Healthy Homes and Communities
Statewide Convening
Featuring Keynote Address by Dr. Anthony Iton

Thursday, June 28 • 9 a.m. to 4 p.m.
University of St. Thomas • Minneapolis
Learn more at www.alliancehhc.org.
## Convening Schedule Grid

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<tr>
<td>8 to 9 a.m.</td>
<td>Registration and Continental Breakfast</td>
<td>Schulze Hall Atrium</td>
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<tr>
<td>9 to 9:20 a.m.</td>
<td>Welcome</td>
<td>Schulze Hall Auditorium • Room: 120</td>
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<td>Dan Newman, Executive Director, Sustainable Resources Center, Inc.</td>
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<td>Jocelyn Ancheta, Senior Program Officer, Blue Cross and Blue Shield of Minnesota Foundation</td>
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<td>9:20 to 10:20 a.m.</td>
<td>Keynote Address with Q &amp; A</td>
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<td>Dr. Anthony Iton, M.D., J.D., MPH</td>
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<td>Senior Vice President for Healthy Communities, The California Endowment</td>
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<td>10:20 to 10:45 a.m.</td>
<td>Morning Break / Exhibits</td>
<td>Schulze Hall Atrium / Minneapolis School of Law (MSL) • Second Level</td>
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<tr>
<td>10:45 a.m. to Noon</td>
<td>Morning Breakout Sessions</td>
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<td>Healthy Homes in Action: Case Studies from Minnesota</td>
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<td>Rick Goodemann, Southwest Minnesota Housing Partnership</td>
<td>Room: MSL 235</td>
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<td>The House as a System: Do No Harm</td>
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<td>Promoting Health Through Community Design</td>
<td>Room: MSL 244</td>
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<td>Carissa Schively, Slotterback, Urban and Regional Planning Program, Humphrey School of Public Affairs at the University of Minnesota</td>
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<td>Debbie Goettel, Mayor, City of Richfield</td>
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<td>Noon to 1:15 p.m.</td>
<td>Networking Lunch</td>
<td>Minneapolis School of Law Atrium</td>
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<td>Statewide Alliance Session I: Planning the Alliance for Healthy Homes and Communities</td>
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<td>Afternoon Break / Exhibits</td>
<td>Minneapolis School of Law • Second Level</td>
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<td>2:45 to 4 p.m.</td>
<td>Statewide Alliance Session II: Organizing the Alliance for Healthy Homes and Communities</td>
<td>Room: MSL 235</td>
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<tr>
<td>4 to 6 p.m.</td>
<td>Networking Happy Hour</td>
<td>DEN, Double Tree Suites by Hilton Minneapolis • 1101 LaSalle Avenue</td>
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Thank you for joining us for the inaugural Healthy Homes and Communities Statewide Convening. We have more than 150 registrants from around the state registered for the convening. We have an exciting agenda today, including a powerful keynote by Dr. Anthony Iton, five engaging breakout sessions, a networking lunch, and two interactive afternoon sessions to begin the formation of a statewide alliance for healthy homes and communities.

All Minnesotans should have the opportunity to make choices that allow them to live a long, healthy life, regardless of their income, education, or ethnic background. Everyone wants good health in order to be productive at work and to succeed in school, and to have affordable medical and housing costs. To make this opportunity a choice for all Minnesotans, we all have to do our part in creating and maintaining healthy homes and communities. Every person and every organization has a role to play, small or large.

The Alliance for Healthy Homes and Communities is currently a partnership of the Sustainable Resources Center, Minnesota Housing Partnership, Southwest Minnesota Housing Partnership, and the Minnesota Green Communities initiative partners Family Housing Fund and Greater Minnesota Housing Fund. The five organizations jointly applied for and received funding to explore creating an Alliance from the Blue Cross and Blue Shield of Minnesota Foundation.

We have observed that achieving this vision involves many sectors—construction, planning, public health, education, property management, building inspections, primary care providers, and many more—but these sectors often work independently. We miss opportunities to coordinate our work as cost-effectively as possible, or are unaware of resources and partners that could improve the health of Minnesotans.

