

# SECTION 3 FROM START TO FINISH

Motivation , Inc. Presents

SECTION 3 COMPLIANCE  
EDUCATION SUMMIT

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SECTION 3 CERTIFIED  
COORDINATOR TRAINING

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2 Dynamic Educational  
Opportunities Come Together!

Fresno, California

March 12, 2012 - March 14, 2012

2101 G Street, Building A  
Fresno, CA 93706



START

2  
TRAININGS



1  
GREAT  
LOCATION



LESS THAN  
1 WEEK

FINISH

**HOSTED BY:**

**Housing Authorities**  
of the City and County of **Fresno**

[www.motovation-inc.com](http://www.motovation-inc.com)

# Training Schedule

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**Monday 3.12.12**
**Section 3 Compliance Education Summit**


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Regulatory Training General Session | 8:30AM - 12PM  
 Welcome address by Preston Prince, Executive Director  
 Housing Authorities of the City of Fresno

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Lunch | 12PM - 1PM  
 Hosted by Housing Authorities of the City of Fresno

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Regulatory Training Continued | 1PM - 5PM

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**Tuesday 3.13.12**
**Section 3 Coordinator Certification Training**


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Coordinator Training | 8:30AM - 12PM

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Lunch | 12PM - 1:30PM  
 On Your Own

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Coordinator Training | 1:30PM - 5PM

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**Wednesday 3.14.12**
**Section 3 Coordinator Certification Training**


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Coordinator Training | 8:30AM - 12PM

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Lunch | 12PM - 1:30PM  
 On Your Own

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Coordinator Training & Certification Exam | 1:30PM - 5PM

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All sessions will take place at 2101 G Street, Building A, Fresno, CA 93706.

All sessions will start promptly. There will be a 10-15 minute break during each training session.

## What Topics Will be Covered?

## Who Will Benefit by Attending?

Simplifying the Most Current Regulations from the Interim Rule & Proposed Changes

Public Housing Authority Staff: Procurement, Human Resources, Asset/Property Managers, Purchasing, Resident Services, Legal & Executive Staff

Other Federal Agencies that Must meet the Regulation other than HUD

Public Housing Board of Commissioners

Defining Requirements for Recipients, Contractors, Procurement, HR & Architects

Community Development Staff:  
Local & State Agencies

Defining Section 3 Residents & Business Concerns based on Priority Tiers

Municipal Commissioners & Council Members

Practical Compliance Solutions - Developing Policies, Procedures, & Action Plans

Architects & Engineers

Easy Compliance Implementation Methods for Recipients & Contractors with Real World Section 3 Compliance Success Stories

Resident Leaders, Public Housing & Project Based Section 8

Methods for Seeking Opportunities for Low Income Persons

Contractors Working On: Federal Highway Administration Projects, Environmental Protection Agency Projects, &/or Dept. of Commerce funded projects

Responding to HUD Form 958 Complaints

Community Development Corporations & Other Non-profits utilizing with HUD Housing & Community Development Funds

Compliance Monitoring Options

Affordable Housing Developers, Managers & Owners

## Topics Will Cover How To:

Understand this New Position and its value toward achieving and maintaining Regulatory Compliance	Create a system that Coordinates all Section 3 Activities and Contracting efforts internally within departments
Make short and long term Strategic Plans for attempting to achieve the Numerical Goals	Establish a working system to track all Covered Funds Expenditures inside an Agency or Business
Build your Documentation of Efforts and Verification of Activities toward meeting the regulation	Create an automatic system for Notifying Contractors of Non-compliance per the regulation
Meet the Notice Requirements of Opportunities as called for in the regulation (What, When, to Whom, and How Often)	Create a system for verifying a Contractor met compliance on prior contracts before award per the regulation
Meet the Encouragement of Opportunity Requirements of the regulation (What, When, for Whom, and How Often)	Establish accurate reporting methods to demonstrate your entity Ensured Compliance
Meet the Recruitment and Facilitation toward opportunities of the regulation (What, When, of Whom, and How Often)	Map out your work week, month and year for Ensuring Compliance by Systematizing Your Calendar to Contract Schedules
Immediately identify "Preference" Triggering of the regulation by sub-recipients and all contractors	Make Section 3 enhance M/WBE Goals or requirements through outreach efforts
Work with Contractors and Sub-recipients to develop realistic compliance methods when required	Avoid other's mistakes by leveraging best practices to create your protocol
Achieve Maximum Contractor Compliance through simple monitoring and reporting methods	Get more information and process data including sample certification forms

## REGISTRATION FORM

## Attendee Information (One Registration form per attendee)

FIRST	LAST	
TITLE	COMPANY	
ADDRESS		
CITY	STATE	ZIP
WORK PHONE	OTHER PHONE	
EMAIL*	CC:EMAIL	

\*Email is required to receive conference related information/materials.

