

## Registration

Early registration deadline:  
October 15, 2010

<https://secure.oregonstate.edu/ocs/register.php?event=446>

## Hotel Accommodations

Hilton Portland & Executive Tower  
921 SW Sixth Avenue  
Portland, OR 97204  
503.226.1611

Room rate: \$105 + tax  
Book on-line:

<http://www.hilton.com/en/hi/groups/personalized/PDXPHHH-HER-20101103/index.jhtml>

## Airport

Portland International Airport  
<http://www.portofportland.com>

## Ground Transportation

Blue Star Airport Shuttle  
[www.bluestarbus.com/downtown-express.php](http://www.bluestarbus.com/downtown-express.php)  
or  
MAX Light Rail

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# At Home in the World



## 44th Annual Conference of the Housing Education Research Association

November 3 — November 6, 2010



*Participate in an in-depth, stimulating, and challenging gathering of housing researchers, teachers, Extension educators, and other professionals in beautiful Portland, Oregon, USA. HERA's annual international event features presentations of peer-reviewed abstracts, posters, and keynote speakers in an atmosphere that fosters intellectual growth and development.*

*Come, share, and discuss the latest housing challenges!*



## CONFERENCE HIGHLIGHTS

### Pre-conference: AT HOME IN THE WORLD!

Wednesday, Nov. 3, 1 pm



Explore international housing issues, with opportunities for teaching and research. Get inspired! Share your ideas! Discover new resources!

*Free to HERA members and all conference registrants. Pre-registration required.*

### Pre-conference: INDOOR AIR CONTAMINANTS AND HEALTH EFFECTS

Wednesday, Nov. 3, 2 pm

Featuring Harriet M. Ammann, Ph.D., this will be an overview of current research on indoor air quality issues. Join the discussion of the allergy and asthma responses to exposure to damp and moldy environments and other indoor air quality problems. This program is sponsored by the Healthy Homes Partnership.



*Free. Pre-registration and information: 503.821.1117 or <http://extension.oregonstate.edu/washington>.*

### Welcome Reception

Wednesday, Nov. 3, 7 pm

Enjoy delicious hors d'oeuvres, greet your HERA colleagues, and browse the HERA Research Poster Presentations with a breathtaking city view on the 23rd floor Alexander's Lounge. Cash bar.

### Planning and Sustainability in Portland

Thursday, Nov. 4, 8 am

As an international model of sustainable practices and commerce, Portland promotes integrated land use planning and implements policies and programs that provide environmental, economic, and social benefits. Hear how it's done!

### Imagining Home

Thursday, Nov. 4, 12:30 pm

Columbia Villa, a troubled and dilapidated Portland public housing neighborhood originally built to house WWII shipyard workers and later ravaged by gangs and drugs, is demolished, displacing 1,300 residents. In its

place, New Columbia, a federal HOPE VI urban redevelopment project, emerged as a model for progressive community building. Although hailed as a bold advance in urban redevelopment, New Columbia has drawn critics both outside and within the community.

They charge that planning of permanent mixed-income neighborhoods is "social engineering," and forecast the decline of the community into divisive disarray.

*Imagining Home* follows several Columbia Villa families from displacement to relocation back into New Columbia over four years. Through their stories, we learn how resident involvement is crucial to a growing national movement in community building. But will the voices of low-income families continue to be heard, as renewed friction arises in New Columbia?

### Bus Tour: New Columbia

Thursday, Nov. 4, 3:30 pm

The focus of *Imagining Home*, New Columbia is an affordable housing community in north Portland. We will see firsthand everything from community facilities and public art to the emphasis on green open spaces and diversity of the community.



### Ethics Roundtable

Friday, Nov. 5, 2 pm

Participate in a lively interactive discussion regarding research ethics. Your participation may meet the continuing education required by your Human Subjects Review Board.

