

CREANDO BIENES, CONSTRUYENDO UN NUEVO FUTURO:

Lead the Economic Recovery in Your Community!

Los Angeles, California

Westin LAX Hotel

Wednesday, September 23rd – Friday, September 25th, 2009

AGENDA

Wednesday, September 23rd, 2009

- **Site Visits**

1:00 pm – 5:00 pm

Westin LAX Airport – (Chartered routes throughout Los Angeles)

Buses board in front of the hotel at: 12:30

Site Visit #1: Housing Authority of the City of Los Angeles/NEW Economics for Women
– A combined tour of affordable housing development projects of the Housing Authority of the City of Los Angeles and New Economics for Women.

Host: *John King, Director of Planning, HACLA; Maggie Cervantes, Executive Director, NEW Economics for Women*

Site Visit #2: TELACU– A tour of TELACU’s investments over 40 years in East Los Angeles including economic development projects, rental housing, homeownership and a stop at Tamayo Restaurant, a cultural landmark owned by TELACU.

Host: *Jose Villalobos, Senior Vice President, TELACU*

- **Pre-Conference Trainings**

1:00 pm – 5:00 pm

Westin LAX Airport

Training #1 - Defining Your Public Image and Meeting the Bottom Line: Practical Resource Development and Media Literacy for Asset Building Organizations

Room 361

Trainers: *Noel Poyo, Executive Director, NALCAB; Patricia Mejia, Director, Leadership Development and Training, NALCAB*

Defining your organization's image in the media is closely connected to your resource development activity. This training will integrate media literacy and resource development planning. Participants will leave this four hour training with an outline of a fundraising plan for their organization as well as a list of potential private, corporate and government funding sources. Participants will receive practical tips for presenting themselves in the media and effective fundraising.

Training #2: Accessing Resources from the CDFI Fund

Room 344

Trainer: *Christopher Stever, Program Manager, CDFI Fund Certification and Training*

In an effort to increase the number of Community Development Financial Institutions (CDFIs) in both rural and urban low-income Latino communities, this training will provide participants detailed information about accessing the resources available at the CDFI Fund. This four and a half hour session is targeted for organizations who are interested in learning more about the certification process.

- **Welcome Reception**

6:00 pm – 7:30 pm

Westin LAX Hotel Lindbergh Ballroom

Thursday, September 24th, 2009

- **Breakfast**

8:00-9:00am

Grand Ballroom B Foyer

- **Framing the Conference: Data Presentations**

8:30 am – 9:15 am

Grand Ballroom

Part I: The Ongoing Foreclosure Crisis in Latino Communities

Presenter: *Carolina Reid, Federal Reserve Bank of San Francisco*

A follow-up to her presentation at the 2008 NALCAB National Conference, Ms. Reid will present the latest research and findings on foreclosure, specifically in Latino communities.

Part II: The Economic Contributions of Immigrants

Presenter: *Rob Paral, Rob Paral and Associates*

This presentation will quantify the economic contributions of immigrants and contextualize the potential economic impact of immigration reform.

- **Opening Address: The Economic Necessity of Immigration Reform for Latino Communities and the Nation**

9:15 am – 10:00 am

Grand Ballroom

Presenter: Eliseo Medina, International Executive Vice President

Eliseo Medina is described by the *Los Angeles Times* as "one of the most successful labor organizers in the country" and was named one of the "Top 50 Most Powerful Latino Leaders" in *Poder Magazine*. He is currently leading the Service Employees International Union's (SEIU) efforts to achieve comprehensive immigration reform that rebuilds the nation's economy, secures equal labor- and civil-rights protections for workers to improve their wages and work conditions and provides legal channels and a path to citizenship.

