



THE NEW YORK HOUSING CONFERENCE



2009 ANNUAL REPORT

“Dare we even ask for additional resources for housing; I say yes, because in these recessionary times we should be focused on housing and jobs. What better way to put people to work than building and renovating affordable housing for families in need? Even apart from current economic distress and focus on housing, we all know: whether it’s economic development, jobs, schooling, people’s health or public safety – sound, affordable housing is key to meeting these needs of our society. After all, what is more basic, more essential, than the need for shelter? What is more important than the refuge where we begin and end the day? Where else can we feel safe enough to store all of our possessions, collect our memories and raise our families but the place we call home?”

The New York Housing Conference has taken specific, concrete actions to build and preserve affordable housing – to make it “top of mind” for lawmakers, as well as the general public. We have accomplished a lot. At the start of the year, we took a serious step and changed our organizational model from an unincorporated association to a nonprofit corporation. That status became official in June.

For the first time in our history we have a full time staff and an outsourced team of financial and public relations with an emphasis on affordable housing activism, advocacy and news you can use. We’re so proud of our new, interactive website– we update it every day. We have also received significant and positive media attention through our Letters to the Editors, Op-Ed opinion essays and news announcements. Through the media and though in-person participation, the New York Housing Conference is making its presence known in Albany, and in cities across the state where we have participated in housing seminars and forums.

Equally importantly, I believe, we have launched an initiative to prepare and empower the next generation of housing industry leaders. We have formed the Young Leadership Council within the NYHC, co-chaired by Stephanie Knepper of SKA Marin and Chris Herrmann of Enterprise Community Investment. In the coming year, we’ll ramp up formal training programs and, with some luck, make advances into the new world of social media with the help of this intelligent and energetic group.”

NYHC CEO, Judy Calogero

Founded in 1973, the New York Housing Conference (NYHC) advocates for the housing needs of all New Yorkers through education and positive change in public policy. Through our broad-based coalition of nonprofit and private developers, owners, managers, professionals, and funders of affordable housing, we promote adequate resources, workable regulations and public awareness of the need for and benefits of affordable housing. Our programs and educational activities include our “all things housing” website www.thenyh.org, the Young Leadership Council, Housing Policy Symposiums, and our advocacy work.

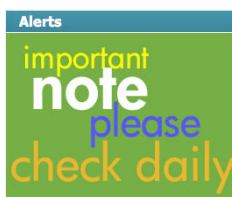
NYHC’s programs have a vast impact—affecting New Yorkers who are at 80% of median income or below—approximately 3.875 million people. In 2010 we estimate that our affordable housing and advocacy work will benefit all households and individuals within this income category because the legislation and regulations we help to change will directly impact their living situation. In addition, our Young Leadership Council will engage 200 housing professionals; our policy symposiums will attract over 500 individuals; and our annual luncheon, the largest housing and community development event in New York drew nearly 1,400 attendees in December.

History

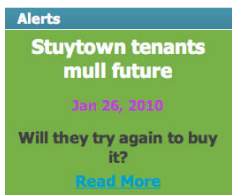
NYHC was established by Clara Fox, an icon in the affordable housing industry, in response to the Nixon Moratorium on housing. Although the NYHC has been advocating for affordable housing for more than three decades, in the past two years we have undergone a period of renewal and expansion triggering a redesign of the NYHC. This process resulted in the hiring of a new CEO; the change in our status from an unincorporated association to a 501(c)3; the launch of a new interactive website; and development and execution of new and expanded programs. The NYHC actualizes its mission through the following public awareness vehicles: the NYHC website, publicity and public education activities and the following program areas: the Young Leadership Council, Housing Policy Symposiums, and Advocacy.

Programs

NYHC Website – “All Things Housing”:



The development of affordable housing is a national priority for economic recovery. NYHC’s website www.thenyh.org is a source for the expert professional requiring the latest information on housing policy and regulations, and a means for members of the affordable housing industry to access information on the effect of policies and regulations, as well as efforts to correct them. From the home page, visitors can easily navigate to news alerts (updated daily); a full library of informational resources; informative housing factoids; a newsroom; and a “how-to” guide to effective advocacy. An interactive housing events calendar and the application for the Young Leadership council are other home page highlights.



After a peer review of the site’s usability, NYHC launched its “all things housing” website in July 2009. It has already generated a great deal of traffic. Considerable updating continues to be done to make it make it the most usable and accessible affordable housing information source.

Publicity and Public Awareness:

The NYHC has placed by-liners and Op-Eds in major New York newspapers focusing on such vital issues as financial literacy (http://www.thenyh.org/published_articles.html). NYHC’s CEO and Board Members have been featured panelists in housing conferences throughout New York, helping to educate audiences about financial literacy, federal and state affordable housing programs, the impact of the

economic downturn on the affordable housing industry, and options for government officials to make regulatory and policy changes to programs.

Young Leadership Council:

NYHC established the Young Leadership Council (YLC) in 2009 to engage a new and younger generation of people in the affordable housing industry. The program inspires young housing professionals to reach their full leadership potential and ensures that the housing industry will remain strong and vital. YLC members are mentored by leaders in the housing industry to develop a keen sense of New York's housing needs and advocate for stronger affordable housing policies and programs. The YLC will advise the NYHC to identify timely policy issues and spearhead new approaches to communication, especially in the area of social media.