The Alliance partners and the Minnesota Department of Health held a series of seven regional gatherings in April and May of 2012. Participants learned about healthy housing and community conditions in their region and the state, brainstormed ideas for action, identified resources and partnerships that both exist and are needed, and helped develop a shared vision for the future.

The central concept for an Alliance for Healthy Homes and Communities is a three-year effort to build bridges and coordination between the different sectors that play a role in creating a state where all Minnesotans have the opportunity to live healthy lives. We are thrilled that you have joined us here today at the inaugural Healthy Homes & Communities Statewide Convening to lend your voice and expertise to this critical effort.

A conference agenda (page to left) is included to help you navigate the convening. Also, Alliance partners are always available to help you. If you have questions or need assistance, please ask someone with a white “Host” ribbon or check at the registration desk. Thank you again for joining us today. Enjoy the convening!
REGISTRATION & CONTINENTAL BREAKFAST
Room: Schulze Hall Atrium

9 to 9:20 a.m. WELCOME
Room: Schulze Hall
Dan Newman, Executive Director, Sustainable Resources Center
Tom Fulton, President, Family Housing Fund
Jocelyn Ancheta, Senior Program Officer, Blue Cross and Blue Shield of Minnesota Foundation

KEYNOTE ADDRESS
Achieving Healthy Communities: Does your Zip Code Matter More Than Your Genetic Code?
Dr. Anthony Iton, Senior Vice President for Healthy Communities
The California Endowment

Anthony Iton, M.D., J.D., MPH is Senior Vice President for Healthy Communities at The California Endowment, a private, statewide health foundation whose mission is to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians. Prior to that, Dr. Iton served for seven years as the Alameda County Public Health Department Director and Health Officer.

Dr. Iton received his medical degree at Johns Hopkins Medical School and subsequently trained in internal medicine and preventive medicine at New York Hospital, Yale, and Berkeley. Dr. Iton has also received a law degree and a Master's of Public Health from the University of California, Berkeley and is a member of the California Bar. He has worked as an HIV disability rights attorney at the Berkeley Community Law Center, a health care policy analyst with Consumers Union West Coast Regional Office, and as a physician and advocate for the homeless at the San Francisco Public Health Department. His experience in both medicine and law has enabled him to blend both disciplines into an exceptional and innovative approach to public health practice.

He has received many awards, including the Champion of Children Award from the United Way; the National Association of City and County Health Officials Award of Excellence for the use of information technology in public health; the 2009 Clean Air Award from Breathe California; and the HeartSaver Award from the American Heart Association. In 2006, Dr. Iton was awarded the prestigious Milton and Ruth Roemer Prize for Creative Public Health Work and in 2010 was recognized by the California Legislative Black Caucus with the Black History Month Legends Award and presented on the floor of the California State Assembly with a resolution memorializing his life’s work and achievements.

Contact: www.calendow.org
Healthy neighborhoods help us thrive and prevent us from getting sick in the first place.

10:20 to 10:45 a.m.  MORNING BREAK AND EXHIBITS

10:45 a.m. to Noon  MORNING BREAKOUT SESSIONS

Healthy Homes in Action: Case Studies from Minnesota
Room: MSL 235
Rick Goodemann, Chief Executive Officer, Southwest Minnesota Housing Partnership
Harold Teasdale, President, Minnesota Brokerage Group

The way we design, build, rehabilitate, and maintain homes affects the health of families and the sustainability of communities. In this session, two seasoned developers will share examples of healthy housing in Minnesota. Through these examples, the presenters will describe their motivation for building healthier homes, identify strategies that produce real benefits for residents, and outline new healthy housing opportunities to explore.

The House as a System: Do No Harm
Room: MSL 321
Steven Johnson, Technical Director and Trainer, Sustainable Resources Center, Inc.
Jake McAlpine, Energy Conservation Specialist, Sustainable Resources Center, Inc.

