

# CEDAM WELCOMES

## New Foreclosure Prevention Corps Program Director

**ALLISON (TREPPA) WARDLAW** joined CEDAM as the Michigan Foreclosure Prevention Corps Program Director. Allison's experience includes working as the Director of Marketing and Communications at the Michigan Nonprofit Association, where she managed the Association's web presence and print and online materials and supervised the marketing and communications team. Allison has also worked for Michigan Campus Compact. During this time she launched the Michigan Service Scholars program, a 300-member AmeriCorps education award program. We are excited to add Allison's expertise to the Foreclosure Prevention Corps program and look forward to working with her. Welcome Allison!



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Check out our website! [www.cedam.info](http://www.cedam.info)

# CEDAM

COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATION OF MICHIGAN



UNITING PARTNERS TO REBUILD OUR COMMUNITIES

## Legislators Team Up with CEDAM MEMBERS to Improve Communities

In today's highly politicized climate, it's hard to find something legislators can agree on. But there is one thing: the importance of volunteering in the community. More than ninety Michigan representatives and senators are teaming up this summer with



nonprofits, governments and community groups for the 2011 Legislators Building Communities (LBC) initiative.

THE LBC INITIATIVE was inspired by a 2008 program called the Michigan Legislative Build, where Habitat for Humanity of Michigan partnered with CEDAM and other organizations to build Habitat homes around the state. Many returning representatives and senators still display their commemorative blue hard hat in their offices. For the 2011 initiative, CEDAM and Habitat are partnering with MSHDA and the Living in Michigan Coalition, a broad group of community development advocates, to involve legislators in a diverse range of projects across the state.

More than just a photo opportunity, LBC projects require legislators to spend four hours actually working on site to build and repair homes, clean up neighborhoods, build playgrounds, assist struggling homeowners, set up community events and much more. CEDAM has two goals for LBC. First, we want Michigan's legislators to recognize the transformational work that our members are doing to improve neighborhoods, so they can have more knowledge to bring to the House and Senate floors. Second, we want our members to meet their legislators and feel comfortable contacting them in the future about issues that matter.

To get involved, or to see stories and pictures from the summer's projects, visit [milbc.org](http://milbc.org) today!

## WELCOME Jim Tischler

CEDAM EXTENDS A WARM WELCOME TO JIM TISCHLER, the new Director of the Community Development Division at MSHDA. Jim returns to Michigan from Vermont, and has held a variety of community development and planning positions in the state, including positions at the City of Monroe and SEMCOG. His on-the-ground background in community development, along with his educational background in planning and economic development, makes him well-suited for his new position. CEDAM looks forward to continuing its work with MSHDA under Director Tischler, and we will be planning events across the state in the fall to allow members the opportunity to meet and interact with him.



# Community CONNECTIONS

A PUBLICATION OF CEDAM

## CEDAM Launches TV Show



AS A RESULT of a tough economy and job market, Michigan has a bad reputation in the local and national media. CEDAM is working to combat the negativity by shedding light on real stories about real people doing great work in Michigan communities with our new TV show, "The Bright Side."

The Bright Side is a 30-minute television show that shares the stories of the transformative, inspiring work that is happening within Michigan's communities. This show highlights the efforts of the community development industry and shares resources, best practices and information about community members, nonprofits and other stakeholders across the state. The Bright Side is committed to providing honest, authentic, accessible programming that will inspire, empower and educate our viewers. CEDAM's Training TV is another 30-minute television show that features a 'how-to' segment or training related to the episode theme of The Bright Side.

The show will air on Comcast Cable channel 16 (in Lansing) and Lansing CityTV on channel 12. Episodes are currently available online at [brightsidetv.com](http://brightsidetv.com).

We are always looking for story ideas! Please submit your ideas or suggestions on our website, [brightsidetv.com](http://brightsidetv.com).

CCDI STARTS IN SEPTEMBER!

