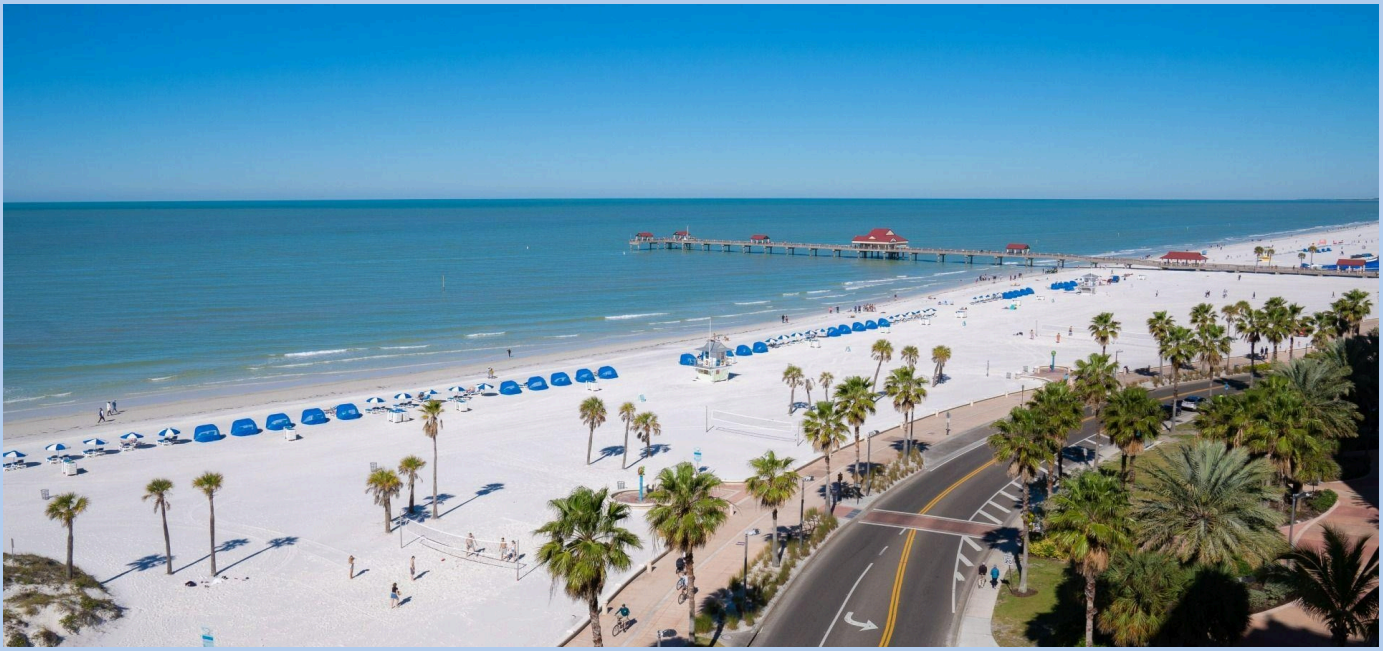
KEITH SWINEY
CONSULTING
COMPLIANCE • TRAINING • SOLUTIONS
J. KEITH SWINEY, CONSULTANT
1401 Elm St. Apt. 120 Wausau, WI 54401 | 678.794.3066
keith@kswineyconsulting.com - www.kswineyconsulting.com

Presents



SECTION 3 CERTIFICATION COURSE

&

LEADING THROUGH EXECUTIVE COACHING

A Professional Development Series

Learn How Becoming an Executive Coach Can Build Cohesive, Stable and Productive Teams

CLEARWATER BEACH, FLORIDA • JANUARY 5–8, 2027

Hampton Inn & Suites Clearwater Beach
635 South Gulfview Boulevard, Clearwater Beach, FL 33767
727-451-1111

These are small group trainings designed to promote a more in-depth participation and enhanced learning experience. Space is greatly limited. Registrations will be accepted, but seats not secured until paid.

