

# Conference Agenda

## 2010 National Interagency Community Reinvestment Conference

Federal Deposit Insurance Corporation  
Federal Reserve Bank of Atlanta  
Federal Reserve Bank of San Francisco  
Office of the Comptroller of the Currency  
Office of Thrift Supervision  
and the  
Community Development Financial Institutions Fund



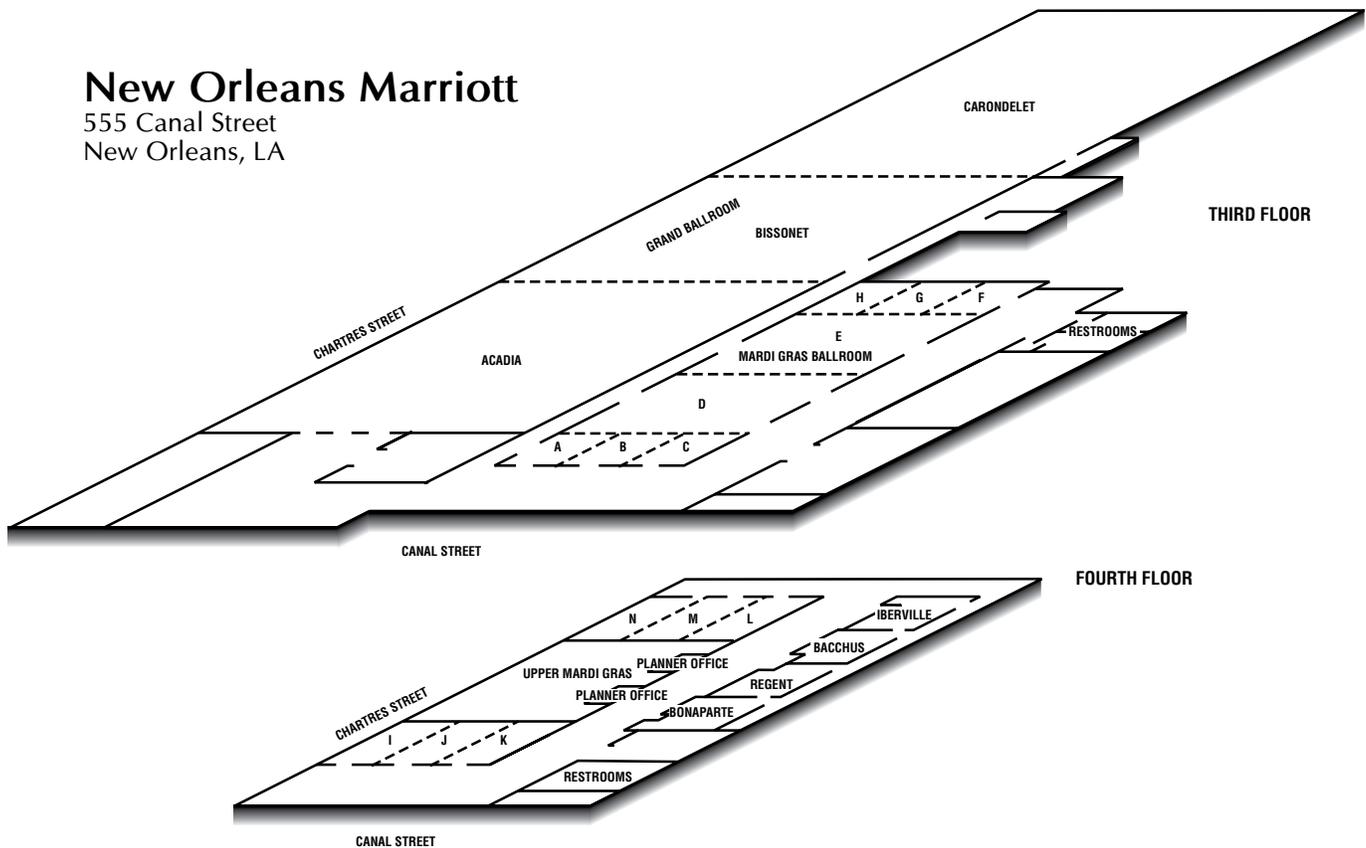
March 14th – 18th, 2010  
New Orleans, Louisiana

Download Presentations from  
[www.frbsf.org/community/conference2010](http://www.frbsf.org/community/conference2010)



## New Orleans Marriott

555 Canal Street  
New Orleans, LA



***Please note:***

- The opening general session and all lunches are in the Carondelet Ballroom
- Most sessions are in Salons A-F of the Mardi Gras Ballroom
- The NCDLS sessions are on the Fourth Floor

# Schedule at a Glance

## Sunday, March 14th

- 3:00 – 6:00 Registration
- 3:30 – 5:00 NCDLS Pre-Conference Session

## Monday, March 15th

- 7:30 – 8:30 Registration and Breakfast
- 8:30 – 10:00 Opening General Session  
*Welcome: Mitch Landrieu, Mayor-Elect of New Orleans*  
*Keynote Speaker: Angela Glover Blackwell, PolicyLink*
- 10:30 – 12:00 Concurrent Sessions
- 12:00 – 1:30 Lunch  
*Keynote Speaker: Michael Barr, U.S. Department of the Treasury*
- 1:30 – 3:00 Concurrent Sessions
- 3:30 – 5:00 Concurrent Sessions
- 5:30 – 7:30 Networking Reception  
Audubon Aquarium of the Americas  
1 Canal Street (Canal Street at the River)

