



ACTIVITIES BY LOCAL ASSOCIATIONS

Each of the local associations were contacted to find out the amount of involvement in some of the following areas:

- Number of associations with and without HOC/HAF committees/task forces
- Activity highlights for associations with HOC/HAF committees/task forces
- Number of “withouts” that are planning to form committee/task force over next 12 months
- Key reasons why “withouts” don’t have/aren’t planning to have one
- “Wish list” for CAR role in HOC/HOF

This section provides a summarized matrix of the information that was obtained from some of the “in depth” interviews with the local associations.

For more information and further detailed transcripts of the local association interviews, please visit <http://www.car.org/library/media/papers/pdf/AllyESinterviews%20%20110404.pdf>.





Association	Contact	Housing Opportunity Committee		COMMUNITY AWARENESS BUILDING	
		Yes/No	Phone Number	Habitat for Humanity	Other
Alameda	Victor Jin	Yes	(510) 523-7229		
Amador County	Bob Wynne	No	(209) 223-3874		
Arcadia	Mary Rovarino	Yes	(626) 446-4649		
Atascadero	Richard Summers	No*	(805) 466-9200		
Bakersfield	Polly Ham	No	(661) 635-2300		
Barstow	April Bays	No	(760) 256-3017		
Bay East	Nancy Rogers	Yes	(925) 730-4060	X	"Housing For All"-Raised \$100K
Berkeley	Terry Murphy	Yes	(510) 848-4288		Housing Summit
Beverly Hills	James Litz	Yes	(310) 967-8800		
Big Bear	Marsha Burke	Yes	(909) 866-5891		
Burbank	Steven Marx	Yes	(818) 842-2100	X	Rehab homes for rentals
Calaveras County	Valeska Gallagher	Yes	(209) 736-4600		Workforce housing-Raised \$19K
California Desert	Gregory Berkemer	Yes	(760) 346-5637	X	
Central Valley	Marian Norris	Yes	(209) 598-2255	X	
Chico	Sue Heimann	Yes*	(530) 893-1301	X	
Citrus Valley	Bill Ruh	Yes	(909) 305-2827		media releases
Coastal Mendocino	Laura Clark	No	(707) 964-7008		
Conejo	Marilyn Barillotti	No	(805) 495-4681		
Contra Costa	Bielle Moore	Yes	(925) 295-9200	X	
Coronado	Dee	No	(619) 435-8080		
Corona-Norco	Brenda Haywood	No	(909) 735-5121		
Crescent City	Jo Anne Bruton	No	(707) 465-3321		
Delta	Jerry R. Fish	No	(925) 757-8283		
Desert Communities	Marlene Wallace	No	(760) 365-1145		
Downey	Jeanette Baumann	Yes	(562) 861-0915		
East San Diego	Share Jackson	Yes	(619) 579-0333		
El Dorado	Kimberly Beal	Yes*	(530) 622-4857		
Fresno	Gerard Lozano	No	(559) 490-6400		
Glendale	Daniel Lanning	Yes*	(818) 241-2184		
Greater Antelope Valley	Marta Golding	No	(661) 575-9175		
Hemet-San Jacinto	Donna Wheeler	No	(909) 925-0526		
Hetch Hetchy	Carolyn Botell	No	(209) 962-4034		
Humboldt	Lois Lee Busey	Yes	(707) 442-2978		
Idyllwild	David Hitchings	No	(909) 659-2345		
Imperial Valley	Thelma Baker	No	(760) 352-6010	X	
Inglewood	Maria Luisa Torres	Yes	(310) 671-3650	X	
Inland Valleys	Marilyn Schultz	Yes*	(909) 684-1221		
Kern River	Ray Thurm	No	(760) 376-2231		
Kings County	Peggi Carrasco	No	(559) 582-2591		
Laguna	Robbin Wignall	No	(949) 497-2474		
Lake County	Mary Kennemer	No	(707) 263-9300		
Lassen	Loretta Stone	No	(530) 257-5220		
Lodi	Mary Jo Rivinius	Yes	(209) 368-5316	X	
Lompoc Valley	Jennifer Burmester	No*	(805) 736-1288		
Madera	Sharon Stapleton	Yes*	(559) 673-2218		



