

the greenlining institute's
annual economic summit

15th
April 25, 2008



30
years

the community
reinvestment act (CRA)

Three Decades of the Community Reinvestment Act: Is it Time to Expand it?

WELCOME

Friends and Colleagues



Dear Friends,

Welcome to the Greenlining Institute's 15th Annual Economic Summit entitled ***Three Decades of the Community Reinvestment Act: Is it Time to Expand it?***

Fifteen years ago Greenlining hosted its first Economic Summit in San Francisco. Greenlining was then a very small organization with big ideas and an even larger vision. The vision of multi-ethnic unity and wealth creation in underserved communities created a new framework for civil rights and equal justice. This framework is based on the premise that coalition building across racial/ethnic lines leads to bigger gains, and that diversity is in the best interest of corporate America's long-term growth. The big ideas generated by the Greenlining Coalition led to numerous successes including approximately \$1 trillion in community reinvestment agreements for underserved communities.

One major piece of federal legislation, The Community Reinvestment Act (CRA), created the leverage for much of our success. CRA was enacted by Congress in 1978 to combat the discriminatory practice of "redlining" by banks. Many agree that CRA wasn't perfect. Some would argue that CRA alone didn't create the \$1 trillion in CRA commitments. And some would say that CRA missed the mark by allowing banks to operate in a color-blind regulatory world. Perhaps all of this is true.

But most leaders agree that CRA opened the doors for grassroots leaders to have collaborative discussions with CEOs of the largest banks in the world. These discussions, and sometimes debates, have led to innovative approaches for increasing homeownership rates, strengthening small businesses, and encouraging investments in underserved communities. CRA created the spirit of collaboration that led to many innovative asset building approaches we see today. In summary, CRA created the atmosphere for public-private partnerships to flourish.

How can we carry the spirit of CRA to other industries, some that have closed the door to diverse communities? This year, 2008, is turning out to be an ideal year for this discussion. Most notably the foreclosure crisis has sparked a national debate on the need for federal oversight of Wall Street companies. Greenlining has long argued that investment firms, hedge funds, and pension funds should also be guided by the spirit of CRA.

We have also witnessed the growth of a national debate on how foundations can better serve communities of color thanks to the courageous work of Assemblymembers Coto, Dymally, and Lieu. Perhaps it is time that Congress weigh in on this important issue and instill the spirit of CRA into the halls of philanthropy.

We are also in the middle of a healthcare crisis with universal healthcare being debated among our presidential candidates and state leaders. Despite California's failure to create significant change last year, the discussion has opened the door for us to examine the role that the health care industry plays in impacting economic outcomes that are considered major determinants of health.

A CRA approach can do much to create win-win partnerships with the emerging green industry, insurance companies, energy companies, law firms, telecommunications companies, biotech firms, and other industries. Although these industries are not bound by the law of CRA, they certainly can be moved by the spirit of CRA. Today's discussions will center on how we move non-bank entities into CRA like partnerships and how we can strengthen our CRA activities with our current partners.

The same vision that started 15 years ago is still thriving today. Only with your help can we fulfill this vision and move towards a more prosperous and equitable society.

Sincerely,

Orson Aguilar
Executive Director Designee

SUMMIT PROGRAM

Friday April 25, 2008

8:00 a.m. – 9:30 a.m.

■ BREAKFAST

with FDIC Chairwoman Sheila Bair *(By Invitation Only)*

9:30a.m. – 10:15 a.m.

■ OPENING SESSION (Gold Room)

Welcoming: Orson L. Aguilar, Greenlining Institute

Winning Initiatives for Change

Presentations by Greenlining Institute Fellows

10:30 a.m. – 11:45 a.m.

■ CONCURRENT MORNING SESSIONS

Profitable Pathways: How a Strategic Focus on Diversity Yields High Impact Results for Corporations and Communities (Gold Room)

The Business of Building Healthy Communities:

Expanding the Spirit of CRA to the Health Industry (Emerald Room)

12:00 p.m. – 1:45 p.m.

■ SUMMIT LUNCH PROGRAM (Biltmore Bowl)

Invocation: Rev. Dr. John J. Hunter

Senior Minister First A.M.E. Church, Los Angeles, California

Master of Ceremonies: Orson L. Aguilar, Greenlining Institute

Community Reinvestment Awards Presentations

Sheila Bair, Chairwoman, FDIC

Introduced by Assemblymember Ted Lieu (53rd Assembly District)

Cynthia Amador, President and CEO, CHARO Community Development Corporation

Robert A. McNeeley, Executive Vice President, Union Bank

Big Brain Award Presentation

Assemblymember Joe Coto, Chair, California Latino Legislative Caucus

Big Foot Award Presentation

Louise Perez, Executive Director, Community Resource Project

2:00 p.m. – 3:20 p.m.

■ CONCURRENT AFTERNOON SESSIONS

*The Foreclosure Crisis and Future Opportunities
to Close the Minority Homeownership Gap* (Gold Room)

*The Emerging Green Movement:
How the Spirit of CRA Can Lead to Green Economic Opportunities* (Emerald Room)

3:20 p.m. – 3:30 p.m.

■ BREAK

3:30 p.m. – 4:30 p.m.

■ COMMUNITY TOWN HALL DISCUSSION (Gold Room)

Addressing Our Nation's Philanthropic Crisis in an Era of Budget Cuts

4:45 p.m. – 5:45 p.m.

■ ACADEMY ALUMNI ASSOCIATION MEETING (Moroccan Room)

5:30 p.m. – 6:45 p.m.

■ RECEPTION (Bowl Foyer)

7:00 p.m. – 9:30 p.m.

■ SUMMIT DINNER PROGRAM (Biltmore Bowl)

Invocation: Rev. Pastor J. Alfred Smith Jr.
Antioch Baptist Church, San Jose, California

Mistress of Ceremonies: Leslie Cunningham, Managing Consultant, LJC Management Group

Keynote Speaker: Ivan Seidenberg, Chairman and CEO, Verizon

Big Heart Award Presentation

Faith Bautista, President, Mabuhay Alliance

2008 Lifetime Leadership Awards Presentation

Ortensia Lopez, Co-Chair, Greenlining Institute

George Dean, Co-Chair, Greenlining Institute

Keynote Speaker: U.S. Attorney Joseph P. Russoniello

Torchbearer Award Presentation

Lindsay Imai, Urban Habitat

GENERAL SESSION PANELS

MORNING GENERAL SESSION PANELS

Winning Initiatives for Change: Overview of Greenlining's 2008 Initiatives

9:30 a.m. – 10:15 a.m. (Gold Room)

Greenlining's Academy Fellows will provide participants with an interactive and multi-media experience on various issues affecting California's underserved communities. Topics include the environment, insurance, consumer protection, college affordability, and banking. The session provides a short but thorough overview of Greenlining's holistic educational and advocacy campaigns for economic empowerment.

Moderator:

Danielle Trimiew, Greenlining Academy Director

Panelists:

- Elaine Braithwaite, Banking Fellow
- Sasha Werblin, Sustainable Development Fellow
- Kenechukwu Okocha, Insurance Fellow
- Valeria Rosales-Fike, Higher Education Fellow
- Joel Muratalla, Multimedia Academy Fellow

The Business of Building Healthy Communities: Expanding the Spirit of CRA to the Health Industry

10:30 a.m. – 11:45 a.m. (Emerald Room)

Recent research reveals something that we have known for decades – your socioeconomic status determines how long you live and how healthy you will be. In fact there is a direct correlation between rising health disparities and rising gaps in economic inequality. Various health problems in our communities are thus related to issues of employment and overall socio-economic opportunities. Health industries will play a growing role in determining what economic opportunities exist in California as corporations are drawn through tax-credits and university programs. This session will explore opportunities for health industries to invest in low-income and minority communities through win-win public-private partnerships.

Moderator:

Kevin Barnett, Dr. P.H., M.C.P., Senior Investigator Public Health Institute

Panelists:

- Carl A. Ballton, President and Chief Operating Officer, The Union Bank of California Foundation
- Ed Hernandez, O.D., Assemblymember (57th District)
- Zara Marselian, Chief Executive Officer, La Maestra Family Clinic

Profitable Pathways: How a Strategic Focus on Diversity Yields High Impact Results for Corporations and Communities

10:30 a.m. – 11:45 a.m. (Gold Room)

As more and more businesses are discovering, a true commitment to diversity has a direct, positive, and lasting impact on the bottom line. At this session, academic and private sector luminaries will showcase the ways corporations can increase profits, enhance their reputation, and become increasingly competitive while concurrently promoting economic empowerment in low-income and minority communities. Panelists will discuss such topics as supplier diversity, workforce diversity, pro bono legal services, and cultural competency.

