



RRHA

InFocus

A newsletter for the employees of the Richmond Redevelopment and Housing Authority

August 2009

RRHA Building Foundation to Become a High Performing Agency

New Organizational Structure Supports “High Performer” Goal

Since the last InFocus issue, our organization has experienced a change, one that is in step with our strategic priorities, provides a solid foundation for reaching the “high performer” agency status and supports the transition of RRHA towards a real estate development and property management company.

As you know, effective June 1st, RRHA operates in a new business-construct. A quick review the new organization:

- As Chief Executive Officer (CEO), Anthony Scott continues to lead the Authority’s vision and strategic direction.
- **Ann Perkins**, director of human resources; RRHA Police Chief **Hal Hazelton**; **Maxine Cholmondeley**, general counsel and **Doris Jackson-Crocker**, deputy executive assistant to the CEO continue to report to the CEO.
- In addition, Mr. Scott has two new direct reports including Chief Operating Officer (COO), Leslie Cohoon. In our new organization, Leslie is responsible for three new direct reports:
 - **John Hill** – Sr. Vice President, Property Management and Assisted Housing
 - **Garland Curtis** – Acting Vice President, Real Estate and Community Development and
 - **Valena Dixon** - Vice President, Community Relations and Marketing

Continued on page 3

RRHA SPOTLIGHT

INTRODUCING Leslie Cohoon, RRHA’s new Chief Operating Officer

For the past several years, we’ve known Leslie Cohoon as the Director of Planning, a position which allowed her to become involved in and influence many key aspects of the Agency’s progress towards its strategic goals. For most of her career, Leslie has served on the senior executive management teams of several major corporations, including MCI WorldCom and Signet Bank.



Leslie Cohoon

Over the years, her experiences have enabled her to focus on an objective close to her heart – delivering excellence in customer service, operations and management.

Leslie has a career track record which repeatedly reflects:

- The development and management of large, high performance teams and operations dedicated to delivering superior results.
- The creation of service strategies and business processes ensuring exceptional customer experiences.
- The planning and application of practical technologies, operations and human capital strategies.

Effective June 1st, as part of RRHA’s new strategic business construct, Leslie became the Agency’s Chief Operating Officer or COO. This edition of *InFocus* shines a spotlight on Leslie.

Continued on page 4

Greetings!

A Message from the Chief Executive Officer



Anthony Scott, CEO

As we enjoy and embrace the warm, sunny days of summer, I ask you to embrace the changes that are happening at RRHA.

June 1st began a new chapter in our history when our business construct was officially

reorganized. Our new structure will help support the transition of RRHA towards a “real estate development and property management company,” which is our strategic vision. And, this reorganization will align our business units to work more efficiently together to assure we achieve our priorities.

As part of this new organizational structure, RRHA will welcome **Rick Sample** (read more about Rick on page 13) on August 10th as the Agency’s new Chief Financial Officer (CFO). Please join me in welcoming Rick and also thanking **Stacey Fayson** for her leadership and thanking the finance team for their hard work and contributions.

We are three quarters of the way through 2009... approaching the Authority’s Fiscal Year 2010. Even with our new structure, our focus still remains on advancing the goals of the Strategic Plan and becoming a “high performing agency.”

Just like the American Express® tagline “membership has its privileges™,” being a high performing agency has its privileges as well. Once RRHA achieves the “high performer” agency status, we will have access to additional funding, including stimulus funding.

In addition, as a high performing agency, RRHA will have greater access and flexibility with less HUD regulatory oversight and access to Move to Work funding or MTW funding. MTW funding is a HUD demonstration program that allows public housing authorities to design and test ways to promote self-sufficiency among families, achieve programmatic efficiency and reduce costs and increase housing choice for low-income households.

Ultimately, with the “high performer” designation, RRHA will be able to take control of our financial resources and diversify our revenue enabling us to meet needs.

Yes, we have work to do. But, with the Strategic Plan to guide us and our combined dedication and focus - achieving the “high performer” status is within reach.

You are the Authority’s most valuable asset. Without you and your commitment, RRHA cannot achieve its goals. The Executive Team is here to support you in this effort. We encourage you to share your insight and input. **IF**