### Tessie Agan Awards and Paper Presentations!

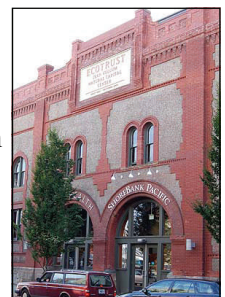
Friday, Nov. 5, 8 am

Award and presentations to graduate or undergraduate students whose papers represent a significant contribution to the field of housing.

### Walking Tour: The Cutting Edge Green Tour

Saturday, Nov. 6, 10 am

See why Portland is consistently touted as one of America's greenest cities. On this tour we hit the streets and look at Portland's effort to transform itself from a nineteenth-century shipping port into a twenty-first-century sustainable city. We'll tour some of the city's most notable "green buildings," including the



LEED Gold Certified Jean Vollum Natural Capital Center, as well as the recently renovated Platinum Certified Gerding Theater. We'll tour a real live eco-roof and drop by the City's Bureau of Development and Sustainability along the way as we explore these linked themes of sustainability, conservation, alternative transportation. and livability.

*The tour takes approximately 2.5 hours and will cover a little over one mile of physical distance. Free to conference registrants; guests are invited (fee applies).*

### **HERA President's Address and Awards Banquet**

**Friday, Nov. 5, 5:30 pm**

Honor HERA colleagues as they receive prestigious awards. Cash bar.

### **Post-conference Tour: The Oregon Coast!** Saturday — Sunday, Nov. 5-6



Cannon Beach is an upscale coastal town with fine shops, restaurants, and art galleries. Departing from the Hilton Hotel in downtown Portland, we will drive through the scenic coastal range. After about an hour, we will arrive in

beautiful Cannon Beach where nine miles of wide, walkable beach invite you. The scenic beauty of the sea stacks offshore and headlands onshore will make your stroll down the sand particularly memorable. Watch sea creatures in the tidepools, take pictures of your friends and family on Haystack Rock, and relax on the beach. Enjoy luxurious ocean view accommodations on Saturday night. We will return to Portland on Sunday about 5pm, with drop-off points at the airport and the Hilton.

*Those who register for this tour will be contacted individually for itinerary and roommate selection. Departs Saturday, 2:30 pm, returns Sunday by 5 pm. Price includes transportation and lodging. Meals and shopping on your own.*

### **Conference Proceedings** [www.housingeducators.org](http://www.housingeducators.org)

Conference Abstracts will be available on-line during the conference. There is free Wi-Fi throughout the hotel.

## **PORTLAND HIGHLIGHTS**

### **Portland Saturday Market**

S.W. Ankeny & Naito Parkway

<http://www.PortlandSaturdayMarket.com>

A distinctive Portland experience! Visit the nation's largest weekly open-air arts and crafts market. Stroll down row upon row of unique arts and crafts created by the people who sell them. Listen to live local music and enjoy a plethora of exotic foods in the international food pavilion. *Open rain or shine, Saturday 10am-5pm.*



### **Oregon Museum of Science and Industry (OMSI)**

1945 S.E. Water Avenue

<http://www.oms.edu>

Build your brainpower with over 200 overactive exhibits for all ages in life sciences, robotics, global climate, technology, and more. Explore the galaxy or watch a laser show in the Northwest's most technologically-advanced planetarium, participate in live lab experiments, climb aboard the U.S. Navy's last non-nuclear, fast-attach submarine, and experience the cinematic magic of the OMNIMAX® Dome Theater.



### **The Pearl District** Portland

The Pearl District is a model of urban renewal. Considered Portland's premier shopping and dining district, the Pearl offers hip storefronts, art galleries, and amazing condos and residential spaces. More than 100 city blocks of shops, spas, and eateries, including home furnishing stores, unique, one-of-a-kind boutiques and many award-winning, affordable restaurants. The Pearl District is a short streetcar ride from downtown.