- **Break**

10:00am – 10:15am

- **Concurrent Sessions**

10:15am – 11:30am

Topics

Strengthening the Executive Director/ Board of Directors Relationship

Kennedy/LaGuardia Room - Mezzanine

Presenters: Bea Stotzer, Board Chair, New Economics for Women; Ralph Lippman, Executive Director, California Community Economic Development Association

The relationship most important to the healthy functioning of a non-profit is between its executive leader and the board of directors. In this interactive session, two veterans of non-profit management provide substantive analysis and advice on improving this critical working relationship, both from the perspective of a director and a board member.

Cultivating Latino Philanthropy

O'Hare Room - Mezzanine

Presenters: Andy Carey, U.S. Mexico Border Philanthropy Partnership; Rey Ocañas, Social Enterprise Partners; Patricia Mejia, NALCAB; Nadia Diaz-Funn, Annie E. Casey Foundation

A roundtable discussion designed to explore the state of philanthropy for Latinos, and among Latinos, in various sectors. Panelists will discuss existing initiatives and provide their expert view on how to best cultivate the culture and practice of philanthropy in Latino communities.

Developing a State-Level Asset Building Policy Campaign

National Room - Mezzanine

Presenters: Aracely Panameño, Center for Responsible Lending; Kevin Stein, California Reinvestment Coalition; Olivia Calderon, New America Foundation

Many key asset building policy battles are being waged in state legislatures, rather than in Congress. While state-level campaigns are necessarily diverse, much can be learned and replicated from state-to-state. The expert panel will explore asset building policies that are most relevant at the state-level and present models for effectively achieving policy goals.

- **Break**

11:30am – 11:45am

- **Plenary Presentation: Responding to Foreclosure and Economic Crisis in Rural Communities**

Presenter: California Assembly Member Anna Caballero, District 28

11:45pm – 12:15pm

A strong advocate for public safety, affordable housing, quality health care and education, Assembly Member Anna Caballero was elected to serve the 28th Assembly District in November of 2006. The district is largely rural, consisting of San Benito County, the Salinas Valley, North Monterey County, Watsonville, and South Santa Clara County. Now in her second term, Caballero has been re-appointed as chair of the Committee on Local Government. Ms. Caballero is the former Mayor of the City of Salinas and former member of the Salinas Planning Commission.

She moved to the Salinas Valley 30 years ago to work for California Rural Legal Assistance (CRLA). As an attorney, she represented striking farm workers and fought side by side with unions to prevent plant closures. Ms. Caballero also served as executive director of Partners for Peace, a non-profit organization dedicated to bringing the community together to prevent gang violence,

- **Lunch with Key Note Presentation: Opportunities in Uncertain Times – Unleashing the Potential of Latino Leadership**

12:15 pm – 1:45 pm

Grand Ballroom

Presenter: Theresa Fay-Bustillos, Vice President, Worldwide Community and Corporate Citizenship Department for Levi Strauss & Co. and the Executive Director of the Levi Strauss Foundation

Theresa Fay-Bustillos currently works for the International Finance Corporation (IFC), member of the World Bank Group as a consultant. She provides strategic advice on issues of stakeholder engagement, disclosure and transparency. She is the former Vice President, Worldwide Community and Corporate Citizenship Department for Levi Strauss & Co. and the Executive Director of the Levi Strauss Foundation for over eight years, 2000 through 2008. In this position, she reported to the Chairman and CEO as a key member of the global executive leadership team and as a strategic partner to the company's board of directors on issues of corporate social responsibility and global philanthropy. She led the corporate giving program which expended a \$10 million grants budget annually in over 35 countries globally. In this position, she led efforts to measure program results, drive innovations in the focus areas of workers' rights, asset-building and HIV/AIDS by instituting a rights-based approach to social change globally.

Previously, she was the Vice President of Legal Programs for the Mexican American Legal Defense and Educational Fund where she worked for over ten years directing the litigation of complex cases, leading public policy agenda and acting as a key spokesperson on issues. She has also been an adjunct law school professor, an administrative law judge, a managing attorney at a plaintiff's law firm and a trial attorney at several government agencies. She received her bachelor's degree from the University of California at Berkeley and her law degree from the University of California at Los Angeles. She serves on many boards including the Board of Directors for the Council on Foundations, California Women's Foundation, International Funders for Indigenous Peoples, and TransFair USA.