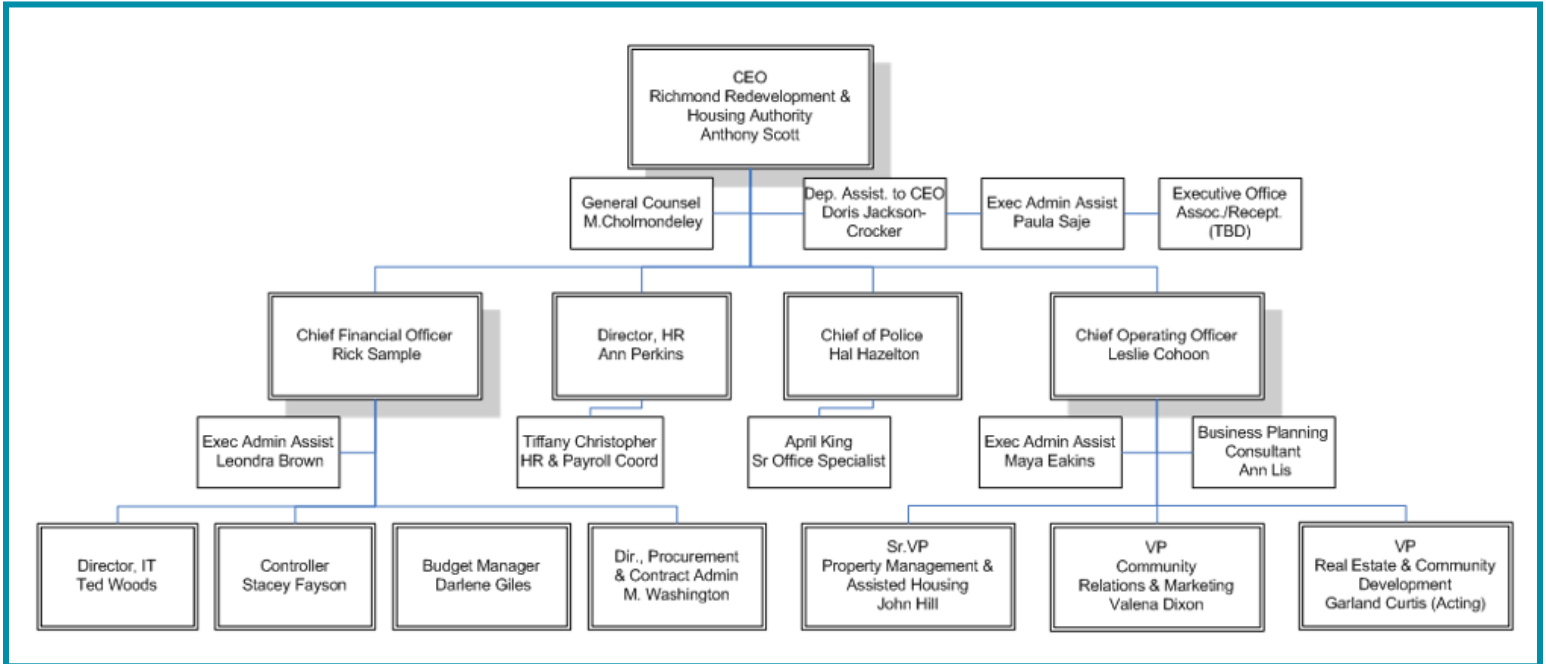
RRHA Awards \$4,000 Tomorrow’s Promise Scholarships to Five Residents

(L to R) — *Theron Haynesworth, a graduate of Armstrong High School who plans to major in biology at Longwood University in Farmville, Virginia; Victoria Jones, a graduate of Franklin Military Academy who plans to major in theology/psychology at Virginia Union University or the ROC School of Urban Ministry, both in Richmond; Francyne Hamilton, a graduate of George Wythe High School who plans to major in business administration at Virginia Union University; Jennifer Tillery, a graduate of Armstrong High School who maintained a 3.9 grade point average, will major in biology at Spelman College in Atlanta, Georgia and Shyneka Jones, a graduate of Thomas Jefferson High School who plans to major in biology at Virginia Union University.*



During a recent City Council meeting, Council Vice President Ellen Robertson presents Scholars with a certificate honoring their academic achievements. RRHA CEO Anthony Scott (left) assists.

Reorganization (continued from page 1)



- The other position that reports to the CEO is the Chief Financial Officer, **Rick Sample**, who officially joins the RRHA team August 10th.

Also with the reorganization announcement, the **Affordable Housing Department** is now the **Property Management and Assisted Housing Department**. And, the **Community Revitalization Department** is now the **Real Estate and Community Development Department**.

This reorganization milestone represents a significant step towards solidifying RRHA’s “culture of performance” and building a foundation towards “high performer” status. The new organizational structure will help support RRHA’s efforts to efficiently and effectively complete work and projects and more quickly respond to requests and decision needs. And, ultimately, with our individual and collective efforts, RRHA will become a “high performer” agency. **IF**

RRHA Senior Wellness Day

FREE EVENT!

Friday, August 21, 2009
10 a.m. - 4 p.m

Calhoun Family Investment Center -
436 Calhoun Street

Vendors, Music, Bingo, Prizes, Lunch and More!
Transportation provided

Register by August 10th

For more information call Joan Seldon at 780-4933

BINGO

3	23	34	50	69
5	24	33	60	68
8	29	FREE SPACE	49	64
14	17	37	52	66
12	18	38	53	67



Leslie Cohoon (continued from page 1)

When did you begin working for RRHA? In what capacity?