## Tuesday, March 16th

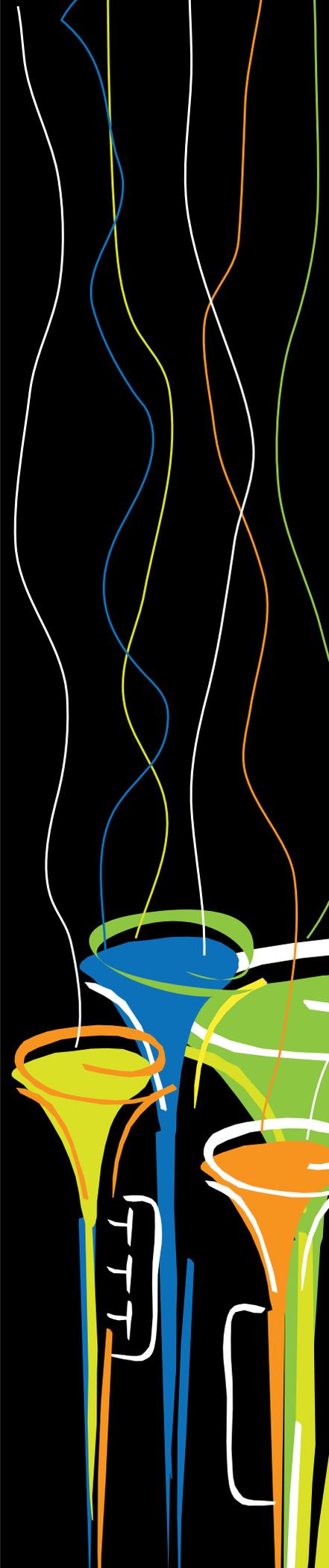
- 7:30 – 8:30 Breakfast
- 8:30 – 10:00 Concurrent Sessions
- 10:30 – 12:00 Concurrent Sessions
- 12:00 – 1:30 Lunch: *The 2010 Community Reinvestment Awards*  
*Sponsored by the Federal Home Loan Bank of Dallas*  
  
*Keynote Speaker: Eldar Shafir, Princeton University*
- 1:30 – 3:00 Concurrent Sessions
- 3:30 – 5:00 Concurrent Sessions

## Wednesday, March 17th

- 7:30 – 8:30 Breakfast
- 8:30 – 10:00 Concurrent Sessions
- 10:30 – 12:00 Concurrent Sessions
- 12:00 – 1:30 Lunch: *Interagency Panel Discussion*
- 1:30 Adjourn

## Thursday, March 18th

- Advanced Investments: A One-Day Conference  
(See pages 13-14)



**CRA Compliance**  
*All sessions in Salon E*

**CD Investments**  
*All sessions in Salons FGH*

Monday, March 15th	10:30 – 12:00	The A to Z of the CRA Examination Process	No Session
	1:30 – 3:00	Large Institution CRA Examination	Investments 101A: Introduction to Tax Credit Investments
	3:30 – 5:00	Intermediate Small or Small Institution CRA Examination	Investments 101B: Introduction to Other Investment Vehicles
Tuesday, March 16th	8:30 – 10:00	Model CRA Activities	Anatomy of a Deal: How to Manage Investments in a Recessionary Period
	10:30 – 12:00	Serving and Investing in Your Community	Investing through Intermediaries
	1:30 – 3:00	Excellence in CRA Program Management	GO Zone Allocations and Investments
	3:30 – 5:00	Advanced CRA Examination Issues	Measuring Financial Return, Social Impact, and Risk: A Case Study on CARS™
Wednesday, March 17th	8:30 – 10:00	Limited Purpose/Wholesale CRA Examinations	Building and Managing an Investment Portfolio for Large and Intermediate Small Institutions
	10:30 – 12:00	No Session	The Future of the CRA Investment Test

Thursday, March 18th

Advanced Investments: A One-Day Conference (See pages 13-14 for details)  
**Salon D**

**Community Development**

*Sessions in Salon D  
except where noted*

**National Community Development  
Lending School**

Building an Inclusive Green Economy *Salon D*  
*OR*  
Community Development Lending After Hurricanes Katrina & Rita *Salons ABC*

NCDLS Opening Session  
*Upper Mardi Gras Balconies LM*

10:30–12:00

Innovations in Neighborhood Revitalization

Multifamily Affordable Rental Housing Financing  
*Bacchus*

1:30 – 5:00

CRA in Rural Communities

Small Business Lending  
*Bonaparte*  
Underwriting the Nonprofit Organization  
*Regent*

Behavioral Economics: Implications for Financial Services and Education

Understanding Microfinance  
*Bonaparte*  
Underwriting for Green Multifamily Development  
*Regent*

8:30 – 12:00

Collaborative Approaches for Improving Access to Banking *Salon D*  
*OR*  
Post-Foreclosure Recovery: Rebuilding Neighborhoods *Salons ABC*

Advanced Multifamily Affordable Rental Housing Financing  
*Bacchus*

Post-Foreclosure Recovery: Rebuilding Lives

Underwriting the Nonprofit Organization  
*Regent*  
Small Business Lending  
*Bonaparte*

1:30 – 5:00

Innovations in Affordable Housing

Child Care and Charter School Facility Financing  
*Bacchus*

Stimulating Economic Development in Distressed Communities

*Seminar — 8:30 to 10:00 a.m.*  
Innovation as the New Norm!  
*Upper Mardi Gras Balconies JK*

8:30 – 12:00

Leveraging Federal Resources for Community Development

Underwriting for Green Multifamily Development  
*Regent*  
Multifamily Affordable Rental Housing Financing  
*Upper Mardi Gras Balcony L*

*Requires a separate one-day registration fee of \$250 for financial institution and for-profit organization representatives or \$175 for nonprofit, credit union, and government agency representatives*

## CRA Compliance Track

CRA compliance training sessions will draw on national data and will aim to be very practical in nature, using actual forms and allowing time at the end of each session for participants to engage in discussion with regulators.