Tired of boring, ineffective training? So are we... Register and get more information online at [cedam.info/ccdi](http://cedam.info/ccdi)

[www.cedam.info](http://www.cedam.info)

VOICE 517.485.3588 FAX 517.485.3043

LANSING, MICHIGAN 48910-1647

1000 SOUTH WASHINGTON AVENUE, SUITE 101

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# Community CONNECTIONS

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**Staff**

- JESSICA ACMOODY**  
Office Manager
- OLIVIA COURANT**  
Communications Intern
- KATIE (JOHNSON) FRITZ**  
Policy and Program Manager
- ALLISON (TREPPA) WARDLAW**  
Program Director of Michigan Foreclosure Prevention Corps
- MEGAN KURSIK**  
Program and Policy Associate for Asset Building Policy Project
- TIFFANY LEMIEUX-McKISSIC**  
Manager of Membership and Communications
- BRIAN MCGRAIN**  
Associate Director/Chief Operating Officer
- KARI MARCINIAK**  
Coordinator of Michigan Rural Network
- NEETA DELANEY**  
Co-Director of Michigan Foreclosure Task Force
- JAMIE SCHRINER-HOOPER**  
Executive Director
- STEVE TOBOCMAN**  
Co-Director of Michigan Foreclosure Task Force
- ROSS YEDNOCK**  
Director of Asset Building Policy Project

# Task Forces & COLLABORATIVE EFFORTS



## Michigan Foreclosure Prevention Corps – GEARING UP FOR ANOTHER GREAT YEAR

THE MICHIGAN FORECLOSURE PREVENTION CORPS is gearing up for another great year. Starting in October 2011, 20 AmeriCorps members will fill a critical gap in services at state and federally certified housing counseling agencies working with homeowners who are on the verge of or in foreclosure.

The members' service is focused around foreclosure prevention and intervention activities including: foreclosure intake and triage, marketing and outreach, education, implementation of the 90-day pre-foreclosure negotiation law, tracking and mitigating neighborhood impacts of foreclosure. Each member is responsible for recruiting and managing volunteers, participating actively in building the capacity of the host agency and for ensuring that each client they interact with has a better understanding of the foreclosure process. For more information, visit [cedam.info/resources/mftf/](http://cedam.info/resources/mftf/) or contact **Allison Wardlaw** at [wardlaw@cedam.info](mailto:wardlaw@cedam.info).

### Host Sites

- Center for Financial Health (Lansing)
- Community Action Agency of Jackson, Lenawee and Hillsdale Counties (Jackson)
- Community Housing Network (Troy)
- Elder Law of Michigan (Lansing)
- HOME Of Mackinac County (St. Ignace)
- Home Repair Services (Grand Rapids)
- Inner City Christian Federation (Grand Rapids)
- Kalamazoo Neighborhood Housing Services (Kalamazoo)
- Lighthouse Community Development Oakland County (Pontiac)
- Michigan State University Extension — Ionia County (Ionia)
- Michigan State University Extension — Macomb County (Clinton Township)
- Northeast Michigan Affordable Housing Inc. (Rogers City)
- Northern Homes Community Development Corporation (Boyer City)
- Northwest Michigan Community Action Agency (Traverse City)
- Oakland Livingston Human Services Agency (Pontiac)
- United Community Housing Coalition/U-Snap-Bac (Detroit)
- Wayne County Mortgage Foreclosure Prevention Program (Detroit)
- Wayne Metro Community Action Agency (Wyandotte)

2011 through 2012



THE MICHIGAN RURAL NETWORK is excited to announce a new project related to rural philanthropy. The project will be conducted in partnership with the Council of Michigan Foundations (CMF) and the Michigan Department of Agriculture and Rural Development (MDARD). This project will frame a larger conversation about rural philanthropy in Michigan, engage rural philanthropy as an economic development engine and leverage support for and implementation of the proposed Rural Philanthropy Growth Act being presented by the Council on Foundations. The first step in the project will be to develop a baseline report comparing economic indicators and grant making in rural areas and to disseminate the report across the state. Then, we will convene conversations with relevant Community Foundations and MDARD. These conversations will be targeted toward sharing information on rural development philanthropy principles and providing training where necessary. Our goals are to identify strategies for creating and capturing philanthropic resources in rural communities, share approaches for mobilizing leaders in rural areas and develop best practices for building sustainable economic growth through rural philanthropy. If you are interested in being a part of this project, please contact **Kari Marciniak**, MRN Coordinator at [marciniak@cedam.info](mailto:marciniak@cedam.info) or 517-775-4840. You can download the full concept paper for this project on our website at [miruralnetwork.org/resources](http://miruralnetwork.org/resources).



