



The Oregon Affordable Housing Management Association Presents

The Secrets to a Successful AFHMP

Skillbuilding for Affordable Housing Providers

LIVE WEBINAR

Tuesday, September 16, 2025, 10 am to noon, PDT

HUD's affirmative fair housing marketing plan (AFHMP) can be incredibly challenging to get right. Join national trainer Randy McCall to discuss the ABCs of creating effective plans!

What exactly is meant by marketing to the least likely to apply? How do you handle online marketing in AFHMPs? The process of creating effective and compliant marketing plans can seem daunting and intimidating. However, it doesn't have to be so complicated and stressful.

Whether it's preparing AFHMPs for a new property or a regular update, knowing how to create compliant plans is a valuable skill. Owners, developers, and management agents often struggle with drafting marketing plans that HUD can approve. So, attend this webinar to learn the secrets to success!

Our Instructor: **Randy McCall**, Housing Compliance Trainer, U.S. Housing Consultants

Randy brings more than 20 years of affordable housing experience to USHC. His expertise is wide-ranging, running the gamut from HUD to LIHTC to fair housing and beyond. His affable training style makes him an in-demand instructor.

Tech Advice: Please participate on a desktop or a laptop computer. An ethernet connection is preferable.

To Register: Please fill out and email this fillable form to oregonahma@frontier.com or, print the form, fill out by hand, then scan/email to oregonahma@frontier.com

FINAL Registration Deadline: Friday, September 12, 2025

Webinar Registration Fees: For AHMA members: \$85. For non-members: \$100.

Payment Options: **(WE DO NOT INVOICE.)**

- ◆ Pay by PayPal on this page of our website:
http://www.oregonaffordablehousingmanagement.com/education_schedule.htm
- ◆ If you don't have a PayPal account, no worries! You can use PayPal as a GUEST. Just follow the instructions in the PayPal shopping cart.
- ◆ Or, send your check to Oregon AHMA, P.O. Box 1135, Forest Grove, Oregon 97116
- ◆ **Payment is due by Friday, September 12. Login is contingent upon payment. No refunds after September 12. Attendee substitutions are permitted anytime.**

Questions? Contact Oregon AHMA Director Maggie Meikle at oregonahma@frontier.com

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