Our homes can have a major impact on our health, so understanding what elements can cause unhealthy situations in homes is critical. This session will introduce you to the underlying principles of building science and the “house as a system” methodology. We will cover the basics of how heat, air, and moisture move through a building and how they can impact occupant health. We will also explain the most common tools and techniques used to diagnose and correct potentially unhealthy issues in homes.

Connecting the Home Environment and Health Care
Room: MSL 334
Jill Heins Nesvold, Director of Respiratory Health, American Lung Association in Iowa, Minnesota, North Dakota, and South Dakota
Joan Cleary, Interim Director, Minnesota Community Health Worker Alliance
Dan Newman, Executive Director, Sustainable Resources Center, Inc.

There are many health conditions that are caused or aggravated by the home environment. Addressing the home environment can improve health, improve housing, and cut overall costs. This session will describe successful efforts to prevent lead poisoning, improve asthma care, and prevent injuries. Panelists will also discuss barriers to making these proven approaches available to everyone who would benefit from them, and efforts to remove those barriers.

Morning Breakout Sessions continued on page 4
AGENDA & SESSION DESCRIPTIONS

10:45 a.m. to Noon

**MORNING BREAKOUT SESSIONS continued**

**Promoting Health at Work and Home**
*Room: MSL 238*

**Janna Anderson,** Wellness Program Specialist, Allina Buffalo Hospital  
**Chris Flood,** Rochester Area Foundation and Program Director, First Homes  
**Abigail Katz,** Senior Analyst for Health Promotion, HealthPartners

Why should investing in healthier homes and communities be important to employers? This session will showcase a range of promising employer programs from investing in workforce housing and neighboring communities to helping employers design their own employee health and wellness programs. Presenters will share the background and purpose behind their initiatives, the impact and outcomes the program has or will have on improving the lives of employees and communities, and the return on social investment an employer can expect to gain.

**Promoting Good Health Through Community Design**
*Room: MSL 244*

**Carissa Schively Slotterback,** Associate Professor and Director, Urban and Regional Planning Program, Humphrey School of Public Affairs at the University of Minnesota  
**Phil Wheeler,** Director, Rochester-Olmsted Planning Department  
**Debbie Goettel,** Mayor, City of Richfield

Healthy community planning and design are essential for helping individuals and families live healthier lives. This session will highlight the connection between the built environment and a wide range of health impacts, including physical activity, safety, mental health, air and water quality, and food access. Speaker Schively Slotterback’s presentation will explore approaches to identifying and evaluating health impacts and highlight examples of communities and projects that have integrated health into their decision making. Wheeler will address the City of Rochester’s approach to ensuring a healthy community through the provision of affordable housing; community integration by race and income; and complete streets and related efforts. Mayor Goettel will discuss healthy community efforts, and their related challenges, underway in the City of Richfield.
Noon to 1:15 p.m.  **NETWORKING LUNCH**  
Room: Minneapolis School of Law Atrium

1:15 to 2:30 p.m.  **ALLIANCE SESSION I:**  
Planning the Alliance for Healthy Homes and Communities  
Room: MSL 235  
At the Healthy Homes and Communities Regional Gatherings this spring, the Alliance organizing partners heard many ideas about how an alliance could support both local and statewide work on behalf of healthy homes and communities. These include suggestions for policy development and advocacy, public education, program development, and support for cross sector collaborations. The afternoon sessions will utilize instant voting technology to pursue these ideas further. The outcomes of the afternoon will become the basis for funding proposals to help implement the Alliance. The first session will highlight the results from the Gatherings and begin to prioritize possible Alliance activities.

2:30 to 2:45 p.m.  **AFTERNOON BREAK / EXHIBITS**  
Room: Minneapolis School of Law • Second Level

2:45 to 4 p.m.  **ALLIANCE SESSION II:**  
Organizing the Alliance for Healthy Homes and Communities  
Room: MSL 235  
After the break, we will continue defining priority activities, get responses to ideas for how the Alliance should operate and be governed, and gauge the willingness of attendees to participate in the development and future activities of the Alliance for Healthy Homes and Communities.

