

2009 Community Investing Conference

November 19 in Madison, Wisconsin

Wendy Baumann, Wisconsin Women's Business Initiative Corporation president

Taking Action – Session Moderator

Wendy Baumann serves as President of The Wisconsin Women's Business Initiative Corporation, a statewide economic development corporation. Prior to this position, Bauman was director of Small Business Development at The Milwaukee Enterprise Center. In 1987 and 1988, she served as Executive Director of The Hispanic Chamber of Commerce of Wisconsin and under her leadership, the organization increased membership by 500%. Baumann has also worked at The Council for the Spanish Speaking and Goodwill Industries. Wendy currently serves on numerous Boards including: The Association of Enterprise Opportunity, Consumer Federation of America–America Saves, Office Depot–National Women's Advisory Committee, Johnson Bank–New Markets Tax Credit Board, Federal Home Loan Bank of Chicago and The Institute of World Affairs. Baumann received both Masters and Baccalaureate degrees from the University of Wisconsin–Milwaukee.



Shari Berenbach, Calvert Foundation CEO/president

The Context of Community Investing

Shari Berenbach joined Calvert Foundation as Executive Director in 1997. With over 20 years of experience ranging from microcredit to international business, Shari brings leadership and knowledge to the field of social investment. Prior to joining Calvert Foundation, Shari led finance projects for the International Finance Corporation. These projects, based mainly in Central America and the Caribbean, channeled more than \$250 million to banking, power, telecommunications, tourism and agribusiness. Shari began her professional career as an Officer of the National Cooperative Bank, where she was responsible for technical services to US production cooperatives. She later served as Program Director for the non-governmental organization, Partnership for Productivity International. Shari has also held private-sector positions at Citibank, Salomon Brothers and a start-up international telecommunications company, Radio Movil Digital. Shari serves on the Boards of Community Wealth Ventures, MMA Community Development Investments and the Neighborhood Funders' Group. She has previously served on the boards of the Social Investment Forum and the Association of Enterprise Opportunity. Shari has an MBA in Finance from Columbia Business School and an MA in Latin American Studies from the University of California, Los Angeles. She received her undergraduate degree in Political Science from the University of California, Berkeley.



Peter Berliner, PRI Makers Network managing director

Strategies for Program-Related Investing – “The PRI Context”

Peter Berliner is the Managing Director of the PRI Makers Network, a national association of foundations that are making Program Related Investments as a way to advance their philanthropic goals. Prior to coming to the Network, Peter served as the Program Director and Senior Program Officer at the Paul G. Allen Family Foundation. He is the former Executive Director of The Children's Alliance—a state-based public policy advocacy organization. Peter has a Masters in Public Administration from the University of Puget Sound and a Masters in Teaching from Oberlin, College. He serves on the Boards of Directors of Thrive by Five-Washington and YouthForce; and is a past-president of the Board of Directors of Philanthropy Northwest.



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Rev. Michael Crosby, Interfaith Center on Corporate Responsibility

Integrating Mission & Investment – “Aligning Value & Values”

Michael Crosby is a Capuchin Franciscan. He lives in community with other friars in a downtown Milwaukee parish that serves the urban poor, homeless and marginalized. Since 1973, Michael has been a pioneer among Catholics in promoting corporate reform through socially responsible investing. He was influential in getting Catholics to work with the Protestant and Jewish communities in this effort at the Interfaith Center on Corporate Responsibility (ICCR). He coordinates the work of religious institutions in the Wisconsin, Iowa and Minnesota, Dakotas (WIM/CRI) who are part of the ICCR. He has written seventeen books, the latest of which have all received awards from the Catholic Press Association of Canada and the United States, including a First Place for his *Can Religious Life Be Prophetic?* In 2008, the book on Francis received 2nd place for Books on Spirituality from the Catholic Press Association of Canada and the U.S.