Moderator:

Thalia Gonzalez, Sr. Legal Counsel, The Greenlining Institute

Panelists:

- Alfred E. Osborne, Jr., Senior Associate Dean, UCLA Anderson School of Management
- Clayton R. Lloyd, Sr., Vice President and Executive Director of Supplier Diversity, Wells Fargo & Company
- Elena Baca, Chair, Paul Hastings' Los Angeles Office
- Magda Yrizarry, Vice President, Workplace Culture, Diversity and Compliance in Corporate Human Resources, Verizon
- Maureen P. Alger, Partner, Cooley Godward Kronish
- Luis Diaz, Chief Diversity Officer, Gibbons

GENERAL SESSION PANELS

AFTERNOON GENERAL SESSION PANELS

The Foreclosure Crisis and Future Opportunities to Close the Minority Homeownership Gap

2:00 p.m. – 3:20 p.m. (Gold Room)

California's economy, healthcare system, future educational opportunities and upward mobility for communities of color are all affected by the housing crisis in the United States and in California in particular. Government officials, financial institutions and community organizations have offered differing responses. This panel will seek, in part, to address an economic crisis that if not resolved, could lead to a depression, not just a recession, in some regions of California.

Moderator:

Robert Gnaizda, Policy Director and General Counsel,
The Greenlining Institute

Welcoming Remarks:

- **Ted Lieu**, California State Assemblymember
- **Michael Machado**, California State Senator

Panelists:

- **Faith Bautista**, Executive Director, Mabuhay Alliance, Inc.
- **Nativo Lopez**, National Director, Hermandad Mexicana Latinoamericana
- **Eileen Newhall**, Principal Consultant, Office of Senator Mike Machado
- **Landon Taylor**, President of Strategic Markets, First American Title Insurance Company
- **Janet Lamkin**, California President, Bank of America
- **Preston DuFauchard**, Commissioner, California Department of Corporations

The Emerging Green Movement: How the Spirit of CRA Can Lead to Green Economic Opportunities

2:00 p.m. – 3:20 p.m. (Emerald Room)

We take it for granted that our nation's recent attention to fighting global warming will reach all communities. Everybody, it seems, is going "green." Unfortunately, the question remains, "What role will California's 22 million minorities play in the fight against global warming?" Emerging green services – solar power, energy efficiency, and hybrid technology – are vital in our fight against global warming. But in many communities, essential "green" services are non-existent, especially for families living from paycheck to paycheck. Conventional approaches to tackling this challenge have focused on "trickle-down" economics and the assumption that everybody will benefit from our nation's adoption of green practices. While there are no quick fixes, this panel will explore meaningful ways of creating local and organic economic development models that work toward the goal of sustainability.

Moderator:

Orson Aguilar, Executive Director Designee, The Greenlining Institute

Opening Remarks:

Congresswoman Hilda Solis (32nd District),
Author of The Green Jobs Act of 2007

Panelists:

- **Ophelia B. Basgal**, Vice President, Pacific Gas & Electric Company
- **Jim Gonzalez**, Campaign Chair, Californians for Solar and Clean Energy
- **Phil Angelides**, Apollo Alliance and Former State Treasurer
- **Adrienne Maree Brown**, Executive Director, The Ruckus Society
- **Denise Hunter**, President and COO, FAME Renaissance

Community Town Hall Discussion:

Addressing Our Nation's Philanthropic Crisis in an Era of Budget Cuts

3:30 p.m. – 4:30 p.m. (Gold Room)

Strategic philanthropy to communities of color is vital for our vision of a just and equitable society. Unfortunately, research demonstrates that despite a tax payer gift of \$40 billion to foundations, communities of color receive just 5% of foundation grants. Research by Greenlining demonstrates that minority-led organizations receive just 3% of foundation dollars.

Thanks to the courageous efforts of California Assemblymembers Coto, Dymally, and Lieu, a national debate is brewing on how foundations can be more responsive to the needs of diverse communities. When The Foundation Diversity and Transparency Act (A.B. 624) passed the State Assembly in January of 2008, it ignited a firestorm of debate throughout the nation's halls of philanthropy. Some foundation leaders mistakenly excused the legislation as an attempt to impose racial quotas and affirmative action type policies on their practices. Fortunately, some foundation leaders have heard the message and are working to find effective ways of serving the poor and underserved.

Whether or not A.B. 624 passes, philanthropic change is on the horizon. The question is, "**How will community leaders hold this change accountable to long-term and sustainable vision of success?**" This Town Hall forum provides interested stakeholders with background information on our nation's philanthropic crisis, Greenlining's work to hold foundations accountable, and overall community efforts to bring about meaningful philanthropic change. This session provides community leaders with the opportunity to ask questions, raise important issues, and provide Greenlining with guiding advice in our future efforts to bring the spirit of CRA to the halls of philanthropy.

Moderator:

John C. Gamboa, Executive Director, The Greenlining Institute

Presenters:

- **Adam Briones**, The Greenlining Institute
- **Sasha Werblin**, The Greenlining Institute

LUNCH MASTER OF CEREMONIES

Orson Aguilar, Executive Director Designee, the Greenlining Institute



The Greenlining Institute's Board of Directors recently announced that Orson Aguilar will become the next Executive Director of the organization effective January 1, 2009. Orson Aguilar is currently the Executive Director Designee. In his role as Executive Director Designee, Aguilar assumes all administrative, personnel, financial and programming responsibilities for the organization.

Aguilar draws upon nearly 12 years of experience as an advocate of social and economic justice on behalf of our nation's most vulnerable. As a child of immigrants growing up in the barrios of Boyle Heights, Aguilar believed in the potential of his community. His commitment to California's underserved for the past decade has resulted in assisting in the creation of multi-million dollar reinvestment agreements, better housing opportunities for the poor, and more funding for California's minority-led community institutions. In recent years, under Aguilar's leadership the Greenlining Institute has aggressively expanded its highly successful academy and has exerted itself as a leading "think and do" policy research center.

Aguilar earned a Bachelor of Arts Degree from the University of California at Santa Cruz and as a Public Policy and International Affairs fellow received his Master of Public Affairs from the Lyndon B. Johnson School at the University at Texas. He also participated in the Congressional Hispanic Caucus Institute's Congressional Fellowship. He was recently elected to the University of California at Santa Cruz Alumni Council and is the President of the Board of the Mission Economic Development Agency.

"I am most proud to know that one of the young leaders who was trained through Greenlining's successful leadership Academy was chosen for the job," says John C. Gamboa, Executive Director. Four graduates of Greenlining's Leadership Academy also sit on the governing board of directors and several key staff are also alumni of the Leadership Academy. Mr. Gamboa will remain Executive Director implementing the organization's transitional program until his planned retirement on December 31, 2008.

DINNER MISTRESS OF CEREMONIES

Leslie Cunningham, Managing Consultant, LJC Group



Leslie Cunningham was born in Riverside, California, to David and Fern Cunningham. Shortly thereafter, the family moved to Lagos, Nigeria, West Africa, a baby sister joined the family, and Leslie began her elementary education. After three years, the family returned to Los Angeles, California, and Leslie's father, David, began a career in politics.

In 1976, Leslie moved with her mother and sister to Wurzburg, West Germany, after her mother accepted a position with the Department of Defense. Germany was her home for 12 years, and Leslie graduated from Wurzburg High School. Returning to Los Angeles for college, Leslie graduated from Mount St. Mary's College in 1990 with a B.A. in Social Science with Political Science emphasis.

Leslie was selected for the prestigious Coro Foundation Fellows Program in Public Affairs, graduating in 1992. She then began a career in Sales and Marketing, receiving several awards and commendations for her achievements in marketing and customer service.

Leslie owns a profitable Internet private franchise, mentoring and motivating other business owners in the growth of their enterprises.

Leslie is the Past President of the Mount St. Mary's College African Alumnae Network, member of the National Coro Alumni Association, Board Member of the Association of Energy Engineers, volunteers with Big Brothers and Big Sisters of Los Angeles, and is a member of Faithful Central Bible Church in Inglewood.

Leslie speaks four languages and enjoys traveling, antique-hunting, playing the piano, singing, interior design, fund-raising, and entertaining family and friends.

