

# Pathways to PROSPERITY

*Carolina 20/20: With North Carolina's  
20 year history of asset-building,  
how can we best build financial  
capability for all over the next 20 years?*

**2015 Regional Conference  
October 13 - 14**

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Cary, NC

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## Acknowledgments

We would like to thank the following organizations for their years of support: PNC Bank, North Carolina Council on Developmental Disabilities, SunTrust Bank, Bank of America Foundation, Charles Stewart Mott Foundation, Consumer Federation of America, Federal Deposit Insurance Corporation, Federal Reserve Bank of Richmond, William A. and Margaret C. Moseley Charitable Fund, National Disability Institute, University of Massachusetts Boston Institute for Community Inclusion, Wells Fargo Foundation, Z. Smith Reynolds Foundation, and the Corporation for National and Community Service.

# Pathways to PROSPERITY

Carolina 20/20

**2015 Regional Conference**



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# KEYNOTE SPEAKERS

## Pathways to PROSPERITY: Carolina 20/20



### Rick Kaglic

**Senior Regional Economist  
at the Charlotte Branch  
of the Richmond Fed**

Rick Kaglic is a senior regional economist at the Charlotte Branch of the Richmond Fed. He joined the Research Department in 2009 and is responsible for analyzing regional economic conditions and developments, as well as educating the region's diverse constituents on

the role of the Federal Reserve and its District Banks.

Prior to joining the Richmond Fed, Kaglic was a senior economist for Eaton Corporation, a Cleveland-based manufacturer, and chief economist for the Washington State Employment Security Department. He also spent 11 years as a senior business economist at the Federal Reserve Bank of Chicago, monitoring regional economic conditions and writing the Bank's widely disseminated Beige Book contribution. Rick holds both a B. A. and an M.A. from Youngstown State University.



### Kirsten S. Moy

**Senior Fellow with the  
Economic Opportunities  
Program (EOP) of the  
Aspen Institute**

Kirsten S. Moy is a Senior Fellow with the Economic Opportunities Program (EOP) of the Aspen Institute. Until June 30, 2014, she was the Director of Scale Initiatives for EOP. In this capacity, she was the project manager for two Aspen

initiatives focused on achieving scale in the nonprofit industry: the Asset Platform ([www.AssetPlatform.org](http://www.AssetPlatform.org)) and the EITC Platform ([www.EITCplatform.org](http://www.EITCplatform.org)). She came to the Institute in 2001 after serving as director for the Community Development Innovation and Infrastructure Initiative, a national research project on the future of community development and community development finance. Ms. Moy also served as the first director of the Community Development Financial Institutions (CDFI) Fund in the U.S. Department of the Treasury. Prior to joining Treasury, she designed products for pension funds and other institutional investors to invest in affordable housing and community development initiatives. She is the co-author of From Distrust to Inclusion: Insights into the Financial Lives of Very Low Income Consumers and New Pathways to Scale for Community Development Finance among other publications.



### Dr. Tom Shapiro

**Director, the Institute on  
Assets and Social Policy**

Dr. Thomas Shapiro directs the Institute on Assets and Social Policy and is the Pokross Professor of Law and Social Policy at The Heller School for Social Policy and Management, Brandeis University. Professor Shapiro's primary interest is in racial inequality and public policy. He is a leader in the asset

development field with a particular focus on closing the racial wealth gap. In February 2013, he co-authored a groundbreaking study, *The Roots of the Widening Racial Wealth Gap: Explaining the Black-White Economic Divide*, which statistically validates five "fundamental factors" that together largely explain why white households accumulate wealth so much faster over time than African-American households. *The Hidden Cost of Being African American: How Wealth Perpetuates Inequality*, published by Oxford University Press, 2004 was widely reviewed, including by the Washington Post, Boston Globe, and others. The book was named one of the Notable Books of 2004 by The St. Louis Post-Dispatch. With Dr. Melvin Oliver, he wrote the award-winning *Black Wealth/White Wealth*, which received the 1997 Distinguished Scholarly Publication Award from the American Sociological Association. Dr. Shapiro is currently focusing on writing *Navigating Toxic Inequality*, a widely anticipated book set for release in 2016.



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## MINI-CONFERENCE WORKSHOPS 8:30-11:30

### ***Children's Savings Accounts***

LOCATION: Biltmore/Hope

SPEAKER AND MODERATOR: Carl Rist

The Children's Savings Account Mini Conference will provide the attendees with information on recent developments in Children's Savings Accounts (CSAs). Kicking the session off will be the view nationally: What is the promise of child savings accounts and how are recent innovations and developments driving expansion? Following the national view, nonprofit organizations representing Texas and Michigan will provide information on their initiatives: what research findings influenced activities and desired outcomes in their states, how they chose partners to recruit to the project, and what program design elements will drive their outcomes. Following the state view, a local Durham City Councilman will provide an overview of the Durham Children's Savings Account Initiative which is one element of a replicable initiative to fight poverty in one census track in the City. Finally, we will receive an overview of CFED's recent publication, *Investing in Dreams: A Blueprint for Designing Children's Savings Account programs*. This interactive guide provides information, tools and resources to help organizations design and launch a successful CSA program.

Carl Rist, CFED, Woody Widrow, Raise Texas, Megan Kursik, Community Economic Development Association of Michigan, Steve Schewel, Durham City Councilman

### ***Student Loans and Financing College***

LOCATION: Bellamy/Mendenhall

SPEAKER AND MODERATOR: Mark McDaniel

Student Loans nationally have grown to be the largest consumer debt in the country and impact family financial security. With the cost of attending college continuing to rise, students look to student loans to help them afford college attendance. We will begin the session with the national perspective on student loans, and hear from the Center for Responsible Lending on their recent research on student loans. Finally we will hear about resources for students from the Consumer Financial Protection Bureau and the College Foundation of North Carolina.

Mark McDaniel, UNC Center for Community Capital, David Sieminski, Consumer Financial Protection Bureau, Rose Mary Stelma, College Foundation of North Carolina, Lisa Stifler, Center for Responsible Lending

### ***Building Financial Capability: Planning for Integrated Services***

LOCATION: Reynolds

SPEAKER AND MODERATOR: Fran Rosebush

Hear from national and local experts on their efforts to add financial capability to existing programs. Featured speaker from the Community Empowerment Fund in Chapel Hill and Durham will share her experience in integrating financial services with housing and homelessness services. Participants will actively utilize the recently released CFED toolkit for Integrating Financial Capability, exploring how this model could be relevant and useful in their particular context.

Fran Rosebush, CFED and Maggie West, Community Empowerment Fund

# DAY ONE

TUESDAY, OCTOBER 13, 2015

## ***Keynote Address: "Insights from the Financial Needs of Very Low Income Consumers"***

12:00-1:00 LOCATION: Chimney Rock/Blowing Rock

SPEAKER: Kirsten Moy, Aspen Institute

## ***Discussion and Brainstorm: Carolina 20/20***

1:00-1:45

What are the policies, programs, and products that are critical to build financial capability and shared prosperity for all North Carolinians in the next twenty years? Specifically, how can we build

- Children's Savings Accounts?
- Savings across the lifespan?
- Credit building?
- Reduction/management of consumer debt?
- Consumer-friendly financing/loan products?
- Manageable levels of student loans ?
- Affordable home loans?
- A dignified retirement?