Association	Contact	Housing Opportunity Committee	Key Activities	Key Wish List items (see interview for full details)
Alameda	Victor Jin	Yes	Networking, working w/ media, serving on city task forces	Help modify measure A, media kits
Amador County	Bob Wynne	No	Housing affordability not issued	N/A
Arcadia	Mary Rovarino	Yes	Compiling resources for first time buyers	Printed materials for one voice media/public
Atascadero	Richard Summers	No-starting within year		Printed materials, media kits, speakers
Bakersfield	Polly Ham	No-not an issue yet	Developing bilingual pamphlets, local media campaign	Printed materials, case studies, media kits
Barstow	April Bays	No-not needed		Printed material would be nice
Bay East	Nancy Rogers	Yes-pioneers affordable housing	Founded NORCAL, Housing for All, Habitat, Summits	Would like to see CAR get SOCAL started
Berkeley	Terry Murphy	Yes	Housing Summit sponsor, NORCAL, Housing events	Are happy with CAR, nothing at this time
Beverly Hills	James Litz	Yes-part of public policy comm.	Habitat for Humanity, first time buyers	None at this time
Big Bear	Marsha Burke	Yes	Not much yet, not an issue – resort community	Speaker well-versed to speak at strategic function
Burbank	Steven Marx	Yes	Habitat, affordable housing conferences, PR events	Nice printed material to give to public and media
Calvaeras County	Valeska Gallagher	Yes	Unique pts. Program, Active speaker	Printed material
California Desert	Gregory Berkemer	Yes	Habitat, working on city index	Program cleaning House
Central Valley	Marian Norris	Yes	NORCAL, RAP coalition, Political Survival	Media kits, ad templates to educate public/realtors
Chico	Sue Heimann	Yes-brand new	Fundraiser wine tasting/raffle, Habitat 16 homes	CAR financial assistance #1 wish towards Habitat
Citrus	Bill Ruh	Yes	Networking, releasing facts to media, creative homes	Ad campaign name/face; speakers, media kit
Coastal Mendocino	Laura Clark	No-possibly within year		Tips/tricks for success, best practices/case studies
Conejo	Marilyn Barillotti	No	Expensive area, little land available	
Contra Costa	Bielle Moore	Yes	Habitat, media mailout for HAF, printed materials, network	
Coronado	Dee	No		
Corona-Norco	Brenda Haywood	No	Placed more importance on political survival	Printed materials
Crescent City	Jo Anne Bruton	No	Small and affordable housing not an issue	
Delta	Jerry R. Fish	No	Possibly starting in July-have failed in the past	Best practices/case studies help them learn from others
Desert Communities	Marlene Wallace	No	Not an issue, property still cheap	Speakers for key/strategic events
Downey	Jeanette Baumann	Yes	Current Board has declined to get involved	
East San Diego	Share Jackson	Yes	Homebuyers Fair & every year rehab a street	Printed materials, speakers for key forums, info on web
El Dorado	Kimberly Beal	Yes-infancy stage	Tough time getting started	Speaker at key events, best practices, printed material
Fresno	Gerard Lozano	No-not an issue yet		Case studies/ best practices
Glendale	Daniel Lanning	Yes-beginning stages	Looking to rehab & develop creative opportunitis	Media kit
Greater Antelope Valley	Marta Golding	No	Not an issue, property still cheap	
Hemet-San Jacinto	Donna Wheeler	No	Not an issue, property still cheap	
Hetch Hetchy	Carolyn Botell	No	Rural, upscale but 60% game toward HAF fund	
Humboldt	Lois Lee Busey	Yes	Land survey,housing symposium,pp pres re: infrastructure	A–Z material regarding homebuying, media kit, printed pieces
Idyllwild	David Hitchings	No	Not an issue	
Imperial Valley	Thelma Baker	No	Working to start with Habitat	Printed material
Inglewood	Maria Luisa Torres	Yes	Partnership w/IndyMac and local business, Habitat	Printed material, media/press kit, case studies
Inland Valleys	Marilyn Schultz	Yes-brand new	Not sure where to start yet	Printed materials, blueprint how to get started, case study
Kern River	Ray Thurm	No	Not an issue	
Kings County	Peggi Carrasco	No	Not a priority at this time	Printed material, media kits to be one voice to public
Laguna	Robbin Wignall	No	Not approved by Board	
Lake County	Mary Kennemer	No	Lowest home prices in state	
Lassen	Loretta Stone	No	Not really an issue	
Lodi	Mary Jo Rivinius	Yes	Habitat	
Lompoc Valley	Jennifer Burmester	No-but looking to start one		Printed materials, kits, ad templates, and a how to doc
Madera	Sharon Stapleton	Yes-infancy stage	Just started to get rolling with newly appointed chair	A–Z manual on how to get started, message/chat board