Affordable Housing Policy Symposiums:

Each year, the NYHC holds a series of policy discussion events with prominent public officials and business leaders to advance the dialogue on affordable housing. Regularly attended by housing professionals, the symposiums generate a free exchange of ideas and information about the state and future of the affordable housing industry, both nationally and in New York. Going forward, NYHC plans to hold six small group discussion meetings and open these discussions to a broader audience through four to six public symposium events featuring expert panelists and speakers.

Advocacy:

NYHC's expert executive staff and board members author and support effective policy changes to improve the development of affordable housing as intended by current housing laws and regulations, and to insure that federal and state programs are working in New York. The NYHC leverages its broad-based coalition of affordable housing stakeholders to deliver recommendations for change to key leaders.

36th Annual NYHC/NHC Awards Luncheon is a Record-Breaker!

A Report on the Luncheon

Like a hometown hero returning from the battleground, New York's own Shaun Donovan, Secretary of the U.S. Department of Housing and Urban Development, received a standing ovation upon his arrival at the 36th Annual New York Housing Conference/National Housing Conference Awards Luncheon on December 10, 2009.



It was a year ago almost to the day that Mr. Donovan, on his way to this same annual event to speak as New York City's housing commissioner, received a phone call from President-elect Obama asking him to be the nation's next HUD Secretary.

Now, a year later – a year unlike any other -- Mr. Donovan recounted the event to the record-breaking crowd of almost 1,400 housing professionals who packed the Grand Ballroom of the Hilton New York: “It's hard to believe that it's been a year since I spoke with you all. It was just one day before being nominated by President Obama as our nation's fifteenth HUD Secretary. At that time, we were hemorrhaging 700,000 jobs a month—equivalent to the population of Vermont—our financial system was on the brink of collapse and credit was frozen solid.

“As Paul Krugman wrote in The New York Times, ‘let's not mince words: This looks an awful lot like the beginning of the second Great Depression’ – caused, of course, by a crisis in our housing markets. So, when President Obama asked me to be Housing Secretary, help solve the foreclosure crisis and set a new course for HUD, how could I say no? What other challenges could there possibly be? Well, I was about to find out.”

Another highlight of the Luncheon was the first-ever presentation of the Clara Fox Award for Outstanding Achievement. Ms. Fox, founder of the New York Housing Conference, passed away in 2007, and the award is named in her honor. Presented by the city's current housing commissioner, Rafael Cestero, the award's recipient at the Luncheon was Felice Michetti, CEO of Grenadier Real Estate Corp.

Nonprofit Developer of the Year, Adam Weinstein, President & CEO, Phipps Houses, remarked that "Affordable housing is about governmental assistance." He hailed the tireless efforts of the career civil servants in the room. "We stand on the shoulders of giants," he said.

Private Developer of the Year, BFC Partners, was represented by Donald Capoccia, principal. In his acceptance speech, he cited the commitment and dedication of all members of the affordable housing community. Mr. Capoccia's partners, Brandon Baron and Joseph Ferrara, were included in the honor.

Co-recipients of the Public Service Award were Priscilla Almodovar, former President of nyhomes, and Deborah VanAmerongen, Commissioner of the NYS Division of Housing and Community Renewal.

Daniel A. Nissenbaum, Chairman of the National Housing Conference, thanked all attendees for the record-breaking turn-out. This year's event raised almost \$600,000 for the cause of affordable housing, the highest amount in its 36-year history. Mr. Nissenbaum said, "We represent a strong constituency for public and private housing...year-in and year-out."

Judith Calogero, CEO of the New York Housing Conference, said that the housing industry should redouble its efforts toward the cause of affordable housing, "recognizing a vital need for public education," and advocacy. "We should be focused on housing and jobs. What better way to put people to work than building and renovating affordable housing for families in need?"

Preceding the formal ceremonies, two complimentary housing symposiums were held, each attended by 100 housing professionals. The first was the Young Leadership Council Symposium, sponsored by Reznick Group. Speakers included Marian Zucker, Executive Vice President, NY Homes; Sean Fitzgerald, Assistant Commissioner, NYS Division of Housing & Community Renewal; Richard Froelich, Senior Vice President and General Counsel, NYC Housing Development Corporation; and Holly Leicht, Deputy Commissioner for Development, NYC Housing Preservation & Development. The moderator was Bill Riley of The Reznick Group.

The second seminar was a Federal Housing Policy Symposium, sponsored by Yuco Real Estate Company, Inc. The speakers were Conrad Egan, President & CEO, National Housing Conference; Michael Kelly, General Manager, New York City Housing Authority; Shekar Narasimham, Managing Partner, Beekman Advisors; and Richard S. Goldstein, Partner, Nixon Peabody LLP.





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THE NEW YORK HOUSING CONFERENCE, INC.

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2009

ASSETS

CURRENT ASSETS

Cash and Cash Equivalents	\$290,427
Accounts receivable	26,565
Prepaid Expenses	3,800

Total Assets \$320,792

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$ 21,794
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UNRESTRICTED NET ASSETS 298,998

Total Liabilities and Net Assets \$320,792