Since the New Section 3 Rule release in 2020, many people have slanted or simply misstated the requirement. Some have introduced a Section 3 Clause, when no such thing exists or was intended. While others have tried to force employment and contracting, when the rule expressly states there are no such requirements. Since 1997, Section 3 has been my passion and as the leading authority on the rule, I train to the letter of what HUD wrote, despite how it has destroyed the intent of the original 1968 regulation and stated purpose of the US code. The singular mission of this certification course is to train recipients on the rule and best practices to accurately comply.

SECTION 3 COMPLIANCE - WHAT'S COVERED?

DAY 1 — REGULATORY TRAINING

Tuesday, January 5th

Training: 8:30 AM–12:00 PM (15 Minute Break 10:15-10:30)
Lunch: 12:00–1:30 PM — On Your Own
Training: 1:30–3:30 PM

Regulations & Practical Implementation Participants will learn the honest and clear **Section 3 requirements** and practical ways to apply them within their organization and all federally funded projects.

Section 3 Regulations
Understand the full 24 CFR Part 75 Section 3 regulation and important PIH post-rule notices.

Compliance Requirements
Learn the actual letter of the Section 3 Hours Worked rule, collection, reporting requirements for routine work, major development and renovation project. This will include internal agency employee hours collection and certification.

Roles & Responsibilities
Understand the responsibilities of recipients, contractors, subcontractors, procurement teams, human resources, property management/maintenance and project management staff.

Section 3 Workers & Businesses
Learn how Section 3 workers and business concerns are defined, counted, and prioritized.

Policies & Procedures
Learn how to create practical policies, internal procedures, solicitation and contractor packages in a seamless process that support maximum compliance.

Creating Economic Opportunities
Learn how implementing a solid 24 CFR Part 963 Alternative Procurement Process into your overall Targeted Section 3 hours collection toward the Benchmarks. This is proven to enhance the resident engagement aspect as well.

Monitoring & Complaints
Understand documentation, compliance monitoring, and reviewing agency status monthly.

Who Should Attend?
This training is designed for Public Housing Professionals specifically:

- Public Housing Authority Leadership, Senior Management, Procurement and Policy Making Board Members

HUMAN INTEGRATION AND EXECUTIVE COACHING

Human Integration & Executive Coaching is a professional development course that uses Human Design and executive coaching to help participants better understand how they naturally operate, communicate, make decisions and lead. Through practical instruction, reflection and interactive activities, participants will identify their strengths, recognize patterns that may create stress or conflict, understand how others work differently and develop strategies for stronger communication, teamwork and leadership. Each participant will leave with a practical understanding for leading with greater clarity, confidence and authenticity.

DAY 2 — UNDERSTANDING SELF

Wednesday, January 6th

Training: 8:30 AM–12:00 PM (15 Minute Break 10:15-10:30)
Lunch: 12:00–1:30 PM — On Your Own
Training: 1:30–3:30 PM

Topics Covered

- Introduction to Human Integration
- Understanding your Human Design Type
- Strategy and Authority
- Natural energy and working styles
- Decision-making patterns
- Workplace pressure and conditioning
- Leadership strengths and stress responses

Participant Activities

Participants will begin developing their understanding and how to identify:

- How they naturally operate
- How they make decisions
- What creates pressure or stress
- How they respond under pressure
- What allows them to work and lead effectively

DAY 3 — UNDERSTANDING OTHERS

Thursday, January 7th

Training: 8:30 AM–12:00 PM (15 Minute Break 10:15-10:30)
Lunch: 12:00–1:30 PM — On Your Own
Training: 1:30–3:30 PM

Topics Covered

- Communication styles
- Human Design Profiles
- Natural strengths and talents
- Understanding individual differences
- Team dynamics and collaboration
- Delegating according to strengths
- Conflict, triggers and difficult conversations

Participant Activities

Participants will explore:

- How they communicate
- How others may process information differently
- How to recognize and use individual strengths
- How differences can affect teamwork
- How to approach conflict more effectively

Participants will continue building their understanding by completing the sections on communication, strengths and teamwork.