I began working for the Authority in July 2006 and was hired as the Planning and Research Manager. The initial phase of the Strategic Plan process had just been completed when I joined the team, so I was tasked with Strategic Plan administration, which involved working with the Strategic Plan Steering Committee to create and monitor an action plan to implement the priorities cited in the Strategic Plan.

Where did you work prior to joining RRHA?

Prior to joining RRHA, I spent seven years as an independent consultant with Morton, Cohoon and Associates, an IT consultancy that assists clients with planning, analysis, project management and operations management. During this period, I helped Nextel Communications, a major client, launch its retail store operations. Before that, I was the Director of Customer Service Operations for MCI Worldcom responsible for service centers in Richmond and Houston, TX.

What was your reaction when asked to be the Authority's first COO?

I was very excited about being part of the Agency's transition. This position will allow me to assist each one of the Authority's departments and serve as a conduit to help support employees as they fulfill their responsibilities efficiently and effectively. I have a huge concern for people, processes and systems all of which must work together to be successful. I'm looking forward to meeting with employees and determining how I can help them thrive individually while contributing to the achievements of RRHA.

What are your responsibilities as COO?

In essence, I'm responsible for the day-to-day operations of the Agency's primary business units: Property Management and Assisted Housing, formerly known as Affordable Housing; Real Estate and Community Development, formerly known as Community Revitalization; and the Community Relations and Marketing Department which now includes Resident Services.

The intention of the COO position is not to add another approval layer in the organization, but to facilitate quick, thoughtful resolutions to problems and pressing issues and be the catalyst for helping RRHA continue its efforts toward becoming a high performing Authority.

As COO, what do you want to accomplish with employees?

I'm in the midst of a 60-day assessment of all areas within my scope of responsibility. During this time, I'll be visiting and

talking with staff and management to determine priorities and needs that are critical to meeting Strategic Plan goals and creating a "culture of performance." To engage this "culture of performance," I'm concentrating on three areas that will help RRHA achieve the "High Performer" status:

- **Focus** – Ensure that we are concentrating on Strategic Plan goals and the Authority's objective to become a high performer and that we are avoiding distractions from achieving those goals.
- **Quality** – Ensure that we are doing what we do well and that we are identifying the root causes of problems encountered and implementing remedies to prevent reoccurrence as we move forward.
- **Speed** – Ensure that we are doing what we say we're going to do when we say we're going to do it. And, that we increase the speed of our decision-making, planning and plan execution processes to ensure that we do.

I also want to empower employees in the decision-making process by sharing this responsibility as broadly as is practical. Thereby allowing employees to be more efficient and productive and instantly help us achieve the "speed" objective.

How do you feel the new organization structure will benefit the Authority as it tries to fulfill strategic goals?

The new structure and nomenclature therein emphasizes and highlights the businesses that we're in. We are essentially, a "Real Estate Development and Property Management Company." Additionally, the new COO and chief financial officer (CFO) positions included in the organizational structure support the notion of getting work done faster... better. The new CFO and COO positions were created to streamline decision-making and to bring special expertise in critical functions of any organization: finance and operations management.

What is your greatest challenge in this position? Your greatest opportunity?

There are many, but certainly near the top of the list would be ensuring that we complete the organizational reviews underway in all three of my operational units and that we move quickly to fill all vacancies that exist today. To that end, I am working with John Hill, Garland Curtis and Valena Dixon to finalize our plans while engaging Ann Perkins and the human resources team to fill critical positions ASAP.

The greatest opportunity lies for me in the chance to be part of the team that will be responsible for transforming RRHA and ultimately serving our customers and communities even better. **IF**

VCU Graduate Students Share Talent with RRHA

They are bright, scholarly and want to contribute to making the world better. Some may think this is a lofty goal, but for RRHA interns Leah Fremouw and Robert “Robby” Saady it’s a goal that they believe is within reach.

In May 2010, they will earn master’s degrees from Virginia Commonwealth University’s (VCU) L. Douglas Wilder School of Government and Public Affairs. Leah — a master’s in public administration and Robby — a master’s in urban and regional planning.

Leah’s studies for her undergraduate degree, from VCU, in women’s studies and political science is what introduced her to government policy and how it’s created and who has the power to influence what is implemented. “I want to be part of the group who is setting policies that ultimately affect citizens,” says Leah. “I knew I didn’t want to practice law, but I wanted to be a policy influencer, one who helps to shape guiding principles that will hopefully be more beneficial to us all.”

Robby wants to make a mark as well. His interest is in real estate development and urban planning. As his career progresses, he hopes his undergraduate degree, from James Madison University (JMU), in finance and economics will help him with making sound planning and development decisions.



