

News Release

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Flagstaff resident, Helen Hudgens Ferrell, honored at 2010 Brian Mickelsen Housing Hero Awards

Tucson – At a mid-day luncheon during the Seventh Annual Arizona Housing Forum, Flagstaff resident Helen Hudgens Ferrell will be recognized with a Housing Hero Award. With six different categories, the awards serve to recognize individuals and organizations who exhibit exemplary efforts to support affordable housing for moderate and low-income Arizona families and support individuals in the community dealing with a myriad of housing issues. The award recognitions will feature Arizona Republic journalist Catherine Reagor as emcee, and will be held at the J.W. Marriot Starr Pass, in Tucson.

The awards are named in honor of the outstanding service that the late Brian Mickelsen shared with the Arizona Housing Finance Authority and serves as a lasting tribute to the former Cottonwood city manager's public service.

Helen Hudgens Ferrell has dedicated more than 20 years to serving the housing needs of Flagstaff's low-income and homeless residents and will be recognized with the **Arthur Crozier Partner in Housing Award**.

Through exemplary leadership, compassion, and wisdom, Helen has committed herself to strengthening communities and the quality of life for people in need of affordable housing. Helen served as a member of the Arizona Housing Commission beginning in 2007 until her recent retirement.

She started her professional career as the Coconino County Recorder for 17 years where she received national and state awards for the programs she developed and implemented. She then entered the world of housing by becoming the Executive Director of the Affordable Housing Coalition in Flagstaff, now BOTHAND, INC., from 1993-1994 and from 1996-2010. Due in large part to her stewardship and dedication, BOTHANDS, Inc. is known for its innovative and successful housing and homebuyer education programs.

Under her direction, these programs provided \$4.2 million in direct financial assistance to 250 local households, leveraging \$250,000 in buyer contributions and over \$30 million in private mortgages.

Additional 2010 Honorees:

Additional annual housing awards will be presented in five other categories. The San Carlos Apache Housing Authority will receive the **Tribal Initiatives Award** recognizing their achievements to help meet the housing needs of tribal members in Arizona and for their collaboration with the Arizona Department of Housing and the LIHTC program, for the building and rehabilitation of nearly \$27 million dollars of housing in a five-year period.

The **Superior Sustainable Design Award** will be awarded to GreenStreet Development for their creative and innovative ways of developing cost affordable units, in the Phoenix area, that are energy efficient; with the end goal of creating environmental friendly and sustainable communities for the future.

Project H3 will be recognized with the **Innovative Partnerships Award** for their innovative and creative strategies to help fight homelessness and their continued dedication to providing valuable resources for those in the homeless community.

The **Exemplary Multifamily Project Award** will be presented to McCarty on Monroe for the construction of an affordable housing complex for low income seniors in the downtown Phoenix area.

The final annual award, **Outstanding Local Housing Program Award**, recognizes the efforts of a local program that creates, improves, or promotes affordable housing. The Western Arizona Council of Governments will receive the award for their efforts to improve housing issues in western Arizona.

About the 2010 Housing Forum:

Now in its seventh year, the Annual Arizona Housing Forum continues to attract large numbers of housing professionals looking to explore new strategies and ideas on the housing industry's foremost issues. This year's conference highlights include keynotes by Michael Traylor, Director of the Arizona Department of Housing; Arizona State University Research Professor, Dr. Lee McPheters; and Mercedes Marquez, HUD Assistant Secretary for Community Planning and Development.

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