Monday, March 15th

10:30 – 12:00

### The A to Z of the CRA Examination Process

**Salon E**

Learn about the CRA examination process from start to finish. Find out how you can help ensure a smooth examination experience. Learn how to respond to your initial notification of examination and requests for information, how to prepare for meetings during the examination, and how to meet the expectations of your management and regulator following your examination.

*Cathy Seiler, Office of the Comptroller of the Currency*

*David Meders, Office of Thrift Supervision*

*Christiane DeLay, Federal Reserve Bank of San Francisco*

*Denise Hudson, Federal Deposit Insurance Corporation*

1:30 – 3:00

### Large Institution CRA Examination

**Salon E**

Did your bank recently “graduate” to Large Bank status? Learn how performance context, data collection, and other issues can affect your bank’s CRA performance.

*Rob Birnbaum, Office of the Comptroller of the Currency*

*Neil Kwatinetz, Office of Thrift Supervision*

*Roy Durnal, Federal Deposit Insurance Corporation*

*Kelly Walsh, Federal Reserve Bank of San Francisco*

3:30 – 5:00

### Intermediate Small or Small Institution CRA Examination

**Salon E**

Gain insight into the examination process and learn how your bank can achieve its goals. This session will offer an overview of the examination procedures, performance criteria, and ways to conduct a self-assessment.

*Lillian Fanning, Office of the Comptroller of the Currency*

*Roy Dickinson, Office of Thrift Supervision*

*David Sharp, Federal Deposit Insurance Corporation*

*Christiane DeLay, Federal Reserve Bank of San Francisco*



8:30 – 10:00

### Model CRA Activities

#### Salon E

Share your innovative CRA activities with other CRA officers and learn about new ideas to take back to your bank.

*George Yen, Office of Thrift Supervision*  
*Kelly Walsh, Federal Reserve Bank of San Francisco*  
*Roy Durnal, Federal Deposit Insurance Corporation*  
*Doug Jackson, Regions Financial Corporation*

10:30 – 12:00

### Serving and Investing in Your Community

#### Salon E

This session will answer questions about what qualifies as a service or investment, how to track these kinds of activities, and how to achieve outstanding performance on the Service and Investment Tests.

*Mattie Trice, Office of the Comptroller of the Currency*  
*George Yen, Office of Thrift Supervision*  
*Denise Hudson, Federal Deposit Insurance Corporation*  
*Lisa DeClark, Federal Reserve Bank of Minneapolis*

1:30 – 3:00

### Excellence in CRA Program Management

#### Salon E

Learn how CRA officers manage their CRA programs. Topics include strategic planning, management and board reporting, working with branch staff, and collaborating with outside organizations.

*Katie Garlington, Central State Bank*  
*Lela Wingard, JPMorgan Chase*  
*Lisa DeClark, Federal Reserve Bank of Minneapolis*

3:30 – 5:00

### Advanced CRA Examination Issues

#### Salon E

Join in a discussion with other experienced CRA officers on managing a complex CRA program.

*Pat Hartje, Office of the Comptroller of the Currency*  
*Neil Kwatinetz, Office of Thrift Supervision*  
*David Sharp, Federal Deposit Insurance Corporation*  
*Gary Clayton, Federal Reserve Bank of Atlanta*

8:30 – 10:00

### Limited Purpose/Wholesale CRA Examinations

#### Salon E

Link up with your colleagues for a roundtable discussion of best practices, current issues, and CRA planning tips.

*Mattie Trice, Office of the Comptroller of the Currency*  
*David Meders, Office of Thrift Supervision*  
*Denise Hudson, Federal Deposit Insurance Corporation*  
*Gary Clayton, Federal Reserve Bank of Atlanta*

Noon – 1:30

### Interagency Panel Discussion

#### Carondelet

Senior rulemakers from the FFIEC's Consumer Compliance Task Force will answer CRA questions during this final lunch panel.

*Cathy Gates, Federal Reserve Board*  
*Karen Tucker, Office of the Comptroller of the Currency*  
*Stephanie Caputo, Office of Thrift Supervision*  
*Janet Gordon, Federal Deposit Insurance Corporation*

## CD Investments Track

This track will explore key community development investing issues. Panels in this track will cover topics included in the *CRA Investment Handbook*, which summarizes the most common investment vehicles and programs, the CRA Investment Test, portfolio management, deal structure, and recent policy developments that have altered the community development investment landscape.

Monday, March 15th

1:30 – 3:00

**Salons FGH**

### Investments 101A: Introduction to Tax Credit Investments

This session will introduce some of the most common tax credit investments used to satisfy the CRA Investment Test, such as the Low Income Housing Tax Credit, New Markets Tax Credit, and Historic Tax Credit. Information for the session will be drawn from the Federal Reserve Bank of San Francisco publication: *CRA Investment Handbook*.

*Thomas FitzGibbon, MB Financial Bank*

*Jonathan Kivell, United Bank*

*Rosa Martinez, Community Development Financial Institutions Fund*

3:30 – 5:00

**Salons FGH**

### Investments 101B: Introduction to Other Investment Vehicles

This session will introduce some of the most common community development investment vehicles, such as CRA-targeted mortgage-backed securities, Certificate of Deposits Account Registry Service (CDARS), community development venture capital investments, public activity bonds, and others. Information for the session will be drawn from the Federal Reserve Bank of San Francisco publication: *CRA Investment Handbook*.