Kathryn Dunn, Helen Bader Foundation community investment officer

Strategies for Program-Related Investing – “Investments to Advance Mission”

Kathryn J. Dunn is Community Investment Officer at the Helen Bader Foundation, where she manages an \$11 million Program Related Investment fund that makes loans, loan guarantees, and equity investments in projects that further the Foundation’s charitable mission in Wisconsin. A Foundation employee since 1997, Dunn developed the Foundation’s Economic Development program, which aims to improve business and employment opportunities in Milwaukee and has awarded more than \$20 million in grants since it was established. Dunn serves as co-chair of the Milwaukee Foreclosure Partnership, chairs the Milwaukee Area Workforce Funding Alliance, is a board member of the Public Policy Forum, is treasurer of Generation Growth Capital, LLC and serves on the Governor’s Council on Workforce Investment. Dunn is a certified Economic Development Finance Professional by the National Development Council. Before joining the Foundation, she was vice president of the Wisconsin Women’s Business Initiative Corporation. She has also held positions at the Milwaukee Enterprise Center and the Wisconsin Humane Society. She holds a Masters in Business Administration and a Bachelors degree in journalism, both awarded from the University of Wisconsin - Milwaukee.



Sr. Corinne Florek, Mercy Partnership Fund

Integrating Mission & Investment – “Realities & Rewards”

For the past twenty-nine years, Corinne Florek, an Adrian Dominican, has been working in the field of community economic development as a manager, educator, consultant, financial administrator and strategic planner. Whether administering a 50-member craft cooperative in Appalachia or managing an \$8 million international loan fund, her work has focused on using capital innovatively to empower low-income people. Currently, Corinne manages the \$8 million Mercy Partnership Fund for the Mercy Investment Program and the Religious Communities Investment Fund, which is a collaborative effort of 10 Catholic women’s Religious Congregations. Corinne currently serves on the loan committee of Partners for the Common Good and as the treasurer for WAGES, a nonprofit organization that develops eco-friendly housecleaning cooperatives with low income Latina women. Corinne received an MBA from the University of Notre Dame.



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Lisa Furseth, Community Action Inc. of Rock and Walworth Counties executive director

Afternoon Facilitator

Lisa Furseth's experience includes direct service positions with the Rock County Dept. of Human Services and the Dane County District Attorney's Office. Currently, Furseth is Executive Director of Community Action Inc. of Rock and Walworth Counties where she provides executive leadership to comprehensive anti-poverty programs. For the past 15 years, Furseth has worked in leadership positions with organizations such as the YWCA of Rock County, Community Housing and Services and Stone House Development Corporation as well as leading her own consulting practice. She has been involved with a number of community organizations including Forward Community Investments, WISCAP, the United Way of North Rock County, Wisconsin Business Development Corporation, the Community Foundation of Southwest Wisconsin/Women's Fund and Rock Prairie Montessori School. She received a bachelor's degree in Social Work from UW-La Crosse and a Master's Degree in Public Policy and Administration from UW-Madison.

Calvin Holmes, Chicago Community Loan Fund executive director

The Viability of Community Investing

Calvin Holmes has served as CCLF's Executive Director since 1998 and CCLF's capitalization has more than sextupled—from \$3.7 million to over \$25 million. CCLF is now one of the 10 largest nonprofit CDFIs in Illinois and received the MacArthur Award for Effective and Creative Institutions in 2009. In 2007, Holmes was honored with community leader awards from the Chicago CRA Coalition and Bank of America. In 2001, Holmes was honored as one of *Crain's Chicago Business Journal's* "40 Under 40 Young Leaders" and was a 2002-2003 Leadership Greater Chicago fellow. Holmes serves on many boards: he is Vice Chairman of the Opportunity Finance Network and Secretary of the Interfaith Housing Development Corporation of Chicago. He also serves in an advisory capacity on the boards of the National City Bank CDC, Citibank NMTCC Corporation, Great Lakes Region Sustainability Funds LLC, and the Community Economic Development Law Project, among others. Further, he serves on the awards selection committee for the Chicago Neighborhood Development Awards sponsored by the LISC and on the Bank of American National Community Advisory Council. He holds a master's degree in urban and regional planning, with a concentration in real estate development, from Cornell University.



