



# 5<sup>th</sup> Annual La Crosse County Collaboration Conference

Thursday, May 17, 2007  
Radisson Hotel, La Crosse, WI



## Housing Solutions in the Seven Rivers Region

**Purpose:** To bring community and business leaders together to discuss innovative regional strategies in housing solutions and economic development opportunities.

### Tentative Conference Agenda

- 8:00-8:20am:** Registration
- 8:20-11:45am:** Introduction & Objectives  
Address from Antonio Riley,  
Executive Director of WHEDA  
Current Housing Issues  
Presentation by Jennifer Larson  
Housing Solutions Workshop  
with Resource Panels  
(Advocates, Developers, Financers)
- 11:45-Noon:** Feedback Questionnaire
- Noon-1:00pm:** Lunch & View Poster Presentations

**About Jennifer Larson:** Jennifer is the Community Development Director for Three Rivers Community Action, Inc. serving Southeastern Minnesota. Jenny works with communities on a variety of housing development activities, including rental townhomes, single family housing, rental apartments, supportive housing and homes using the Community Land Trust model. In the past six years at Three Rivers, she has overseen the planning, fundraising and development of over 400 units of affordable housing, bringing over \$42 million in public and private investment to southeast Minnesota. Prior to joining Three Rivers in 2001, Jenny spent five years as Program Officer and Chief Operating Officer at the Greater Minnesota Housing Fund (GMHF) – where she authored their Employer Assisted Housing Resource Guide for employers and community leaders.

### Who Should Attend:

Everyone with an interest in regional collaboration and the housing industry is invited to attend, including local elected officials, community leaders, business leaders, school district officials, financial institutions, developers, etc. from the entire 7 Rivers Region. This series of conferences was designed to bring community and business leaders from the area together to have needed discussions on how to better work together as one region.

### Contact Information:

For more information on this event please contact:

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Community Development Specialist  
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Business Education Outreach Coordinator  
UW-L Small Business Development Center  
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## La Crosse County Collaboration Conference – Registration Form

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Please return by: May 11, 2006**

# Attending \_\_\_\_\_ x \$20.00 = \_\_\_\_\_

Please mail this form along with a check made out to “La Crosse County” to:

La Crosse County Board Chairman  
County Administrative Center  
400 4<sup>th</sup> Street North  
La Crosse, WI 54601

# for Lunch \_\_\_\_\_ (included with above fee)