### **Pittock Mansion**

3229 N.W. Pittock Drive

<http://www.pittockmansion.org>

Nestled high in the West Hills of Portland, Pittock Mansion soars 1,000 above the city's skyline. A century old symbol of Portland's dramatic transformation from a



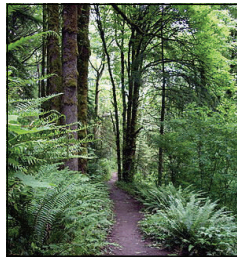
small lumber town to a bustling city, it's an architectural wonder. With picture perfect views of rivers, forests, bridges, and mountaintops and 23

rooms teeming with treasures, no other place in town offers a more breathtaking view and more revealing glimpse of Portland's past. *Open daily 11am to 4pm.*

### Forest Park

NW 29th Ave. & Upshur St. to Newberry Road  
<http://www.portlandonline.com/parks>

With its massive tree canopy and substantial undergrowth, the 5,100 acre woodland makes Forest Park the largest forested natural area within city limits in the United States. The park's 30-mile Wildwood Trail is part of the region's 40-mile loop system, linking Forest Park to pedestrian and trail routes along the Columbia River to Gresham, through southeast Portland, along the Willamette Greenway, and back to the Marquam Trail in southwest Portland. *Open daily, 5am-10pm.*



### World Forestry Center Discovery Museum

4033 SW Canyon Road (in Washington Park)  
[www.worldforestry.org](http://www.worldforestry.org)



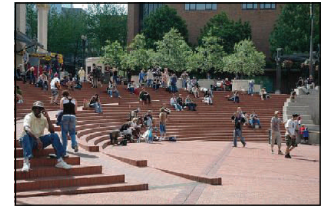
Hands-on, interactive exhibits that are fun for the whole family are waiting to be explored at the Discovery Museum. See the forest from a bird's eye view, or take a wet-free raft ride in Class IV rapids. Climb underneath the forest to see the life below, or try your smoke jumping skills. *Five minutes from downtown Portland via Hwy. 16 or MAX light rail. Open daily, 10am to 5pm.*

### Pioneer Courthouse Square

701 SW 6th Avenue, Broadway between Morrison and Yamhill

Located in the heart of downtown Portland, Pioneer Courthouse Square is affectionately known as the city's living room. It is the single most visited site in Oregon's most visited city. The nearby Pioneer Place Mall (700

SW 5th Ave.) offers four city blocks filled with shopping, dining, and entertainment. *Pioneer Place Mall is open Mon-Sat 10am-8pm and Sunday 11am-6pm.*



### Portland Art Museum

1219 SW Park Avenue  
[www.portlandartmuseum.org](http://www.portlandartmuseum.org)

Explore the oldest museum in the Northwest, internationally renowned for exciting art experiences. Located in downtown's cultural district, the Museum's campus includes an outdoor sculpture court and historical interiors. During November there will be a special exhibition paying tribute to Lee Kelly, one of the premier sculptors of Oregon and the Pacific Northwest. *Open Tue, Wed, Sat, 10am-5pm; Thu-Fri 10am-8pm; Sun noon-5pm. Closed Monday.*

## PORTLAND FACTS

Population:	1.7 million Portland Metro Area
Elevation:	173 feet above sea level
Time zone:	Pacific
Miles to the ocean:	78
Miles to a glacier	65 (Mount Hood)
Average rainfall:	37 inches
Sales tax:	0

### Weather

Sheltered by two mountain ranges, Portland enjoys mild weather all year long, rarely experiencing the severe weather extremes common to much of the rest of the country. November tends to be wet (~5" of rainfall), with average daytime temperatures in the high 40s. Portland is impossibly green year round, contributing to lots of walking and biking and the casual, comfortable dress code. (What else would you expect in the home of Pendleton, NIKE, and Columbia Sportswear?)