4 to 6 p.m.  **NETWORKING HAPPY HOUR**  
DEN, DoubleTree Suites by Hilton • 1101 LaSalle Avenue, Minneapolis  
Enjoy refreshments and hors d’oeuvres while networking with friends and colleagues following the inaugural Healthy Homes & Communities Statewide Convening. DEN is located just a half block away from UST at the DoubleTree Suites by Hilton.
WELCOME SPEAKER BIOS

Jocelyn Ancheta  
Senior Program Officer, Blue Cross and Blue Shield of Minnesota Foundation

Jocelyn Ancheta joined Blue Cross Minnesota Foundation in October 2005. She manages the two grantmaking initiatives that work on improving the health impacts of community conditions on children, immigrants, and refugees during this transitional phase. She was a consultant with Grantmakers Concerned with Immigrants and Refugees, producing the report Immigrant and Refugee Funding Trends in Minnesota. Jocelyn was a program officer in Children and Families at The McKnight Foundation for almost 11 years, she worked at the Minnesota Department of Traffic Safety as a safety program coordinator, and she also had a special assignment to manage a taskforce that created prosecutorial guidelines for sentencing domestic abuse cases. She earned a Masters of Arts degree from the University of Minnesota, Humphrey Institute of Public Affairs. Her undergraduate work was also from the University of Minnesota, College of Education/Park and Recreation Administration. She emigrated from the Philippines to Minnesota with her family in 1966.

Contact: Jocelyn_L_Ancheta@bluecrossmn.com; www.bluecrossmn.com

Tom Fulton  
President, Family Housing Fund

Tom Fulton has been the President of the Family Housing Fund since its creation in 1980. Under his leadership, the Family Housing Fund and its partners have helped to create more than 34,000 affordable housing units for low- and moderate-income families over the past 32 years. Mr. Fulton’s commitment and dedication to affordable housing is evidenced by his leadership of the Family Housing Fund, Chair of the Twin Cities Community Land Bank, LLC, as well as his active participation in numerous boards of directors, advisory committees, and special housing efforts. Mr. Fulton is a graduate of the University of Minnesota Masters degree program in Public Administration. He has worked in the housing and community development field for over 40 years. Prior to working at the Fund, Tom was Deputy Director for Planning and Administration at the Minneapolis Housing and Redevelopment Authority.

Contact: tfulton@fhfund.org; www.fhfund.org

Dan Newman  
Executive Director, Sustainable Resources Center, Inc.

Dan Newman is the Executive Director of the Sustainable Resources Center, Inc. (SRC), a nonprofit organization dedicated to advancing the cause of healthy homes. SRC’s mission is to create healthy and energy-efficient home environments in partnership with families and communities. Services include weatherization, lead poisoning prevention, healthy housing solutions, and training for professionals and home owners. Prior to joining SRC, Mr. Newman’s career included community organizing, fundraising, government service, mortgage banking and consulting to public, private, and nonprofit organizations.

Contact: d.newman@src-mn.org; www.src-mn.org

Healthy neighborhoods and housing choices help employees feel their best.
Employers play a key role in promoting health for employees.

**PRESENTER BIOS**

**Janna Anderson**  
Wellness Program Specialist, Allina Buffalo Hospital

Passionate about health and wellness, Ms. Anderson has years of experience in the fitness industry and healthcare field. Over the past few years, she has worked with others in the Allina Health system in Minnesota to identify, develop, and provide community-based programs for health improvement activities. Ms. Anderson’s educational background includes BA and MA in linguistics and teaching (including the work in the neuro-linguistic physiology field), and MBA. Her passion as a healthcare professional is to improve the health of the community where she works, and rebuild positive reputation for healthcare organizations.