## Registration Fee

**\$500 per person**

**Payment Method:**

**Total # Registrations Enclosed:**

**Total Amount Enclosed: \$**

## Payment Information

Pay by Check

Make checks payable to: Motivation, Inc.

Mail to: P.O. Box 486  
Dallas, GA 30132

Pay by Credit Card

Visa, MasterCard and Discover credit card payments may be made via phone only by calling 773.621.1036. Additional charge of \$15 for processing.

Registration Forms

Registration forms can be scanned and emailed to [registration@motivation-inc.com](mailto:registration@motivation-inc.com) or mailed to the above address. Seats will be forfeited for all registrations not paid in full within 10 days of receipt of registration form.

Refund/Cancellations/No Shows:

All cancellations must be made in writing and received by February 24, 2012 to receive a full refund. No refunds will be given after February 24, 2012. No refunds will be given for No Shows.

Registration questions? Special needs? Email [registration@motivation-inc.com](mailto:registration@motivation-inc.com) or call **773.621.1036**.

# Area Accommodations

## Airport & Hotel suggestions near the training venue

2101 G Street, Building A, Fresno, CA 93706

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### ✈ Airports

#### Fresno Yosemite International Airport

[www.flyfresno.com](http://www.flyfresno.com) | 1.559.454.2052

Approximately 15 minutes from training venue.

#### Sacramento International Airport

[www.sacramento.aero/smf](http://www.sacramento.aero/smf) | 1.916.929.5411

Approximately 3.5 hours from training venue.

#### San Francisco International Airport

[www.flysfo.com](http://www.flysfo.com) | 1.800.435.9736

Approximately 3.5 hours from training venue.

#### Oakland International Airport

[www.oaklandairport.com](http://www.oaklandairport.com) | 1.888.435.9625

Approximately 3.25 hours from training venue

### 🏨 Hotels

#### Holiday Inn: Fresno Downtown- Convention Center

1055 Van Ness Avenue | Fresno, CA 93721

[www.holidayinnfresno.com](http://www.holidayinnfresno.com) | 1.559.233.6650

Approximately 1.5 miles from training venue.

#### Radisson Hotel & Conference Center - Fresno, CA

2233 Ventura Street | Fresno, CA 93721

[www.fresnoconferencehotel.com](http://www.fresnoconferencehotel.com) | 1.559.268.1000

Approximately 2 miles from training venue.

#### Hampton Inn & Suites - Fresno

327 E. Fir Avenue | Fresno, CA 93720

[www.hamptoninn.hilton.com](http://www.hamptoninn.hilton.com) | 1.559.447.5900

Approximately 10 miles from training venue.

#### Hilton Garden Inn Clovis

520 West Shaw Avenue | Clovis, CA 93612

[www.hiltongardeninn.hilton.com](http://www.hiltongardeninn.hilton.com) | 1.559.299.2203

Approximately 10 miles from training venue.



## Trainer's Biography

### Motivation, Inc. President/CEO



Mr. Swiney initially launched his career in real estate and has since went on to diversify his real estate knowledge by strategically securing positions with industry leaders that kept him at the forefront of management and operations concepts. Mr. Swiney has more than 24 years experience managing properties utilizing a diverse representation of financing avenues for purchase, construction or rehabilitation that include: Community Block Grants, Conventional, Farmers Home and Federal (HUD) Loans, Section 8 Certificates and Vouchers, Section 202 (elderly housing), Section 235, Section 42 (tax credits) and Tax Exempt Bonds.

His experience includes the acquisition, lease-up, operations, repositioning and disposition of multiple classes

of real estate from A++ conventional to public housing. He has structured and managed several properties from site selection through construction and full occupancy. Mr. Swiney's diverse experience includes the management of 260,000 square feet of office, retail, industrial and warehouse space. He has overseen portfolios as large as 40 properties in five states and hundreds of employees. His construction experience includes identifying, contracting and supervising more than \$14 million of renovation/rehabilitation projects and \$40 million in new construction. In addition, he has created and operated three management and one full service corporate accommodation companies, including Millennium Management, Snyder Multi-family Management, Snyder

Corporate Accommodations, Camden Housing Group, LLC and Motivation, Inc. He currently owns and operates two successful firms today from his Atlanta office.

Mr. Swiney understands the many needs of his owner clients, having worked with a variety of non-profit and for-profit owner entities from individual investors, community development corporations (CDCs), private corporations, REIT's and partnerships to institutional owners such as insurance companies, pension funds and banks.

“Blessed is the man who finds wisdom and gains understanding.”  
Proverbs 3:13