



# IHOEP

Fall 2007

## Board of Directors

Jan Finn-Takes  
President  
563.886.6006  
jan.finn-takes@ia.usda.gov

Darlene Brickman  
Vice-President  
515.242.4824  
darlene.brickman@iowalifechanging.com

Alex Orozco  
Treasurer  
515.245.2920  
aorozco@bankersttrust.com

Terry Fuller  
563.322.7363  
tfuller111@aol.com

Judy Hartman  
515.725.4960  
judith.hartman@iowa.gov

Amy Hensley  
515.323.8950  
akhensley@dmgov.org

Carl Reimer  
563.556.4166  
creimer@ecia.org

Laura Russell  
641.673.8361  
lrussell@mahaska.org

Lekeisha Veasley  
319.291.2065  
lveasley@operationthreshold.org

Stephanie Preusch  
Executive Director  
515.229.7737  
ihoeped@mchsi.com

## IHOEP Holds Annual Meeting

*Judy Hartman, Single Family Housing Specialist, Iowa Finance Authority*

The IHOEP annual meeting was held on October 24th at the Downtown Des Moines Marriott following the conclusion of the HousingIowa Conference.

Outgoing Board President Jan Finn-Takes opened the meeting and introduced in-coming Board President Darlene Brickman. Darlene presented Jan with a thank you gift for her hard work and dedication to home ownership education in Iowa.

Alex Orozco submitted the Treasurers report for review and acceptance.

Darlene recognized and thanked two others leaving the Board at the end of their terms; Terry Fuller from United Neighbors and Laura Russell from City of Oskaloosa. Three new board members were introduced. They are Deb Briggs, Iowa City Housing Authority, Jeanne Miller with USBank and Marjorie Burgess with Bank of the West.

Karen Rasmussen, co-chair of the Program and Education Committee presented Jeni Hanselmon of Community Housing Initiatives with IHOEP Program Certification.

Executive Director, Stephanie Preusch gave an update on 2007 accomplishments and acknowledged grants received and recognized committee members.

Curt Heidt from Federal Home Loan Bank of Des Moines presented IHOEP with a check for \$10,000 for the continuing promotion of homebuyer education.

Four deserving organizations received grants totaling \$19,700. They are:

- Community Housing Initiatives, Spencer
- United Neighbors, Davenport
- Citizens for Community Improvement, Des Moines
- Operation Threshold, Waterloo

Jan Finn-Takes gave closing remarks and adjourned the meeting.

Thank you to Iowa State Bank and Bank of the West for their support of the Annual Meeting and providing scholarship funds to non-profit IHOEP members to attend the HousingIowa Conference.

## Inside...

President's Message  
Page 2

New Direction for IHOEP  
Page 3

Train the Trainer  
Page 5

New Board Members  
Page 7

Have an idea for a future IHOEP Newsletter article or a best practices spotlight? Let us know by emailing editor Emily Saveraid at [esaveraid@iowabankers.com](mailto:esaveraid@iowabankers.com)



*(LEFT) IHOEP Vice President Grant and Fundraising co-chair Darlene Brickman (far left) awards an IHOEP grant to Jeni Hanselmon from Community Housing Initiatives, Spencer. Grants were also awarded to United Neighbors, Davenport, Citizens for Community Improvement, Des Moines, and Operation Threshold, Waterloo.*



*(RIGHT) IHOEP Vice President and Grant and Fundraising co-chair Darlene Brickman (far right) thanks outgoing President Jan Finn-Takes for her service to the Board of Directors and IHOEP.*

## President's Message

*Jan Finn-Takes, USDA Rural Development*



Fall is upon us. Life slows down from the hectic days of summer and gives me pause to reflect on the past year.

My term as IHOEP board president will expire in December. I have truly enjoyed my time as both a board member and president, and I am proud of all that IHOEP has achieved during the previous year.

In parting, I want to thank the current board members and welcome each new member. Darlene Brinkman, Alex Orozco, Terry Fuller, Judy Hartman, Amy Hensley, Carl Reimer, Laura Russell, and Lekeisha Veasley deserve many thanks for all the hard work that made 2007 a successful year.

Jeanne Miller, Deb Briggs, and Marjorie Burgess also deserve thanks for their willingness to share their time, talents, and skills with IHOEP. Welcome to the board!