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Awards 2008



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Community Reinvestment Act (CRA) Awards 2008



award recipient

Robert McNeely

Executive Vice President
Union Bank of California

Robert A. McNeely is an executive vice president for Community Development Banking at Union Bank of California, N.A. Based in San Diego, McNeely is responsible for bankwide coordination of the bank's community development efforts and serves as the Community Reinvestment Act (CRA) officer. He is also the chairman and chief executive of the UBOC Foundation.

McNeely joined Union Bank in 1968. In 1982 he became a regional sales manager for Los Angeles and Orange Counties and was named to his current position in 1988. He is a graduate of the Pacific Coast Banking School at the University of Washington, Seattle, and the School of Bank Marketing at the University of Colorado, Boulder.

McNeely is responsible for the Bank's Community Advisory Board, serves as secretary to the Bank's Public Policy Committee, serves as chair of the Bank's CRA Committee and chairs the Bank's Environmental Advisory Committee. McNeely is vice chairman of the board of directors for the Center City Development Corporation in San Diego and immediate past president of the board of trustees for the California Historical Society.

Well intentioned laws are meaningless unless there are proactive leadership efforts from community, government, and corporate residents. This year, Greenlining is honoring three individuals that have made the implementation of CRA a success. These individuals would make the original authors and founders of CRA proud. While there are numerous individuals that should be awarded for their efforts, Greenlining could only choose three leaders that have given CRA life, passion, and a strong future sense of hope. Today we honor the following individuals for their contribution to CRA.

Robert McNeely, Executive Vice President, Union Bank of California, for extraordinary banking and personal performance on behalf of California's most underserved communities

Sheila C. Bair, FDIC Chairwoman, for exceptional caring, management and leadership on behalf of our nation's most vulnerable consumers

Cynthia Amador, President and CEO, CHARO Community Development Corporation, for extraordinary performance on behalf of California's underserved communities

He serves as chair of the board of directors of the New Covenant Trust Company, wholly owned by the Presbyterian Church (USA) Foundation and is a director of the San Diego County Dental Health Foundation. He is an Advisory Board Member for the Neighborhood National Bank and is a member of the corporate advisory board of the Urban Financial Services Coalition (UFSC) where he also serves as an advisor to the UFSC Foundation.

He serves on the Small Business Fund Advisory Committee for the City of Los Angeles' Community Development Department and is a member of the Community Reinvestment Committee of the Consumer Bankers Association. McNeely also serves as a director for Social Compact, is a member of the President's Diversity and Equity Community Advisory Council, San Diego State University and the President's Community Council, Point Loma Nazarene University.

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Community Reinvestment Act (CRA) Awards 2008



award recipient

Sheila C. Bair

Chairwoman, FDIC

Sheila C. Bair was sworn in as the 19th Chair of the Federal Deposit Insurance Corporation (FDIC) on June 26, 2006. She was appointed Chair for a five-year term, and is a member of the FDIC Board of Directors through July 2013.

Before her appointment to the FDIC, Ms. Bair was the Dean's Professor of Financial Regulatory Policy for the Isenberg School of Management at the University of Massachusetts-Amherst since 2002. Other career experience includes serving as Assistant Secretary for Financial Institutions at the U.S. Department of the Treasury (2001 to 2002), Senior Vice President for Government Relations of the New York Stock Exchange (1995 to 2000), a Commissioner and Acting Chairman of the Commodity Futures Trading Commission (1991 to 1995), and Research Director, Deputy Counsel and Counsel to Senate Majority Leader Robert Dole (1981 to 1988). While an academic, Chairwoman Bair also served on the FDIC's Advisory Committee on Banking Policy.

Chairwoman Bair's prior work focused heavily on the banking sector. As the Assistant Treasury Secretary for Financial Institutions, she was charged with helping to develop the Administration's positions on banking policy issues.

She worked closely with Treasury's own banking regulatory bureaus, the Office of the Comptroller of the Currency and the Office of Thrift Supervision, as well as the Federal Reserve Board and the FDIC. Ms. Bair's teaching and research at the University of Massachusetts also dealt extensively with banking and related issues.

Ms. Bair has served as a member of several professional and nonprofit organizations, including the Insurance Marketplace Standards Association, Women in Housing and Finance, Center for Responsible Lending, NASD Ahead-of-the-Curve Advisory Committee, Massachusetts Savings Makes Cents, American Bar Association, Exchequer Club, and Society of Children's Book Writers and Illustrators.

Five months after becoming Chairman, Ms. Bair was named to *The Wall Street Journal Magazine* Smart Money's (November 2006) "Power 30" list, the magazine's lineup of the 30 most influential people in investing.

Chairwoman Bair has also received several honors for her published work on financial issues, including her educational writings on money and finance for children, and for professional achievement. Among the honors she has received are: Distinguished Achievement Award, Association of Education Publishers (2005); Personal Service Feature of the Year, and Author of the Month Awards, *Highlights Magazine for Children* (2002, 2003 and 2004); and The Treasury Medal (2002). Her first book – *Rock, Brock and the Savings Shock*, a publication for children – was published in 2006.

Chairwoman Bair received a Bachelor's degree from Kansas University and a J.D. from Kansas University School of Law. She is married to Scott P. Cooper and has two children.

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Community Reinvestment Act (CRA) Awards 2008



award recipient

Cynthia Amador

President and CEO

CHARO Community Development Corporation

Cynthia Amador is President & CEO of CHARO Community Development Corporation, a Los Angeles based economic development corporation.

A champion for small business, Ms. Amador has over 15 years of economic development experience and has received national awards for program design expertise and performance.

At CHARO, Ms. Amador has authored, initiated and negotiated over \$20.1 million in small business and community development contracts. She has extensive experience in designing and recruiting new management team members to implement new economic development initiatives, e.g. CHARO-SBA Women's Center, Inland Empire Minority Enterprise Center, CHARO Incubator, and the CHARO Business & Financial Center. In doing so, she has led the team in developing CHARO as an economic development expert and destination for small businesses and job creation opportunities.

Her expertise also includes preparing strategies and implementing plans for community based economic development endeavors, designed to create access

to capital and economic growth. Ms. Amador has been instrumental in negotiating new business resources through her work with Greenlining and Community Reinvestment Coalition, as well as local, state and federal funding entities for the benefit of the small business community.

A graduate of the University of Southern California, Ms. Amador serves as Vice Chair for the state-wide organization: California Association for Local Economic Development, is a Governor Schwarzenegger appointee to the California Workforce Investment Board, and serves as a member of the Southern California Edison Consumer Advisory Council and the Cathay Bank Consumer Council.

Recent awards include: National recognition by the U.S. Department of Commerce, MBDA for Outstanding Performance, Advocate of the Year by Los Angeles – NAWBO – National Assoc. of Women Business Owners, Silver Honoree, LA YWCA, the Community Development Award by Washington Mutual Bank and *Hispanic Magazine*, the Tiger Award by the Community Reinvestment Coalition and Latina Entrepreneur recognition by the California Hispanic Chamber of Commerce.

greenlining awards

Big Brain Award 2008

The Big Brain Award is reserved for individuals who have exhibited exceptional acumen, creativity, foresight and guidance in advocating on behalf of low-income and minority communities.



big brain award

Assemblymember Joe Coto (D-San Jose)
Chair, California Latino Legislative Caucus

Assemblymember Joe Coto (D-San Jose) is currently serving his second term in the California Assembly. His agenda in the Legislature continues to focus on making California's schools the best in the nation. He is also striving to ensure that all of California's children have health insurance and are provided with the ability to experience the American dream. This dream includes going to college, securing a good paying job, and owning a home. A lifelong Democrat, Coto proudly represents the 23rd Assembly District in San Jose. The District includes the east side, downtown and the Monterey Road corridor. The 23rd District represents about half of the city of San Jose.

Mr. Coto was elected Chair of the 26 member Latino Legislative Caucus in 2006. The Latino Caucus is seen as one of the most influential in the legislature. The Caucus' focus is primarily on improving the quality of life for working families in California. With over 35% of the population in California being Latino, the issues affecting them, affect all Californians. The key legislative priorities identified by the Latino Caucus are: Education, Health, Housing, Economic Development and Leadership.

Assemblymember Coto was also appointed by the Speaker of the Assembly to serve as Chair of the Insurance Committee. In addition, he serves on the following committees: Education, Banking and Finance and Arts, Entertainment, Sports, Tourism and Internet Media. Mr. Coto also chairs the Select Committee on Urban Education.