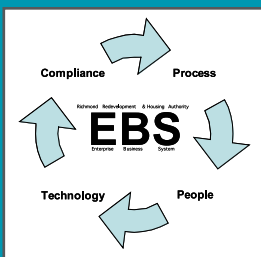
Leah Fremouw and Robert Saady

“How cities are planned and eventually constructed is a touch point in people’s lives and I hope the work I plan to do in communities will benefit all who live there.”

Both Leah and Robby are part VCU’s L. Douglas Wilder School of Government and Public Affairs’ Graduate Scholars Fellowship program. The Wilder Graduate Scholars’ Fellowship is an annual fellowship designed to provide exceptionally well-qualified graduate students with a professional work experience in a host agency, like RRHA. Fellows are competitively selected from the School’s graduate programs in Criminal Justice, Homeland Security & Emergency Preparedness, Public Administration, Sociology, and Urban and Regional Planning. Fellows are appointed for one academic year, beginning in August and ending in May and are expected to work at the host agency for 20 hours per week during the academic year.

Leah reports to Valena Dixon, Vice President of Community Relations and Marketing. Her time is spent working on a variety of projects like developing the Partnership Development and Fund Development charter along with standardizing forms and departmental protocols for the Resident Services Department.

Robby reports to Eric Leabough, Senior Project Manager in the Real Estate and Community Development Department. He works closely with Eric on the North Jackson Ward revitalization plan, handling most mapping and data analysis request. **IF**



EBS Update

Activities continue to implement RRHA’s new enterprise business system, Yardi Voyager. Go-Live date is October 1, 2009.

System setup

Business leads and subject matter experts representing agency functional areas are setting up the system and updating business processes to ensure efficient and effective processing of daily transactions such as purchase orders, work orders and recertifications. Your business leads are:

- Stacey Fayson – Finance
- Carol Jones-Gilbert – LIPH/Maintenance/Warehouse
- Denise Vice – Public Housing Redevelopment/Community Revitalization
- MaLinda Washington – Procurement

Training

- Designated subject matter experts are attending periodic Yardi on-site training so that they can in-turn train other staff members who will use the new system.
- Formal staff training is slated to begin in August.
- Practice, practice, practice. Informal staff training is underway and a test database is available for staff to practice doing their work in Yardi. Talk to your manager or business lead if you have questions about accessing the test database.

For more information on the EBS implementation, contact **Carolyn Masterson** at **x4898** or **cmmaster@RRHA.state.va.us**. **IF**



Bria Harrison (left) and Alysia Harrison pictured at their dojo, Henrico Dai Ichi Shotokan.

Youth Represent RRHA in Houston at Karate Tournament

Discipline, self-control, respect, patience and team work are some of the traits Richmonders Bria and Alysia Harrison displayed this month at a karate tournament in Houston.

Bria and Alysia (pronounced Ah-lee-sha) began learning karate a year ago through Richmond Redevelopment and Housing Authority's Youth Sports and Fine Arts Academy, which pairs young residents of housing authority properties with instruction in nontraditional sports.

The Harrison sisters traveled to the 22nd Annual Karate Summer Camp in Houston July 8 through 12, not only to

demonstrate their karate skills, but to learn new ones. For both girls, who have lived with their family in RRHA's Mosby Court for seven years, it was their first plane ride and first time in Texas.

"We're so proud of our youth traveling the country and positively representing RRHA on a national stage," said Anthony Scott, RRHA's chief executive officer. "Their accomplishments reflect a movement among our residents, strategic partners and staff members who are not only striving for excellence, but are committed to being the change they want to see in their communities. Each of us is charged with being a catalyst for building strong neighborhoods, what better way than having youth who excel."

Alysia, an 8-year-old going into the fourth grade at George Mason Elementary School, said she enjoys using what she's learned in karate, which includes much more than the physical lessons.

"I enjoy doing karate," Alysia said. "It shows discipline. It teaches you when to fight and when not to fight. I learned how not to get an attitude with people so fast."

"It helps me show respect to other people," Alysia said about her karate lessons.

Bria, a 13-year-old rising freshman at Thomas Jefferson High School, said she and her sister practice at home for an hour daily and go to the karate dojo two days each week.

"We've taught our friends some things we learned," Bria said.

And although she hasn't had to use her self-defense skills, Bria takes pleasure in knowing how to defend herself if the situation arose.

The girls' mother, Toni McWilliams, accompanied them to Houston and participated in the camp's self defense and exercise classes. "It was pretty exciting," McWilliams said of the camp. "I'm very proud of their accomplishments."

The Harrison sisters' instructor Clarence Fowlkes, who runs the downtown dojo Henrico Dai Ichi Shotokan, said the duo sharpened their skills at the Houston camp. "They performed very well," Fowlkes said. "Their technique became more clear and crisp."