Association	Contact	Housing Opportunity Committee		COMMUNITY AWARENESS BUILDING	
		Yes/No	Phone Number	Habitat for Humanity	Other
Malibu	Paul Gresonti	No	(310) 456-5566		
Mammoth Lake	Marie Dennis	No	(760) 934-4637		
Marin	Edward Segal	Yes	(415) 507-1000		
Mariposa	Cinnamon Fleener	Yes*	(209) 966-4937		
Merced	Susan Koehn	No	(209) 725-2165		
Montebello	Irma Acosta	Yes	(323) 721-6623		
Monterey County	Sandy Haney	Yes	(831) 393-8660		
Nevada County	Skip Lowell	No	(530) 272-2627	X	
North Bay	Yvonne Cornelius	Yes	(707) 542-1579	X	Christmas in April
North San Diego	Ernie Cowan	Yes	(760) 734-3971		
Northern Solano	Frank Bemis	Yes	(707) 422-5306	X	
Oakland	Colleen Porter	Yes	(510) 763-7867		
Ojai Valley	Dawn Shook	Yes	(805) 646-8453		
Orange Belt Board	Debbie Branson	No*	(559) 781-3844		
Orange Coast	Tricia Moore	Yes	(949) 722-2300		
Orange County	Betty Jo Woollett	Yes	(949) 586-6800		
Oroville	DiAnne Cowles	No	(530) 533-9112		
Pacific Southwest	Mark Marchand	No	(619) 421-7811		
Pacific West	Phil Hawkins	No	(714) 245-5500		Fanne Mae roundtable
Palm Springs	Sam Schenkl	Yes	(760) 320-6885		
Palos Verdes Peninsula	Kathy Atha	No	(310) 377-4873		
Paradise	Mike Johnson	Yes	(530) 877-7626		
Pasadena Foothills	Laura Olhasso	Yes	(626) 795-2455		
Paso Robles	Linda Appelhans	Yes	(805) 238-1244		
Pismo Coast	Cindy Doll	No	(805) 489-7303		
Placer County	Susan Rohan	Yes	(916) 624-8271		
Plumas	Susan Christenson	No	(530) 283-2961		
Rancho Southeast	Bob Prigmore	Yes	(562) 860-5656	X	
Redlands	Naomi Jarrett	No	(909) 792-4818	X	
Ridgecrest Area	Sandra Nagel	No	(760) 446-2693		
Rim O'The World	Betty Katzman	No	(909) 337-2473		Christmas in April
Sacramento	Nelson James	Yes	(916) 925-6463		
San Benito	Stacie Scarlett	No	(831) 636-4605		"Rebuilding/rehabbing" projects
San Diego	Suzanne McKenna	Yes	(858) 715-8000	X	
San Francisco	Jim Fabris	Yes	(415) 431-8500		"HOPE" + "20/20/20" + "J Workforce"
San Luis Obispo	Lisa Smith	Yes	(805) 541-2282		Live auction — one home makeover
San Mateo	Geroge Mazingo	Yes	(650) 696-8200	X	
Santa Barbara	Jeanne Graffy	Yes	(805) 963-3787	X	
Santa Clara	Paul Stewart	Yes	(408) 445-8595		
Santa Cruz	Philip Tedesco	Yes	(831) 464-2000		
Santa Maria	Delight Dawn Bird	Yes*	(805) 922-7888		
Santa Ynez Valley	Jane Sherman	No	(805) 688-7744		
Scenic Coast	Karin Van Lith	No	(805) 772-4405		
Shasta	Marie Whitacre	Yes	(530) 223-0410		See "Highlights/Other"
Silicon Valley	Natalie Cardenas	Yes	(650) 949-9115		"RSVP"—assist with seniors & disabled