I also want to thank the Department of Housing and Urban Development (HUD) through the Iowa Finance Authority, Bank of America Foundation, Fannie Mae Corporation, Freddie Mac Corporation, Bankers Trust, and Wells Fargo Foundation for the funding provided this year. Your generosity is truly appreciated.

Appreciation must also be extended to the board of governance, committee members, membership, and sponsors. IHOEP's accomplishments are made possible by your contributions.

As I look ahead, many Iowa homeowners face challenges in the coming year with the growing foreclosure crisis. This crisis brings to the forefront the importance of IHOEP's focus in working with members and others in the community to increase quality homeownership education services and financial literacy throughout Iowa.

With IHOEP's continued effort, much good will be accomplished and many will overcome difficulty to become homeowners in Iowa. I look forward to hearing of the good work to come!

## A Letter from the Executive Director

*Stephanie Preusch, Executive Director, Iowa Home Ownership Education Project, Johnston*

Preparation for the Annual Meeting and 2008 IHOEP Membership drive provide the opportunity to reflect on the past year's accomplishments. Thank you for joining me in another year of promoting, improving and expanding home ownership education.

A few of the highlights for me have been the Spring Conference and Fall Annual meeting in conjunction with IFA's HousingIowa conference; receiving a scholarship with eight other IHOEP members to attend a week-long NeighborWorks® training institute; bringing the NeighborWorks® Beginning to Intermediate Foreclosure Prevention training to Iowa; granting almost \$30,000 in IHOEP grants to members and over \$56,000 in HUD Housing Counseling grant funds; updating the IHOEP Program Certification application; changing our web site to streamline the process to find a counselor; working with partners to provide counseling in new areas of the state; and most recently working with partners to develop a response to the foreclosure crisis.

None of the other work of IHOEP would have been possible without our members supporting IHOEP through their hard work every day, participating in IHOEP events, and volunteering for IHOEP.

Thank you.

## A New Direction for IHOEP

The new year, 2008, will bring change at IHOEP; IHOEP will be hiring new management services. The IHOEP Board of Directors is in the process of hiring a company or companies to provide many of the same management and back-office services that the Iowa Bankers Association has contracted with IHOEP to provide since 2000. IHOEP has benefited greatly from the hard work of many IBA staff; Darcy Burnett has done a fabulous job planning and hosting conferences and many other daily tasks that keep things running; Amber Miller has provided services to the Board and Grant and Fundraising Committee; Jeff Heuer and all the accounting staff have worked hard to accurately account for all the different funding sources of IHOEP; Stephanie Harris has kept the web site up-to-date; and Emily Saveraid has edited the newsletter. IHOEP has appreciated the support of Sharon Presnall and John Sorensen, as well as those that we haven't even met and are no longer part of the IBA/IHOEP team. IHOEP is greatly indebted to the professional, friendly and consistent service of everyone at the Iowa Bankers Association. We look forward to further partnerships with this talented group of individuals.

## FHLB Des Moines Awards Grant to IHOEP

The Federal Home Loan Bank of Des Moines awarded IHOEP \$10,000 at the IHOEP Annual Meeting on October 24, 2007. The mission of the FHLB Des Moines is to support housing finance and community economic development. This year, the Bank's Board of Directors authorized additional funding for homeownership and financial literacy education in each of the five states in our district of Iowa, Minnesota, Missouri, North Dakota and South Dakota. IHOEP is the recipient of these funds in Iowa.

IHOEP will use this generous award to expand home ownership education and delinquency and foreclosure prevention projects in rural Iowa by granting the \$10,000 to eligible IHOEP members in 2008.



*IHOEP Executive Director Stephanie Preusch accepts the grant awarded to IHOEP by Federal Home Loan Bank of Des Moines from Curt Heidt, Vice President and Community Investment Officer.*

## New "FHASecure" Refinancing Product

The new FHASecure plan will allow families with strong credit histories who had been making timely mortgage payments before the interest rates on their loans reset-but are now in default-to qualify for refinancing.

FHASecure, like all FHA products, will be underwritten to ensure the borrowers have the ability to repay the loan, will require escrow for taxes and insurance, and will continue to offer unprecedented foreclosure prevention assistance. The FHA has never permitted and will not include pre-payment penalties or teaser rates that are common in exotic mortgages and have caused much of the current market troubles.

