



***Defining the Future of CDFI Capital and Capacity in the Southeast***  
A Southeastern Community Development Finance Conference  
and Opportunity Finance Network Regional Meeting

**July 18-19, 2012**  
**July 18<sup>th</sup> 9:00 am – 6:00 pm**  
**July 19<sup>th</sup> 8:30 am – 1:15 pm**

Federal Reserve Bank of Richmond, Charlotte Branch  
530 East Trade Street, Charlotte, North Carolina

Hosted by the Federal Reserve Bank of Richmond, the Federal Reserve Bank of Atlanta, and  
Opportunity Finance Network

in partnership with NeighborWorks America, Mary Reynolds Babcock Foundation

**AGENDA**

**Wednesday, July 18, 2012**

***Palmetto/Magnolia/Dogwood Rooms***

- |                  |  |
|------------------|--|
| 9:00 am          | <b>Registration</b>  |
| 9:30 – 9:35      | <b>Welcome</b><br>Kimberly Zeuli, Vice President and Community Development Officer,<br>Federal Reserve Bank of Richmond                            |
| 9:35 – 10:45     | <b>Community Development Finance in the Southeast</b><br>Donna Fabiani, Executive Vice President, Knowledge Sharing<br>Opportunity Finance Network |
| 10:45 – 11:00    | <b>Break</b>   |
| 11:00 – 12:00 pm | <b>State of the Industry</b><br>Mark Pinsky, President and CEO, Opportunity Finance Network  |

- 12:00 **Lunch**
- 12:15 – 1:45 **CDFI Capacity and Collaborations**  
 Michael Swack, Professor, University of New Hampshire, and  
 David Wood, Director, Initiative for Responsible Investment, Hauser Center  
 for Nonprofit Organizations at Harvard University
- Facilitator: Kimberly Zeuli, Vice President and Community Development  
 Officer, Federal Reserve Bank of Richmond
- 1:45 – 1:50 **Break**
- 1:50 – 2:50 **Collaboration Strategies**  
 In an economic environment where resources and capital are harder to  
 access, organizations are seeking innovative strategies to do their work more  
 efficiently. Participants will hear how CDFIs are being more effective  
 through alliance building, partnership development and collaboration  
 strategies. Attendees will learn about different collaboration models that help  
 raise capital and increase borrower capacity in underserved markets while  
 increasing organizational scale through new partnership structures.
- Moderator: Eric Haralson, Vice President of Community Lending,  
 Federation of Appalachian Housing Enterprises (FAHE)
- Panelists:
- Cindy Wiggins-Tiede, Executive Vice President, Community Investment  
 Corporation of the Carolinas
  - Don Hinkle-Brown, President and CEO, The Reinvestment Fund
  - Pablo DeFilippi, Director of Membership, National Federation of  
 Community Development Credit Unions
- 2:50 – 3:50 **Expanding and Growing the Right Way**  
 The ability to grow capacity may mean adding new programs and products to  
 better serve the community’s financing needs while also increasing self  
 sufficiency. The challenge for many organizations is how to grow without  
 veering too far from one’s mission and ensuring organizational capacity.  
 Participants will hear from new and established CDFIs on how to  
 successfully add new business lines and expand geographically, while  
 maximizing their existing infrastructure.
- Moderator: Jack Northrup, President, New England Market Research, Inc.
- Panelists:
- Hank Helton, Senior Vice President, Pathway Lending
  - Deborah McKetty, President, CommunityWorks Carolina
  - Doug Coward, Executive Director, Solar and Energy Loan Fund (SELF)

3:50 – 4:00

**Break**

4:00 – 5:00

**Next Generation of CDFI Leaders**

How are organizations planning for the next generation of community development finance leaders? Participants will hear a diverse panel – a CDFI that is working with rising seniors, a college campus organization that is introducing students to micro finance and an established CDFI – discuss how they plan to transition from long standing leadership to a new generation of leaders.

Moderator: James Yagley, Senior Specialist, Partnership and Program Development, Federal Deposit Insurance Corporation (FDIC) Community Affairs

Panelists:

- Tara Kenchen, Chief Operating Officer/General Counsel, North Carolina Community Development Initiative, Youth Leadership Program
- Darius Gill, Graduate Youth Leadership Program
- Michael Kale, Past Co-Chair, Campus Y, Carolina Microfinance Initiative, University of North Carolina
- Gerard Salvo, Director of Workforce Solutions, Human Resources Manager, Coastal Enterprises Incorporated

5:00 – 6:00

**Reception**





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NETWORK

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**AGENDA**

**Thursday, July 19, 2012**

8:30 – 8:40 am

**Welcome**

*(Pre Function Area)*

Nancy Montoya, Senior Community Development Manager, Federal Reserve Bank of Atlanta

Enayat Oliver, Management Consultant, NeighborWorks America

8:40 – 9:40

**Breakout Sessions**

**1. Challenges and Opportunities for Small Business and Micro Lenders**  
*(Raleigh/Columbia Rooms)*

Participants will hear from regional CDFIs and loan funds on how they are effectively delivering small business and micro finance products to help assist small business and entrepreneurs in the Southeast. Panelists will also highlight how they are providing new sources to small business owners and discuss barriers that still exist.