Fowlkes, who has been teaching karate since 1994 usually has anywhere from eight to 19 students from RRHA's Youth Sports and Fine Arts Academy. "Both girls have a beautiful work ethic." **IF**

RRHA Maintenance Staff Graduates

Congratulations to the 33 RRHA maintenance staffers who graduated during the May Agency-wide Business Meeting after completing maintenance training. Graduates received certificates, which now qualify them as maintenance specialists. The following is a list of the very first maintenance specialists graduating class. Employees received framed certificates and were personally congratulated by



Graduating class listens as speakers impart words of wisdom and encouragement.

CEO Anthony Scott, SVP, Property Management and Assisted Housing John Hill and representatives from Community College Workforce Alliance. Approximately 70 senior

maintenance specialists and maintenance specialists will be part of one of four training sessions that will begin this fall and be completed by early summer 2010. **IF**

• Maintenance Specialist Graduating Class • CONGRATULATIONS!



Yolanda Jones receives her certificate from Mr. Scott.

- Eugene Ampey, Creighton**
- Patrick Britt, Specialty Crew**
- James Brooks, Stonewall**
- Rodtravis Brown, Mosby**
- Arthur Cannon, Sr., Specialty Crew**
- Stanley Cheatham, Creighton**
- Earnest Edmonds, Hillside**
- Wayde Fleming, Fairfield**
- David Fortune, Specialty Crew**
- Lloyd Goodall, Whitcomb**
- Linwood Gray, Warehouse**

- Randy Harper, Stonewall**
- Juanita Harris, Gilpin**
- James Holmes, Central Maintenance**
- April Hurt, Fairfield**
- Howard Johnson, Specialty Crew**
- Ralph Jones, Specialty Crew**
- Yolanda Jones, Warehouse**



Maintenance graduates like David Fortune, pictured, received a tool box as a graduation gift. The toolboxes were provided by Home Depot.

- Anthony Mosley, Fairfield**
- Mae Roberts, Central Maintenance**

- James Robinson, Whitcomb**
- Michael Robinson, Mosby**
- Donnell Seward, 8th AMP**
- Joseph Smith, Hillside**
- Major Taylor, III, Central Maintenance**
- Jeffrey Willis, Mosby**
- Jesse Young, Stonewall**
- Pierre Zammett, Stonewall**
Certificate for Completion of the Electrical and Plumbing Module
- James White, Fay Towers**
Certificate for Completion of the Electrical Module
- Michael Jackson, HCVP**
- George Oliver, HCVP**
- David Samloff, HCVP**
- Jacob Scott, HCVP**
- James Shakespear, Mosby***

* Receives certification posthumously.

RRHA Welcomes New Employees to the Team!

Hires and promotions listed for 4/1 – 8/3/09

As we build and revitalize Richmond, we at RRHA constantly strive to build and revitalize our team. We at RRHA know that the agency cannot accomplish its goals without a dedicated staff. We are excited to welcome new teammates:

- Steven Atkins, Maintenance Specialist
- Darrell Austin, Maintenance Specialist
- Aaron Blake, Program Eligibility Technician
- James Bolling, Warehouse Technician
- Jajuan Brydie, Police Officer
- Darlean Dailey, Contract and Administrative Associate
- William Gary, Maintenance Specialist
- Katina Hancock, Warehouse Technician
- Keshia Hartwill, Office Support Specialist
- Kendra Jackson, Information Specialist
- Hector Louzao, Senior Maintenance Specialist
- Ashley Marriott, Information Specialist
- Eujeania Matthews, Executive Office Associate
- Jennifer Presley, Office Support Specialist
- Donna Rucker, Program Eligibility Technician
- Kimberly Williamson, Senior Office Support Specialist

We'd also like to congratulate these employees on their recent promotions!

- Elwin Carter, II to Senior Maintenance Specialist
- Lloyd Goodall to Maintenance Specialist
- Randy Harper to Maintenance Technician
- Kerry James to Procurement and Contract Associate
- Grace Lewis to Resident Services Director
- Shawnda Lomax to Accountant

Staffing Note:

- Congratulations to Carol Jones-Gilbert, senior property manager who is temporarily assuming the responsibilities of the Region I Assistant Director of Housing. She is responsible for Creighton, Stonewall, Fairfield, Whitcomb and Hillside AMPs. She will also retain overall responsibility as the manager of Gilpin Court. IF



Pictured are members of the Hillside Court Girl Scout Troop and volunteers who participated in the barrel planting project.

RRHA and Partners Establish the Hillside Community Garden

RRHA, in partnership with the Hillside Court Girl Scout Troop #740, the Hillside Tenant Council, Shalom Farms (a food security project of United Methodist Urban Ministries of Richmond - UMUMR), Richmond City Council Vice President Ellen Robertson, Virginia Cooperative Extension and others is very excited to announce plans to create a community garden in Hillside Court. A 25' x 20' area immediately behind the property management building is being prepared for the garden.