To qualify for FHASecure, eligible homeowners must meet the following five criteria:

1. A history of on-time mortgage payments before the borrower's teaser rates expired and loans reset;
2. Interest rates must have or will reset between June

- 2005 and December 2008;
3. Three percent cash or equity in the home;
4. A sustained history of employment; and
5. Sufficient income to make the mortgage payment.

"FHASecure is designed for families who are good borrowers but were steered into high-cost loans with teaser rates," said Assistant Secretary for Housing-FHA Commissioner Brian Montgomery. "These homeowners, many of whom are minorities, need a safe, affordable mortgage product that will help build wealth. All FHA borrowers pay mortgage insurance premiums to offset claims to the FHA insurance fund and ultimately prevent risk to the taxpayer."

For more information about FHASecure and other FHA products, please call 1-800-CALL-FHA, visit [www.fha.gov](http://www.fha.gov) or [www.hud.gov](http://www.hud.gov), or contact IHOEP Member Krista Bowersox at 515-284-4632.

## Housing Assistance Council Works To Improve Housing

The Housing Assistance Council (HAC) is a national nonprofit corporation founded in 1971 and dedicated to increasing the availability of decent housing for low-income people in rural areas. HAC strives to accomplish its goals through providing loans, technical assistance, training, research and information to local producers of affordable housing. HAC maintains a revolving fund providing vital loans at below-market interest rates to rural housing developers. HAC also has a highly qualified staff of housing specialists who provide valuable technical assistance and training, and research and information associates who provide program and policy analysis and evaluation plus

research and information services to public, nonprofit and private organizations. For more information about HAC visit our web-site at [www.ruralhome.org](http://www.ruralhome.org).

To find out more information about rural affordable housing issues subscribe to the HAC News. The newsletter provides essential information on affordable rural housing. E-mail subscribers also receive occasional special notices about breaking news, HAC conferences, and the like. The newsletter is published every two weeks. To subscribe go to [www.ruralhome.org](http://www.ruralhome.org) and click on "Sign up for our email newsletter" or email Nicole Opfer at [nicoleo@ruralhome.org](mailto:nicoleo@ruralhome.org).

## Delinquency and Foreclosure Prevention Coalition

An Iowa Delinquency and Foreclosure Prevention Coalition has been meeting to coordinate the efforts of all interested parties. Coalition membership is open; if you are interested in joining contact Stephanie Preusch at [ihoped@mchsi.com](mailto:ihoped@mchsi.com) and you will be added to the email list.

There were several meetings in conjunction with the IFA HousingIowa Conference on October 23-24, 2007. Thank you to everyone that took time to participate and share their insights.

The initial goal of the Coalition is to coordinate the work of Iowa Mediation Service and IHOEP member's providing delinquency and foreclosure prevention counseling. Members of the coalition plan to develop procedures and intake and release forms for everyone in Iowa to use in the next few weeks. This will allow IHOEP members and

Iowa Mediation Service to provide professional and efficient service to families and the loan servicers. Other things the coalition members are working on:

- Creating a formal referral relationship between the national HOPE 995 hotline and IHOEP members.
- Identify IHOEP members that want to provide counseling and their level of training and experience.
- Explore providing "Intake Sessions" to serve multiple families at one time.
- Creating a tip sheet on how Iowa foreclosure laws work to assist housing counselor and families understand the process.
- Exploring training and funding opportunities.
- Identify next steps – education campaigns, rescue funds, loan products....

## New Iowa Foreclosure Hotline 877-622-4866

On September 11, 2007, Iowa Attorney General Tom Miller unveiled a project to help borrowers and lenders modify loan terms so that borrowers can make payments – and keep their homes – and lenders can do much better financially than if they foreclosed on a mortgage. Iowans facing a mortgage foreclosure can call 877-622-4866 (toll-free) to reach the Iowa Mediation Service (IMS). Iowa Mediation Service will take information from borrowers and then explore if a loan modification might work for both the borrower and lender.

Mike Thompson, Director of Iowa Mediation Service, and Miller urged Iowans to call the toll-free Iowa Foreclosure Hotline -- 877-622-4866 -- if they are in default or foreclosure, or if they think they can't afford new higher payments

when an adjustable rate moves up. Iowa Mediation Service is working with to Delinquency and Foreclosure Prevention Coalition to develop a referral process so that IMS and IHOEP members can work together, and IHOEP members can provide families with budget and credit counseling. (See article on Coalition).