*Thomas FitzGibbon, MB Financial Bank*

*Jonathan Kivell, United Bank*

*Rachel Firschein, Oppenheimer & Co.*

Tuesday, March 16th

8:30 – 10:00

**Salons FGH**

### Anatomy of a Deal: How to Manage Investments in a Recessionary Period

In the past, we have focused one panel on the hardest-to-do deals, but lately, all deals are hard. The panelists will discuss a number of specific deals that illustrate that what was relatively routine before is complex and innovative now.

*Susan Harper, Bank of America/Merrill Lynch*

*Paul Weech, Housing Partnership Network and Stewards of Affordable Housing for the Future*

*Doug Bystry, Clearinghouse CDFI*

*Daniel Nissenbaum, Goldman Sachs*

10:30 – Noon

**Salons FGH**

### Investing through Intermediaries

Private equity funds, bond funds, funds of funds, mutual funds, and other investment intermediaries can deliver local knowledge, portfolio risk diversification opportunities, and specialized investment expertise to community development investors. This panel will discuss how CRA-motivated banks and other institutional investors can underwrite these intermediaries and choose from among their wide range of services.

*Barbara VanScoy, CRA Qualified Investment Fund*

*David Sand, Access Capital Strategies*

*Penelope Douglas, Pacific Community Ventures*

*Saurabh Narain, National Community Investment Fund*

*David Erickson, Federal Reserve Bank of San Francisco*

Tuesday, March 16th

1:30 – 3:00

### **GO Zone Allocations and Investments**

**Salons FGH**

This panel will highlight the efforts and results of CDFIs using Community Development Awards and New Markets Tax Credits within the Gulf Opportunity Zone (GO Zone). Learn about successful collaborations and partnerships that have provided community development financing and provided tax relief and/or credits to small businesses operating within the GO Zone.

*Cliff Kenwood, American Community Renewable Energy Fund (ACREF)*  
*Scott Scheffy, Capital One Bank*  
*Michael Johnson, Advantage Capital*  
*Steve McDonald, Strategic Development Solutions*

3:30 – 5:00

### **Measuring Financial Return, Social Impact, and Risk:**

**Salons FGH**

#### **A Case Study on CARS™**

This session will present strategies for how to analyze and explain community development investments for financial return, social impact, and risk. It will focus on the CARS™ rating system as a basis for the discussion, but will also cover other methodologies.

*Paige Chapel, Opportunity Finance Network*  
*Trinita Logue, Illinois Facilities Fund*  
*Carla Dickstein, Coastal Enterprises, Inc.*  
*Janneke Ratcliffe, UNC Chapel Hill*

Wednesday, March 17th

8:30 – 10:00

### **Building and Managing an Investment Portfolio for Large and Intermediate Small Institutions**

**Salons FGH**

This session will discuss ways for Large and Intermediate Small institutions to build a successful investment portfolio that balances risk, profitability, and CRA compliance.

*Cathy Dolan, Wells Fargo*  
*Robert Wasserman, US Bank*  
*Dudley Benoit, JPMorgan Chase*  
*Jim Baek, Deutsche Bank*

10:30 – 12:00

### **The Future of the CRA Investment Test**

**Salons FGH**

The Investment Test of the Community Reinvestment Act was created to address the concern that depository institutions had not met the investment needs of their entire communities. This session will consider the future of the Investment Test in the wake of the financial crisis and the legislative and regulatory responses that continue to unfold.

*Mark Willis, Ford Foundation*  
*John Olson, Federal Reserve Bank of San Francisco*  
*Fred Mendez, Rabobank*  
*John Taylor, National Community Reinvestment Coalition*

*Download Presentations from*

[www.frbsf.org/community/conference2010](http://www.frbsf.org/community/conference2010)



# Community Development Track

Low-income communities have been hard-hit during the recent economic downturn; individuals have lost personal wealth and income opportunities, and neighborhoods have seen reinvestment gains made over the past decade unravel. To ensure an inclusive economic recovery, the community development industry will need to play an even bigger role than it has historically in seeking and implementing solutions that address the multifaceted needs of low-income communities and individuals. The sessions in the Community Development track explore a number of promising practices and innovative models for tackling the issues facing low-income people in communities across the nation.

Monday, March 15th

## 10:30 – 12:00 **Beyond Green Building**

**Salon D** New financing mechanisms and targeted workforce development programs are necessary to expand the reach of the “green revolution” to low-income communities. This session will look at the ways businesses, banks and nonprofits are embracing the green movement to benefit low- and moderate-income households.

*Melissa Bradley, Green for All  
Nancy Pfund, DBL Investors*

*Anne Claire Broughton, SJF Advisory Services  
Grace Fricks, Appalachian Community Enterprises*

OR

## **Community Development Lending After Hurricanes Katrina & Rita**

**Salons ABC** Learn about the rebuilding efforts made by CDFIs in the wake of Hurricanes Katrina and Rita. Workshop participants will be introduced to successful community development lending models and best practices geared towards low- and moderate-income communities throughout the Gulf Coast Region.

*Alan Branson, Enterprise Corporation of the Delta  
Mignhon Tourne, ASI Federal Credit Union  
Janet Woodka, Office of the Federal Coordinator for Gulf Coast Rebuilding*

*Julius Kimbrough, Liberty Bank and Trust  
Janie Barrera, ACCION Texas – Louisiana*

## 1:30 – 3:00 **Innovations in Neighborhood Revitalization**

**Salon D** Comprehensive neighborhood revitalization depends on strong partnerships that support a range of community investments. This panel will highlight strategies that weave together the activities of a variety of partners not just to develop real estate, but also to build community wealth, improve educational opportunities, and sustain cultural assets.