Mr. Coto has had a number of bills enacted into law. One of the most significant provides over \$30 million to support English learners, other educational bills provide support to underachieving schools, standards for math instruction for blind students, and flexibility in spending to support the educational program. He also authored a bill to protect college students from vendors who try to entice students with gifts to get them to apply for credit cards. In the area of health, one of his bills provides cultural and linguistic training for physicians so that they can serve their patients more effectively and another extends the Healthy Families program so that children throughout the state can be eligible for health insurance. Working in collaboration with the California Chamber of Commerce, as well as other employer groups, such as the California Federation of Labor, he authored legislation to fix part of the workers compensation system in a way that benefits both business and labor.

Joe Coto began his career as a teacher in the Oakland Unified School District. There, he experienced first-hand the influence of public policy on education. While he was in Oakland, Mr. Coto was elected as an Oakland City Councilmember and served in that capacity for four years. He returned to education and ultimately became the Superintendent of the Oakland schools. In 1988 he accepted the position of Superintendent of the East Side Union High School District in San Jose and served the East San Jose community for 14 years. Mr. Coto has a lifetime commitment to the advancement of all students and their families. In recognition of his contributions as superintendent of the East Side Union High School District and beyond, the Association of California School Administrators (ACSA) named him the "2003 Superintendent of the Year."

In addition to his commitment to excellence in education, Mr. Coto has continued to serve the community by serving as Chair of the Mexican Plaza Cultural Arts Center in San Jose and as President of the Latino Democratic Forum. He has served on the boards of Joint Venture Silicon Valley and the Lucille Packard Children's Hospital.

A healthy community is one that builds on the strengths of all its residents. Joe Coto has demonstrated through a life of service and commitment, that he will empower and defend the people to maintain the building blocks of a strong and healthy community: jobs, quality education and affordable housing.

2007 Award Recipient

Luis Arteaga, Former Executive Director, Latino Issues Forum

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Big Foot Award 2008

The Big Foot Award is reserved for individuals who leave a lasting mark and exhibit exceptional leadership by stepping out on a limb to pioneer new trails in empowering the underserved.



big foot award

Louise A. Perez
Executive Director
Community Resource Project, Sacramento CA

Louise A. Perez has more than thirty-five years of management experience. Her employment has been in the public, private and non-profit worlds. She has developed expertise in education, health, housing, and employment and training programs. Only the second director in CRP's thirty-five-year history, Ms. Perez has been the Executive Director for more than twenty years and has been the driving force behind the company's tremendous growth.

In 1986, CRP's Board of Directors hired Ms. Perez to strengthen the financial security of the agency and to expand the services provided. At the time, CRP had 13 employees and an operating budget of \$300,000. She focused the energies of the agency on health, housing and education, knowing that stability in these areas is essential to assist families to move from dependency to self-sufficiency. Due to the leadership and commitment to hard work she has demonstrated, CRP has become an agency with a reputation for dependability and integrity, and most importantly, a commitment to helping families and children achieve self-worth, dignity and independence. As one colleague said, "Her vision for what all children can become and her reputation for integrity, throughout her career, have been the foundation for Louise's reputation as an extremely capable and effective leader." CRP currently has an operating budget of more than six million dollars and

provides nearly twenty million dollars of services to families in Sacramento, Sutter, and Yuba counties each year.

Ms. Perez has developed a model for the delivery of services, known as the Family Learning Center. Within this Family Learning Center, CRP serves the needs of the entire family in a holistic manner. Because she understands that no one agency can "do it all," CRP includes other community-based organizations in the Family Learning Centers, in an effort to provide all of the needed services for a family under one roof. She has been considered visionary for her approach to problem solving and she has a strong commitment to utilizing her skills for those most in need because of her background.

Ms. Perez is a native Sacramentan, born into a migrant family. She attended the University of San Francisco and holds a California B General Contractors License. Her pride and joy is her family, especially her son and three precocious grandchildren.

Ms. Perez has served as an elected official. She was a member of the Board of Trustees for the Sacramento City Unified School District for fourteen years. She was a Board Member of the California School Boards Association, where she served as the first Latina President of that Association. Her colleagues have stated that Louise exemplifies the kind of caring and concern for children and for all of humanity which should be the hallmark of all who serve in public education. She has been recognized by the Hispanic Journal as one of the 100 Most Influential Latinos in the country, and is listed in *Manchester's Who's Who* Among Executive and Professional Women.

2007 Award Recipient
Cory Jaspersen, Chief of Staff to Assembly Speaker pro Tempore Sally Lieber

greenlining awards

Big Heart Award 2008

The Big Heart Award is reserved for individuals who embody self-sacrifice, compassion and a high level of competence in meeting the felt needs of underserved communities.



big heart award

Faith Bautista
Executive Director
Mabuhay Alliance, Inc.

Faith Bautista has contributed to the community since 1987, and has served as President for premier organizations in San Diego County. She currently serves as the Executive Director of Mabuhay Alliance, Inc.

She is also a Board Member for the City of San Diego's Small Business Advisory Board and Election Task Force, and serves on the California Public Utilities Commission Low-Income Oversight Board.

As the Executive Director of Mabuhay, Inc., she has been able to build strong bridges between corporate America and diverse grassroots communities. Through Mabuhay Alliance, Inc., Faith has fostered strong multi-racial coalitions of community-based organizations and faith-based groups around common goals.

These goals have worked to expand access to resources and funding opportunities for diverse communities, and have elevated the importance and visibility of unique issues facing communities of color through increased civic participation. Through her leadership at Mabuhay, Ms. Bautista has enriched the lives of thousands of individuals through her tireless work of minority economic empowerment.

2007 Award Recipient
Erin K. Pak, Chief Executive Officer, KHEIR

greenlining awards

Lifetime Achievement Award 2008

The Lifetime Achievement Award is reserved for champions of poor communities who have demonstrated a lifetime of tireless dedication to serving the poorest and most ignored communities. These leaders have been constant trailblazers in the fight against injustice, racism and inequality of opportunity.



lifetime achievement

Ortensia Lopez

Executive Director

El Concilio of San Mateo County & Greenlining Co-Chair

Originally from Los Angeles, California, Ortensia has lived in San Mateo County since 1975. She has been working in the Non-Profit sector for over twenty-five years. Ortensia has been a leader in creating coalitions, collaboratives, and partnerships, which have resulted in innovative initiatives that have empowered and ensured participation for communities of color.

She is a founding member and the current Executive Director of El Concilio of San Mateo County, a coalition of twenty-four Latino service providers in San Mateo County. El Concilio's mission is to improve the quality of life for Latinos by promoting leadership development, increasing employment and educational opportunities, and ensuring access to quality health for all.

Prior to this, she was co-founding member and Chief Executive Officer of Bay Area Latino Non-Profit Association. BALNA's mission was to improve and expand the organizational and management capacity of Latino Non-Profits in order to improve the quality of life for the Latino community. She was Chief Executive Officer of North Peninsula Neighborhood Services Center, Inc., from September 1977 to June 1994. During her administration, she was responsible for developing and managing successful and innovative programs for the poor and disadvantaged, increasing budgets from an annual budget of \$50,000 to \$2 million a year which included diversified funding and greater employment and training opportunities for local residents.

In her spare time she serves as Chairperson of Greenlining Institute and Latinos Issue Forum, Vice- Chairperson for the Health Plan of San Mateo and Chicana/Latina Foundation (Past President, Treasurer), California Hispanic Chamber of Commerce (officer), President, San Mateo County Hispanic Chamber of Commerce, North Peninsula Neighborhood Services Center, Co-Chair of San Mateo County Race Relations Committee, Comerica Advisory Board, San Francisco Foundation Awards Committee, and most recently California Community/Business Partnership on Diversity, and Partnership for the Public Health. She was recently appointed by Senate President pro tempore John L. Burton to serve on the Commemorative Seals Advisory Committee.

Ortensia has served as a Parole and Civil Service Commissioner for San Mateo County, as well as on the Non-Profits Inc. where she was a founding member and officer. She previously served on Union Bank of California Community Advisory Board, California Energy Efficiency Commission, PG&E Partnership Council, Pacific Telesis/Greenlining Partnership, the Seton Hospital Advisory Board, the Legal Aid Society of San Mateo County (board member), as a member of the YWCA, on the Committee on Management for the Mission Girls Program (board member), the San Francisco Bay Girl Scouts of America (board member), the United Way of the Bay Area (board member), on the West Bay Health Systems (chair/board member) and San Mateo County Health Systems Agency (chair/board member) and many more.