And how do we work together to make it happen?

Tell us! What is most important and why?

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 donna@cultureofsavings.org

Include your thoughts on any of your session evaluations, or on the electronic evaluation survey you will receive after the Conference.

## **WORSHOP SERIES I**

**2:00-3:15**

### ***How the A.B.L.E. Act and the Workforce Innovation and Opportunity Act present new opportunities for nonprofit providers***

With the recent passage of the Achieving Better Life Experience (ABLE) Act and the Workforce Innovation and Opportunity Act (WIOA), the promises of financial security and economic self-sufficiency for all persons with disabilities is closer to reality. How can nonprofit providers diversify their client base to provide new services? This presentation will provide an overview of both laws and how each affects the financial security of Americans with disabilities. In addition, new research pulled from the groundbreaking report, "The Banking Status and Financial Behaviors of Adults with Disabilities," will also be discussed.

SPEAKER: Michael Morris, National Disability Institute

MODERATOR: Lucy Gorham

LOCATION: Biltmore/Hope

### ***Effective asset-building policies at the federal and state levels***

Effective federal and state asset-building policies provide the framework for family financial security, enabling them to build and protect assets for emergencies, homeownership, college, and retirement. Presenter will share federal efforts both through legislation and administrative and regulatory channels to promote asset-building for low and moderate income households. Innovative state policy successes will be shared.

SPEAKER: Jeremie Greer, CFED

MODERATOR: Carl Rist

LOCATION: Bellamy/Mendenhall

### ***Outlooks for Housing Counseling***

How have the trends in housing in North Carolina been affected by changes in homeownership as a result of the great recession? Are fewer people in NC purchasing homes? How have requirements for higher credit scores affected loan approvals? How are trends in appraised values affecting affordability? Is homeownership still the American Dream? Hear from the experts.

SPEAKER: Roberto Quercia, UNC Center for Community Capital

MODERATOR: Dan Kornelis, Housing and  
Community Development, Forsyth County

LOCATION: Reynolds

### **NETWORKING BREAK 3:15-3:45**

### **WORKSHOP SERIES II 3:45-5:00**

#### ***State of the Art in Financial Well-being***

Researchers from Pew Charitable Trust, Center for Financial Services Innovation, and the Federal Reserve Bank discuss findings from their recent survey work on financial well-being. The CFPB office working on wellbeing and empowerment provides programmatic and policy context.

SPEAKERS: Clinton Key, Pew Charitable Trust and Janneke Ratcliffe, Consumer Financial Protection Bureau

MODERATOR: Claudette Smith

LOCATION: Biltmore/Hope

#### ***Lessons for Asset-Building from the North Carolina IDA program***

The North Carolina IDA Program was established in 1997 as a pilot project established by the N.C. General Assembly. Through the hard work of 40 community-based organizations, the program has graduated over 665 IDA program participants across the state. These graduates invested over \$53,777,552 in homes, small businesses and educational pursuits. As the program comes to a close, this workshop will focus on asset building best practices and lessons learned over the course of nearly two decades. The workshop will also propose options for the continued provision of IDAs in North Carolina.

SPEAKER: Tina Morris-Anderson, NC Department of Labor

MODERATOR: Evelyn Zoldak

LOCATION: Bellamy/Mendenhall

# DAY ONE

TUESDAY, OCTOBER 13, 2015

## ***America Saves and Young Workers: Training youth to save automatically***

America Saves is promoting saving at work for young adults as one effort to increase overall workplace saving. We are beginning our work in this area with a large and vulnerable population, young first-time summer workers many who come from low-income households. These young people are inexperienced about personal finance and are less likely to save any of their earnings. Employment for this group of 16- to 24-year-olds reached nearly 20 million in July 2013, as reported by the U.S. Bureau of Labor Statistics.

In 2014:

- 9,004 youth were exposed to the program video
- 4,485 youth pledged to save over 3 million dollars
- 3,339 opened new accounts
- 69% signed up for direct deposit

SPEAKER: George Barany, America Saves

MODERATOR: Kellye Murphy

LOCATION: Reynolds

## ***How NC Policies and tax credits build the middle class***

Since the great recession, North Carolinians in the middle class have reduced their numbers and shrunk their income. Sustaining a strong middle class is key to long-term shared prosperity for our state. Learn about investments and disinvestments from state policymakers in the recently passed state budget, along with alternative policy options, including tax credits, which build the middle class.

SPEAKERS: Alexandra Sirota, Patrick McHugh, and Tazra Mitchell  
NC Justice Center Budget and Tax Center

MODERATOR: Kati Sessoms

LOCATION: Cameron

## OCTOBER 14, 2015 BREAKFAST KEYNOTE:

### **Economic Outlook for North Carolina**

8:30-9:15 LOCATION: Chimney Rock/Blowing Rock

SPEAKERS: Rick Kaglic, Economist, Federal Reserve Bank of Richmond, Charlotte Branch

## Workshop Series III

**9:30-10:45**

### **Financial Stress, Markets, and Policy**

This session details diverse approaches to diagnose and solve the challenges that households face, and features research from the Pew Charitable Trust on savings, consumer banking, payday loans, and retirement.

SPEAKER: Clinton Key, Pew Charitable Trust

MODERATOR: Marquita Robertson

LOCATION: Biltmore/Hope

### **Community Based Asset Coalitions**

Across the country, communities are creating broad-based coalitions. These coalitions work together to address the needs of their low-and-moderate income residents, and forge solutions for residents to move up the economic ladder through asset-building strategies. Hear from the national CFED Assets and Opportunity Network on best practices among community asset-building coalitions, and learn how partners in Forsyth County, NC came together to "build, rebuild, and protect the assets of the residents of Forsyth County and Winston-Salem, NC."

SPEAKERS: Peter Laroche, Financial Pathways of the Piedmont and the Winston-Salem Asset Building Coalition, Dan Kornelis, Director of Housing and Community Development for Forsyth County , Fran Rosebush, CFED

MODERATOR: Dan Kornelis

LOCATION: Reynolds

### **The Complicated Marriage of Taxes and Health Insurance**

This session will explore how the Affordable Care Act (ACA) marries taxes and health insurance. The ACA requires all taxpayers to verify whether they are insured; requires taxpayers receiving health insurance premium assistance to complete complicated tax forms; and either requires uninsured taxpayers to pay a penalty or exempts them from the penalty on specific grounds. The session will also explain how nonprofit organizations may empower and help their low-income clients to navigate the complicated marriage of taxes and health insurance.