HOUSING ASSISTANCE PROGRAMS						
First Time Buyer Fairs/Seminars	Other	Political Advocacy	Strategic Partners	Resource Materials Videos, Brochures, etc.	Highlights/Other	
		X			Very active/visible in community	
Housing fairs		X	X		Work closely with city planner & admin.	
X		X MOCHA	X	Bilingual educational materials + speakers	Provide rental assistance	
					Rehab homes	
Real Estate Fund					Have real estate endowment fund	
Housing summit					Several fund raising activities	
Financial assistance					Bus tour for low income homeowners	
					Low income housing project	
					Fundraising luncheon	
"Fair Housing Day"		X	Numerous		Considering "pro bono" program	
See "Highlights"					BIA, homebuilders involved congress rep in roundtable	
	See "Highlights"				Lot donations + mfd. home donations	
See "Highlights"					Planning to buy rehabs for first time buyers	
Sponsor 3 per year (one in Spanish)						
		X	X			
Housing summit			NORCAL Coalition		Have rehabbed streets	
	Fundraiser to assist					
					Have rehabbed homes	
	See "Highlights"				Pilot program of employer assistance	
X		X		Numerous	Part of Workforce Housing Coalition	
		X		Homebuilders, CofC, other	Part of gov't comm. re HA – \$12MM goal	
X		X		X		
Researching opp's					NORCAL Coalition Have 501c3	
					Will be forming HA committee in 2004	
					Developing 1st time buyers program with city	
X		X	HIF fund		Have charitable ass'n to help at risk HO's	
		X				