Ortensia has earned many distinguished awards, KQED's Local Hero Award (twice), *Hispanic Magazine's* "Hispanic Achievement Award" in the family category, Women's Foundation honor for leadership and ongoing commitment to women and girls, "Outstanding Leader Award", San Francisco County and City's "ADELITA Award", where she served as Grand Marshall for the Cinco De Mayo parade, the "Lifetime Leadership Award" from the Latin-American Student Organization and was inducted into the "San Mateo County Women's Hall of Fame in 1995. On September 25, 1999 she was presented the prestigious "Simon Bolivar Leadership Award", by the Hispanic Community Foundation. She is a recipient of the League of Women Voters of San Francisco "Woman Who Could Be President" award for exemplary leadership and contributions to the community, and the California Latino Civil Rights Network award for her community activism.

Ortensia is the second of 11 children born to parents from Mexico and the first to graduate from college. She received her Bachelor of Arts Degree in Psychology & Chicano Studies from Los Angeles State University and obtained her Master's Degree in Urban/Social Planning from the University of Southern California. She also is a graduate from the Institute for Executives of Non-Profits from Springfield University in Massachusetts.

2007 Award Recipient Zara Marselian

greenlining awards

Lifetime Achievement Award 2008

The Lifetime Achievement Award is reserved for champions of poor communities who have demonstrated a lifetime of tireless dedication to serving the poorest and most ignored communities. These leaders have been constant trailblazers in the fight against injustice, racism and inequality of opportunity.



lifetime achievement

George Dean

President and CEO
Greater Phoenix Urban League

As President and Chief Executive Officer of the Greater Phoenix Urban League since mid-1992, George Dean, an African American, has diligently and impressively brought a troubled affiliate back to community visibility, responsiveness and sound fiscal accountability. Mr. Dean, a former CEO of the Sacramento, California and Omaha, Nebraska affiliates, boasts more than 25 years as an Urban League staff member. His leadership focuses on advocacy toward those issues affecting the African-American and minority community including education, training, job placement and economic development. Mr. Dean annually raises more than 3 million dollars from major corporations, local municipalities and state agencies for the advancement of minority enterprises, individuals, families and non-profits. Mr. Dean is a nationally recognized figure in the field of minority issues and advancements, and affordable housing.

Multi-family Housing Ownership and Management Experience

- *Urban League Manor*, 152 units of Section 202 affordable elderly housing, Phoenix, Arizona
- *Coral Gardens Apartments*, 119 units of affordable family housing, Phoenix, Arizona (Low Income Housing Tax Credit ("LIHTC") and HOME funded)
- *Paradise Palms Senior Housing Phase I* – 104 units of affordable senior and family housing (LIHTC and HOME funded)
- *Paradise Palms Phase II* – 110 units of affordable mixed senior and family housing (LIHTC, Private Activity Tax Exempt Bonds, HOME (city and state) and City IDA funded)
- *LIHTC Consultant* to Sonora Vista I Apartments – 96 units, Sonora Vista II Apartments – 88 units, and Chandler Gardens Apartments – 80 units

Community Involvement

Barrow's Neurological Foundation – Board Member
ASU Minority Advisory Council – Member
ASU College of Education – Dean's Associate Member
Valley of the Sun Communities in Schools – Board Member
Cox Communications Charities – Board Member
Cox Communications Community Advisory – Board Member
Maricopa Community College District Board – Advisory Committee Member
Phoenix International School of Law – Board Member
Greenlining Institute – Co-Chair

Education

Bachelor of Science, Sociology, Arizona State University
Graduate Studies, School of Industrial and Labor Relations, Cornell University

2007 Award Recipient Zara Marselian

greenlining awards

Torchbearer Award 2008

The Torchbearer Award is reserved for the next generation of leaders whose activism and leadership honors the legacy of past social justice trailblazers.



torchbearer award

Lindsay Imai

Transportation and Housing Program Associate
Urban Habitat, Oakland, CA

Lindsay Imai is the Transportation and Housing Program Associate at Urban Habitat, an Oakland, California-based Environmental Justice organization.

Her work aims to achieve racial and economic equity in the transportation sector, as well as affordable housing and displacement prevention near public transit across the Bay Area. Lindsay has previously worked as a policy advocate and community organizer on issues of affordable housing, community reinvestment, and public school reform. She was an Academy Fellow with the Greenlining Institute in 2001-02 and received her Master's degree in Public Administration from Syracuse University in 2006.

*2007 Award Recipients
Jane Kim & Tunua Thrash*

The Greenlining Institute's mission is to empower communities of color and other disadvantaged groups through multi-ethnic economic and leadership development, civil rights and anti-redlining activities.

Established in 1993, the Greenlining Institute is a multi-ethnic, nonprofit public policy and advocacy organization committed to promoting economic development in California's low-income and minority communities. Through a coalition of 38 minority business associations and community based non-profit organizations, the Greenlining Institute successfully brings together business, government and community leadership to provide solutions to California's economic development issues.

The term "greenlining" is used as the antidote to redlining, a practice that systematically avoids and removes potential investment in low-income and minority communities. The Greenlining Institute advocates the profitable practice of investing in California's rapidly emerging low-income and minority markets; the New Majority, now more than 21 million strong. The key to Greenlining's advocacy is forging win-win situations; i.e. solutions where both communities and businesses share the benefits resulting in over \$1 Trillion in Community Reinvestment Act (CRA) investments, accounting for over 80% of all CRA commitments nationally. This has been achieved through community-corporate partnerships with industry leaders in telecommunications, information technology and financial institutions, among others. Today, Greenlining has become a multi-issue public policy research and advocacy institute that is one of the leading voices for underserved communities in California and nationwide.

Greenlining Board of Directors

Rosario Anaya, Executive Director, Mission Language & Vocational School

Robert J. Apodaca, Director, Business Development,
McLarand Vasquez Emsiek and Partners, Inc.

Leo Avila, Secretary of the Board, Past California State Chair, American G.I. Forum

George Bivins, Former Chair, Black Business Association

Jorge Corralejo, Macondo Leasing Co., Inc.

George Dean, Co-Chair of the Board, President and CEO,
Greater Phoenix Urban League

Alfred Fraijo, Board Treasurer,
Attorney, Allen Matkins Leck Gamble Mallory & Natsis, LLP

David Glover, Executive Director, Oakland Citizens Committee
for Urban Renewal-OCCUR

Lindsay Imai, Former Academy Fellow
Transportation and Housing Program Associate, Urban Habitat, Oakland

Ortensia Lopez, Co-Chair of the Board, Executive Director,
El Concilio of San Mateo County

Darlene Mar, Chair, Council of Asian American Business Associations

Tunua Thrash, Director Green Door Advisors

April Veneracion, Executive Director,
South of Market Community Action Network

Emeritus Board

Ralph Abascal

Ben Benavidez

Alex Esclamado

Frederick Jordan

THE GREENLINING COALITION

The Greenlining Coalition is perhaps the oldest coalition of Asian/Pacific Island, Black, and Latino community leaders organized around a common purpose and struggle. Instead of competing against each other for crumbs, coalition members work together to increase the size of the pie for all. Beyond ethnic diversity, the coalition represents diverse constituents that include faith-based organizations, minority business chambers, community development corporations, environmental justice groups, traditional civil rights organizations, and minority media outlets.

The Greenlining Coalition came into formal existence in 1979. However, many of its members from the African-American, Asian-American and Latino community began to work together in 1971 to combat employment, lending and service discrimination by financial institutions and regulated utilities in California.

The early informal history of the Greenlining Coalition began with successful actions against the State's eleven largest utilities in employment and service discrimination (1971) and against the five largest banks and nine largest savings and loans for lack of promotional opportunities to minorities. These actions included a Cartwright Anti-Trust action against California's Largest savings and loans (1974) and a successful blocking of Wells Fargo's first major merger effort (1971). The formal beginning of the Greenlining Coalition was launched in 1979 with a successful Community Reinvestment Act "Greenlining" Agreement with Glendale Savings and Loan.