SPEAKER: Ralph Gildehaus, MDC

MODERATOR: Kellye Murphy

LOCATION: Bellamy/Mendenhall

# DAY TWO

WEDNESDAY, OCTOBER 14, 2015

## **Money Smart**

This session covers Money Smart, FDIC's Award-winning and free financial education curriculum. The session will provide present and prospective financial education providers with information on the range of content presented in the curriculum and the various formats it is provided in. The curriculum has been used by financial education professionals nationally with both adults and young adults in a variety of settings, primarily to low- and moderate-income individuals.

Money Smart is a comprehensive financial education curriculum designed to help low- and moderate-income individuals outside the financial mainstream enhance their financial skills and create positive banking relationships. Money Smart has reached over 3 million consumers since 2001. Research shows that the curriculum can positively influence how consumers manage their finances, and these changes are sustainable in the months after the training.

Financial education fosters financial stability for individuals, families, and entire communities. The more people know about credit and banking services, the more likely they are to increase savings, buy homes, and improve their financial health and well-being.

SPEAKER: Victor Galloway, FDIC

MODERATOR: Tina Morris Anderson

LOCATION: Cameron

## **Workshop Series IV**

**11:00-12:15**

## ***Community Development and Community Reinvestment Act Panel***

Representatives of financial institutions and county economic development will discuss how partnerships promote local economic development.

Speakers: Dan Kornelis, Director of Housing and Community Development, Forsyth County, NC, James Hinton, Gateway Bank, Autrice Campbell Long, SunTrust Bank, John Stokes, B B & T

MODERATOR: Jeanne Milliken Bonds

LOCATION: Biltmore/Hope

## ***Below the Surface: The Cumulative Cost of Abusive Lending***

In the most recently published chapter of "The State of Lending in America", the Center for Responsible Lending makes the case that the costs of lending abuses are substantial and wide-ranging. Although the precise cost of all predatory lending practices is difficult to estimate, those that can be estimated establish that at a minimum hundreds of billions of dollars are drained from borrowers, communities, and the economy. Learn the details behind these extraordinary costs:

- Lending Abuses and Their Costs describes how various types of lending abuses create excessive costs for families, communities, and the economy. Specific estimates are included where available.
- Who Pays discusses ways that consumers use credit and who is most affected by lending abuses. It also provides evidence that borrowers who fall prey to one abusive loan are often vulnerable to other lending abuses.
- Cumulative Impact draws from the previous two sections to describe how the costs of lending abuses compound for borrowers and communities.
- A Role for Regulation reviews past regulation of financial products and services, which has successfully prevented lending abuses while still preserving access to credit.

SPEAKERS: Debbie Goldstein, Self Help Credit Union and Susan Lupton, Center for Responsible Lending

MODERATOR: LaTasha Best-Gaddy

LOCATION: Bellamy/Mendenhall

## ***Building a Rainy Day Fund Through Impulse Savings: The Experience of MAGIC Mojo***

The UNC Center for Community Capital, with funding from the Center for Financial Services Innovation, evaluated an innovative pilot saving program, called MAGIC Mojo, that sought to capitalize on impulsivity to promote saving among low-income consumers, for whom unpredictable fluctuations in income and expenses leave little room in their budgets to include anything more than small savings deposits. Researchers found that MAGIC Mojo, a prepaid, celebrity-endorsed MasterCard combined with a savings feature, effectively encouraged cardholders to save. Importantly, the high degree of liquidity offered by the card promoted saving among consumers who might otherwise have been reluctant to put funds aside. This research shows the need consumers have for flexible savings opportunities – in terms of how they save, what they save for and how, when and why they access their funds. In an environment of increased income volatility, that flexibility may actually promote saving rather than discourage it.

SPEAKER: Jess Dorrance, University of North Carolina Center for Community Capital

SPEAKER AND MODERATOR: Lucy Gorham, University of North Carolina Center for Community Capital

LOCATION: Reynolds

# DAY TWO

WEDNESDAY, OCTOBER 14, 2015

## ***North Carolina Housing Finance Agency Mortgage Lending***

If you are trying to make homeownership happen for your housing clients, NCHFA's homeownership programs can help. If your clients are looking for first mortgage financing, consider a mortgage product available through NCHFA. Come hear from the NCHFA staff on recent changes and how the programs are making homeownership possible.

SPEAKERS: Kim Hargrove and Sonia Joyner from the North Carolina Housing Finance Agency

MODERATOR: Elsie Gilmore

LOCATION: Cameron

## **KEYNOTE ADDRESS:**

### ***"Looking Ahead: Impacting the Racial Wealth Gap over the next 20 years"***

12:30-2:00 LOCATION: Chimney Rock/Blowing Rock

Tom Shapiro, Director of the Institute on Assets and Social Policy and the Pokross Professor of Law and Social Policy at The Heller School for Social Policy and Management, Brandeis University.

## **Workshop Series V**

**2:15-3:30**

### ***Bank On Louisville***

The Bank On Louisville Initiative is the foundational piece to Louisville, Kentucky's municipally-led financial empowerment efforts, and their expansive partner network. Efforts since the launch in 2010 are testament to how one initiative leads to an array of strategies and actions that goes beyond local impact.

SPEAKER: Tina Lentz, City of Louisville, KY

MODERATOR: Marquita Robertson

LOCATION: Biltmore/Hope

## ***Oh the Places We Can Go***

Join us as we explore "Oh the Places We Can Go When We Have a Vision Board". This interactive session will provide an overview of the impact of incorporating vision boards in to financial capability programs. Creating vision boards assist in establishing goals and determining next steps an individual can take to achieve their financial goals. Attendees will have an opportunity to start their own vision board and learn steps on how to incorporate this activity with their clients when talking about financial well-being.

SPEAKERS: Michael Roush, MA, Director, Real Economic Impact Network, National Disability Institute, and Elizabeth Jennings, Deputy Director, National Disability Institute

MODERATOR: Evelyn Zoldak

LOCATION: Bellamy/Mendenhall

### ***How the sale of credit insurance raised the cost of consumer loans***

Some consumer finance companies use the sale of credit insurance as a means to derive more profit from high-cost loans, while simultaneously reducing their own risk. Unfortunately, credit insurance is lightly regulated. This presentation will explain more about this industry and illustrate why its products do little besides extract additional costs from the pockets of low-income borrowers.

SPEAKER: Adam Rust, Reinvestment Partners

MODERATOR: LaTasha Best-Gaddy

LOCATION: Reynolds

# Achieving great things for our community



When a group of people comes along who have the courage and vision to turn dreams into reality, they make the future bright for everyone.

**Pathways to Prosperity, we celebrate your achievements.**

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Together we'll go far



### **George Barany**

For over three decades Mr. Barany has developed programs and systemic solutions to poverty issues including lack of assets for low and moderate income Americans. He has directed non profit advocacy and economic development organizations focused on community organizing, micro finance, senior issues, industrial development, wealth creation and asset development.