- **Break**

2:00pm - 2:15pm

- **Concurrent Sessions**

2:15pm – 3:30pm

Topics

SPONSORED BY THE ANNIE E. CASEY FOUNDATION

Local and National Asset Building Collaboratives

O'Hare Room - Mezzanine

Presenters: *Ricardo Soto and Kathryn Lett-Deathe – IRS SPEC/EITC; Anthony Mathews, Beyster Institute at the Rady School of Management, UC San Diego; Luis Granados, Mission Economic Development Agency*

Many of the most impactful and innovative asset building endeavors are emerging from collaborative efforts. This panel focuses on collaborative projects and efforts that are defining the emerging asset building field - from a local community facility that co-locates asset building services, to a national conversation about shared ownership strategies, to a national discussion of to the IRS' integrated EITC/ SPEC programs. What implications do these diverse collaboration for asset building broadly and for local asset building practice?

Opening Access to Capital and Financial Services for Latinos and Immigrant Communities

Kennedy/LaGuardia Room - Mezzanine

Presenters: John Herrera, Self-Help & Latino Community Credit Union/ Haydee Moreno, Self-Help Credit Union; Teo Tijerina, EDCO Ventures; Salvador Menjivar, One California Bank Foundation

This panel focuses on innovative, market-based approaches to opening access to capital and financial services in Latino and immigrant communities. Mission-driven banking, non-profit venture capital investment and credit union-based financial services for the underserved will form the basis of this cutting edge discussion.

SPONSORED BY THE HOUSING AUTHORITY OF THE CITY OF LA

Non-Profit/ Public Housing Authority Partnerships

National Room - Mezzanine

Presenters: Rudy Montiel, Housing Authority of the City of Los Angeles; Fernando Lemos, Mi Casa, Inc./ DC Housing Authority; Lourdes Castro-Ramirez, San Antonio Housing Authority

Public housing authorities are often at the center of neighborhood redevelopment and are important local conduits for federal housing investments – including very substantial recent stimulus funding. Public housing and Section 8 programs also present important opportunities for building the assets of very low-income people. This panel of accomplished public housing authority and non-profit leaders explore the opportunities and characteristics of successful PHA-non-profit partnerships.

- **Break**

3:30pm – 3:45pm

- **Break Out Sessions**

3:45pm – 5:30pm

Topics

Job Creation Strategies for Low Income Communities

Kennedy/LaGuardia Room - Mezzanine

Presenters: Oscar Ramirez, Avenida Guadalupe Association; Julie Fonseca, Valley Economic Development Corporation; Enrique Ovando – AnewAmerica Community Corporation

This session explores diverse job creation projects in Latino communities that have successfully leveraged federal funding. Strategies include commercial real estate development, small business development programs and the creation of subsidiary companies.

Accessing and Managing Federal Funds in a Changing Environment

National Room - Mezzanine

Presenters: Bill Vasquez, U.S. HUD – Community Planning and Development; Chris Stever, U.S. Treasury – CDFI Fund; Jim Gatz, HHS - Office of Community Services, Tammy Treviño, USDA - Rural Housing

Representatives of key federal offices and departments discuss new opportunities, increased accountability and the changing landscape of federal funding.

PRESENTED IN PARTNERSHIP WITH LISC

Approaches to Comprehensive Community Development – Linkages Among Affordable Housing, Education, Health, Transportation, and Workforce – Presented in cooperation with LISC

O'Hare Room - Mezzanine

Presenters: Mariano Diaz, LISC Western Region; Maria Cabildo, East Los Angeles Community Corporation; Sandra Figueroa-Villa, El Centro del Pueblo

This roundtable discussion will provide participants with an understanding of the Sustainable Communities Initiative framework, approach, and community benefits as practiced by the Local Initiatives Support Corporation at the national and local levels. There will be a focus on adapting community development models to integrate health, education, and workforce development outcomes through resident planning. Los Angeles community development corporations will provide specific examples of the Comprehensive Community Development approach, benefits, and challenges.

