



Strategies for Change: Innovation for Microenterprise and Community Economic Development
September 15-16, 2011

Thursday, September 15, 2011

5:00 p.m. *Opening Reception*
The Fed Experience, Lobby

Friday, September 16, 2011

8:00 a.m. *Registration and Continental Breakfast*
Lobby

8:30 *Welcome and Opening Remarks*

Jennifer Giovanitti, Community Development Manager, Federal Reserve Bank of Richmond
Kimberly Zeuli, VP and Community Development Officer, Federal Reserve Bank of Richmond
Welthy Soni-Myers, Interim Director, Virginia Microenterprise Network
Bill Shelton, Director, Virginia Department of Housing and Community Development
Cherrelle Hurt, Owner, As We Grow Childcare and Learning Center

9:00 *Keynote Speaker & Discussion*
Andrea Levere, President, Corporation for Enterprise Development

10:00 *Break*

10:15 **Concurrent Sessions, 23rd Floor**

A. Cutting Edge Partnerships, Virginia Room

Moderator, Manuel Hidalgo, Executive Director, Latino Economic Development Corporation
Pam Curry, Executive Director, Center for Economic Options
Partnership between Monster.com and West Virginia's Community and Technical Colleges
Ed Gerardo, Director, Bon Secours Health System
Partnership between Bon Secours and Virginia Community Capital
Sandra Headley, Vice President, Access to Capital for Entrepreneurs (ACE)
Partnership between ACE and ACCION Texas

B. Cutting Edge Products, Maryland/West Virginia Rooms

Moderator, Nancy Stark, Capital One
Ernie Maddy, Senior Credit Manager, People, Inc.
Consumer Loans for short-term emergency needs
Grace Fricks, President and CEO, Access to Capital for Entrepreneurs
Green Loan Fund
Hebah Fisher, Community Investment Collaborative
Community-based debt and equity financing, networking and training

C. Cutting Edge Accountability, North Carolina Room

Tamra Thetford, Program Manager, The Aspen Institute
Workshop on microTracker.org and why and how it can benefit microenterprise organizations

D. Cutting Edge Nuts and Bolts, South Carolina Room

Elizabeth Wilson, Vice President, COGIC Urban Initiatives and President, EW & Associates, Inc.
Training for start-up microenterprise organizations, those wanting to start a microenterprise program or to partner with other microenterprise organizations. Two-part session that is continued in the afternoon.

Noon

Lunch , 23rd Floor Dining Room

Kevin Kelly, President, Virginia Microenterprise Network
Karen Wilson, CEO, Karen Wilson Natural Beauty
Connie Evans, President, Association for Enterprise Opportunity

1:45 p.m.

Concurrent Sessions, 23rd Floor

A. Cutting Edge Web Use, Virginia Room

Moderator, Caroline Nowery, Program Specialist, Virginia Community Capital, Inc.
Dave Smucker, President, VistaShare
WebTracker: client web portal
Miles Friedman, President, Miles Friedman and Partners
Social media for small business development
Rob Martin, Executive Director, United Virginia
On-line peer-lending

B. Cutting Edge Business Models, Maryland/West Virginia Rooms

Moderator, Meghan Williamson, Executive Director, Staunton Creative Community Fund
Leslie Schaller, Programming Director, ACEnet
Worker-owned co-operative businesses: Casa Nueva, Athens Ohio
Suzi Carter, Outreach Coordinator, Friendly City Food Co-op
Emergence of food co-op from a microenterprise
Diana Blackburn, Executive Director, 'Round the Mountain
Artisan businesses as a rural economic development driver

C. Cutting Edge Credit, North Carolina Room

Vanessa Carter, Relationship Manager, Credit Builders Alliance
New tools to help entrepreneurs improve their credit scores and access to credit

D. Cutting Edge Nuts and Bolts, South Carolina Room

Elizabeth Wilson, Vice President, COGIC Urban Initiatives and President, EW & Associates, Inc.
Continuing the morning session on starting microenterprise activity

3:15

Closing Reception and Resource Fair, 23rd Floor Lobby

4:00

Closing Remarks

Welthy Soni-Myers, Interim Director, Virginia Microenterprise Network