"The foreclosure project will work through the maze, figure out who needs to be connecting, and see if a loan modification can be found that works for all," Miller said.

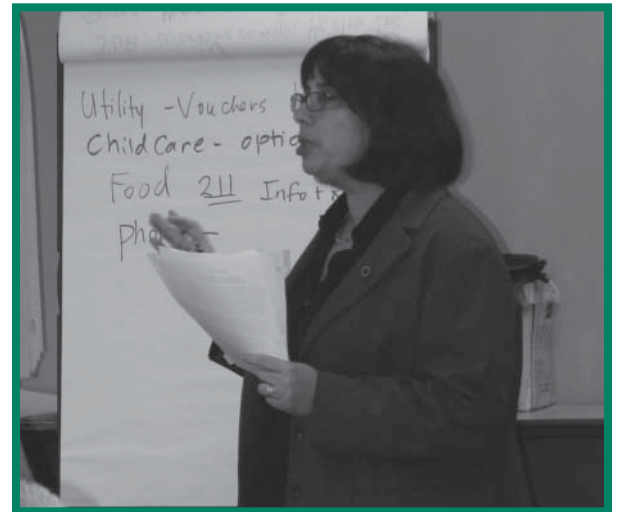
On October 26, 2007 the Des Moines Register reported that the hotline has fielded 2,700 calls since September, and is working on 460 loans throughout Iowa.

## IHOEP Train the Trainer A Success!

On September 26-27, 2007 IHOEP held the NeighborWorks® America course Beginning to Intermediate Foreclosure Prevention. Over 34 people attended the training held at Iowa Bankers Association in Johnston. The training was sponsored and made possible by the generous support of the Iowa Finance Authority, the Department of Housing and Urban Development through the HUD Housing Counseling grant, Neighborhood Finance Corporation and the Iowa Bankers Association.



(ABOVE) Over 34 people attended the Train the Trainer program held in Johnston October 26-27. (RIGHT) Suzanne Merusi of NeighborWorks America® presents the Beginning to Intermediate Foreclosure Prevention workshop on September 26-27.



## IFA Receives Grants to Benefit IHOEP Members, Potential Homeowners

The Iowa Finance Authority (IFA) and IHOEP worked together recently to secure a grant of \$59,640 that will support homeownership education opportunities and education outreach to housing counseling agencies and homeownership education providers. IFA applied for and received the grant - funded by the U.S. Department of Housing and Urban Development – but maintains an agreement with IHOEP to administer it. Greater Des Moines Habitat for Humanity, Northeast Iowa Community Action Corp. and Operation Threshold will use the funds to enhance their homeowner education efforts. However, if these organizations are not able to take advantage of the grant, other certified IHOEP members will be considered.

IFA Executive Director Bret Mills said homeownership education is always important, but its benefits are especially evident now as a growing number of Iowans struggle with the challenges of subprime loans. “IFA is working diligently with other state and nonprofit agencies about how to best provide homeownership counseling and foreclosure prevention counseling,” he said. “We understand that purchasing a home can be a confusing and overwhelming experience, and we encourage all Iowan to become educated buyers. We commend IHOEP and every organization that helps Iowans achieve the dream of homeownership.”

This is the third years that these two agencies have joined forces to receive this HUD grant.

## 2008 Membership Drive

It's that time again for the 2008 Annual IHOEP Membership Drive. If you are interested in joining a great organization and meeting some very knowledgeable people in the field of Homeownership, please go to [www.ihoep.com](http://www.ihoep.com) or call 1-800-532-1423 for an application and additional information. You will receive a discount if you join before January 18, 2007.

**New for 2008, IHOEP is offering our Supporting Partners the opportunity to determine their level of support at the beginning of the year and receive the benefits of supporting IHOEP throughout 2008. The Sponsorship Form has all the details and can be found with all the membership information at [www.ihoep.com](http://www.ihoep.com).**

The Bank of America Foundation awarded IHOEP a \$10,000 grant to support our efforts to increase quality homeownership education services and financial literacy throughout Iowa.

The Wells Fargo Foundation on behalf of Wells Fargo Home Mortgage awarded IHOEP \$3,000. These funds were used for re-granting to IHOEP members at the Fall Annual Meeting (see story on page 1.)