Association	Contact	Housing Opportunity Committee	Key Activities	Key Wish List items (see interview for full details)
Malibu	Paul Gresonti	No	High cost of land/geographically constricted	
Mammoth Lake	Marie Dennis	No	Small ski community	Ad templates
Marin	Edward Segal	Yes	Sponsored affordable housing summits	Articles, generic ads they can download and submit
Mariposa	Cinnamon Fleener	Yes-just started one	Beginning stages of committee	Case studies, printed material for media/public, how to tips
Merced	Susan Koehn	No	Beginning stages of committee	Speakers, media kits w/stats, ad templates, best practices
Montebello	Irma Acosta	Yes	Housing Fairs and developing key ties with city	Updated link/bulletin board on site, case studies
Monterey County	Sandy Haney	Yes	First time buyer Education program, MOCHA	Media kit, speakers, printed material
Nevada County	Skip Lowell	No	Habit and Rehab homes, but too small for task force	Best practices/case studies, ads for non-urban areas
North Bay	Yvonne Cornelius	Yes	Habitat, Christmas in April, Real Estate Fund, Rehab	Media kits, printed material, best practices, bulletin board
North San Diego	Ernie Cowan	Yes	Held housing summit	Best practices/case studies, chat board, unification
Northern Solano	Frank Bemis	Yes	Habitat, GAP financing, fashion shows, bowlathons, dinner	Best practices/case studies, Facilitate discussion, DelWeb
Oakland	Colleen Porter	Yes	NORCAL coalition, housing fair, bus tour program	N/A
Ojai Valley	Dawn Shook	No		
Orange Belt Board	Debbie Branson	No-could be on the horizon		Best practices, guest speakers, media kits, how to doc
Orange Coast	Tricia Moore	Yes	Luncheon at Balboa Club	Best practices/case studies, media kits, speakers
Orange County	Betty Jo Woollett	Yes	They did pro bono work, working w/city creative homes	Media templates to help educate "affordable isn't slums"
Oroville	DiAnne Cowles	No	Not an issue	
Pacific Southwest	Mark Marchand	No	They emphasized doing it themselves no help needed	
Pacific West	Phil Hawkins	No	Regular meetings w/ Fannie Mae to work on projects	User friendly section of site for best practices/case studies
Palm Springs	Sam Schenkl	Yes	Manufactured homes donated for raffle, grant proposal	Electronic newsletter/chat board for case studies
Palos Verdes Peninsula	Kathy Atha	No	Not a priority since avg. house is \$600K	
Paradise	Mike Johnson	Yes	Purchasing rehabing homes for 1st time buyers	A-Z MANUAL/site for affordable housing
Pasadena Foothills	Laura Olhasso	Yes	Sponsor 3x a year home buyer seminar (spanish 1x)	Case studies & understanding what CAR helps fund
Paso Robles	Linda Appelhans	Yes	Overwhelmed currently...looking to get more involved	Best practices, printed material and A-Z on how to AH
Pismo Coast	Cindy Doll	No	Outside coalition in place, not sure how to cooperate	
Placer County	Susan Rohan	Yes	NORCAL, rehab streets, homes	Printed materials/media kits, certification
Plumas	Susan Christenson	No	Extremely rural now...but can become like Tahoe	Best practices, chat board/message board, speaker
Rancho Southeast	Bob Prigmore	Yes	Footprints fundraiser, Habitat 6 homes in 6 weeks	Best practices/case studies
Redlands	Naomi Jarrett	No	Keep getting tabled, participate in Habitat	Printed materials and best practices
Ridgecrest Area	Sandra Nagel	No	Working with Habitat but not enough for task force	
Rim O'The World	Betty Katzman	No	Small area, work with Christmas in April and rehabs	
Sacramento	Nelson James	Yes	NORCAL coalition, Housing Summit	N/A
San Benito	Stacie Scarlett	No	Not an issue	Database to see what other associations are doing
San Diego	Suzanne McKenna	Yes	Employer assistance program and Habitat	Best practices
San Francisco	Jim Fabris	Yes	Condo Law, Jworkforce, AB2175, HOPE, key alliances	Dialogue of unique rehabs
San Luis Obispo	Lisa Smith	Yes	Live auction, Choosing a home for make-over	CAR needs to understand that not all areas are the same
San Mateo	Geroge Mazingo	Yes	Habitat, Gov't committee - goal of \$12MM for HA	Concerted effort in fighting legislation/PR campaign
Santa Barbara	Jeanne Gaffy	Yes	Urban limit line, round tables, Habitat, city affairs	Media kits, ad templates
Santa Clara	Paul Stewart	Yes	NORCAL coalition, asset building workshops	
Santa Cruz	Philip Tedesco	Yes	Est. 501c3, Capital campaign, NORCAL, interest account	Council to deal with city red tape
Santa Maria	Delight Dawn Bird	Yes-infancy stage		Would like to see what projects CAR approved, best prac
Santa Ynez Valley	Jane Sherman	No	Not an issue	
Scenic Coast	Karin Van Lith	No	County is anti-growth so challenging to get started	Printed materials, talking points, list of approved projects
Shasta	Marie Whitacre	Yes	Developing first time buyers program with city	
Silicon Valley	Natalie Cardenas	Yes	HIF fund, Rehab buildings, Golf toumey, RSVP, Forums	Media kit w/facts, case studies, speakers, strategy guidance



Association	Contact	Housing Opportunity Committee		COMMUNITY AWARENESS BUILDING	
		Yes/No	Phone Number	Habitat for Humanity	Other
Simi Valley-Moorpark	Daniel Sweeney	Yes*	(805) 527-2302		
Siskiyou	Sharon Grace	No	(530) 926-5083		
Solano	Beth Brittenbach	Yes	(707) 644-5525		7 week course re home buying
South Bay	John Churchill	No	(310) 326-3010		
South Tahoe	Sharon Kerigan	Yes	(530) 541-7007		St. Joseph's land trust
Southeast Kern	Ava Marciano	No	(760) 373-4646		
Southland	Brian Paul	Yes	(818) 786-2110		Homewords
Southwest Los Angeles	Claude C. Davis	No	(310) 215-9468		
Southwest Riverside	Jancy Donahue-Jones	Yes	(909) 894-2571	X	
Sutter-Yuba	Judy Morris	Yes	(530) 674-4222	X	
Tahoe Sierra	Debra Pfab	No	(530) 583-0275		
Tehachapi	Alice Jukes	Yes	(661) 822-7652	Soon	
Tehame County	Maureen Moyer	Yes	(530) 529-0430	X	
Tri-Counties	Chip Ahlswede	Yes	(909) 594-5992	X	Homewords
Trinity County	Jackie Angulo	No	(530) 623-3466		
Tulare County	Karl Hampton	Yes	(559) 627-1776	X	\$40K Casino night
Tuolumne County	Ann Ritchie	Yes	(209) 532-3432		
Ventura County Coastal	Kay Runion	Yes	(805) 981-2100		Homewords + media
Victor Valley	Diane Smith	No	(760) 244-8841		
Watsonville	Sandy Crutchfield	No	(831) 728-4537		
West Contra Costa	Terry Murphy	Yes	(510) 233-1152		
West San Gabriel Valley	Vicky Kammeraad	No	(626) 288-6212		
Yolo County	Sandra Cordoza	Yes	(530) 666-4253		
Yosemite Gateway	Bob Musacchio	No	(559) 683-2650		
Yucaipa Valley	Jeanne Lines	No	(909) 797-1104		
TOTALS 64 Yes 51 No					
Yes* = started HAC/HOC within past year					
No* = planning to start HAC/HOC within one year					