At the Consumer Federation of America Mr. Barany is a leader of America Saves and directs youth and workplace savings initiatives. He has developed savings programs for high schools, colleges, and summer employment programs along with efforts focused on saving by lower wage workers.

He co-organized the America Saves pilot – Cleveland Saves – and led the development of the national America Saves Week now going on its eighth year.

He has a BA in history from Case Western Reserve University and received an Economic Development Fellowship from the German Marshall Fund to engage British and European Union leaders in 2001.

### **Jeanne Milliken Bonds**

Jeanne Milliken Bonds is the Regional Community Development Manager for N.C. and S.C. for the Federal Reserve Bank of Richmond. In her role, she provides leadership for strategic stakeholder collaboration and research in support of issues that provide financial information for moderate and low income communities. Jeanne has previously worked for the N.C. Courts as a special assistant and Deputy Director to the Chief Justice and the N.C. Rural Economic Development Center where she focused on community and economic development initiatives across North Carolina and liaison projects with South Carolina. Jeanne served as an elected

official on a town council, including Mayor Pro Tem and Mayor, and represented cities in N.C. and S.C. before regulatory agencies and legislative bodies (Congress and State Legislatures). She has hosted multiple television and radio programs and was a guest op-ed writer for newspapers across North Carolina for more than a decade. Over the past thirty years, Jeanne has led and served on a number of community boards of directors. Jeanne has a B.A. in Economics and a M.P.A. (concentration in public policy) from the University of N.C. at Chapel Hill.

### **Autrice Campbell-Long**

Autrice Campbell-Long is the Community Development Manager for SunTrust Bank's Central Carolina Region overseeing the Community Reinvestment Act initiatives. Her work includes the programming in 100 branches in 22 counties, reaching from Wilmington to Morganton, North Carolina.

Her career in the financial services industry spans more than 35 years. Prior to her move to the Triangle in 2006, Ms. Long served as the Workforce Development Manager for the Peninsula Council for Workforce Development in Hampton, Virginia.

In addition to her professional responsibilities, Ms. Long serves on the Durham Workforce Board, The North Carolina Housing Coalition, NC Jumpstart, and Triangle United Way African American Leadership Initiative. She is a past chair of the Durham Affordable Housing Coalition and a member of the Executive Committee for Durham's 10-Year Plan to End Homelessness.

Autrice is a graduate of Old Dominion University in Norfolk, Virginia and a Life Member of Alpha Kappa Alpha Sorority. She is married to Donald Long who is the Director of Solid Waste for the City

of Durham. They are members of Union Baptist Church where she serves on the Women's Chorale. In her spare time she and Donald love to cook, entertain, travel and attend North Carolina A & T sporting events.

### **Jess Dorrance**

Jess Dorrance is a Senior Project Manager at the UNC Center for Community Capital. She assists with the center's work in asset-building, consumer financial services and financial capability. She helps conduct research and analysis to understand what products, programs and policies promote economic security and mobility for low-wealth households and communities. She focuses specifically on opportunities for households to build savings for both short- and longer-term needs. She has extensive experience in designing data collection tools and conducting evaluations. Examples of recent projects include evaluations of \$ave NYC, a tax-time savings program, and Piggy Mojo, an innovative impulse savings tool tied to a reloadable debit card. She holds a bachelor's degree in sociology from Skidmore College and a master's degree in public administration from UNC Chapel Hill.

### **Victor Galloway**

Victor Galloway serves as Federal Deposit Insurance Corporation (FDIC) Community Affairs Specialist for North Carolina, Virginia and West Virginia. He and the Community Affairs staff assist financial institutions in developing strategies that are responsive to the credit, service and investment needs of their communities by:

- Fostering initiatives that create positive banking relationships between consumers and financial institutions and moving unbanked and underserved consumers into mainstream banking relationship;

- Promoting community development partnerships and access to capital in historically underserved markets;
- Working with financial institutions, national, regional, and local organizations by collaborating on community development and asset-building projects;
- Developing products and presenting training programs on financial education;
- Serving as subject matter expert at industry and community conferences and meetings;
- Providing technical assistance, as necessary, to financial institutions and compliance staff;
- Producing articles, publication and other materials on current and emerging issues and,
- Increasing knowledge of Community Reinvestment Act regulations and fair lending laws.

Victor Galloway has over 20 years Senior Executive Leadership with expertise in working across multiple business channels, public institutions and government agencies with C-Level Executives, academic leaders, senior White House staffers, government agencies and congressional members to forge economic development and collaboration among small businesses, major corporations, higher education institutions, and community development practitioners. He is the founder of Influencer, LLC executive and motivational coaching firm. He is a nationally recognized speaker in segment marketing, business and community sustainability as well as economic impact of public policies on access to affordable capital and credit. He collaborated on research and policy projects around affordable housing,

aging, student debts, racial wealth gaps and racial disparities. He serves as a leader in the faith community and advisor to faith base leaders across the country.

Mr. Galloway has served in executive roles on numerous national boards in the private and public sector. He is a graduate of North Carolina State University College of Design.

### Ralph Gildehaus

Ralph Gildehaus, J.D., is a Senior Program Director with MDC, leading the nonprofit organization's economic security initiatives, which connect vulnerable populations with available resources. These initiatives include The Benefit Bank® of North Carolina, which has helped low-income families apply for over \$65 million in work supports since 2010. These supports are unclaimed nationwide by billions of dollars, but when claimed reduce poverty, homelessness, and incarceration rates; improve education, employment, and health outcomes; and boost local economies. Ralph and his team are also demonstrating and incubating related initiatives to connect uninsured people with health insurance; tax clients with free federal and state income tax assistance and tax refunds and credits; and veterans and military families with resources and services through AmeriCorps members deployed with local organizations across North Carolina.

### Debbie Goldstein

Debbie Goldstein is the Executive Vice President and Chief Operating Officer of the Center for Responsible Lending in Durham, North Carolina. CRL, which also has offices in DC and California, is a policy and research organization whose mission is to ensure access to economic opportunities through fair and affordable

credit and to end abusive lending practices that impact low-income families and people of color. CRL has worked on a range of lending problems including predatory mortgage, payday, car title, student and car loans as well as common abuses with overdraft, credit cards and debt collection and debt settlement.

Hired as Assistant General Counsel in 2001, Debbie has been COO since 2010. She provides day-to-day leadership for all CRL branches, assists the CEO and President in strategic decision-making, coordinates the annual operations plan and budget, and oversees CRL fundraising, board relations, outreach and North Carolina policy. Her areas of expertise include mortgage and homeownership, small dollar loans, and student loans. In fall of 2011 and 2013, she taught consumer law as an adjunct member of the UNC-Chapel Hill Law School faculty. She received her B.A. in Urban Studies from Brown and her J.D. degree from Harvard.

### Lucy Gorham

Lucy Gorham is Executive Director of the UNC Center for Community Capital. Her work includes a focus on economic mobility and inequality, financial inclusion and access to high quality financial products and services for the underserved, affordable housing, and the importance of access to key asset-building opportunities across the lifespan such as homeownership, higher education, and retirement savings.