The first phase of the garden project launched earlier this month when the Hillside Court Girl Scout Troop #740 participated in a planting barrel garden project. Each girl was assisted by an adult in planting a variety of fruits and vegetables including pumpkin, melon, eggplant, tomatoes, carrots and sprouted beans in the barrels.

"There is community-growing value in gardening," says Rev. David Cooper, Executive Director of UMUMR. "When you garden, access to and the likelihood of consumption of fresh, local produce is increased, which likely decreases consumption of processed and fast foods."

Thank you to the Hillside Court staff and residents for their support in making this event successful! Stay tuned for more details about the ground breaking for the full garden. IF

400 Bikers Participate in the RRHA 7th Annual Gilpin Court Family Bike-a-Thon

Helmet...check.
Bike gear...check.
Bicycle...check.
Bikers on your marks
and prepare to pedal!
For the seventh year in a row, the RRHA's Youth Sports and Fine Arts Academy (YSFAA), RRHA Police



L – R: Steve Benham, former Asst. Director, Housing Management, 2nd from left; Richmond Police Chief Bryan Norwood, 4th from left; RRHA CEO Anthony Scott, 2nd from right and RRHA Police Chief Hal Hazelton, right pictured with youth biker participants.



Carol Jones-Gilbert, RRHA Senior Property Manager pictured with members of the RRHA Youth Cycling Team and Gilpin youth residents.

Department, Richmond City Police and 400 youth and adult riders gathered for the Gilpin Court Family Bike-a-Thon, Saturday, June 13th. The five-mile ride with RRHA Gilpin Court and Resident Services staff along with RRHA and Richmond Police officers was open to residents from across the city, ages 6 years and older.

“While the event is fun and enjoyed by everyone who participates, it also gives us an opportunity to spread the message of bicycle safety, crime prevention awareness and a



Bikers in the home stretch as they ride along Leigh Street.

chance to promote community involvement and police community relations,” said Anthony Scott, RRHA Chief Executive Officer.

Virginia Delegate Joseph Morrissey, members of the Richmond City and New York City Police Departments participated in this year's Bike-a-thon. Some of the participants' bikes were donated by Del. Morrissey, the New York City Police Department,

Richmond Recreation and Parks and Catholic Family Services. Fifty bike helmets were donated by former National Basketball Association player and Richmond resident, Johnny Newman.

This year's Bike-a-Thon offered other activities for bikers and those not riding. Event goers enjoyed an appearance by a

local motorcycle club, gospel and praise dancers, senior activities, children's games, refreshments and more.

Thanks to Joan Seldon, Wallace Wilkins, Ralph Stuckey, Bike-a-Thon volunteers, the YSFAA and everyone who supported this event to help make it a success. **IF**

A Celebration of Homeownership Continues with National Homeownership Month Events

R RHA celebrated and promoted homeownership during June's National Homeownership Month. RRHA incorporating The HomeCenter, the HOPEVI Revitalization Program, the HCVP Self-Sufficiency and Homeownership Program, along with its partners hosted a day of activities to promote homeownership in RRHA neighborhoods and opportunities available through RRHA programs and services. Dozens of people participated in activities that included:



*RRHA model home on Lombardy Street.
The home recently sold.*

- **Homeownership Workshop** that was held at The Black History Museum. Information was shared on how to achieve homeownership, financing, and special incentives available in the North Jackson Ward community through a partnership with Capital One/ City Lights Program. Free round-trip shuttle service was provided to the RRHA Homeownership Information.
- **Homeownership Information Fair** that was held in the Randolph Community at 1201 Wallace Street. Attendees were able to tour the home and tour other Randolph homes. RRHA and partners also provided information on home buying programs, services, financing and incentives.

"We have a number of resources available for people who want to own a home," says Anthony Scott, RRHA chief executive officer. "And, in celebrating homeownership month we hope to promote the many benefits and incentives

Continued on page 11

The RRHA Homeownership Program for first-time homebuyers includes:

- **Down payment assistance, closing costs, and forgivable grants** – Financial assistance is available to qualified buyers which buyers do not have to pay back. Assistance is available through HOPEVI, Federal Home Loan Bank of Atlanta.
- **Below market-rate loan** – Qualified first-time homebuyers may be eligible to take advantage of the Virginia Housing Development Authority's (VHDA) Sponsoring Partnerships and Revitalizing Communities (SPARC) financing – interest rate reductions.
- **Federal Stimulus Tax Credit** – First-time homebuyers may qualify for a \$8,000 tax credit. **DEADLINE IS FAST APPROACHING. HOMEBUYERS MUST CLOSE ON THEIR HOMES BY NOVEMBER 30, 2009.**
- **Matching savings account** – Through the Virginia Individual Development Account (VIDA) program a qualified buyer can establish this matching savings account program, which will match funds up to \$4,000.
- **Affordable pricing** – RRHA offers single-family homes for sale beginning as low as \$130,000.
- **Free homeownership counseling** – RRHA and its partners offer free pre- and post-sale homeownership education, credit and financial counseling services.