## Cisneros and Kemp Call For Bipartisan Approach in Solving Homeownership Woes

by Cherie Duvall

A new book on solving the nation's homeownership challenges says one key factor in finding permanent solutions to long-term housing problems is a bipartisan and holistic approach that takes into account how shortages in one area can negatively impact other areas.

The writers of "Our Communities, Our Homes: Pathways to Housing and Homeownership in America's Cities and States," former Housing and Urban Development Secretaries Henry Cisneros and Jack Kemp, and Harvard University's Joint Center for Housing Studies scholars Kent W. Colton and Nicolas P. Retsinas, discussed their forthcoming book last month during a panel discussion at the National Press Club in Washington, D.C.

The book is based on an examination of successful housing programs in U.S. cities. As a tool for leaders in local and state governments, it cites specific actions that can be used to achieve important goals such as reducing homelessness, preserving affordable rental homes and boosting sustainable homeownership.

Among the writers' findings, they discovered that the most effective housing programs look at the housing continuum — supportive housing, public housing, rental housing and for-sale homes — as parts of a whole rather than separate, unrelated programs.

While it's necessary for cities to approach their housing problems differently based on local needs, the book says successful programs should all include five key factors: leadership commitment to clear goals and a deadline; a meaningful game plan based on hard data and guided input; the pledge of a reliable revenue stream; partners organized to act in concert; and a bias for action and an eye for opportunity.

Cisneros also noted an "overarching" point in the book.

"[An] interwoven theme is that housing in our country, in many respects, is a place we set a local set of policies," he explained. "Yes, we have critical national policies, but, the truth of the matter is, at a time when the federal role in housing has declined in some ways, it falls to local leaders to make housing happen."

"We came to the conclusion that, while it's important for the federal government to be responsive, where it matters the most is at the state and local levels," said Retsinas. "That's where people live, that's where people work, that's where people play."

The book was published by the Joint Center for Housing Studies and will be available through the center this month.

## Thank You to Outgoing Board Members, Introducing New Board Members

In October 2007, the IHOEP membership elected new Board members to serve on the IHOEP Board of Directors. Thank you to Jan Finn-Takes, Terry Fuller and Laura Russell who will be going off of the Board this year. We appreciate their time and dedication to IHOEP.

### Jeanne Miller

Jeanne has been at U.S. Bank for 27 years, with the last 10 years as a Community Development Manager. She spent 7 years as a mortgage lender/manager and 10 years in consumer lending. Jeanne currently manages Community Reinvestment Act activities for several areas including a majority of the state of Iowa and acts as a liaison between bankers and community partners to ensure that U.S. Bank is meeting the needs of our communities in terms of loans, investments and services. Those activities include providing funds and volunteers for homebuyer, basic banking and small business seminars. Jeanne also serves on the board of Neighborhood Finance Corporation in Des Moines and the Northeast Iowa Food Bank in Waterloo. Previous board memberships include Iowa Coalition for Housing and the Homeless and Goodwill Industries of NE Iowa.

### Deb Briggs

Deb is the Public Housing Coordinator and Homeownership Coordinator for the Iowa City Housing Authority, where she has been employed for the past 10 years. She is responsible for managing 81 Public Housing units, as well as 16 unassisted units owned by the City of Iowa City. In addition, she developed and coordinates the 3 homeownership programs

operated by the ICHA: 5(h) Affordable Homeownership Program (available to Public Housing residents, only); Section 8 Homeownership (available to Section 8 clients); and the Affordable Dream Homeownership Program (available to any income eligible family residing or working in Johnson County). One of Deb's greatest accomplishments has been the development of an 8-hour homebuyer class, where she has partnered with local realtors lenders, attorneys, and home inspectors to provide high quality education, taught by experts in their respective fields.

### Marjorie Burgess

Marjorie has been with Bank of the West in the Community Affairs Department for 9 years as the Assistant to the CRA Officer for Bank of the West, providing support for 8 Southern and Midwestern states, including Iowa. She also has served as the manager of Iowa Finance Authority's IHAP grant program up until June of 2006. Since then, she has been responsible for events and activities undertaken by the Greater Des Moines area Bank of the West employees, including coordination of the annual United Way campaign. Marjorie has served on the board of the Beacon of Life, a women's residential facility located in Sherman Hill, serving as Secretary of the Board for over 4 years. In addition, she is a member of the Citizens Order Board for the City of Des Moines and the Women's Chamber Alliance. Other committee memberships and non profit affiliations include the Citizens for Community Improvement's (CCI) Credit and Home Buying Seminar, Iowans for Social and Economic Development's (ISED) Asset Building Coalition, and IHOEP's Outreach and Membership Committee.