ASSET BUILDING POLICY PROJECT

## A Win-Win Imported from Michigan



A POSITIVE FINANCIAL MOVEMENT is afoot around the nation, of which Michigan is leading the charge. It's the prize-linked savings account called **Save to Win** and is available at more than 40 participating credit unions throughout the state. Consumers like it because it gives people a chance to win \$100,000. The Asset Building Policy Project likes it because, like any good asset building policy or program, it helps people build positive savings habits.

The concept is simple: the more you save, the better your chances are of winning money.



To participate, simply open an account at a Save to Win credit union with an initial \$25 deposit. From there, every time you save another \$25 in any increment (it can be \$5 five times, or \$25 once), you receive one entry to win \$100,000, as well as monthly prizes totaling more than \$4,000.

Those are the basics. Because it is open to any Michigan resident 18 years of age or older, you can use this exciting new product to help anyone you or your organization is serving to build assets (including yourself).

For more information about the Save to Win product or to see a list of participating credit union, go to [savetowin.org](http://savetowin.org).

To discover more ways your organization can add Save to Win to its toolbox of asset building programs and products, contact **Ross H. Yednock** at [yednock@cedam.info](mailto:yednock@cedam.info) or visit [cedam.info/policy/abpp/](http://cedam.info/policy/abpp/).



**Tired of boring, ineffective training? So are we.**

The Comprehensive Community Development Institute (CCDI) provides challenging, effective trainings. "The Latest and Greatest in Green Building and Weatherization" and "Deconstruction: Is There Money in Building Recycling?" are in September, so register soon. Visit [cedam.info/ccdi](http://cedam.info/ccdi) for a complete list of 2011-2012 trainings.

## Take it to the Media

ONE OF THE MANY important functions of a nonprofit is to publicize their events and projects. An event won't be a success if no one attends, and great nonprofit work benefiting the community won't attract funding if no one hears about it. A well and widely publicized story can attract volunteers, individual donors and key funders.

CEDAM members have access to the 2011 Statewide Media List, a database of media contacts across Michigan. In addition to general contact information such as email, phone and mail addresses, the CEDAM media list also notes the coverage areas for each media outlet as well as website, Facebook and Twitter information.

The next time you have a press release in hand, open up the 2011 Statewide Media List by visiting [members.cedam.info](http://members.cedam.info) and clicking "Get Media List and Media Tools." Not only will you find the media list, you will also be able to get a press release template, learn how to write a good press release and view examples of press releases.

Some best practices to consider when sending out a press release via email include putting "RELEASE: [Title of your press release]" in the email subject line, pasting the plain text of the press release into the body of the email in addition to attaching a Word or PDF version of the press release and blind carbon copying (BCC) when you are mailing multiple media contacts.

Beyond the press release, there are many other ways to publicize your news. Post news on social media, tweet or Facebook with local media, write an op-ed or letter to the editor, keep a collection of news and press releases on your website, write a guest blog, document events with photos or create short, one to four minute videos for the web.

For the 2011 Statewide Media List, and to get more information about publicizing your news, visit [members.cedam.info](http://members.cedam.info).



## Tribute

Michigan's community economic development family lost a dear friend in September with the passing of Joe Priante. Joe was employed for 36 years at Alger Marquette Community Action Board as Director of Housing and was still employed there at the time of his death. He served on the CEDAM Board of Directors from 2007-2009. Joe was a landlord in Marquette providing affordable housing for 35 years. In his free time he enjoyed hunting, fishing, skiing, camping and other outdoor activities.

Joe will be missed and never forgotten.