Gorham brings diverse experience in the design, implementation, and evaluation of financial capability programs and policy. Her past research considered the changing shape of the U.S. labor market for less-educated workers and its impact on growing economic inequality; trends in wealth and earnings inequality

in urban and rural geographies; best practices in savings and asset-building programs and policy; post-purchase housing counseling; and the design, utilization, and impact of the Earned Income Tax Credit.

Prior to joining the center, she spent nine years designing and implementing free tax return filing and asset-building programs at MDC, a Durham, N.C. nonprofit. Before that, she conducted research through the UNC Center for Urban and Regional Studies, provided staffing for the North Carolina Rural Prosperity Task Force, and held professional staff positions in the U.S. Congress on the Joint Economic Committee and the House Subcommittee on Intergovernmental Relations and Human Resources.

Gorham serves on the boards of several nonprofits, including the national steering committee of the CFED Assets and Opportunity Network, the North Carolina Assets Alliance, the IDA and Asset Building Collaborative of North Carolina, and the Center for Economic Justice. She holds a bachelor's degree in human biology from Stanford University and a master's degree and Ph.D. in urban studies and planning from the Massachusetts Institute of Technology.

### **Jeremie Greer**

Jeremie Greer is Director of Government Affairs at CFED. In this role, Jeremie leads CFED's Policy and Government Affairs team, which is responsible for developing and executing the organization's policy agenda and advocacy strategy.

Previously, Jeremie served as the Senior Policy Officer at the Local Initiatives Support Corporation where he led LISC policy advocacy on an array of federal issues including public housing,

workforce development, asset building, green development, community service, smart growth, transportation and community safety. Jeremie also spent time at the United States Government Accountability Office (GAO), where he provided non-partisan and fact-based federal policy analysis to the United States Congress in the areas of housing, community development, workforce, education, human services and environmental protection. He began his career at the community level working in the Columbia Heights and Shaw neighborhoods in the District of Columbia where he provided capacity building and technical support to small community-based organizations to help enhance their ability to serve low- and moderate-income DC residents.

Jeremie has a Bachelor's of Social Work from the University of St. Thomas in St. Paul, MN, and a Master's of Public Policy from George Mason University in Fairfax, VA.

### **Kim Hargrove**

Kim Hargrove is Lead Underwriter for the Affordable Home Ownership Program at NC Housing Finance Agency where she works closely with lenders, local government and non-profit groups. She has worked in the banking and mortgage industry for a total of 22 years upon graduating from UNC-Chapel Hill. She later obtained her broker and general contractor's license to better understand all facets of the real estate business. Kim enjoys working with first time homebuyers and witnessing their excitement when they are shown how they can save by layering different affordable loan products offered by NCHFA and other partners.

### **James Hinton**

In his roles as Community Reinvestment Officer and Director of Security – Loss

Prevention, James is responsible for Hampton Roads Bankshares' corporate community development and security programs. As Community Reinvestment Officer, James establishes, participates, and maintains relationships with community based, charitable and non-profit organizations in all of the bank's markets. As Director of Security, James oversees the bank's physical security and fraud programs.

James has over 34 years of banking experience which includes retail, lending, operations, and compliance. James is Vice Chairman of the Virginia Bankers Association's Security Committee; a member of the American Bankers Association and the Independent Community Bankers of America; a Certified Community Bank Security Officer (CCBSO); former Hampton Roads Bankshares BSA Officer; and a 2010 alumnus of the FBI Norfolk, Va. Citizens Academy Program. James also serves the local community on various non-profit boards.

Hampton Roads Bankshares has 33 branch and (2) LPO locations in four states, (Maryland, Delaware, Virginia, and North Carolina).

### **Elizabeth Jennings**

Elizabeth Jennings is the Deputy Director of National Disability Institute (NDI). Elizabeth is a national trainer on social security benefits and asset development strategies for persons with disabilities (including favorable tax provisions and the Earned Income Tax Credit, Financial Education, and protected savings opportunities). Additionally, she has extensive experience in building and expanding relationships between the disability and asset building communities. Her decades-long experience includes spearheading asset development initiatives in Florida and New York,

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creating collaborative agreements, executing grant allocations, providing technical assistance on federal disability policy and assisting individuals in job development and understanding the effect of work on public benefits. Elizabeth earned a Bachelor of Arts in Sociology from Florida State University.

### Sonia Joyner

Sonia Joyner's professional experience in lending, housing, and community development has involved both private and public sector work since 1979. Sonia is a Team Leader for Strategic Investment Services with the North Carolina Housing Finance Agency, a self-supporting state agency whose mission is to create affordable housing opportunities for North Carolinians whose needs are not met by the market. Sonia has worked with the Agency since 1997 and has focused on first mortgage lending and underwriting, community-based homeownership programs, and outreach and technical assistance to Agency partners. Her most recent work has focused on program compliance and case management for the Agency's two community-based homeownership programs – the Self-Help Loan Pool and the Community Loan Pool, which includes IDAs. Though Sonia currently oversees the work that supports some of the Agency's homeownership production programs, her work with IDAs began in 1999 with the first partnership between the Agency and the NC Department of Labor around IDAs and asset-building. Sonia received a bachelor's degree from St. Augustine's College in Organizational Management.

### Clinton Key

is the research officer for savings and financial security at The Pew Charitable Trusts. The project conducts original research that explores when, how, and

how much American households save, examines how savings are used for financial security, and evaluates the potential of programs and policies to improve the financial situation of Americans.

As the lead on a robust research portfolio, Key develops and implements rigorous data collection and analysis strategies to create a better understanding of household saving behavior and the role of savings in people's lives. As a primary spokesperson for the project, he presents research findings to diverse audiences, including policymakers, across the country.

Prior to joining Pew, Key was the research director at the asset-building program at the University of North Carolina's School of Social Work and a consultant for the Center for Social Development at Washington University in St. Louis. He designed field experiments and statistical investigations into the saving and consumption habits of American households and evaluated the effectiveness of programs designed to help families build savings and assets. He spoke and wrote on savings, household balance sheets, and research methods for a wide variety of audiences.

Key holds a bachelor's degree from the University of Chicago and a master's degree from the University of North Carolina.

### Dan Kornelis

Dan serves as the Housing and Community Development Director for Forsyth County, North Carolina. He has served the county since 1988. He has a broad range of housing and community development experience, is a licensed REALTOR, a residential and commercial appraiser trainer, and performs real estate market analysis studies. Dan has provided training and consultation services for many

local governments and nonprofits throughout the United States. The proud Dad of two daughters and a native of Winston-Salem, he is married to a teacher and lives in Pfafftown, a suburb of Winston-Salem. Dan graduated with a Master's Degree in Community and Regional Planning from North Dakota State University in 1982.