## Hundreds Turn Out for 2007 HousingIowa Conference

More than 300 housing advocates, developer and funding providers – including 330 IHOEP members – gathered in Des Moines recently for the 2007 HousingIowa Conference. The two-day event featured break-out session focused on the topics of Homeownership, Affordable Rental and Special Needs Housing. Two plenary sessions featured nationally known presenters Jonathan Kozol and Christopher Gardner.

Gardner found fame when his life story was the inspiration for the 2006 movie, *The Pursuit of Happyness*. Gardner mesmerized attendees with the story of how as a single-parent he overcame homeless to become a successful stockbroker. On their evaluations, attendees shared these comments about Gardner's presentation:

"Made the persons who work hard to provide homeless services feel rewards to hear how important their work is." "Very inspirational speaker! Touched my heart and soul."

The Homeownership Tack break-out sessions were well received. Much of the discussion focused on the differing viewpoints of the sub-prime lending market - how we got here, the challenges we face and where we go from here. Other homeownership discussions focused on homeownership programs that educate on foreclosure prevention and the dangers of predatory lending; different financing mechanisms for affordable single family housing featuring three experts that shared a "toolbox" full of unique and successful financing strategies to finance affordable single family housing; and a session on the changing face of Iowa's home buyers where the presenters shared tips for effectively marketing to Generations X and Y and minority groups.

Plans are already underway for the 2008 HousingIowa Conference. Anyone with ideas about session topics and speakers should contact Shawna Lode at the Iowa Finance Authority at 515.725.4897 or [shawna.lode@iowa.gov](mailto:shawna.lode@iowa.gov).

## Upcoming Events

The Quad Cities Reinvestment Coalition is sponsoring a Foreclosure Summit to discuss a response specific to the Quad Cities area. It will be on Saturday December 8th at 9 a.m. at the John Deere Auditorium of the Figge Art Museum in downtown Davenport. This meeting is to bring community resources together to educate ourselves on the extent of the problem and to form a working group to address issues that have come about as a result of this crisis; and is not designed for those in the midst of foreclosure. Please contact Shelley Sheehy at 563-343-5699 or slsheehy@aol.com for more information.

## Foreclosure Prevention Training – Save the Date

Plans are being made for NeighborWorks® America two-day Advanced Foreclosure Prevention training to be held in Bloomington, IL on January 17-18, 2008. In addition, there are preliminary plans to offer the two-day Beginning to Intermediate class in Wisconsin in January.

Please check the IHOEP web site in early December for additional information. Both courses will be offered at little to no cost to participants, and they hope to be able to offer a few training slots to IHOEP members.

### NeighborWorks® Training Institutes Save the Date

IHOEP plans to receive a limited number of scholarships to the following NeighborWorks® Training Institutes. Please contact IHOEP at [ihoped@mchsi.com](mailto:ihoped@mchsi.com) if you are interested in attending any of the following institutes. Stephanie Preusch will then contact you when IHOEP receives confirmation that the scholarships are available.

Feb. 25-29, 2008	NeighborWorks Training Institute	Atlanta
May 5-9, 2008	NeighborWorks Training Institute	Cincinnati
Aug. 18-22, 2008	NeighborWorks Training Institute	Chicago

## IFA Welcomes New Employees

On October 5 IFA welcomed its two newest employees, Joe O'Hern and Irene Hardisty, both formerly of Fannie Mae in Des Moines. Joe will lead the development of HousingIowa, an IFA-led collaborative effort of public-private interests to produce affordable housing in Iowa. Irene will be IFA's Single Family Production Manager. IFA is thrilled that Joe and Irene now call IFA home.

## IHOEP's Vision

*The Iowa Home Ownership Education Project (IHOEP) is a collaboration of organizations and individuals developing, improving and supporting quality homeownership education, services and resources across Iowa. IHOEP seeks to work with members and others in the community to increase quality homeownership education services and financial literacy throughout Iowa; collaborate with organizations; expand homeownership in underserved areas; and increase financial support to member organizations.*

VISIT US ON THE WORLD WIDE WEB AT [WWW.IHOEP.COM](http://WWW.IHOEP.COM)