



A CAPITAL IDEA: Creating Funding Partnerships *for Rural Appalachia*

March 19, 2013

The Renaissance Hotel, Asheville, North Carolina

AGENDA

11:00 am Registration

12:00 pm Partnership Lunch and Welcome Remarks

- **Todd Greene, Federal Reserve Bank of Atlanta**
Welcome and Introductions
 - **Jen Giovannitti, Federal Reserve Bank of Richmond**
What is the Tri-Bank Initiative?
 - **Paul Kaboth, Federal Reserve Bank of Cleveland**
Why Access to Capital Matters to the Federal Reserve
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12:30 pm Lunch Program: How Can Directed Capital Jumpstart Community Change?

Dave Wilhelm, Founder of Woodland Venture Management

You may not often hear the terms “venture capitalist” and “philanthropist” ascribed to the same person, but Dave Wilhelm is such a man. For the lunch program, Dave will discuss how his vision to bring investment to underserved and often impoverished areas of the country led to the formation of the Adena Ventures and Hopewell Venture Funds.

1:15 pm Transition to the Afternoon

1:15–1:45 pm Framework for Lending and Investment in Appalachia

Entrepreneurs with exciting ideas exist in all communities and yet they do not always get approved for loans. Why is that? This session will set the basic framework for how the lending process works and illuminate some of the key challenges that lead to a loan rejection. If we can learn more about these lending gaps as practitioners and funders, then we can be more effective in helping our entrepreneurs and small businesses grow and prosper.

Moderator:
Marlo Long, BB&T

Speaker:
Pat Thomson, Director, National Development Council

1:45-2:45 pm The Art of Co-Lending: Real Projects and Partnerships at Work

This session will illustrate how the lending partnerships in Appalachia are working together to solve challenges and capitalize on opportunities to support local businesses.

Moderator:
Todd Greene, Federal Reserve Bank of Atlanta

- **Food Systems example:** Rick Larson, NC Program Director, Natural Capital Investment Fund, discusses NCIF’s co-lending role in supporting farms and local food systems in North Carolina.
 - **Healthcare and Healthy Community example:** John Reger represents the West Virginia Center for Rural Health on co-lending for medical businesses in West Virginia.
 - **Energy example:** Justin Maxson, President, MACED, discusses how his organization is co-lending in energy efficiency, projects to help small businesses save money in energy costs in Kentucky.
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2:45–3:00 pm Coffee Break

3:00–4:00 pm Being a Community Finance Leader in Rural Appalachia

A panel of community development finance professionals shares thoughts on what it takes to become a finance leader and how partnerships are a critical component to impacting change.

Moderator:
Paul Kaboth, Federal Reserve Bank of Cleveland

- Shaw Canale, Chief Executive Officer, Mountain Bizworks, Asheville, North Carolina
 - Marlo Long, Vice President of Community Development, BB&T, West Virginia and Kentucky region
 - Grace Fricks, President and CEO, Access to Capital for Entrepreneurs (ACE), Georgia
 - Jane Hatley, Regional Director, Self Help Credit Union, North Carolina
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4:00–5:00 pm **The Opportunity of Private Equity**

Private equity funds are unique and exciting opportunities that are not widely discussed in many communities. Learn more about equity funds as tools to target capital, access high-wealth individuals, and mobilize the higher risk early-phase capital that many entrepreneurs need. How do these funds work, how successful are they in rural and underserved areas, and where are foundations supporting the efforts to channel private equity into social impact?

Moderator:

Jen Giovannitti, Federal Reserve Bank of Richmond

- Tom Parkinson, Adena Ventures
- Grady Vanderhoofven, Fund Manager, Meritus Ventures
- Becky Ceperly, Greater Kanawha Valley Foundation

5:00–5:30 pm **Moderated Discussion by Thomas Watson** Summary Remarks and Closing

Adjourn and transition to the Cultural Reception



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In Partnership with the Appalachian Funders Network