Homeownership Celebration (continued from page 10)



Potential homebuyers tour NHI home on Winder Street in the Randolph Community.

owning their own home. RRHA is encouraging homeownership through its comprehensive neighborhood redevelopment efforts, which are bringing the development of nearly 800 affordable homes in RRHA neighborhoods. Additionally, RRHA offers homebuyer education programs (see side bar) and services, through The HomeCenter, the one-stop-shop for information, counseling and resources; along with homeownership benefits and incentives such as down payment assistance and grants.

“Home buying has significant local impact and represents an economic stimulus for the region— realtors and bankers work, homebuyers

RRHA and our partners have to help Richmonders achieve their dreams of owning a home.”

The U.S. Department of Housing and Urban Development designated June as National Homeownership Month (NHM). During this month, RRHA joins other housing agencies across the country in raising awareness of homeownership and encouraging more Americans to consider the benefits of

RRHA continues to offer homeownership classes as follows. All classes are free and open to the public.

RRHA Homeownership Orientation Classes

– All classes held at 200 Hospital Street, Richmond.

- September 3, 2009, 6:00.p.m. - 7:00 p.m.
- December 3, 2009, 6:00 p.m. - 7:30 p.m.



HomeCenter Coordinator, Robert Jackson, seated, answers questions during the Homeownership Information Fair.

purchase goods and services for their homes, tax revenues are generated and best of all, a family owns their place of residence and invests in their economic future,” said Scott. We also believe owning a home can help build wealth and we offer many products and services to make Homeownership affordable and achievable.”

The RRHA HomeCenter is ready to assist homebuyers now! Contact the HomeCenter at 780-4884 or email homecenter2@rrha.state.va.us for home buying questions and/or to register for a homeownership class. IF

HVCP GOes Live with an All New Web site

Partnership with GOsection8.com is the site's highlight



The all new Housing Choice Voucher Program Website pages are a **GO!** The site is complete with a new look and has enhanced features to better serve RRHA landlords and HCV Program participants.

The highlight of the site is a new feature that gives landlords an opportunity to list a unit available for rent via GOsection8.com, which is linked from our new HCVP Website. The major benefit to landlords is that their housing listing is available through the GoSection8.com national online database. Additionally, with this feature, program participants



John Hill, Senior Vice President, Property Management and Assisted Housing

are able to view information and photos (if available) through our HCVP site. Participants can also search for units in the Richmond area and throughout the U.S. using our HCVP site. John Hill, Senior Vice President, Property Management and Assisted Housing shared, "we are always looking for ways to improve the way we do business which leads to improved program and operational efficiency. We've

trained all of our staff, installed new computer software, continue to monitor customer service and intend to build stakeholder confidence in ways we only imagined a couple of years ago."

He continued, "So I ask you to 'pardon our dust' as we re-build the infrastructure to improve our service delivery. To that end we are very excited to offer this new site to our landlords and our participants as it will help to support families during their housing search." Our connection to GOsection8.com means our landlord listings are not only accessible to Richmond area citizens, but to thousands of HCV participants, across the country, who are seeking Section 8 rental housing."

Landlords, program participants and those interested in more information can access everything they need to know about the HCV Program from this new site – landlord packets, program participant requirements and much more.

"The new HCVP Website is just what we need," said Ravi Prasad, a RRHA landlord. Prior to RRHA's partnership with GOsection8.com, landlords, like me, had to list with RRHA directly to promote their properties to participants. This site gives us the ability to maximize our rental listing exposure with the online database."

Visit the new HCVP Web site at www.rrha.org/hcvp. IF

ANNOUNCEMENT: The RRHA 2008 Annual Report

RRHA's 2008 Annual Report has been completed and will be delivered to all employees the weeks of August 10th and August 17th.

The Report will also be placed on our Website, rrha.org.

Thank you to everyone for your contributions to RRHA's success!

For more information and additional copies, contact the Community Relations and Marketing Department at 780.4167 or 780.4936. IF



Richmond Redevelopment & Housing Authority

Anthony Scott, Chief Executive Officer

Valena Dixon, Vice President, Community Relations & Marketing

Felicia McLemore, Editor, PR & Marketing Manager

InFocus is published for the employees of the Richmond Redevelopment and Housing Authority. It is produced by the Community Relations and Marketing Department, 901 Chamberlayne Parkway, 780-4167. We welcome submissions from all employees and we reserve the right to edit.

Rick Sample Named RRHA's new Chief Financial Officer



John "Rick" Sample,
Chief Financial Officer

John "Rick" Sample will join the RRHA team as Chief Financial Officer (CFO) August 10th. Rick is an energetic, global CFO with extensive experience in public and private companies from start-ups to Fortune 100 corporations.