- **Next Generation Leadership Development Session**

**MADE POSSIBLE WITH SUPPORT FROM
THE MISSION ECONOMIC DEVELOPMENT AGENCY AND
THE GREENLINING INSTITUTE**

6:15 pm – 7:00 pm *Il Fornaio Restaurant, Manhattan Beach - 1800 Rosecrans Ave.*

Buses leave at 5:45 pm

A presentation to address next generation asset builders.

- **Networking Reception – All are welcome!**

7:00 pm – 8:30pm *Il Fornaio Restaurant, Manhattan Beach*

Buses leave at 6:30 pm

NALCAB invites up-and-coming practitioners, new executive leaders and experienced leader-mentors to come together for a relaxed evening of hors d'oeuvres and networking. This is an opportunity for long-time colleagues to reconnect and for next generation Latino asset builders to develop a strong national network of peers and mentors.

Friday, September 25th, 2009

- **A Plenary Presentation: The Future for Rural Housing in America**

9:00 am – 9:40 am

Grand Ballroom

Presenter: *Tammye Treviño, USDA Administrator for Rural Housing and Community Facilities*

The new USDA Rural Housing Administrator addresses the NALCAB conference on new opportunities and ongoing challenges for addressing our nation's pressing rural affordable housing crisis. On June 8, 2009, Tammye Treviño was appointed by President Obama to serve as the Administrator for the Rural Housing Service at the U.S. Department of Agriculture (USDA), Rural Development. The first Latina to serve in this capacity, Administrator Treviño is a lifetime advocate for rural communities who brings over 25 years of experience in community development to the Department.

Administrator Treviño previously served as Chief Executive Officer of Families United to Utilize Regional Opportunities, Inc. (FUTURO), a Texas non-profit that focuses on economic and community development. As CEO, Administrator Treviño implemented a ten year plan to revitalize a 6,000 square-mile region in south Texas that was one of the most economically disadvantaged in the nation. A certified Economic Development and Housing Development Finance Professional, Administrator Treviño has also served as the Economic Development Director for LaSalle County, Texas and as a staff member in the Operations and Planning Department of the Middle Rio Grande Development Council of Governments.

With the housing market at a critical juncture for rural Americans, Administrator Treviño is working closely with the Secretary of Agriculture and the Under Secretary for Rural Development to strengthen the nation's rural housing portfolio by promoting and expanding programs that enable America's rural communities to develop quality, affordable housing and sustain the American dream of homeownership.

- **A Plenary Presentation: Federal Legislative Update**

9:40 am – 10:15 am

Grand Ballroom

Presenter: *Bob Rapoza, Rapoza and Associates*

Among the few most effective federal lobbyists on issues of community and economic development, Bob Rapoza will provide an overview of current, relevant federal policy and appropriations. Also get an inside perspective on what the federal legislative landscape could look like in 2010.

- **Break**

10:15 am - 10:30 am

- **A Town Hall-Style Meeting: Economic Recovery at the State and Local Level, Prospects for Latino Communities**

10:30 am - 12:00 pm

Grand Ballroom

Moderator: *Arturo Vargas, Executive Director, NALEO*

Presenters: *California Assembly Member Kevin DeLeón, 45th District*

Maryland Delegate Victor Ramirez, 47th District

New York City Councilwoman Melissa Mark-Viverito, District 8

- **Special Roundtable Discussions**

- **Emerging Latino Communities Program, Southeast Regional Meeting - Sponsored by Mary Reynolds Babcock Foundation**

12:30 pm - 2:30 pm

Room 329

- **Emerging Latino Communities Program, Northwest Regional Meeting - Sponsored by Northwest Area Foundation**

2:30 pm - 4:30 pm

Room 328