## ADDITIONAL INFORMATION

<http://www.travelportland.com>

## Conference Schedule in Brief

Wednesday, Nov. 3	<i>On-site registration open from 1:00 pm — 7:30 pm.</i>	
	1:00 pm — 4:00 pm	Pre-conference Sessions
	4:00 pm — 6:00 pm	Board Meeting
	7:00 pm — 9:00 pm	Welcome Reception and Poster Session
Thursday, Nov. 4	<i>On-site registration open from 7:00 am — 4:00 pm.</i>	
	7:15 am — 9:00 am	Breakfast and Plenary Session Speaker: Planning and Sustainability in Portland
	9:00 am — 12:30 pm	Breakout Sessions
	12:30 pm — 2:15 pm	Lunch and Plenary Session: Speaker and Video: <i>Imagining Home</i>
	2:15 pm — 3:15 pm	Section Meetings
	3:30 pm — 6:00 pm	Bus Tour: New Columbia (the subject of <i>Imagining Home</i> )
Friday, Nov. 5	<i>On-site registration open from 7:30 am — 4:00 pm.</i>	
	8:00 am — 9:30 am	Breakfast and Plenary Session: Tessie Agan Awards and Paper Presentations
	9:30 am — 11:00 am	Breakout Sessions
	11:15 am — 12:15 pm	Committee Meetings
	2:00 pm — 5:15 pm	Breakout Sessions
	5:30 pm — 7:00 pm	Awards Banquet and HERA President's Address
Saturday, Nov. 6	<i>On-site registration open from 7:30 am — 10:00 am.</i>	
	7:30 am — 10:00 am	Breakfast and Business Meeting
	10:15 am — 11:45 am	Walking Tour: <i>The Cutting Edge Green Tour</i>
	12:30 pm — 2:00 pm	Board Meeting
	2:30 pm — Sunday, 5:00 pm	Post-conference tour: The Oregon Coast!

# HERA Conference November 3 – November 6, 2010 Portland, Oregon

## Conference Registration

Please register on-line.

<https://secure.oregonstate.edu/ocs/register.php?event=446>

### PAYMENT METHOD

Payment may be made by credit card, check, or money order in U.S. funds and payable to OSU Conference Services. A \$25 fee will be charged by checks returned by the bank. Registration confirmation and receipts will be e-mailed.

### CANCELLATIONS/ CHANGES AND REFUNDS

Fees for missed meals, late arrivals, and early departures will not be refunded. Fees will be refunded, less at \$25 processing fee if cancellation or change resulting in a refund is receiving in writing no later than Oct. 31. After that date, fees are non-refundable. All refunds will be processed after the conference. Substitutions are allowed at no extra charge.

### 1. REGISTRATION FEES

*Conference fee includes reception, banquet, 3 breakfasts, 1 lunch, and 2 conference tours.*

	postmarked or paid on-line before/on Oct. 15	after Oct. 15
HERA Member	\$350	\$400
Nonmember (includes a discounted new membership)	\$410	\$470
Nonmember (without membership)	\$385	\$435
Student	\$225	\$275
One Day Registration	\$150	\$175

### 2. HERA 2011 MEMBERSHIP DUES

Active/Affiliate	\$85
Student	\$35
Emeritus (over 65)	\$60

***OUTSIDE U.S., ADD \$10***

### 3. MEALS

You may indicate your need for a special diet on the on-line registration form. Your invited guests are welcome at a cost of \$35 per meal. The on-line registration form will ask you to identify which meals, and give the names of your guests.

#### 4. CONFERENCE TOURS

**Bus tour: Affordable Housing.** No fee to registered attendees; guests @ \$20.

**Walking tour: The Cutting Edge Green Tour.** No fee to registered attendees; guests @ \$20.

#### 5. PRE-CONFERENCE REGISTRATION

**International Housing Issues: Opportunities for Teaching and Research**

This conference requires pre-registration but there is no charge.