### Megan Kursik

Megan Kursik has served as CEDAM's Coordinator for Michigan Communities for Financial Empowerment (MCFE) since October 2011. In this role, Megan works with city and county governments across Michigan to support implementation of local financial empowerment initiatives. These local initiatives promote financial education and counseling, access to safe and affordable banking products, opportunities to save and build assets and consumer protections. She also leads Show Me the Money Day, an annual event held across Michigan to kick off tax season by promoting access to financial information and savings tools.

Before taking her current position, Megan served as CEDAM's Asset Building Policy Project (ABPP) Ameri-Corps member (Sept. 2010-Aug. 2011), ABPP Research and Policy Associate (Sept. 2009-Aug. 2010) and ABPP Policy Intern (June 2009-Aug. 2009).

Megan holds a Bachelor's of Arts in Social Relations and Policy, with specializations in Science, Technology, Environment and Public Policy and Political Economy from James Madison College at Michigan State University.

### Peter Laroche

Peter joined Financial Pathways of the Piedmont as President in 2002 and has more than 27 years of non-profit leadership experience. Immediately prior, he served as executive director of Consumer Credit

Counseling Services of Western North Carolina. Early in his career he worked in budget and fiscal management in state government and public university settings. Under his leadership Financial Pathways has become one of the state's most effective and highly respected consumer financial counseling and education agencies. He reorganized service delivery to expand the number and variety of client services; doubled the agency's annual budget; increased financial reserves; increased staff size by 30%; and emphasized professional and leadership development among management and staff.

Given the agency transformation, Peter led the 2012 effort to rename and rebrand Financial Pathways, which for 40 years had been known as Consumer Credit Counseling Services of Forsyth County.

He is sought after in the state and beyond as a thought leader and adviser in his field. He informally consults with many nonprofits in the areas of governance, planning, resource development, and program development, as well as serving as a resource and collaborator to government agencies. Peter holds a B.A. from Central Connecticut State University and a M.A. from Western Carolina University.

### Tina Lentz

Tina Lentz is the Executive Administrator of the Advocacy and Empowerment division and has served Louisville Metro Government's Department of Community Services since 1998. Tina has extensive experience in creating and leading financial empowerment initiatives in an effort to transform the social service delivery system to increase opportunities for financial advancement for families and individuals at risk. These initiatives include: Bank On Louisville; the Community Financial Empowerment Certification and Training program; the Family Economic

Success Network; and the Workforce Development/Financial Empowerment Collaborative. In addition, she has represented Louisville Mayor Greg Fischer on the Cities for Financial Empowerment (CFE) coalition since 2012. Tina attended the University of Louisville and received a Master of Science degree in Justice Administration.

### Susan Lupton

Susan Lupton is with the Center for Responsible Lending, serving as a Senior Policy Associate. Susan has been with Self-Help since 1997 and with CRL since its creation in 2002. Susan directs the North Carolina outreach efforts, working with advocates across the state to pressure for strong lending protections. North Carolina has served as a model for predatory lending reform, including strong mortgage protections, protections for homeowners at risk of foreclosure, and curbing payday and bank payday abuses.

Prior to joining Self-Help and CRL, Susan worked in private health consulting, state government, and worker health and safety reform. She has a Masters in City and Regional Planning from the University of North Carolina in Chapel Hill.

### Mark McDaniel

Mark McDaniel is Senior Research Associate with the UNC Center for Community Capital. He consults with foundations, policymakers and others on strategies that help connect low-income populations to economic opportunities.

These strategies include connecting neighborhoods to regional workforce opportunities, connecting the unbanked and underbanked to financial services and leveraging investment in low-income areas for housing, community facilities and other economic development

opportunities.

McDaniel leads the center's collaboration with Bridges2Success, an early childhood-to-career research and education initiative focused on helping males of color achieve academic and life success. The center provides research and program management support for the project.

McDaniel has particular interest in the economic challenges and pathways to opportunity taken by different subpopulations, including students, residents of public housing, youth and the formerly incarcerated.

Mark holds a B. S. from the University of North Carolina Greensboro, and a Master's degree in City and Regional Planning from Morgan State University.

### Patrick McHugh

Patrick joined the Budget & Tax Center in December 2014 as the Center's dedicated Economic Analyst.

Immediately prior to joining the Budget and Tax Center, Patrick served as a Fiscal Analyst for the North Carolina General Assembly where his duties included economic impact modeling, tax and appropriation analysis, and monitoring economic development policy. Patrick has also worked for the International Economic Development Council in Washington, DC and the Center for Competitive Economies at UNC Chapel Hill's Kenan-Flagler Business School. Patrick holds a Ph.D. in Political Science from the UNC Chapel Hill and has worked on a range of economic issues including labor force dynamics, disaster recovery, sustainable development, and workforce development.

### Tazra Mitchell

Mitchell is a Policy Analyst at the NC Budget and Tax Center, a project of the

NC Justice Center. Her work includes analysis of poverty, income inequality, and state fiscal policy. Prior to joining BTC, she worked in the Office of State Representative Becky Carney and in the non-partisan Fiscal Research Division of the NC General Assembly where she worked directly with budget writers to develop the state General Fund budget and analyze legislative proposals to determine the fiscal impact on state government resources.

Mitchell is also the 2nd V.P. of NC Women United, a coalition of progressive organizations committed to achieving full equality and empowerment for women. She graduated with a BA in Political Science from NC State University in 2008, and a Master's Degree in Public Policy from the Sanford School at Duke University in 2011.

## Michael Morris

Michael Morris is the Director of National Disability Institute (NDI). He has over 30 years of experience in and outside of government pioneering new strategies to improve the lives of people with disabilities. Michael serves as an advisor and technical expert to multiple federal agencies on policy and systems relationships at federal, state, and local levels to advance economic stability, mobility and asset development for persons with disabilities.

In 1981, he was named the first Joseph P. Kennedy Fellow in Public Policy and came to Washington, DC to work in the Office of Connecticut Senator Lowell Weicker, as legal counsel to the United States Senate Subcommittee on the Handicapped. Michael also served subsequently as counsel to the U.S. Senate Small Business Committee. From Capitol Hill, Michael went to work at United Cerebral Palsy Association as the first director of government relations, then as director of community services

and finally as national executive director. During his 14-year tenure, his leadership put a focus on needed assistive technology and its essential role in accommodating people with disabilities in the areas of employment, education, communications and daily living. In 2001, he helped establish NDI to advance the social and economic independence of persons with disabilities through strategic investment and technical assistance activities nationwide that bring together government, corporations, foundations and community and faith-based organizations.

Michael received his undergraduate degree with honors in Political Science from Case Western University in Cleveland, Ohio and his law degree from Emory University School of Law in Atlanta, Georgia.