*Ted Howard, The Democracy Collaborative  
Ashleigh Gardere, JPMorgan Chase*

*Mihailo Temali, Neighborhood Development Center  
Valerie Piper, Annie E. Casey Foundation*

## 3:30 – 5:00 **CRA in Rural Communities**

**Salon D** Rural regions have lending, investment, and service needs that are quite different from those of urban geographies. This session will highlight activities in a bank’s rural assessment area that are considered CRA-eligible loans, investments, and services.

*Ariel Cisneros, Federal Reserve Bank of Kansas City  
Jerry Rickett, Kentucky Highlands Investment Corporation*

*Diana Pfister, Dacotah Bank  
Maria Valandra, First Interstate Bank*

Tuesday, March 16th

## 8:30 – 10:00 **Behavioral Economics: Implications for Financial Services and Education**

**Salon D** The growing field of behavioral economics has important implications for the development and delivery of financial services and education. This session will explore how the theory of behavioral economics can be used in real world applications to promote asset building in low-income communities.

*Julian Jamison, Federal Reserve Bank of Boston  
Caitlyn Brazill, NYC Office of Financial Empowerment*

*David Marzahl, Center for Economic Progress  
Amy Brown, Ford Foundation*

10:30 – 12:00

### Collaborative Approaches for Improving Access to Banking

**Salon D**

Increasing access to financial services often requires the participation and coordination of multiple stakeholders. This panel will highlight innovative programs that take a collaborative approach to improving access to banking for low-income individuals.

*Kat Taylor, OneCalifornia Bank & OneCalifornia Foundation*    *Dennis J. Campa, Annie E. Casey Foundation*  
*Louisa Quittman, U.S. Department of the Treasury*    *Ammar Askari, Marshall & Ilsley Bank*

OR

### Post-Foreclosure Recovery: Rebuilding Neighborhoods

**Salons ABC**

The Neighborhood Stabilization Program has provided an infusion of capital for communities struggling to recover from the foreclosure crisis. Some jurisdictions have been more successful than others in implementing programs to mitigate the impacts of widespread foreclosure. This session will highlight models that have been successful in stabilizing neighborhoods in a troubled economy.

*Michael Grover, Federal Reserve Bank of Minneapolis*    *Debra Reyes, Neighborhood Lending Partners*  
*Chris Pahule, Sacramento Housing and Redevelopment Agency*    *Joseph Robertson, Fannie Mae*

1:30 – 3:00

### Post-Foreclosure Recovery: Rebuilding Lives

**Salon D**

In the wake of the foreclosure crisis, federal resources have been provided to help communities reclaim vacant properties. However, additional resources are also critical in helping individuals affected by foreclosure rebuild their financial and personal lives. This session highlights some of the most promising responses for helping families recover from the crisis.

*Sheri Powers, Unity Council*    *Miguel Gutierrez, Fannie Mae*  
*Tom Quinn, FICO*    *Nina Fedele, Social Serve*

3:30 – 5:00

### Innovations in Affordable Housing

**Salon D**

Affordable housing programs typically focus on multifamily rental developments or single family homes for purchase. Yet these strategies do not always meet the needs of all demographic groups, and market trends can negatively impact the development and availability of both single-family and multifamily housing. This session will explore several innovative models that could be included in a comprehensive affordable housing strategy.

*Shannon Nazworth, Florida Supportive Housing Coalition*    *Robert Dowling, Community Home Trust*  
*Stacey Epperson, Frontier Housing*

8:30 – 10:00

### Stimulating Economic Development in Distressed Communities

**Salon D**

Small businesses provide an important conduit for recycling investments and income in a local economy. But even in the best of economic times — let alone the current climate — small businesses face steep hurdles to survival and growth. This session takes a look at the strategies being used in communities with high unemployment for increasing the capacity of small businesses to stimulate local economic development.

*Phyllis Cassidy, Good Work Network*    *Stanley Tom, Valley Small Business Development Corporation*  
*Clint Gwin, Southeast Community Capital*

10:30 – 12:00

### Leveraging Federal Resources for Community Development

**Salon D**

Federal funding programs—such as NMTC, ARRA, CDBG, and SBA loans—are critical components of community development finance, and can help to leverage CRA qualifying loans, investments, and services. This session will highlight examples of how federal funding was leveraged to make a positive impact in low- and moderate-income communities, as well as provide updates on recent changes to federal programs.

*Lisa Richter, GPS Capital Partners*    *Kalima Rose, PolicyLink*  
*Greg Bischak, The CDFI Fund*    *Joseph Firschein, Federal Reserve Board of Governors*

# The National Community Development Lending School

The National Community Development Lending School (NCDLS) offers unique educational and career development opportunities for community lenders, CRA officers, and other financial institution managers and staff. This year we have eight courses from which to choose and one special seminar, "Innovation as the New Norm!" Most courses are targeted at community development lenders with minimal experience as well as other banking or community development professionals. The two advanced courses are for underwriters and experienced loan officers. New to the curriculum this year are courses entitled: Underwriting for Green Multifamily Development, Understanding Microfinance, and Underwriting the Nonprofit Organization.

*Conference participants may attend one or more classes. To earn a graduation certificate, participants must attend a minimum of three classes and complete work as assigned. Be sure to bring a financial calculator.*

## Course Descriptions:

### NCDLS Pre-Conference Session: Introduction to the Fundamentals of Community Development Financing

Sunday, March 14th, 3:30-5:00 • **Salon D**

This mini-course is geared for beginners looking to get prepared for the fast pace of NCDLS. Using an affordable rental housing exercise, you will learn concepts and terms used in underwriting real estate loans, including cash flow and development pro formas, along with the fundamentals of financial structuring. Learn how to use an HP 12C or 10B financial calculator, a useful skill in most of our classes.