Association	Contact	Housing Opportunity Committee	Key Activities	Key Wish List items (see interview for full details)
Simi Valley-Moorpark	Daniel Sweeney	Yes-brand new	Political advocacy	Case studies, Mathematical analysis-CAR is missing boat
Siskiyou	Sharon Grace	No	Not a current issue	
Solano	Beth Brittenbach	Yes	Homebuyers Club classes/seminars	Database A-Z of buying a home, case studies, centralized
South Bay	John Churchill	No	Looking to start one	Best practices, A-Z how to, Media kit, article templates
South Tahoe	Sharon Kerigan	Yes	Tahoe Tomorrow, St. Josephs Land trust	Speakers, printed material, media kits
Southeast Kern	Ava Marcano	No	Will start within year	Media kit, speakers, best practices tools to combat opp
Southland	Brian Paul	Yes	Buying Guide, Mixers, Sr. Housing Project, Homewords	Media kit, best practices, legislation representation
Southwest Los Angeles	Claude C. Davis	No		
Southwest Riverside	Jancy Donahue-Jones	Yes	Habitat	Accessibility to CAR, best practices CAR not helping
Sutter-Yuba	Judy Morris	Yes	Habitat, PR campaign w/local paper	Speakers and media kits, printed materials
Tahoe Sierra	Debra Pfab	No	Panning stage gathering data	Best practices/case studies help them learn from others
Tehachapi	Alice Jukes	Yes	Habitat, wine/food festival fundraiser	
Tehame County	Maureen Moyer	Yes	Large chunk of land donated for 70 homes	Nothing at this time, they are tied up with this for 10 years
Tri-Counties	Chip Ahlswede	Yes	Homewords, Habitat	Case studies
Trinity County	Jackie Angulo	No	Looking to implement task force	Case studies, media kits, templates, A-Z how to start
Tulare County	Karl Hampton	Yes	Main fundraiser \$40K via Casino night towards Habitat	Press release/ads they can download from site.
Tuolumne County	Ann Ritchie	Yes	Housing Summit/working with city on general plan	
Ventura County Coastal	Kay Runion	Yes	Utilize media to educate, co-sponsor events/forums,HOME	Case studies from East Coast regarding creative housing
Victor Valley	Diane Smith	No	Looking to start one soon	Best practices and A-Z how to start
Watsonville	Sandy Crutchfield	No	Looking to start one soon	Speakers for events/printed piece, download ads,case studies
West Contra Costa	Terry Murphy	Yes	Housing Summit sponsor, NORCAL, Housing events	
West San Gabriel Valley	Vicky Kammeraad	No	Trying to start but no money set aside for it	Best practices/case studies, enhance CAR website
Yolo County	Sandra Cordoza	Yes	No activities yet	A-Z start up on a successful task force, best practices
Yosemite Gateway	Bob Musacchio	No	Looking to start one soon	Best practices, speakers bureau
Yucaipa Valley	Jeanne Lines	No	Housing affordability not a current issue	

For Detailed interview transcripts of local associations, please visit
<http://www.car.org/library/media/papers/pdf/ALYESinterviews%20%20110404.pdf>