## Tina Morris-Anderson

Tina Morris-Anderson's professional career encompasses over 25 years of experience in the areas of public policy and community development. She has worked in the public, private and non-profit sectors. Her work experience includes the N.C. Institute of Minority Economic Development, the Office of U.S. Representative David Price, and First Citizens Bank. She currently serves as Director of Research and Information Technology for the North Carolina Department of Labor. Her responsibilities include oversight of the North Carolina Individual Development Account (IDA) Program, which provides statewide evaluation, training and technical assistance for local IDA programs. She has managed and closed four Assets for Independence (AFI) grants which resulted in a total of 510 completed IDAs. The department is currently in the process of closing out

its fifth and final AFI grant.

Morris-Anderson received her Bachelor of Arts degree from Duke University, where she also later received a Master of Arts degree in Public Policy and a Master of Business Administration.

## Roberto Quercia

Roberto G. Quercia directs the UNC Center for Community Capital at the University of North Carolina at Chapel Hill. He is professor and chair of the Department of City and Regional Planning and a Faculty Fellow at the Center for Urban and Regional Studies.

Quercia leads major research projects in the areas of low-income homeownership, mortgage lending, sub-prime and predatory lending, and financial services issues. He is principal researcher on an evaluation of a secondary mortgage market initiative for community reinvestment loans funded by The Ford Foundation. The multi-year evaluation is also examining the impacts of homeownership relying on a longitudinal survey of low-income borrowers. The first 10 years of this research are summarized in the recently published book, *Regaining the Dream: How to Renew the Promise of Homeownership for America's Working Families* (with Allison Freeman and Janneke Ratcliffe).

Quercia has conducted extensive research on neighborhood dynamics and poverty for government agencies, municipalities, community organizations and private entities, including the U.S. Department of Housing and Urban Development, U.S. Congressional Budget Office, General Accounting Office, Federal National Mortgage Association and Federal Home Loan Mortgage Corp. He has published numerous articles, primarily on the topics of low-income homeownership, affordable lending and

the assessment of lending risks, and homeownership education and counseling.

He currently serves on the editorial boards of *Housing Policy Debate* and *Housing Studies* and on the Research Advisory Council of the Center for Responsible Lending and has held appointments at the University of Texas, University of California at Berkeley, Wharton Real Estate Center (University of Pennsylvania) and Urban Institute in Washington, D.C.

Quercia holds a masters degree in urban and regional planning from the University of Hawaii at Manoa and a Ph.D. in city and regional planning from the University of North Carolina at Chapel Hill.

### **Janneke Ratcliffe**

Janneke Ratcliffe serves as Assistant Director for Financial Education in the Consumer Financial Protection Bureau. Prior to joining the Bureau in September of 2014, Ms. Ratcliffe served as Executive Director at the Center for Community Capital, at the University of North Carolina at Chapel Hill. In this role, Ms. Ratcliffe led a group of researchers in examining how people and communities utilize financial services. She was also a Senior Fellow at the Center for American Progress. Before serving at UNC, Ms. Ratcliffe spent seven years working at Self-Help Ventures Fund, one of the leading community development institutions in the United States, and prior to that, ten years at GE Capital in mortgage and mortgage insurance. Ms. Ratcliffe graduated from the University of North Carolina at Chapel Hill with a B.S. in economics and French.

### **Carl Rist**

Carl Rist has spent over 20 years at the Corporation for Enterprise Development (CFED), working on a variety of strategies to expand economic opportunity and help

lower-income households build wealth. Presently, Mr. Rist is the Director of Children's Savings and a Senior Advisor on Asset Building. In this capacity, Mr. Rist directs CFED's efforts, including field building, public policy advocacy, and consulting services, to ensure that more than a million low-income children have access to children's savings accounts (CSAs). Prior to this, Mr. Rist launched and directed the 1:1 Fund, a fundraising and marketing tool created by CFED that makes it easy for donors, large and small, to help children save for college by matching their contributions in CSAs.

Mr. Rist's experience with children's savings accounts also includes directing the SEED (Savings for Education, Entrepreneurship and Downpayment) Policy and Practice Initiative (2003-2009), a multi-year, multi-site demonstration of matched savings accounts for children and youth in low-income families. In addition, Mr. Rist helped to design and implement an innovative partnership between UNCF (United Negro College Fund), the KIPP network of public charter schools, and CFED to offer incentivized college savings accounts to KIPP students.

He is the co-author of numerous publications about children's saving, including *Hope in Concrete Form: Children's Savings Accounts and the Save and Invest Economy; From Piggy Banks to Prosperity: A Guide to Implementing Children's Development Accounts; and Children's Savings Accounts: A State Policy Sourcebook*.

Prior to his work on children's savings, Mr. Rist was responsible for CFED's efforts to support state-level policy and coalition-building initiatives designed to expand Individual Development Accounts (IDAs) and other asset-building tools. He led the development and design of the initial

version of CFED's Assets & Opportunity Scorecard (then known as the State Asset Development Report Card), a comprehensive tool that examines wealth, poverty and the financial security across the 50 states using performance and policy measures. Mr. Rist's experience at the state level includes working with state task forces in both Delaware and Pennsylvania to develop recommendations for helping citizens, especially those of low-incomes, to build and protect assets. Mr. Rist also has served in an advisory capacity for a number of state-level IDA coalitions, including the North Carolina IDA and Asset-Building Collaborative, the Michigan IDA Partnership, the South Carolina IDA Collaborative and the Mid South IDA Initiative (Arkansas, Louisiana and Mississippi).

Mr. Rist earned an M.A. in public policy in 1991 from the Sanford Institute of Public Policy at Duke University. He also holds an undergraduate degree from Davidson College.

### **Fran Rosebush**

Fran is Senior Manager for Field Engagement at CFED, where she implements aspects of the Assets & Opportunity Network and Taxpayer Opportunity Network's learning communities to speed up the diffusion and adoption of innovative asset-building strategies. Previously, she served as Senior Manager of THRIVE at United Way of Greater Houston, which involved leading a collaboration focused on providing comprehensive financial stability services; seeking out, investing in and implementing innovative asset-building strategies; and advocating for predatory lending regulation at the city and state levels on behalf of the collaboration. Fran holds an MBA and MSW from the University of Houston and a BA from Purdue University.

## Michael Roush

Michael R. Roush, MA is Director of the Real Economic Impact Network at National Disability Institute. Mr. Roush provides training and technical assistance across the country on financial education, financial coaching and other asset development strategies to empower individuals, organizations and other stakeholders on the importance of economic self-sufficiency for persons with disabilities. Roush has developed new innovative projects including the Building Economic Strength Together (B.E.S.T.) Project, the My American Dream Video Contest, NDIs E-Learning project and the Financial Success Collaborative, a student to student mentoring program to college campuses across the country. Mr. Roush has an MA in Human Behavior.

## Adam Rust

Adam Rust has been Director of Research at Reinvestment Partners since 2005. He writes about alternative financial services in his blog Bank Talk. In 2012, he testified at the CFPB's field hearing on prepaid cards. He regularly speaks at conferences about how advocates should define a path to reforming the prepaid card.