*Jeff Nugent, The Center for Leadership Innovation*

### NCDLS Opening Session

Monday, March 15th, 10:30-12:00 • **Upper Mardi Gras Balconies LM**

This opening session will provide an introduction to the school and a chance to meet the faculty of the core community development lending courses. It is designed to assist students in making course selections and to provide an overview of community development financing issues. Come meet the experts in the field and hear what they will offer in classes starting on Monday afternoon.

*Jeff Nugent, The Center for Leadership Innovation      Thomas FitzGibbon, MB Financial Bank*

### Multifamily Affordable Rental Housing Financing

**Basic:** Monday, March 15th, 1:30-5:00 • **Bacchus**

Wednesday, March 17th, 8:30-12:00 • **Upper Mardi Gras Balcony L**

**Advanced:** Tuesday, March 16th, 8:30-12:00 • **Bacchus**

Take part in a detailed examination of a multifamily rental housing development project. Find out how you can properly structure a loan while carefully weighing key factors such as community impact, profit, risk, partnerships, and due diligence. The basic course is designed for non-lenders seeking an understanding of multifamily lending terms and concepts. The advanced course is for active underwriters, loan officers and others who want to delve deeply into the mechanics of multifamily underwriting.

*Alex Viorst, Prudential Mortgage Capital Company*

### Underwriting the Nonprofit Organization

Monday, March 15th, 1:30-5:00 • **Regent**

Tuesday, March 16th, 1:30-5:00 • **Upper Mardi Gras Balcony K**

To evaluate the likelihood of repayment of a real estate or small business community development loan, it is essential that you understand how to underwrite the nonprofit organization. In a small class setting, a veteran in the field of community lending will take you through the essentials of underwriting the not-for-profit borrower on a community facilities project.

*Cathy Niederberger, PNC Bank*

## Child Care and Charter School Facility Financing

Tuesday, March 16th, 1:30-5:00 • **Bacchus**

Child care centers and charter schools—vital community-building assets for both children and parents—have unique markets and economics that require special attention. Using a child care center and a charter school case study, you will learn the process of underwriting and evaluating the operations, economics, and capacity of two capital projects and will come to know their sources of revenue, capital financing structures, and risk mitigation.

*Claudia Lima and Hannah Blitzer, Low Income Investment Fund*

## Small Business Lending

Monday, March 15th, 1:30-5:00 • **Upper Mardi Gras Balcony J**

Tuesday, March 16th, 1:30-5:00 • **Upper Mardi Gras Balcony J**

Discuss the meaning of small business community development and the most effective ways to structure small business loans. This basic course, which focuses on credit and cash flow analysis, will also discuss the role of technical assistance in the management of small business loan portfolios. Learn how banks view nonprofit small business lending, microenterprise lending, and small business loan funds.

*Andrew Gordon, Arizona MultiBank CDC*

## Understanding Microfinance

Tuesday, March 16th, 8:30-12:00 • **Upper Mardi Gras Balcony J**

What is microfinance? In this session, you will learn about the impact of microfinance in the US, characteristics of growing an effective microfinance program, methods for underwriting and managing the quality of microloan portfolios, and strategies for analyzing investment opportunities in microfinance organizations. This session will be highly interactive.

*Anne Haines Yatskowitz, ACCION New Mexico – Colorado – Arizona*

*Roberto Barragan, Valley Economic Development Center*

*Susan Winstead, Bank of America*

## Advanced Session: Underwriting for Green Multifamily Development

Tuesday, March 16th, 8:30-12:00 • **Regent**

Wednesday, March 17th, 8:30-12:00 • **Regent**

How might a project's sustainable design impact loan and/or investment decision making? This course helps professionals to conduct loan/investment analysis, using a LEED-certified apartment complex as a case study. This course will focus on the influence of green certification on the construction budget and pro forma operating cash flow, as well as how sustainable design influences due diligence and property operating performance post-construction.

*Lisa Michelle Galley and George Vavaroutsos, Galley Eco Capital LLC*

## Special Seminar

### Innovation as the New Norm!

Wednesday, March 17th, 8:30-10:00 • **Upper Mardi Gras Balconies JK**

The magnitude of the challenges we face in every sector, and the enormous changes happening throughout American society, invite substantial innovation at every turn. This session will focus on several major issues related to community development finance, and will provide participants with the opportunity to experiment with state-of-the-art methods to catalyze the creation of innovative approaches. New ideas and methods to employ them back home will emerge.

*Jeff Nugent, The Center for Leadership Innovation*

*Thomas FitzGibbon, MB Financial Bank*

## Advanced Investments: A One-Day Conference

**Thursday, March 18th - *All sessions will take place in Salon D***

This one-day conference will offer advanced sessions on community development investing. It is targeted both to investment professionals within banks and their partners in government, foundations, and CDFIs. *The Advanced Investments conference is sold out.*

8:00 – 8:45 **Networking Breakfast: Community Development Investing for those under 35**

The future of the community development finance industry will depend upon how effectively young talent can be recruited and retained. This networking breakfast will offer an opportunity for young community development professionals to discuss their roles in the industry, how they can better collaborate, and what resources they need to more actively participate in the industry.

*Ian Galloway, Federal Reserve Bank of San Francisco*

*Jonathan Kivell, United Bank*

*Courtney Mailey, Federal Reserve Bank of Richmond*

8:45 – 9:45 **Overview Panel: Current State of the Market and Recent Trends**

This panel will discuss how the world has changed for community development since the recent recession. Industry experts will offer their thoughts on where we go from here and how to navigate the new financial landscape.

*Mark Pinsky, Opportunity Finance Network*

*Ellen Seidman, New America Foundation*

*William Bynum, Enterprise Corporation of the Delta*

*John Moon, Federal Reserve Board*

9:45 – 10:45 **Investing from Multiple Perspectives: Know Your Partner**

A key to community development investing is working closely with partner institutions, whether they are banks, foundations, nonprofits, or government. This panel will explore a cutting-edge example of creative problem solving to address the problems of REO disposition in Chicago.

