

For Immediate Release:  
July 6, 2006

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**\*\*FOR IMMEDIATE RELEASE\*\***

## ***Housing Trust Fund to Host Workforce Housing Summit***

**Countywide event in Santa Maria will focus on new partnerships that can produce housing affordable to local employees and that strengthen the socio-economic fabric of our diverse Santa Barbara County communities.**

*Santa Barbara, CA:* The Housing Trust Fund of Santa Barbara County (HTF), North County HTF Committee and community partners are pleased to announce the first regional Workforce Housing Summit entitled, *"A Call to Action: "Housing Our Workforce"*. The event will be held on Wednesday, October 18, 2006 from 7:30 a.m. to 11:00 a.m. at the Radisson Hotel in Santa Maria.

The Workforce Housing Summit will convene diverse community leaders—from the business, real estate and development, financial, public and nonprofit sectors—to explore new partnerships and innovative solutions that can produce housing affordable to a broad range of local employees.

The Housing Summit will present an overview of why workforce housing is so critically needed, local housing policies and planning tools that can reduce housing production costs as well as financing strategies and resources that 'bridge' the affordability gap.

Carl Guardino, President/CEO of the Silicon Valley Manufacturing Council and founder of the successful Santa Clara Housing Trust Fund, will be the keynote speaker on business participation in creating workforce housing. A panel of housing experts, including Ron Biscaro, Vice President Housing and Real Estate Development, Cottage Health Systems, Sheryl Flores, Housing Development Director, People's Self-Help Housing, and Detlev Peikert, AIA, Principal and Founder Peikert Group Architects, will present viable models and visual images of workforce housing and discuss how they are structured and financed. The summit will also highlight workable employer assisted housing (EAH) tools that enable employees to purchase homes or rent in the community where they work. A primary objective of the Workforce Housing Summit will be to demonstrate how creative partnerships can create workforce housing that strengthens local business and the socio-economic health and vitality of our communities.

**For more information** on the upcoming Workforce Housing Summit and event **sponsorship opportunities** for event contact Jennifer McGovern at the Housing Trust Fund of Santa Barbara, P.O. Box 60909, Santa Barbara, CA 93160-0909; (805) 685-1949; Email: [jennifer.mcgovern@verizon.net](mailto:jennifer.mcgovern@verizon.net)

**About the Housing Trust Fund:** The Housing Trust Fund of Santa Barbara County (HTF) is an innovative non-profit 501(c)(3) organization that is working on a countywide basis to help solve critical community housing needs. HTF helps bridge the ‘affordability gap’ by partnering with the private, public and non-profit sectors to raise new financial resources to support housing that is affordable to local workers and residents. The HTF is unique because it serves a broad spectrum of the workforce with incomes ranging from zero to 200% of the Area Median Income as a charitable class.

*“We build innovative partnerships for community housing”*

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