



Los Angeles Metro Community Credit Forum

Working Together to Build Creditworthy Businesses throughout Greater Los Angeles

May 9, 2006

Sessions Overview & Event Agenda Plan

Sponsored by

Washington Mutual Bank
Southern California Edison
City National Bank
Northern Trust Bank &
Business Resource Group

Hosted at

The Federal Reserve Bank of San Francisco – Los Angeles Branch

**With Special acknowledgements & Recognition to
The Community Capital Taskforce**

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General Event Information

Background

The Business Resource Group, together with partnering agencies, launched a multi-year program effort to address obstacles to growth for small business. One of the top 3 obstacles: Capital Access & Credit Education spurred the creation of a Community Capital Taskforce, comprised of 11 financially focused entities committed to assisting small business to increase their knowledge about commercial credit. The project examined small business credit obstacles and information pertaining to loan denials. The result was the identification of an overwhelming lack of commercial credit knowledge amongst small business owners. National programs are advancing personal financial literacy efforts, but programs report no demonstrated impact on small businesses creditworthiness.

Event Objective

The Los Angeles Metro Community Credit Forum brings together committed stakeholders to examine challenges, existing solutions to support the development of an actionable strategy to help small businesses enhance their creditworthiness.

During the event, we will create the foundation for a region-wide strategy by:

- Examining common credit challenges faced by the small business community
- Exploring new and existing program solutions within our region currently available to meet this need
- Highlight regional programmatic and resources and gaps
- Defining key actions necessary to achieve measured impact within the small business community

Intended Outcomes

- Defined Success Measures – Capture agreed upon metrics for measuring creditworthiness improvement
- Identified Regional Gaps - Define Programs that currently support these efforts and existing networks
- Spark community interest and engage stakeholders to support long-term initiative goals
- Action Plan – Create a list of actionable steps that can be taken to accomplish intended results
- Timeline Measures - Classify Actions for Generating Short-Term and Mid-Term Impact

Date & Location

- Date: May 9, 2006
- Time 8 am – 3:30 pm Federal Reserve Bank of SF – Los Angeles Branch

Optimal Audience & Attendees

- Financial Institutions
- Alternative Lenders
- Bank Regulators
- Public Policy Advocates/Think Tanks
- Business Owners/Business Trade Organizations
- Non-Profit Organizations/Business Development Agencies
- Academic Institutions Representatives
- Government Agencies
- City & County Economic Development Agency Mgrs
- Credit Bureau Representatives
- Legislators – State & Congressional Banking/ED Committees
- Commercial Real Estate Industry Specialist
- Utility Industry Policy Representatives
- Financial Mgmt/ Legal-Accounting Professions
- Special Guests – Dennis Trinidad(Governors' Office); Roy Priest (NCCED) ; E.D. Focused. Foundations

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Draft Event Agenda

May 9, 2006

8:00 - 8:30 **Registration & Continental Breakfast**

8:30–10:00

**Opening
Session**

OPENING SESSION:

Welcome & Event Introduction

Melody Nava
Federal Reserve Bank of
San Francisco – LA Branch

The History of this Event- *How We Got to Today*

Sharon Evans, President & CEO
Business Resource Group

The Importance of Small Business to the LA Economy

Betsy Zeidman, Director
Milken Institute
Center for Domestic Emerging
Markets

Crafting Solutions for Broader Reach and Impact

- A National Perspective of Small Business & Consumer Financial Literacy Efforts
- The Healthy Credit Practices Program

Fritz Elmendorf, Vice President
National Communications Manager
Consumer Bankers' Association

Sharon Evans, President & CEO
Business Resource Group

10:10-11:50

**BUILDING CREDIT KNOWLEDGE & CREDIT PROFILES
AMONGST BUSINESS OWNERS**

Segment Facilitated by:
**Susan Howard, Office of
Comptroller of Current
US Treasury Department**

**Panelist
Presentations
& Facilitated
Dialogue**

Enhancing Credit Knowledge, Credit Profiles & Net Worth

- Credit Evaluation Factors & Scoring System Developments
- The Cultural Perspective of Credit Use Patterns
- Managing Business Net Worth & Guarantor Assets
- Financial Planning: A Holistic Approach to Support Client Needs

Panelists:
T. Cordell Wise - Fair Isaac Corporation
Denise Fairchild – CD Technologies
George Williamson - CEDLI
Garrett Gin– Merrill Lynch

Facilitated Dialogue:

- Benchmarking Small Business Credit Knowledge
 - Steps to Facilitate Knowledge Transfer & Behavior Change
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Luncheon
12:00-1:15

EVENT LUNCHEON

Acknowledgement & Introductions

Gene Perez
Washington Mutual

The Future of Small Business & Entrepreneurship
Supporting Business Today ... Growing Business Tomorrow

Dr. Duke Bristow, UCLA
Economist
Director, Biz World Foundation

The Voice of Denied Small Business Credit

Ezekial Patten - Patten Energy

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Facilitating Action for Enhancing Credit Enhancements
A Call to Action

Alberto G. Alvarado
Los Angeles District Director
US Small Business Administration

1:20-2:20

STRENGTHING THE BUSINESS ENTERPRISE FOUNDATION

Segment Facilitated by:
Paul Turner-Greenlining Institute

Single Panel Discussion

Building Stability in Business Revenue & Management Capacity & Support Systems

Reginald Jones Sawyer- President
LA County Small Business Commission
Raul Medrano, Ca Hispanic Chamber

2:20-3:20

STRENGTHING THE BUSINESS ENTERPRISE FOUNDATION

Segment Facilitated by:
David Shelton– Southern Ca Edison

Single Panel Discussion

Steps toward Strengthening Small Business Financial Management Systems

Bruce Andersen, CPA – Intuit Advisors
Ida Yarbrough, CPA - Cal CPA Society
Laura Yamanaka, CPA – Team CFO

3:20-3:35

Forum Results, Identified Actions & Next Steps
Parting Remarks

Alan Fisher & Sharon Evans
Melody Nava