THE GREENLINING COALITION

Allen Temple Baptist Church	Hispanic Chamber of Commerce of Orange County
American G.I. Forum	Hmong-American Political Association
Antioch Baptist Church	Korean Health, Education, Information and Research (KHEIR) Center
Asian Business Association	La Maestra Family Clinic
Black Business Association	Mabuhay Alliance of San Diego
Black Economic Council	Mexican American Grocers Association
California Hispanic Chambers of Commerce	Mexican American Political Association
California Journal for Filipino Americans	Minority Business Council, Orange County
California Rural Legal Assistance	Mission Language & Vocational School
CHARO Community Development Corporation	National Federation of Filipino-American Associations (NaFFAA)
Chicana/Latina Foundation	Oakland Citizens Committee for Urban Renewal (OCCUR)
Chicano Federation, San Diego	Our Weekly
Community Resources Project, Inc.	San Francisco African-American Chamber of Commerce
Council of Asian American Business Associations	Search to Involve Pilipino-Americans
Economic Business Development	Southeast Asian Community Center
El Concilio of San Mateo County	TELACU (The East Los Angeles Community Union)
Filipino-American Political Association	West Angeles Church of God in Christ
First AME Church, Los Angeles	West Coast Black Publishers Association
Greater Phoenix Urban League	
Hermidadad Mexicana Latinoamericana	

KEYNOTE SPEAKERS

Dinner Program



Ivan Seidenberg
Chairman and Chief Executive Officer
Verizon Communications

Ivan Seidenberg is chairman of the board and chief executive officer of Verizon.

Under Seidenberg's leadership, Verizon has become a premier network company, providing customers with the most advanced and innovative broadband experiences. Seidenberg was instrumental in forming Verizon through a number of mergers and acquisitions, including Bell Atlantic and NYNEX (1997), GTE (2000) and MCI (2006). He also helped create what is now Verizon Wireless in 1999 by bringing together the assets of Bell Atlantic Mobile, GTE Wireless and the U.S. properties of Vodafone AirTouch.

Seidenberg has led Verizon since its inception, first as co-CEO in 2000, then as sole CEO since 2002 and chairman of the board since 2004. Verizon now operates an advanced global Internet backbone, a premier national wireless network and – with the company's deployment of its high-speed, fiber-optic FiOS technology – a next-generation broadband network. Verizon's leadership in network innovation has earned the company numerous citations and awards, including being named to the *BusinessWeek* 50, which represents the "best in class" from each sector of the S&P 500.

Prior to the creation of Verizon, Seidenberg was chairman and CEO of Bell Atlantic and NYNEX. He began his communications career more than 40 years ago as a cable splicer's assistant and has held numerous operations and engineering assignments, including various leadership positions at NYNEX and Bell Atlantic.

Seidenberg has a long-standing commitment to education and has made Verizon a leader in finding innovative ways to use communications technology to improve educational and literacy performance in the U.S. He also champions diversity both within and outside the company, and under his leadership Verizon's commitment to diversity has been widely recognized.

In 2007, President George W. Bush named Seidenberg to the National Security Telecommunications Advisory Committee, which advises the president on communications issues related to national security, emergency preparedness and the protection of critical infrastructure. In 2008, he became chairman of the Business Roundtable's Health and Retirement Task Force. Seidenberg also serves on the board of directors of the Museum of Television and Radio, The New York Hall of Science, Pace University, and Verizon Foundation.

A New York City native, he earned a Bachelor's degree in mathematics from Lehman College, part of the City University of New York, and a Master's degree in business administration and marketing from Pace. He and his wife, Phyllis, have two adult children and reside in New York.



Joseph P. Russoniello
U.S. Attorney for the Northern District of California

Joseph P. Russoniello (born October 12, 1941 in Jersey City, New Jersey) is serving his second term as the U.S. Attorney for the Northern District of California (which encompasses the 15 counties from the Oregon-California border to Monterey, including the San Francisco Bay Area).

Mr. Russoniello was recently senior counsel and resident in the San Francisco office of Cooley Godward Kronish LLP where he was a member of the Litigation department and the practice group for Business Crimes & Regulatory Defense. Mr. Russoniello also served as Dean of the San Francisco Law School for five and a half years until his resignation in July 2007.

From January 1982 to March 1990, Mr. Russoniello served his first term as the U.S. Attorney for the Northern District of California. He personally prosecuted Larry Layton of the Peoples Temple for his part in the murder of Congressman Leo Ryan in Jonestown, Guyana, and tried several other high profile criminal and civil cases.

His office prosecuted the Hitachi and Mitsubishi corporations for their theft of IBM secrets; Jerry Whitworth and James D. Harper Jr. in separate

espionage cases; and dozens of white collar crime cases involving financial institution fraud, money laundering, securities fraud, public corruption, defense procurement fraud, other government contract fraud, export control violations, copyright infringement and trademark counterfeiting.

Until his resignation, he was a member of the Attorney General's Advisory Committee, served as chairman of its White Collar Crime Subcommittee and was a member of the Economic Crime Council of the Department of Justice.

Mr. Russoniello received a J.D. degree from New York University Law School in 1966 and a B.S.S. degree from Fairfield University in 1963.

Following graduation from NYU he was appointed a special agent with the Federal Bureau of Investigation, and later served as an assistant district attorney for the City and County of San Francisco before joining Cooley Godward Kronish in 1975. Mr. Russoniello was, until his recent appointment as United States Attorney, a member of the National Review Board of the U.S. Conference of Catholic Bishops (USCCB).

Mr. Russoniello is a member of the American College of Trial Lawyers, the Edward McFetridge Inn of the American Inns of Court, the American Board of Trial Lawyers, the American Law Institute and numerous civic and legal organizations.

PANEL BIOGRAPHIES

MORNING GENERAL SESSION PANELS

Winning Initiatives for Change: Overview of Greenlining's 2008 Initiatives

Moderator:

Danielle Trimiew, Greenlining Academy Director

Panelists:

- Elaine Braithwaite, Banking Fellow
- Sasha Werblin, Sustainable Development Fellow
- Kenekukwu Okocha, Insurance Fellow
- Valeria Rosales-Fike, Higher Education Fellow
- Joel Muratalla, Multimedia Academy Fellow



Elaine Braithwaite, Banking Fellow

Elaine Braithwaite is from Chicago, Illinois and graduated from the University of Pennsylvania with a Bachelor of Arts in Sociology. Elaine worked as a policy intern for the Reinvestment Fund where she researched transaction histories of foreclosed properties and connected corporate foundations with community investment projects. Elaine has also worked as a Youth Entrepreneurship Leader for the Empowerment Group and as a program intern for the Carnegie Corporation of New York. She is committed to empowering communities around issues of affordable housing, quality education and community ownership.



Sasha Werblin, Sustainable Development Fellow

Sasha Werblin is from Oakland, California and has a Bachelor of Arts degree in Sociology and Psychology from Smith College in Northampton, Massachusetts. Sasha has worked as a Research Intern for the Oakland Citizen's Committee for Urban Renewal and as a Program Leader for the Family Stress Center. Sasha is passionate about promoting healthy communities and hopes to make a difference as a health and community advocate.



Kenekukwu Okocha, Legal Fellow

Kenekukwu Okocha is a native of Wisconsin and a recent graduate of the University of Wisconsin Law School. Before going to law school, Kenekukwu received a Bachelor of Science degree in Industrial Engineering and Political Science from the University of Wisconsin-Madison. Kenekukwu has worked as a Legal Fellow for the NAACP and as a Remington Center Clinical Intern for the Dane County District Attorney's Office. Having recently been admitted to the California Bar Association, he plans to pursue a career in public interest law.



Valeria Fike-Rosales, Higher Education Fellow

Valeria Fike-Rosales is a native of the Bay Area and earned a Bachelor of Arts in Sociology and Psychology from Holy Names University. Prior to coming to Greenlining, Valeria worked as a legislative intern for Assemblywoman Loni Hancock's District Office and as a legislative intern for Congresswoman Barbara Lee. Most recently, Valeria was a Summer Associate on Greenlining's Higher Education team where she worked on issues related to executive compensation within the UH system. Valeria has a passion for making higher education affordable for all Californians.



Joel Muratalla, Multimedia Academy Fellow

Joel Muratalla was born and raised in Stockton, California and is the first recipient of the Greenlining Multimedia Academy Fellowship. He is a recent graduate from the University of California, Berkeley where he earned a Bachelor of Arts in Mass Communications and American Studies, with a concentration in gender in the media. Prior to coming to Greenlining, Joel worked with underserved high school students through an AmeriCorps program in Oakland, CA and interned at CNN en Español in Washington, D.C. He hopes to use the power of media as a tool for social change and is committed to bring awareness to the disparities of representation and portrayals of gender and minority communities in the media.