*Debra Schwartz, MacArthur Foundation*

*Ellen Sahli, City of Chicago*

*Andrew Mooney, LISC/Chicago*

*Calvin Holmes, Chicago Community Loan Fund*

10:45 – 11:00 **Break**

11:00 – 12:00 **Online Tools for Community Development Investing**

Technology is changing the nature of community development investing. This session focuses on some of the promising recent developments in peer-to-peer lending, and other new approaches to investing.

*Kirk Inglis, Prosper Marketplace*

*Lisa Hall, Calvert Foundation*

*Giovanna Masci, Kiva*

*Ian Galloway, Federal Reserve Bank of San Francisco*

*Prabal Chakrabarti, Federal Reserve Bank of Boston*

12:00 – 1:00 **Lunch Keynote: Donna Gambrell, CDFI Fund**

*Introduction by Mark Pinsky, Opportunity Finance Network*

1:15 – 2:15 **Understanding the “Impact Investing” Trend**

Socially-motivated investors are aggressively pursuing many of the same goals that community development investing has been promoting for years. This group of foundations, endowments, and high-net worth individuals is bringing new ideas and challenging questions to the community development investing industry.

*Jackie Khor, Imprint Capital*  
*Georgette Wong, Correlation Consulting*  
*Lisa Richter, GPS Capital Partners*

2:15 – 3:15 **Green Investing**

Increasingly the goals of the environmental movement are merging with the goals of the community development industry. Many new programs, in the ARRA stimulus bill and other areas, are trying to tie the two goals together. This panel explores some of the recent developments in “triple bottom line” investing.

*Frank Altman, Community Reinvestment Fund*  
*John Berdes, ShoreBank Enterprise Cascadia*  
*Mike Italiano, Capital Markets Partnership*  
*Robin Hacke, Living Cities*

3:15 – 3:30 **Break**

3:30 – 4:30 **New CRA Investment Opportunities in Retail Finance**

The majority of CRA investing takes place in real estate and commercial lending. Explore how some new investment opportunities are coming to fruition in a new generation of retail financial services. Learn about the exciting work of the Center for Financial Services Innovation and its new fund, Core Innovation Capital, that are investing in new, socially responsible, nationally scalable, technology driven businesses that serve the underbanked and underserved.

*Arjan Schütte, Center for Financial Services Innovation*  
*Michael Griffin, KeyBank*  
*James Gutierrez, Progreso Financiero*  
*Daniel Nissenbaum, Goldman Sachs*

4:30 – 5:30 **Connecting Investors with Investments in New Orleans**

This session is an effort to provide some helpful technical assistance to the many social entrepreneurs who have been working to get New Orleans back on its feet. The format for this session will borrow from Bank of America/Initiative for a Competitive Inner City’s speed dating format, where investors will sit at tables and give feedback on “the pitch” from social entrepreneurs in New Orleans.

*Ed Powers, Bank of America*  
*Gloria Lee, Next Street*  
*Thomas FitzGibbon, MB Financial Bank*  
*Arjan Schütte, Center for Financial Services Innovation*

5:30 – 7:00 **Reception**

*The Federal Reserve Bank of San Francisco would like to thank the Opportunity Finance Network for their help in organizing this one-day conference.*

# Community Tours and Volunteer Opportunities

*Pre-registration was required for tours and volunteering.  
Participants should meet in the Mardi Gras Foyer 10 minutes before start time to sign in.*

Monday, March 15th	1:30 – 5:00	<b>Green by Design: Incorporating Environmental Principles into Community Revitalization</b> Since Hurricane Katrina, New Orleans has become a center of innovation for green design, and nonprofits, local government, and private industry are all working to rebuild the city’s houses, schools, and neighborhoods in an environmentally sustainable way. On this tour, participants will have the opportunity to visit some of the new building sites that incorporate advances in green materials and energy efficiency in their designs, and will see how New Orleans is developing new programs and facilities to green its workforce and industries.
Tuesday, March 16th	8:30 – 12:00	<b>Mixed-Income Housing: Developing an Inclusive Neighborhood Revitalization Strategy</b> As New Orleans grapples with the challenges of rebuilding its neighborhoods, leaders have been forced to rethink how to build not just new affordable housing, but also the community amenities that support economic and educational opportunities. This tour will include visits to some of the large mixed-income housing developments that are part of the rebuilding of New Orleans, and will show how these developments are being linked to schools and services for the residents that live there.
	1:30 – 5:00	<b>Voodoo Economics: Tapping the Arts and Culture of New Orleans for Economic Recovery</b> From jazz to jambalaya, one of New Orleans’ greatest assets is its cultural heritage. On this tour, participants will learn how the city’s music, cuisine, arts, and festivals are being tapped for community and economic development, from providing employment opportunities for local residents to converting old buildings into affordable living spaces for artists.
Thursday, March 18th	8:30 – 2:30	<b>Volunteer for a Day</b> Thanks to everyone who signed up to participate in what will be a rewarding day of hands-on activities supporting the rebuilding of New Orleans! Rebuilding Together New Orleans will lead volunteers in painting and renovating homes in several neighborhoods in the city. Volunteers should meet in the Mardi Gras Foyer on Thursday morning ready to get to work!