DAY 4 — INTEGRATE AND LEAD

Friday, January 8th

Training: 8:30 AM–12:00 PM (15 Minute Break 10:15-10:30)
Course Completion: 12:00 PM

Topics Covered

- Authentic leadership
- Executive presence
- Leadership identity
- Boundaries and personal responsibility
- Turning self-awareness into action
- Creating sustainable changes
- Personal and professional integration

Participant Activities

Participants will complete their initial coursework, including:

- My natural operating style
- My decision-making process
- My communication style
- My leadership strengths
- My pressure patterns
- How I work best
- What I need from a team
- What others can expect from me
- My leadership commitments

Each participant will also create a **30-Day Integration Plan** identifying three specific changes they will practice following the retreat.

COURSE OUTCOME

Participants will leave with a clearer understanding of:

- Who they are
- How they naturally operate
- How they make decisions
- How they communicate
- How they respond to pressure
- How other people may differ from them
- How to lead with greater clarity and authenticity

HUMAN INTEGRATION

Know Yourself. Understand Others. Lead With Greater Clarity.

IMPORTANT NOTE: Registrants will be asked to provide specific information before the training that will allow the trainer to drive results to each individually. The trainer will then provide certain data to the trainee ahead of the course.

REGISTRATION FORM

Please complete one form per organization. We must limit two attendees per agency due to restricted class size. If space is available, we can notify your agency if they wish to register others. Please notify us early for wait-listing.

COURSE SELECTION

Select	Course	Date	Rate / Attendee	# Attendees
☐	Section 3 New Rule Certification Course	January 5, 2027	$250	
☐	Human Integration Executive Coaching Course – level 100	January 6–8, 2027	$650	
☐	Both Courses	January 5–8, 2027	$800	

Total Registration Fee: $_____ Payment Method: ☐ Agency Checks Only. No credit cards are accepted.

ATTENDEE INFORMATION

ATTENDEE 1	ATTENDEE 2
First Name: _____	First Name: _____
Last Name: _____	Last Name: _____
Title / Position: _____	Title / Position: _____
Email: _____	Email: _____
Phone: _____	Phone: _____

AGENCY CONTACT

Public Housing Authority Name:	
Address:	
Office phone:	Cell Phone:
Agency Email:	

ACKNOWLEDGMENT

By submitting this registration form, I confirm that the information provided is accurate and that I understand the registration, payment, travel, lodging, and cancellation terms applicable to this event.

Authorized Name: _____ Title: _____

Signature: _____ Date: _____

ACCOMMODATIONS

Hampton Inn & Suites Clearwater Beach
635 South Gulfview Boulevard, Clearwater Beach, FL 33767 • 727-451-1111
Room rate: $209/night.

Option 1:
This option is only for people booking inside the booking window of January 4-9 2027; anyone wanting to book outside that window will need to reach out to me directly. They will not see availability on the web-site.

Copy the link in your browser, add your dates, & click on special rates: add the group code: **SCT** then search rooms & rates
https://www.hilton.com/en/hotels/clwcbhx-hampton-suites-clearwater-beach

Option 2:
Call or email me. (727) 451-1111; jaime.stephan@hilton.com

- Please provide the following information when calling or emailing...
  - Dates of stay
  - Name(s) on reservation
  - Phone #
  - Mailing address
  - Hilton Honors # (if you have one)
  - 1 king or 2 queens

REGISTRATION & PAYMENT INFORMATION

- Advance registration is required to ensure training materials are available.
- Seats are not held until payment is received.
- Travel, lodging, and meals are the responsibility of the attendee unless otherwise arranged.
- Email the completed registration form to keith@kswineyconsulting.com
- A completed registration form is required to receive training-related information and materials.