Moderator: Karen Hoskins, Lender Relations, SBA North Carolina

Panelists:

- Holly Hunt, SSBCI Program Manager, Georgia Department of Community Affairs, Office of Economic Development
- Tammy Halevy, Senior Vice President, New Innovations and Membership, AEO
- Roberta McCullough, Senior Vice President, The Support Center

## **2. Connect Impact and Efficiencies through Technology Tools (Dogwood Room)**

In an age of social media and a technology driven society how are non-profits and CDFIs using technology and cloud based tools to increase organizational efficiencies, increase communication with donors and share impact globally? Participants will learn what CDFIs are doing to use technology, including dashboards, business intelligence tools and CRM to address these questions.

Moderator: Nancy Montoya, Senior Community Development Manager, Federal Reserve Bank of Atlanta

Panelists:

- Seth Julyan, Vice President, Membership, Opportunity Finance Network
- Sarah Wolff, Research and Impact Associate, Self Help
- Paul Hoffmann, Senior Vice President, Policy and Programs, Pathways Lending

9:40 – 9:50

**Break**

9:50 – 10:50

**Breakout Sessions**

### **1. Underwriting CDFIs (Raleigh/Columbia Rooms)**

Community Development Finance organizations rely on building capital through various public and private sources. Each investor underwrites differently and may require different analysis. A CARS rating is one way for investors to feel confident in an organization's ability to manage an investment, but what are other ways investors analyze and underwrite? Participants will hear from a CARS rated CDFI, an area lender and regional foundation on how various funders underwrite and rate CDFIs.

Moderator: Shaw Canale, CEO, Mountain BizWorks

Panelists:

- Sandra Mikush, Deputy Director, Mary Reynolds Babcock Foundation
- Frank Cianciarulo, Vice President Investment Manager, Wells Fargo

### **2. Innovative Strategies Using New Markets Tax Credits (Dogwood Room)**

New Market Tax Credits are a powerful tool for community economic development. Participants will hear from area experts and CDFIs who are using the tax credit program to support urban and rural redevelopment and economic development opportunities in underserved markets.

Moderator: Brad Elphick, CPA, Novogradac

Panelists:

- Charlie Spies, CEO, CEI Capital Management LLC (CCML)
- Ignacio Esteban, Executive Director, Florida Community Loan Fund
- Brian Schneiderman, Vice President and Director of Commercial Lending, Self Help

**3. Collaborations between Community Development Credit Unions and Community Development Loan Funds**  
*(Palmetto Room)*

Representatives of Opportunity Finance Network and the National Federation of Community Development Credit Unions (The Federation)

10:50 – 11:00

**Break**

11:00 – 12:00 pm

**Innovations in Capital – Individual and Institutional Investments**  
*(Pre Function Area)*

Finding capital sources for community development finance can be a challenging task. With decreasing government funding sources CDFIs must identify new sources of capital. Many organizations are turning to individuals, businesses and financial institutions for investment opportunities.

Participants will hear from a diverse panel about existing and new tools for investing in CDFIs and how institutions and individuals can develop a CDFI Strategy. Attendees will also hear about new leveraging possibilities through individual and high wealth partnerships.

Moderator: Michelle Mapp, Executive Director, Lowcountry Housing Trust

Panelists:

- George Morrison, Attorney, McNair Law Firm
- Susan Winstead, Senior Vice President, CDFI Lending and Investing, Bank of America
- Catherine Godschalk, Sr. Director, US Lending, Calvert Foundation
- Mary Harden, Principal, Architectural Associates, LLC

12:00

**Lunch** *(Pre Function Area)*

12:10 – 1:10

**The Future of Crowd Funding for CDFIs**  
*(Pre Function Area)*

Identifying new capital sources for community economic development initiatives is becoming more and more challenging. Individual giving plays a large role in raising sufficient capital. With an increase in technology tools and the recent passage of the Jobs Act crowd funding as a way to increase capital from individual donors is getting a lot of attention.

Participants will hear from industry experts on how crowd funding is currently being used to support social enterprises and what the future might look like for CDFIs.

Speakers:

- Paul Dombowsky, Owner, IdealVibe, *The Crowd Engagement Platform*
- Dave Wilkinson, Executive Director, City First Enterprises

1:10 – 1:15

**Closing**

Tammie C. Hoy, Regional Community Development Manager, Federal Reserve Bank of Richmond