David Latona, Milwaukee Economic Development Corporation vice president

Morning Facilitator

David Latona is a Vice President of the Milwaukee Economic Development Corporation (MEDC) where he oversees the lending and day to day operations of the corporation. The Corporation provides below market, subordinate loans to businesses in Milwaukee. The Corporation began in 1971 with about \$2 million from Block Grant and U.S. Department of Commerce, which has grown into a \$60 million revolving loan fund. MEDC was approved as a Certified Development Financial Institution in 2008, receiving its first CDFI Fund grant in 2009. It has also been awarded \$93 million of New Markets Tax Credits. David has over 25 years of experience in public accounting and banking. He received his undergraduate degree from Concordia University in Accounting and Business and his MBA from Marquette University.

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Kelly Lucas, Community Foundation of Greater South Wood County CEO/president **Strategies for Program-Related Investing – “Fostering Social Capital”**

Kelly Lucas has been President/CEO of Community Foundation of Greater South Wood County since 1996. The foundation, in partnership with the Ford Foundation, earned a 2008 Council on Foundation’s Critical Impact Award for an integrated, grassroots approach to community economic development. She is the lead organizer of a new rural initiative to close the skills gap by aligning resources, strategies, capacity, policy and coordination across a regional workforce system – “Workforce Central” is one of two rural sites in the U.S. selected to participate in the National Fund for Workforce Solutions. As a “Knight Community Information Challenge” recipient, the foundation is also researching how and where local citizens get their news and creating a plan for disseminating information that is transparent, broad-reaching and easily accessible. Lucas serves on various steering committees, including the Council on Foundation’s Community Leadership Team, Community Foundation Division of the Wisconsin Donors Forum and the National Taskforce on Community Leadership.



Vincent Lyles, M&I Community Development Corporation president **Strategies for Program-Related Investing – Session Moderator**

Vincent Lyles joined Marshall & Ilsley Corporation in 2006 as president of the M&I Community Development Corporation (M&I CDC). During his three years of leadership, M&I CDC’s investment portfolio has grown from \$65 million to \$95.6 million. Prior to joining M&I, Vincent Lyles was the director, Public Finance, at Robert W. Baird & Co., Incorporated, Milwaukee, WI, from 1995 through 2006. Lyles serves as a corporate board member of Encore Development Group, LLC; Generation Growth Capital, Inc.; and Wisconsin Housing Preservation Corporation, Inc; and he is a member of the Greater Milwaukee Committee. Lyles’ volunteer activities include: first vice chair, Goodwill of SE Wisconsin and Metro Chicago, Inc.; executive board member, Marcus Center for the Performing Arts; board member of the Next Door Foundation; and an advisory board member, City of Milwaukee Housing Trust Fund and Local Initiatives Support Corporation, Inc. He earned a bachelor’s degree in history and a juris doctorate from the University of Wisconsin – Madison.



Salli Martyniak, Forward Community Investments president **Welcome & Introductions**

Salli Martyniak is President of Forward Community Investments, a community development loan fund that provides flexible financing and technical assistance to community development nonprofits in Wisconsin. During Martyniak’s tenure, investment capital has more than doubled and loan volume has tripled. The organization has grown from countywide to statewide, and the fund has experienced record deployment levels, closing each year with every available dollar of investment capital lent to its borrowers. Directly prior to joining FCI, Martyniak was owner of ZABA, Inc., which engaged in fund and board development as well as project management for nonprofits. Her earlier experience was in community and business banking at US Bank and Associated Bank. Martyniak has also worked for seven years at the Wisconsin Housing and Economic Development Authority, where she developed and managed several of their small business programs. Her housing experience includes developing Holly House, a transitional home for homeless single women. At any given time, she serves on various community boards and activities. She has taught at the UW-Madison Small Business Development Center and the Open Society Institute. She graduated from the University of Wisconsin-Madison.