PANEL BIOGRAPHIES

MORNING GENERAL SESSION PANELS *cont.*

The Business of Building Healthy Communities: Expanding the Spirit of CRA to the Health Industry

Moderator:

Kevin Barnett, Dr. P.H., M.C.P., Senior Investigator Public Health Institute

Panelists:

- **Carl A. Ballton**, President and Chief Operating Officer, The Union Bank of California Foundation
- **Ed Hernandez**, O.D., Assemblymember (57th District)
- **Zara Marselian**, Chief Executive Officer, La Maestra Family Clinic



Kevin Barnett, Dr.P.H., M.C.P.

Kevin Barnett is a senior investigator for the Public Health Institute (PHI) in Oakland, California. His work with PHI focuses on applied research and technical assistance in population health planning, policy analysis, health system reform, and community problem solving.

A major focus during the last 15 years has been research into the role of nonprofit health care organizations in community health improvement. Research products include a series of monographs and journal articles examining community benefit theory and the evolution of practices at the state and national level. From 2002 to 2006, he was the Principal Investigator of a multi-state community benefit demonstration involving over 70 hospitals in California, Texas, Arizona, and Nevada to develop and implement uniform programmatic and institutional standards. The demonstration was entitled "Advancing the State of the Art in Community Benefit," and a website (www.asacb.org) has been established by the Association for Community Health Improvement (a division of AHA's Health Research and Education Trust) to share the standards and tools with the field. His current work focuses on the replication of ASACB standards among other leading edge hospitals and health systems across the country.

Another major focus during the last five years has been strategies to increase health professions workforce diversity. Dr. Barnett served as a member of an Institute of Medicine Committee on a study to explore institutional and policy strategies to increase the diversity of the healthcare workforce. The report, entitled "In the Nation's Compelling Interest: Ensuring Diversity in the Health Care Workforce," was published in May 2004. He was also a co-principal investigator with Paul Hattis, M.D., J.D., M.P.H. on a related study that focused on links between hospital-based health professions training programs and efforts to address health disparities and improve workforce diversity. Study findings and a set of guidelines for teaching hospitals was included as a commissioned paper in a report published by the Sullivan Commission entitled "Missing Persons: Minorities in the Health Professions" in September 2004.

More recently, he was a co-investigator of a national study of diversity-related standards among health professions accreditation institutions that was funded by the W.K. Kellogg Foundation. The report of findings

was published in October 2007. Currently, he is the co-director of a statewide initiative in California entitled "Connecting the Dots" (CTD) that focuses on the development of comprehensive strategies to increase health professions workforce diversity. A statewide conference was held in October 2007, and a series of reports will be released in early 2008. CTD team members will disseminate study findings, engage industry leaders, and provide technical assistance to local, regional, and statewide groups in 2008 and 2009.



Carl A. Ballton, Sr. Vice President, Union Bank of California

As president and COO of The Union Bank of California Foundation and a community development officer at the bank, Carl Ballton is responsible for implementing the charitable contribution policies and initiatives of both the bank and Foundation.

Ballton joined Union Bank in 1979 serving in various middle-market-lending positions and as a regional credit administrator. His most recent lending assignment was as vice president and manager of the bank's Urban Enterprise Banking unit in Southern California, focusing on lending to women and minority-owned businesses. Prior to joining the Bank, Ballton held positions in middle-market corporate lending with Continental Illinois National Bank & Trust Company of Chicago.

Ballton has a B.A. from Occidental College and an M.B.A. from the University of Chicago Graduate School of Business. Among the many civic and community organizations he serves, he is on the Board of Directors of Goodwill Industries of Southern California, Los Angeles Community Design Center, Southern California Grantmakers, the Los Angeles Urban League, and the California Community Reinvestment Corporation.

Ballton is also active on a number of corporate advisory boards, including the United Negro College Fund in Los Angeles, Greater Los Angeles African American Chamber of Commerce, Habitat for Humanity of Greater Los Angeles, Valley Economic Development Center, and Local Initiatives Support Corporation in Los Angeles and San Francisco. He is a member of the 100 Black Men of Los Angeles and Chairman of the Deacon Board and Brotherhood Organization for the West Angeles Church of God in Christ.



Dr. Ed Hernandez, Assemblymember,
57th Assembly District

Assemblymember Dr. Ed Hernandez represents the 57th Assembly District, which includes a significant portion of the San Gabriel Valley including the cities of Azusa, Baldwin Park, Covina, La Puente, and West Covina. As a health care provider in predominantly low-income communities though, Dr. Ed routinely saw the ravages of diseases that went untreated because patients had no access to regular health care. More than anything else, the need to improve access to health care is what drove him to run for office. Dr. Ed won his seat in the California State Assembly in November of 2006, in his first bid ever for a publicly elected office.

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PANEL BIOGRAPHIES

Assemblymember Hernandez serves on the Assembly Committee on Health as well as Budget Subcommittee 1 – which has direct oversight over the portions of the budget dealing with Health and Human Services. These assignments have afforded Assemblymember Hernandez the opportunity to play a central role in what has been this legislative session's most critical policy debate – improving access to health care for Californians. He is one of the few health care providers serving in the state legislature. He is also Chair of the Public Employees Retirement and Social Security Committee (PERSS), and serves on the Business and Professions Committee as well.

Assemblymember Hernandez grew up in La Puente, attended local schools and graduated from Bassett High School. He attended both Rio Hondo and Mt. San Antonio Community Colleges before going on to get his B.S. degree in Biology from Cal State Fullerton, moving on to Optometry School at Indiana State University



Zara Marselian, Chief Executive Officer,
La Maestra Family Clinic

Zara Marselian is the Chief Executive Officer and one of the founders of La Maestra Family Clinic. The Clinic is located in City Heights area of San Diego, with satellites in El Cajon and National City and is a member of the Council of Community Clinics and services African, Asian and Latino immigrants. Their comprehensive approach towards health involves treating and assisting individuals and families around issues of individual health, economic development and towards achieving thriving communities.

Zara is a native San Diegan; she holds a Master's Degree in Organizational Management and has been actively involved in community activities and non-profits for over twenty years. She is an active member of Boards of Directors of several institutions in San Diego, such as the Scripps/Mercy Joint Boards and is President of the Council of Community Clinics.

Zara is a member of the American College of Healthcare Executives and is a graduate of the EXCELL Leadership Program from the National Association of Community Health Centers through an award received from the Bureau of Primary Health Care in Washington, D.C.

She is the recipient of the Health Heroes Award from the County of San Diego for 2004, the Channel 10 Leadership Award, the Robert Wood Johnson Foundation Community Health Leadership prize and the Greenlining Institute's Lifetime Achievement Award.

Profitable Pathways: How a Strategic Focus on Diversity Yields High Impact Results for Corporations and Communities

Moderator:

Thalia Gonzalez, Sr. Legal Counsel, The Greenlining Institute

Panelists:

- **Alfred E. Osborne, Jr.**, Senior Associate Dean, UCLA Anderson School of Management
- **Clayton R. Lloyd, Sr.**, Vice President and Executive Director of Supplier Diversity, Wells Fargo & Company
- **Elena Baca**, Chair, Paul Hastings' Los Angeles Office
- **Luis Diaz**, Chief Diversity Officer, Gibbons
- **Magda Yrizarry**, Vice President, Workplace Culture, Diversity and Compliance in Corporate Human Resources, Verizon
- **Maureen P. Alger**, Partner, Cooley Godward Kronish



Alfred E. Osborne, Jr., Ph.D.,
UCLA Anderson School of Management

Alfred E. Osborne, Jr. is Senior Associate Dean in the UCLA Anderson School of Management responsible for development, alumni relations, placement and career initiatives and executive education. Osborne is also the founder and faculty director of the highly acclaimed Harold & Pauline Price Center for Entrepreneurial Studies and an Associate Professor of Global Economics and Management in the UCLA Anderson School. The Price Center serves to organize all faculty research and student activities and curricula related to the study of entrepreneurship and new business development in the UCLA Anderson School. He also serves as faculty director of the Head Start/Johnson & Johnson Management Fellows Program conducted at UCLA and has led the development of several management training programs in the health and early childhood education fields.