**Indoor air Contaminants and Health Effects.**

This program is sponsored by the Healthy Homes Partnership; pre-registration is required, but there is no charge.

#### 6. POST-CONFERENCE TOUR: THE OREGON COAST

*Departs Saturday, Nov. 6, at 2:30 pm, returns to Portland Sunday, Nov. 7, by 5:00 pm. Price includes transportation and lodging. Meals and shopping on your own.*

Those who register for this tour will be contacted individually for itinerary and roommate selection. Your guests are invited to participate.

transportation + single room	\$280
transportation + shared room	\$150

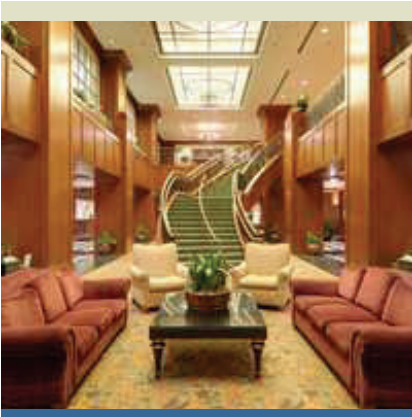


## Hotel and Conference Meeting Location

Hilton Portland & Executive Tower  
921 SW Sixth Avenue  
Portland, OR 97204  
503.226.1611

The Hilton is located in the heart of Portland, with easy access to many of Portland's premier attractions and shopping. The Hilton is the largest Green Seal Certified hotel on the West Coast, adhering to rigorous environmental leadership standards and participating in many sustainability programs. *This is a completely non-smoking hotel.*

The Hilton Portland & Executive Tower consists of two buildings. Our meetings will be held in the main building. The Executive Tower is across the street. Main building guestrooms feature



- 37" HDTVs
- free wireless high speed internet
- personalized voicemail and data ports
- coffeemaker with complimentary coffee and tea
- Crabtree and Evelyn® bathroom amenities
- clock radios with adaptor for MP3 playback
- ironing board and iron
- hairdryer

There is a 24-hour fitness room, an ATM, concierge, gift shop, and free wireless internet throughout the building. Parking is available at \$20/day. Valet parking is \$28/day.

Negotiated room rates for the HERA Conference are just \$105, either single or double, plus applicable local and state taxes. Reservations can be made on-line:

<http://www.hilton.com/en/hi/groups/personalized/PDXPHHH-HER-20101103/index.jhtml>

Our booking code is **HER**.

If calling the hotel directly, be sure to ask for the HERA rate. **503.226.1611**

## Ground Transportation

The Hilton Hotel is approximately 10 miles (20-30 minutes) from the Portland International Airport. The Downtown Express Portland **Airport Shuttle** (operated by Blue Star) offers regularly scheduled stops from 4:10 am to 7:00 pm, and stops at all major downtown Portland hotels and until 12:30am from the Portland International Airport. Reservations are not required until after 7pm. \$14 one-way, \$24 round trip per person. 1-800-247-2272 or <http://www.bluestarbus.com/downtown-express.php>.

The **MAX light rail** system provides easy and affordable access from the Portland International Airport to a stop just one block from the Hilton Hotel. The trip from the airport to downtown takes 38 minutes and requires an "all-zone" fare (\$2.35 adult; \$1 honored citizen). The MAX station and ticket machines are located near baggage claim on the lower level. Luggage can be easily rolled on board. Services from 4:58am weekdays (5:04am weekends) until 11:49pm. <http://trimet.org/schedules/maxredline.htm>



Directions for those who are **driving** may be accessed at this URL: [http://www1.hilton.com/en\\_US/hi/hotel/PDXPHHH-Hilton-Portland-Executive-Tower-Oregon/directions.do](http://www1.hilton.com/en_US/hi/hotel/PDXPHHH-Hilton-Portland-Executive-Tower-Oregon/directions.do).

**Taxi** fares from the airport to downtown Portland average \$22.00 to \$28.00.