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Saurabh Narain, National Community Investment Fund chief fund advisor

Taking Action – “Leveraging Capital for Change”

Saurabh Narain is Chief Fund Advisor to National Community Investment Fund (NCIF) and Senior Managing Director at ShoreBank Corporation. He joined NCIF in 2003 and under his leadership, NCIF created the Social Performance MetricsSM for community development banks. He is involved in policy and advocacy for the industry through his board positions in the CDFI Coalition and New Markets Tax Credit Coalition. Saurabh is a member of the Consumer Advisory Council of the Federal Reserve Board and the Minority Depository Institutions Advisory Council of the Office of Thrift Supervision. Prior to NCIF, Saurabh worked at Bank of America for almost 17 years. He is a member of the Steering Committee of the Professional Risk Managers’ Int’l Assn- Chicago Chapter. Saurabh is a graduate of the ABA Graduate Stonier School of Banking, an MBA from Indian Institute of Management in Ahmedabad, and a Bachelors of Arts in Economics from St. Stephens College, University of Delhi, India.



Cory Nettles, Generation Growth Capital managing director

Impacts through Social Venture Capital – “Double Bottom Line Returns”

Cory Nettles is founder and managing director for Generation Growth Capital, Inc. (GGC). GGC is a Milwaukee-based private equity fund. Nettles is also Of Counsel in the Corporate Services and Government Relations groups for Quarles and Brady LLP. He served as Governor Jim Doyle’s Secretary for the Wisconsin Department of Commerce and “point man” on business and economic development for the State of Wisconsin. He managed a wide range of issues for Governor Doyle, including negotiating a \$500 million venture capital package, negotiating banking and commercial lending legislation, and negotiating regulatory reform legislation. Nettles currently serves as a board member for Midcities Venture Capital Fund, The Private Bank, Weyco Group, Inc., Lawrence University, United Way of Greater-Milwaukee, Robert W. Baird’s Baird Funds, Inc., University of Wisconsin-Milwaukee Business Advisory Council, Partners Advancing Values in Education, the Wisconsin Partnership for Housing Development, and University of Wisconsin-Milwaukee School of Education (Advisory Committee).



Mark Pinsky, Opportunity Finance Network CEO/president

Conference Keynote – “Connecting the Dots Locally and Globally”

Mark Pinsky is President & Chief Executive Officer of Opportunity Finance Network, the national network of high-performing community development finance institutions and other opportunity finance institutions. Mark joined Opportunity Finance Network in February 1995. During his tenure, the CDFI industry has grown more than ten-fold while Opportunity Finance Network has expanded membership more than 400% and assets more than 1500%. Under his leadership, the organization has introduced several innovative products including the Equity Equivalent investment (EQ2), the CDFI Assessment and Ratings System™ (CARS™), performance-based financing, and the Wachovia NEXT Awards for Opportunity Finance. Mark currently chairs the national boards of the CDFI Data Project, and CARS™. He also serves on the Boards of Net Impact, the CDFI Coalition, and New Mexico Community Capital as well as on advisory boards to the Center for Community Development Investments at the Federal Reserve Bank of San Francisco, Bank of America’s National Consumer Advisory Council, and several New Market Tax Credit community development entities. Mark was the founding President of Congregation Tzedek v’Shalom, a Reconstructionist synagogue in Newtown, PA.



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Carmen Porco, Porco Consulting Services president

Integrating Mission & Investment – Session Moderator

Carmen Porco serves as Executive Director of Housing Ministries of American Baptists in Wisconsin, with direct responsibility for six housing developments in Wisconsin, two large multi-family developments in Madison and four large developments in Milwaukee. He also currently directs an internship program, training candidates in the unique interdisciplinary approach to housing, ministry and services in communities of poverty. Rev. Dr. Porco is a graduate of Alderson-Broadus College in Phillipi, WV with a BS in Social Work, and of Andover Newton Theological School in Newton Centre, Massachusetts with a Masters of Divinity. He received the Doctor of Divinity degree from Central Baptist Theological Seminary in 2008. Carmen is a Certified Property Manager with the Institute of Real Estate Management, and has held a statewide political office. He has completed the Executive Education program under joint auspices of Harvard University's Business School & The John F. Kennedy School of Government.