He has master's degrees in journalism from the University of Missouri and in City and Regional Planning from UNC-Chapel Hill. He is currently pursuing a Master's of Science in Finance at Indiana University.

In 2006, Carolina Academic Press published his book "This is My Home: The Challenges and Opportunities of Manufactured Housing." In 2009, FHA Secretary David Stevens nominated him to represent consumers on the Department of Housing and Urban Development's Manufactured Housing Consensus Committee. He testified on the need to reform manufactured housing finance before a Congressional subcommittee in 2012.

## Steve Schewel

Steve Schewel serves as City Councilman for the City of Durham. His City Council duties include his work as Co-Chair of the Finance Committee for the Mayor's Poverty Reduction Committee. He has a strong record of service to the Durham community and three decades of experience as a small business owner and entrepreneur. He co-founded the Independent Weekly newspaper in 1983, and remained the president and majority owner of the company until selling it in 2012. He is currently a visiting assistant professor of public policy in the Hart Leadership Program at Duke University's Sanford School where he has taught since 2000. He is a former member and vice-chair of the Durham Public Schools Board of Education served on the Merger Issues Task Force for the city and county school systems, and he chaired the committee that wrote the final merger report. He now serves or has served on many community boards including the Durham Tech Community Foundation (for 21 years, past chair), the Durham Public Education Network, the Durham Arts Council, the Blue Ribbon Commission for the Future of Durham High School (now Durham School of the Arts), Urban Ministries of Durham, the N.C. Museum of Life and Science, and the community advisory boards for both WNCU and WUNC radio.

Steve recently received a statewide award, being recognized by the North Carolina Recreation and Parks Association as their 2014 North Carolina "Distinguished Legislator" for his advocacy of the funding, upkeep and safety of Durham's parks.

Steve came to Durham from Lynchburg, Va. to attend Duke as an undergraduate. He left briefly to attend graduate school, but has been a Durham resident ever since. He holds a B.A. from Duke, magna cum

laude, an M.A. from Columbia University, New York City, and a Ph. D. from Duke in Education.

## David Sieminski

For the past three years, David Sieminski has served as Policy Analyst for the Consumer Financial Protection Bureau in Washington D.C. David has a long history in asset-development and has served on the boards of the Washington State Budget and Policy Center and the Washington Asset Building Coalition. He served for eight years as Manager of Asset Building Programs for King County, WA United Way. David holds a Bachelors in Economics and Political Science from Western Washington University and a Master's in Public Administration from the University of Washington.

## Alexandra Forter Sirota

Alexandra Forter Sirota joined the N.C. Budget and Tax Center as a Public Policy Analyst in April 2010 and became project director in November 2010. Before joining N.C. Justice Center, Sirota coordinated research on child well-being and policy analysis on family economic security at Action for Children North Carolina. Sirota has a broad range of experience at non-profit organizations and government agencies both in the United States and abroad in the areas of human rights, community development and anti-poverty programs and asset building policy. Sirota received a bachelor's degree from Haverford College in Pennsylvania and a joint master's degree from the University of Chicago.

## Rose Mary Stelma

Rose Mary Stelma is currently Vice President of Loan and School Servicing Operations at College Foundation, Inc. She is responsible for borrower services, financial education and repayment success services, financial aid verification services,

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and grants and scholarship administration. Prior to coming to CFI, she worked in campus student financial aid offices at institutions in North Carolina and Pennsylvania, including East Carolina University, Temple University, and West Chester University.

### **Lisa Stifler**

Lisa Stifler serves as Policy Counsel at the Center for Responsible Lending, working on CRL's state team and leading CRL's debt collection work. She advises local organizations and lawmakers that are working to eliminate abusive lending and debt collection practices in their states. She also advocates on the national level on abusive debt collection and debt settlement practices, as well as predatory auto and student lending. Prior to joining CRL, Lisa worked in the areas of civil rights, community economic development, and bankruptcy. After graduating from law school with honors, Lisa served as a law clerk for the Honorable Stephen A. Mitchell of the Eastern District of Virginia Bankruptcy Court in Alexandria, VA. She also worked and volunteered for more than six years as an advocate for survivors of domestic violence.

Lisa received dual degrees in law and social work from the University of North Carolina, where she graduated with honors and was also recognized for her extensive pro bono work as a student. She received her B.A. in English and African American studies with high honors from Middlebury College in Middlebury, VT. When not working, Lisa enjoys running and baking (but not cooking), as well as spending time with her family.

### **John Stokes**

John Stokes, BB&T Vice President, is the Community Development Specialist for North Carolina and South Carolina.

John serves as a liaison between the community and the bank to facilitate community development loans, services, and investment opportunities.

The Goldsboro, NC native joined BB&T in 1997. After completing BB&T's Leadership Development Program, he served as a Regional Analyst and a Business Banker in the Charlotte Metro Region. Most recently, he worked as the CRA Technical Compliance Manager in the CRA/ Community Development Department. In this role, John helped ensure BB&T's compliance with the Community Reinvestment Act (CRA) by interpreting the regulation, assessing the bank's performance and communicating with regulatory agencies.

John earned his Bachelor's degree from the University of North Carolina at Chapel Hill. He earned his Master of Business Administration from Winthrop University in Rock Hill, South Carolina. He has completed his Housing Development Finance Professional Certification and his Economic Development Finance Professional certification from the National Development Council.

John serves on the following Boards: the Charlotte Mecklenburg Housing Partnership, the North Carolina Association of Community Development Corporations and the South Carolina Association of Community Development Corporations.

### **Maggie West**

Maggie West is the Program Coordinator and Co-Founder of the Community Empowerment Fund (CEF) in Chapel Hill, NC. CEF is a student-powered non-profit organization that provides matched savings accounts, financial education, workforce development, and relationship-based support for individuals experiencing or at-risk of experiencing homelessness in Orange and Durham

Counties. Maggie received a Bachelor of Arts in Public Policy and Latin American Studies from UNC Chapel Hill in 2010. Maggie co-founded CEF while still an undergraduate student at UNC, and now leads the organization, overseeing programs and services provided by over 250 UNC and Duke volunteers to over 900 members receiving services annually.

### **Woody Widrow**

Woody Widrow is the Executive Director of RAISE Texas, the first incorporated nonprofit statewide asset-building coalition in the country. The network includes nonprofit organizations, for-profit corporations, and public institutions interested in moving individuals, families, and communities along a path toward financial success and economic stability by increasing their access to assets and economic development opportunities. RAISE Texas provides training and technical assistance, connects individuals and communities to information and resources, and convenes meetings and conferences at the local, regional and state level in support of increased financial stability of our residents.

Woody has over 40 years of experience in housing, community development, and asset building. Before moving to Texas in 1999, Woody served as the Vice President of the National Community Reinvestment Coalition, the Deputy Director of the National Association for Affordable Housing Lenders, and the Executive Director of the National Housing Institute and Editor of SHELTERFORCE. Woody received a Masters in Community and Regional Planning degree from Rutgers University.

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