management, reducing turnover and increasing resident retention.

Own/Dev. 11:00 a.m. - 12:00 noon

TDHCA ROUNDTABLE, PART 2 of 2
Colin Nickells, Competitive Housing Tax Credit Manager, Texas Dept. of Housing & Community Affairs (TDHCA)

12:10 p.m. - 1:20 p.m.

LUNCH (general membership) | **BOARD OF DIRECTORS MTG/LUNCH**

Concurrent Sessions:

Site Mgr. 1:30 p.m. - 2:30 p.m.

DOCUMENTATION / EVICTIONS, PART 2 of 2
Patrick Barbolla, Fountainhead Management
Craig Barbolla, Fountainhead Management

Own/Dev. 1:30 p.m. - 2:30 p.m.

LITIGATION / SETTLEMENT PROCESS ON BEHALF OF 515 OWNERS
Mark Blando, Attorney, Eckland & Blando, LLP

Sr. Mgmt. 1:30 p.m. – 2:30 p.m.

PERFORMANCE BASED CONTRACT ADMINISTRATOR UPDATE and Q&A WITH SOUTHWEST HOUSING
Tammy Fotinos, Director of Contracts, SHCC
Ann Hittner, Director of HAP, SHCC
Chris Petty, Director of Compliance, SHCC
Sarah Snow Gamble, Director of Resident Help Desk, SHCC

Concurrent Sessions:

Site Mgr. 2:45 p.m. – 4:15 p.m.

MOTIVATIONAL SPEAKER
Toni Blake

Own/Dev. 2:45 p.m. - 3:45 p.m.

MARKET UPDATE
Chris Mullen, Bonneville Multifamily Capital

Own/Dev. 3:45 p.m. – 4:15 p.m.

RECAP OF DEVELOPER SESSIONS
Facilitated by Robbye Meyer, Arx Advantage

- Will be a recap of the previous developer sessions; discussion on what comments to submit for the QAP, etc.

THURSDAY, JULY 18, 2024, continued

- 4:30 p.m. – 5:30 p.m. **BASKET RAFFLES | DOOR PRIZES**
- 6:15 p.m. - 7:00 p.m. **DINNER**
- 7:00 p.m. – 9:00 p.m. **80's NIGHT 'JOURNEY COVER BAND' (Departure ATX)**

CONCLUSION OF RRHA OF TEXAS' CONVENTION and TRADE SHOW

PLEASE NOTE THAT SOME TOPICS AND CONTENT ARE SUBJECT TO CHANGE