He has a proven record of achievement as a business partner in leadership teams, as an effective manager and as an

individual performer. He also has demonstrated expertise in strategic and annual planning, financial planning and analysis and capital budgeting.

"RRHA received a very competitive pool of applicants for the CFO position, but it was clear that Rick was the best fit to lead the RRHA financial team", said Anthony Scott, chief executive officer of RRHA. "We are fortunate to have him as he is very interested in conveying his years of private sector executive level financial leadership experience into making a difference for RRHA."

As RRHA's lead financial coordinator, Rick will be responsible for RRHA's accounting, budget administration and treasury management in addition to financial reporting and planning. He will, as a member of the senior management team, play a key role in directing RRHA's financial policy. His responsibilities will also include the acquisition, accountability and disposal of the agency's fixed assets as well as managing the agency's information technology and procurement activities.

Prior to joining RRHA, Rick held two senior positions with Genworth Financial. As vice president and senior international business development leader, he was responsible for identifying and qualifying acquisition targets for entry into new product businesses in international markets, and he initiated discussions with commercial and investment banks for \$515 million of product funding. As CFO for Genworth's business operations in Canada, Asia-Pacific and Latin America he managed the finance activities for nine international entities with revenues of \$840 million. In this role he also led a project to acquire an insurance

company in Australia for \$160 million to strengthen Genworth's market position there.

Rick has also been CFO or lead financial officer of other global companies including Alumina Company of Guinea (West Africa), Global Partner Ventures and Fisher Scientific International.

Rick earned his undergraduate degree with honors from Dartmouth College in Hanover, New Hampshire and his master's in business administration with honors from Thunderbird School of Global Management in Glendale, Arizona. Rick also earned his Certified Treasury Professional designation from the Association of Finance Professionals. He is fluent in German, proficient in Dutch and has a basic working knowledge of French and Russian.

Please welcome Rick to the RRHA family. **IF**



MARK YOUR CALENDAR!!

RRHA
Homeownership
Programs

to be featured on

CALL 12 ON YOUR SIDE!

WEDNESDAY, AUGUST 12, 2009!

RRHA's HOMECENTER and our home buying incentives will be featured on the NBC 12 newscast — from 5 until 6 p.m.

Additionally, the deadline is fast approaching for homebuyers to take advantage of the \$8,000 federal stimulus tax credit for purchasing a home! A buyer must close on the purchase of the home by November 30, 2009. We don't want homebuyers to miss out on this incentive!



BHC President and CEO T.K. Somanath (center); RRHA CEO, Anthony Scott (3rd from right); Mayor Dwight Jones (2nd from right); RRHA VP, Community Relations and Marketing, Valena Dixon (right) and other local City and building officials celebrate the opening of Oak Summit with a ribbon cutting ceremony.

RRHA and Partners Celebrate New Homes in Blackwell's Oak Summit

Oak Summit is the newest single-family home development in the Blackwell Community. RRHA CEO Anthony Scott, Richmond Mayor Dwight Jones and other local City and housing officials recently celebrated with the Better Housing Coalition (BHC) during a ribbon cutting ceremony.

The new development is made possible through RRHA's partnerships with BHC, one of RRHA's HOPEVI single-family homes development partners. Oak Summit will span six blocks and plans include 45 homes — four of those have been built and two are currently under contract.

"We are very excited about the progress we have been able to achieve with our revitalization program in this community," said Scott. "We are pleased to work with BHC in our ongoing work to revitalize Blackwell through the development of beautiful, quality, sustainable, energy efficient and affordable homes."

The homes in Oak Summit incorporate cutting-edge green features that protect the environment and keep energy costs low for homeowners. The homes also meet or exceed EarthCraft standards, which means each home is at least 15% more energy efficient than a code-built home.

Oak Summit limits household incomes of home purchasers to no less than 50 percent of the median income and no more than 115 percent. The following is the area median income levels, with half the people making more and half less.

- **One-person household:** \$51,200
- **Two-person household:** \$58,600
- **Three-person household:** \$65,900
- **Four-person household:** \$73,200

Contact The RRHA HomeCenter - Robert Jackson at 780-4884 for more information. **IF**

Farewell, Friend!



RRHA congratulates Fred Johnson (center), pictured with RRHA residents and members of RRHA's Youth Sports and Fine Arts Academy, for 18 years of dedicated service to RRHA, families and our communities. Happy Retirement!



RRHA Police Department Awarded National Grant

The RRHA Police Department (RRHA PD) was recently awarded the Community Oriented Policing Services (COPS) Hiring Recovery Program Grant from the United States Department of Justice, Office of COPS.

The estimated amount of federal funds to be awarded to RRHA PD over the three-year grant period is \$166,503.00. The grant award covers the hiring or rehiring of one officer. Congratulations to Chief Hazelton and the entire RRHA PD! **IF**