*Contact:* janna.anderson@allina.com; www.allina.com

**Joan Cleary**  
Interim Director, Minnesota Community Health Worker Alliance

Joan Cleary provides consulting and transitional leadership services to nonprofits, foundations, healthcare and government. She is currently serving as interim director of the Minnesota Community Health Worker Alliance. Prior to starting her consulting practice in 2010, Joan led grantmaking, policy support, and leadership development initiatives for the Blue Cross and Blue Shield of Minnesota Foundation, a statewide philanthropy which focuses on improving health by addressing key social, economic, and environmental conditions. In a health and human services career spanning 30 years, Joan has worked in community, nonprofit, clinical, think tank, government, and philanthropy settings. She earned a bachelor’s degree from Oberlin College and a master’s from the Kellogg Graduate School of Management at Northwestern University.

*Contact:* joanlcleary@gmail.com; www.mnchwalliance.org

**Chris Flood**  
Rochester Area Foundation and Program Director, First Homes

Chris Flood is the Program Director of First Homes, an initiative of the Rochester Area Foundation. Since its inception in 2000, First Homes has financed nearly 1,000 homes and has over 200 homes in its Community Land Trust. Before joining First Homes, Chris worked as a volunteer in First Homes’ Imagine neighborhood planning process. Recently, Chris has helped the Rochester Area Foundation create a CDFI subsidiary and participate in its first New Markets Tax Credit project, a joint Boys & Girls Club and Head Start facility in the heart of one of Rochester’s core neighborhoods that First Homes has targeted for revitalization.

*Contact:* chrisflood@rochesterarea.org; www.rochesterarea.org

**Debbie Goettel**  
Mayor, City of Richfield

Debbie Goettel is in her second term as Mayor of the City of Richfield. Her political background started as a volunteer social justice activist. Her experience encompasses local, regional, and federal on issues of housing, jobs, and equitable transportation. As Mayor of the City of Richfield she has been an advocate for affordable housing, lowering childhood obesity, public safety, and improving the local single family housing stock. Her goals are to continue the revitalization of Richfield as a sustainable innovative community with fiscal responsibility. She serves on the Executive Board of the Regional Council of Mayors and chairs the Sustainability Committee. She is a graduate of the University of Minnesota with a BS in Civil Engineering, with graduate work in Environmental Sustainability at Harvard. In her professional life outside of Mayor of Richfield, she works as an Environmental Health and Safety Professional.

*Contact:* dgoettel@comcast.net; www.cityofrichfield.org

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Rick Goodemann
Executive Officer, Southwest Minnesota Housing Partnership

Rick Goodemann is the founding Executive Officer of Southwest Minnesota Housing Partnership, providing community development services and technical assistance in thirty rural Minnesota counties. Rick has over 25 years of experience in housing and rural development, resulting in the development, preservation, financing or rehabilitation of 6,700+ housing units and $420,000,000 in direct housing development and financing. He is active in his community, having served on several national and local boards. He holds a liberal arts degree from Southwest State University.

Contact: rickg@swmhp.org, www.swmhp.org

Jill Heins Nesvold
Director of Respiratory Health, American Lung Association in Iowa, Minnesota, North Dakota, and South Dakota

Jill Heins Nesvold serves as the Director of Respiratory Health for the American Lung Association in Iowa, Minnesota, North Dakota, and South Dakota. Through this role, Jill directed the eight year $7 million CDC funded Controlling Asthma in American Cities project. One of the interventions within this project was home environmental improvements for children’s asthma. This intervention has been proven to decrease symptoms, emergency department visits, and hospitalizations. In addition, for every dollar spent on this intervention, a health plan saved $2.19.

Contact: jill.heins@lungmn.org; www.lungmn.org

Steven Johnson
Technical Director and Trainer, Sustainable Resources Center, Inc.

Steven Johnson has worked in all aspects of Sustainable Resources Center’s energy and indoor air quality programs since 1986. Some of these programs include utility and Department of Energy Weatherization audits for residential, multifamily, and small commercial buildings. Since 2001, Steven has conducted extensive training for auditors and contractors in both the field and classroom settings. He is a trainer for the National Center for Healthy Housing and teaches courses for certification from the Building Performance Institute.