Mail payment immediately to: J. Keith Swiney 1401 Elm St. Apt. 120 Wausau, WI 54401

Questions: 678-794-3066 or keith@kswineyconsulting.com

Cancellation Policy: Cancellations received **on or before December 5, 2026** are eligible for a **100% refund**. Cancellations received **after December 5, 2026** are non-refundable. However, the full amount paid will be credited toward a future training and must be used **within one year of the original training date**. Any unused credit remaining after the one-year period will expire, and the full amount paid will be forfeited. Registration credits are non-refundable and may only be applied toward eligible future trainings. Substitutions of attendees are allowed.

J. KEITH SWINEY | TRAINING TEAM | KRISTY LAKE

Mr. Swiney is an accomplished professional speaker, trainer, facilitator, and entrepreneur of 40 years. He is the longest provider of Section 3 consulting services in America since 1997 and has been the leading authority in all aspects of Section 3. Mr. Swiney has trained 42 state housing and community development associations and countless housing professionals across the country.

His direct operational experience in managing public housing, developing affordable housing using Section 3 covered funds, and certainly as a professional consultant assisting and guiding hundreds of clients through all compliance scenarios, makes him unmatched in the industry. Mr. Swiney has also written and provided the most comprehensive Section 3 resident employment related training curriculum in this space to thousands of low-income, public housing, Section 8, military veterans and the disabled since 2003.

Mr. Swiney specializes in the management, development, acquisition, and recovery of multi-family real estate projects with a forte in affordable housing. He has created and owned multiple real estate asset and property management companies and created and recovered companies and portfolios for others. Prior to his real estate career, Mr. Swiney worked in retail as a store manager and trainer starting in 1984 opening stores for TJ Maxx and then Payless Shoe Source.



Reviews

"Hi Keith, amazing Job with the section 3 training! I was so excited I told several co-workers they missed it…You are definitely a Master Trainer."

J. Johnson

"This was the best training I have ever attended. I am armed with so much more knowledge of section 3. THIS TRAINING WAS OUTSTANDING"!

T. Thompson

"Kristy's mindset training helped me better understand how stress, anxiety, and self-doubt were affecting me as an entrepreneur. Her ability to make complex patterns easy to understand, combined with practical tools I could immediately apply, made a meaningful difference in both my professional and personal life. I highly recommend Kristy's training to anyone looking to strengthen their mindset, self-awareness, and ability to navigate challenges."

S. Moskalets

"Kristy has helped me step outside my comfort zone and take action in areas where I previously held myself back. Her mindset sessions have given me greater self-awareness, confidence, and practical tools to work through challenges instead of avoiding them. I'm incredibly grateful for her guidance and the impact her training has had on my personal and professional growth."

P. Lacsamana

Kristy Lake has dedicated herself for 20 years to the study of mindfulness, holistic wellness, mindset, and personal development by earning certifications across a variety of modalities focused on helping people better understand themselves to create meaningful change. As a Licensed Medical Massage Therapist, Kristy has successfully owned and operated her private practice for the past 16 years, working closely with clients and gaining a deep understanding of the connection between mindset, stress, behavior, communication, and overall well-being.

Today, Kristy brings that experience into the world of coaching, education, and professional development. She currently teaches mindset and personal development to US based and international business owners and entrepreneurs. Focusing on helping individuals recognize their limiting patterns, strengthen self-awareness, and create more intentional ways of working and leading. Kristy is also certified in Human Design and specializes in translating this powerful self-awareness system into practical tools that can be understood and applied in professional environments. Her work explores how understanding individual differences in decision-making, communication, leadership, energy, and collaboration can positively influence not only the individual, but the culture and environment of the workplace. Her approach brings together more than two decades of holistic study with real-world business experience, creating a practical bridge between personal development and professional performance.

"Know the rules. Know yourself. *Lead with clarity.*"

When knowledge is accurate and leadership is authentic,
organizations don't just meet expectations—
they operate with greater confidence, stronger communication, and purpose.