Karl Pnazek, Community Assets for People director

Impacts through Social Venture Capital – “Transforming Rural Communities”

Karl S Pnazek is currently the Vice-President of CAP Services, Inc. and serves as the Director of Community Assets for People. LLC (CAfP), CAP's lending arm. From 1976 to 2008, Pnazek served as the President and CEO of CAP Services. During his tenure, CAP helped 900+ households purchase their first home, weatherized more than 9,000 units, rehabilitated more than 5,000 homes, developed more than 400 units of affordable rental housing and 275,000 square feet of commercial and industrial space, facilitated the start-up of more than 220 new businesses. Pnazek currently serves on the boards of St. Michael's Hospital, Forward Community Investments and the Wisconsin Community Development Legacy Fund. He is the recipient of the 2002 Charles Hill Award for Housing Excellence from the Wisconsin Housing Collaborative, the 2006 Community Builder Award from Forward Community Investments and the 2008 National Community Action Foundation “Spirit Award.”



Cliff Rosenthal, National Federation of Community Development Credit Unions CEO/president

Taking Action – “Uniting to Serve the Underserved”

Cliff Rosenthal joined the National Federation of Community Development Credit Unions in 1980 and has served as its chief executive officer since 1983. Rosenthal was instrumental in one of the earliest community development finance intermediaries in the United States: the Capitalization Program for CDCUs. From 1989 through 1991, Rosenthal served on the Consumer Advisory Council of the Federal Reserve System. He co-founded the national Community Development Financial Institutions Coalition, which spearheaded the formation of the federal CDFI Fund under the U.S. Department of the Treasury, and he later served as its first elected Chairman. He is a member of the Board of Overseers of the Southern New Hampshire University School of Community Economic Development, and of the advisory board of Wall Street Without Walls. Prior to joining the Federation, he worked in technical assistance positions for organizations serving Native Americans and migrant and seasonal farmworkers.



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Jeff Snell, Marquette University special advisor to the president

Impacts through Social Venture Capital – Session Moderator

Jeff Snell is the special advisor to the president at Marquette University. Prior to joining Marquette, Jeff served as chief operating officer for the Argosy Foundation, a private foundation with assets projected at \$1 billion. Prior to joining Argosy, Jeff served for eight years at the Boys & Girls Clubs of Greater Milwaukee, including three years as president and CEO. His tenure at the Clubs coincided with the largest member and resource development expansion in the Clubs' 118-year history. Jeff's key professional accomplishments include the development of a nationally replicated outcomes study and completing the largest endowment bequest campaign for a social service agency in the history of Wisconsin. Jeff received his doctor of philosophy in education from Marquette in 1996, and he holds a master's in social ethics from Gordon-Conwell Theological Seminary in Massachusetts.



Christa Velasquez, The Annie E. Casey Foundation director of social investments

The Soundness of Community Investing

Christa Velasquez is Director of Social Investments at the Annie E Casey Foundation. Velasquez is responsible for developing, coordinating, and managing the Foundation's \$100 million social investment fund. Prior to joining the Foundation, Ms. Velasquez spent six years at Brody-Weiser-Burns, a consulting firm based in Connecticut, where she specialized in social investing, community development financing, business planning for social ventures, program evaluation, and management of minority cultural institutions. She has worked extensively to develop new SI programs, evaluate and redesign existing programs, underwrite and structure investments, and monitor the performance of borrowers and investees. Her current and former board experience includes TRF Urban Growth Partners, the American Visionary Art Museum, Catholic Charities of the Archdiocese of Baltimore, Goodwill Industries of the Chesapeake, and the Yale University School of Management Internship Fund. Ms. Velasquez has an undergraduate degree in Latin American Studies from the University of Chicago, and an M.B.A. from the Yale School of Management.