Contact: s.johnson@src-mn.org; www.src-mn.org

Abigail Katz
Senior Analyst for Health Promotion, HealthPartners

Abigail S. Katz, Ph.D. performs program evaluation and health services research at HealthPartners. As Senior Analyst for Health Promotion, she leads custom reporting initiatives for health and well-being. She also serves as Research Associate at the HealthPartners Research Foundation where her work focuses on lifestyle behavior in employed populations. Dr. Katz holds a Ph.D. in social policy from Brandeis University and has extensive experience in areas of applied public health, including tobacco and substance abuse prevention.

Contact: abigail.s.katz@healthpartners.com; www.healthpartners.com
We all have a role to play in creating healthy homes and communities in Minnesota.

**Jake McAlpine**  
Energy Conservation Specialist, Sustainable Resources Center, Inc.

Jake McAlpine is a residential Energy Conservation Specialist with the Sustainable Resources Center in Minneapolis, Minnesota. He conducts energy audits for the Department of Energy’s Weatherization Program and oversees the implementation of a grant which focuses on the use of space heat and domestic hot water combination systems.

Contact: j.mcalpine@src-mn.org; www.src-mn.org

**Carissa Schively Slotterback**  
Associate Professor and Director, Urban and Regional Planning Program  
Humphrey School of Public Affairs at the University of Minnesota

Carissa Schively Slotterback is an Associate Professor and Director of the Urban and Regional Planning Program in the Humphrey School of Public Affairs at the University of Minnesota. Her research and teaching are focused on decision making and stakeholder involvement in environmental, land use, and transportation planning. She is particularly interested in sustainability and impact assessment approaches. She has worked in the area of health impact assessment and has helped develop tools for planners to use in integrating health in local plans and ordinances. She holds a PhD in Urban and Regional Planning from Florida State University and is a member of the American Institute of Certified Planners.

Contact: cschively@umn.edu; @c.schively

**Harold Teasdale**  
President, Minnesota Brokerage Group

Harold Teasdale has been active in real estate sales and development for the past 25 years. His experience in the multifamily market as well as a passion for sustainable development has led him down several interesting paths. In 1987 Teasdale formed Teasdale & Associates Ltd., a firm specializing in real estate development and consulting. He is also intimately involved in community development activities that support sustainable growth and land restoration. Teasdale was president of the Minnesota Land Trust for four years, and was elected to the Great River Greening board in 2005. He holds a Masters in Civil Engineering from the University of Minnesota.

Contact: hteasdale@mnbrokerage.com; www.mnbrokerage.com

**Phil Wheeler**  
Director, Rochester-Olmsted Planning Department

Phil Wheeler has been Director of the Rochester-Olmsted Planning Department since 1990. The department staffs the County HRA, City and County planning, environmental, and GIS functions; and ROCOG, the area’s MPO. Phil has served on a number of Minnesota committees dealing with transportation, land use, and sustainable development, as well as the AASHTO Pooled Fund Study on GIS in Transportation. He is the 2002 recipient of the Rochester NAACP Award for Meritorious Community Service.

Contact: wheeler.phil@co.olmsted.mn.us; www.co.olmsted.mn.us
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We would like to offer a special thanks to our Healthy Homes and Communities Statewide Convening sponsors. Without the support of the initiative partners and convening sponsors, this conference would not have been possible.
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Join Us in Creating an Alliance for Healthy Homes and Communities in Minnesota

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Minnesota Housing finances affordable housing for low and moderate income households while fostering strong communities.

www.mnhousing.gov

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LISC ■ LISC

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A great event inspires more than just the attendees.

it inspires the entire community.

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The Alliance for Healthy Homes and Communities is a partnership of Sustainable Resources Center, Minnesota Housing Partnership, Southwest Minnesota Housing Partnership, and the Minnesota Green Communities initiative of the Family Housing Fund and Greater Minnesota Housing Fund with the goal of creating a statewide alliance to promote healthy homes and communities in Minnesota. The Alliance was formed through a planning grant from the Blue Cross and Blue Shield of Minnesota Foundation. www.alliancehhc.org