## Keynote Speakers



**Angela Glover Blackwell**  
*Founder and Chief Executive Officer, PolicyLink*

Angela Glover Blackwell founded PolicyLink in 1999 and continues to drive its mission of advancing economic and social equity. Under Blackwell's leadership, PolicyLink has become a leading voice in the movement to use public policy to improve access and opportunity for all low-income people and communities of color, particularly in the areas of health, housing, transportation, education, and infrastructure. Prior to founding PolicyLink, Blackwell served as Senior Vice President at the Rockefeller Foundation, where she oversaw the foundation's Domestic and Cultural divisions. A lawyer by training, she gained national recognition as founder of the Oakland (CA) Urban Strategies Council, where she pioneered new approaches to neighborhood revitalization.



**Michael S. Barr**  
*Assistant Secretary for Financial Institutions, U.S. Department of the Treasury*

Michael S. Barr was confirmed by the United States Senate May 21, 2009 to serve as the Department of the Treasury's Assistant Secretary for Financial Institutions. As Assistant Secretary for Financial Institutions, Barr is responsible for developing and coordinating Treasury's policies on legislative and regulatory issues affecting financial institutions. Barr previously served as Treasury Secretary Robert E. Rubin's Special Assistant, as Deputy Assistant Secretary of the Treasury, as Special Advisor to President William J. Clinton, as a special advisor and counselor on the policy planning staff at the State Department, and as a law clerk to U.S. Supreme Court Justice David H. Souter and then-District Court Judge Pierre N. Leval of the Southern District of New York.



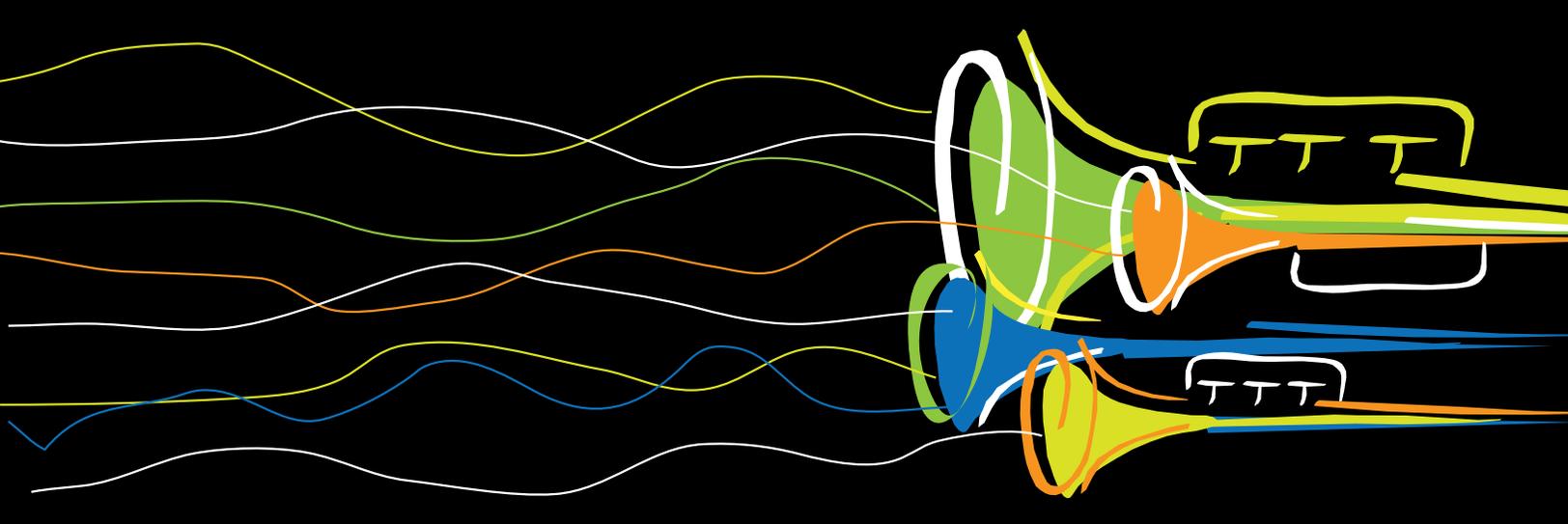
**Eldar Shafir**  
*William Stewart Tod Professor of Psychology and Public Affairs, Princeton University*

Eldar Shafir is the William Stewart Tod Professor of Psychology and Public Affairs in the Department of Psychology and the Woodrow Wilson School of Public and International Affairs at Princeton University. His research focuses on descriptive analyses of decision making, and on issues related to behavioral economics, with an emphasis on how people make judgments and decisions in situations of conflict and uncertainty. Most recently, he has focused on decision making in the context of poverty and, more generally, on the application of behavioral research to policy. He has held visiting positions at The University of Chicago Graduate School of Business, The Kennedy School of Government, and The Russell Sage Foundation, among others.



**Donna J. Gambrell**  
*Director, Community Development Financial Institutions (CDFI) Fund*

Donna J. Gambrell has served as Director of Treasury's Community Development Financial Institutions (CDFI) Fund since November 26, 2007. The CDFI Fund expands the capacity of financial institutions to provide credit, capital, and financial services to underserved populations and communities in the United States. Prior to the CDFI Fund, Ms. Gambrell served as a Deputy Director at the Federal Deposit Insurance Corporation (FDIC). During her tenure, Ms. Gambrell oversaw the FDIC's national compliance bank examination, community affairs, consumer affairs and deposit insurance outreach programs. Previously, at the request of former FDIC Chairman Donald E. Powell, she served 18 months in the Gulf Coast Region working on rebuilding initiatives in the wake of Hurricanes Katrina and Rita.



Notes

Sponsored by

Federal Deposit Insurance Corporation



Federal Reserve Bank of Atlanta



Federal Reserve Bank of San Francisco



Office of the Comptroller of the Currency



Office of Thrift Supervision



Community Development Financial Institutions Fund