Professor Osborne remains active in the entrepreneurial and venture development community, has served on the editorial boards of several scholarly journals, consults with growing companies on business and economic matters and is an occasional expert witness in business litigation. He is also the first recipient of the Richard J. Riordan Spirit of Entrepreneurship Award and is a recipient of the 3rd annual BridgeGate 20 Awards, which recognize contributions to the high technology community in Southern California. In 2004, the faculty of the UCLA Anderson School presented him with the 2004 La Force Award for exemplary service and leadership to the Anderson community. In 2006, he was recognized by *MBN* magazine as one of the 100 most influential leaders impacting supplier diversity in America. In October, 2007, Professor Osborne was honored to receive the Annual Leadership Award presented by the Southern California Minority Business Development Council, Inc., for his vision, leadership, and distinguished contributions to small and minority-owned businesses.

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PANEL BIOGRAPHIES

MORNING GENERAL SESSION PANELS *cont.*



Clayton R. Lloyd, Sr., Vice President and Executive Director of Supplier Diversity, Wells Fargo & Company

Clayton R. Lloyd is a Senior Vice President and Executive Director of Supplier Diversity for Wells Fargo & Co. Clayton is responsible for ensuring that all qualified diverse owned companies gain competitive access to procurement opportunities at Wells Fargo. The past four years, Clayton's team re-engineered Wells Fargo's Supplier Diversity initiative building a new infrastructure. His dedication, enthusiasm and passion for his work resulted in the company generating \$500 million in contracts for diverse suppliers in just four years.

A 25-year veteran of the company, he spent 19 years in the community bank where he held several senior manager positions. Prior to his current assignment, Clayton lead a team to reengineer the company's new hire orientation process called Stagecoaching. His work was recognized as a corporate best practice among Fortune 500 companies and was published in the August, 2002 issue of *Training Magazine*.

Clayton has held the position of president of the International Federation of Training and Development Organizations, a UN-chartered training and development organization. He is the former chair of the Board of Visitors, Howard University, School of Business, former lecturer and advisory board member for The International Society for Performance Improvement (ISPI) and former lecturer for the National Black MBA Association.



Elena Baca, Chair of Paul Hastings' Los Angeles Office

Elena R. Baca represents a wide variety of corporate clients in all aspects of employment law, employment and wage and hour litigation and management training. Ms. Baca's experience includes defending employers in complex civil and class action litigation. Ms. Baca has successfully defended clients at trial and in NASD arbitrations against disability, retaliation, age, sexual harassment and wage and hour claims.

Ms. Baca was selected as one of California's top 20 attorneys under 40 and as one of the Top 75 Female Litigators by the *Los Angeles Daily Journal*. Ms. Baca has been repeatedly selected as one of the Best Lawyers in America and as a Southern California Super Lawyer by *Los Angeles Magazine*.

Ms. Baca is an ex-officio Lawyer Representative for the United States District Court, Central District of California, a member of the Magistrate Judge Merit Selection Panel for the United States District Court, Central District of California, the Children Affected by AIDS Foundation Board, the University of Notre Dame Law School Advisory Council, the University of Notre Dame Law School Alumni Advisory Board and the Hispanic American Bar Foundation Board. Ms. Baca has served as a board member of the Board of Trustees for the Westerly School of Long Beach, the Legal Aid Foundation of Los Angeles, Voting Inspires Participation and the Hispanic Bar Association of Orange County. Ms. Baca also has served as an adjunct professor at the Pepperdine University School of Law.



Luis J. Diaz, Chief Diversity Officer, Gibbons

Luis J. Diaz has over 20 years of extensive experience in a wide range of complex matters including intellectual property law, technology related joint ventures and strategic alliances, mergers and acquisitions, sales and marketing, and government relations. Mr. Diaz provides legal and business counsel to business units in the United States and abroad on commercial and intellectual property matters and is experienced with diversified industries in both private and publicly traded companies. Mr. Diaz has recently been named as Gibbons' Chief Diversity Officer. In this new role, Mr. Diaz will enhance the firm's existing diversity program and help make a meaningful and lasting impact on the problem of diversity in the legal industry.

Prior to joining Gibbons, Mr. Diaz was Executive Vice President and Senior Counsel with IDT Corporation (NYSE: IDT). He founded the intellectual property group at IDT. Mr. Diaz managed and oversaw a staff of six IP professionals on a wide range of matters worldwide, including without limitation, software and technology licensing, patent litigation, patent procurement and portfolio development strategies, trademark prosecution, patent clearance studies, and technology-related mergers and acquisitions, especially in telecommunications-related fields. Mr. Diaz also served on the Technology Committee to the IDT Board of Directors. He was also an advisor to the government relations team.



Magda Yrizarry, Workplace Culture, Diversity and Compliance, Verizon Communications

Magda Yrizarry is vice president - Workplace Culture, Diversity and Compliance in Corporate Human Resources for Verizon. She is responsible for strategic HR issues and policies relating to diversity, ethics and workplace programs. Prior to her current assignment, Ms. Yrizarry was executive director - Public Policy and Strategic Alliances for Verizon. She was responsible for Verizon's key national stakeholder relationships and outreach efforts with multicultural communities, senior citizen and disabled constituencies throughout the United States.

Previously, Ms. Yrizarry was director - Operations and National Workforce Development Programs for Verizon Foundation, the company's philanthropic arm. She was responsible for managing the organization's \$75 million budget and overseeing a workforce development portfolio that included scholarship programs, diversity initiatives and economic development projects. Before that, Ms. Yrizarry directed community affairs efforts for Verizon in New York City.

Ms. Yrizarry represents Verizon on LULAC's National Education Service Centers Board and the Corporate Advisory Board of the Hispanic Association on Corporate Responsibility. She is a founding member of 100 Hispanic Women, an alumni of the Hispanic Leadership Institute and chairperson of ASPIRE of New York and Executive Board member of the ASPIRE Association.

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PANEL BIOGRAPHIES



Maureen P. Alger, Partner, Cooley Godward Kronish

Maureen P. Alger is a partner in the Cooley Godward Kronish Litigation department and also serves as the Firm's Pro Bono Partner. She joined the Firm in 1999 and is a resident of the Palo Alto office. As Pro Bono Partner, Ms. Alger is responsible for the development and administration of the Firm's Pro Bono practice. She also supervises many pro bono matters.

Ms. Alger is also a leader in the promotion and coordination of pro bono work regionally and nationally. She is a founder of the Bay Area Pro Bono Roundtable, the Bar Association of San Francisco's Pro Bono Committee, and the national Association of Pro Bono Counsel (APBCo). She is also an active member of the State Bar of California's Standing Committee on the Delivery of Legal Services (SCDLS).

Before joining Cooley, Ms. Alger served as a law clerk to the Honorable Martha Craig Daughtrey of the United States Court of Appeals for the Sixth Circuit.

PANEL BIOGRAPHIES

AFTERNOON GENERAL SESSION PANELS

The Foreclosure Crisis and Future Opportunities to Close the Minority Homeownership Gap

Moderator:

Robert Gnaizda, Policy Director and General Counsel,
The Greenlining Institute

Welcoming Remarks:

- **Ted Lieu**, California State Assemblymember
- **Michael Machado**, California State Senator

Panelists:

- **Faith Bautista**, Executive Director, Mabuhay Alliance, Inc.
- **Nativo Lopez**, National Director, Hermandad Mexicana Latinoamericana
- **Eileen Newhall**, Principal Consultant, Office of Senator Mike Machado
- **Landon Taylor**, President of Strategic Markets, First American Title Insurance Company
- **Janet Lamkin**, California President, Bank of America
- **Preston DuFauchard**, Commissioner, California Department of Corporations



Assemblyman Ted Lieu, Assembly District 53
California State Legislature

Assemblymember Ted Lieu was elected to the 53rd Assembly District in a Special Election in September 2005 and re-elected in November 2006. Lieu is Chair of the Assembly Rules Committee and currently serves on the following standing committees: Banking & Finance, Appropriations, Veterans' Affairs, and Water, Parks & Wildlife. He was also appointed Chair of the Assembly's Select Committee on Aerospace. Prior to his election to the State Assembly, Lieu served on the Torrance City Council. Dedicated to his country, Lieu currently holds the rank of Major in the United States Air Force Reserves. He served on active duty for four years as a member of the JAG Corps. Lieu graduated from Stanford University in 1991 earning a bachelor's of science in computer science and a bachelor of arts in political science. In 1994, he graduated with a juris doctorate with honors from Georgetown University Law Center where he was Editor-in-Chief of the Law Review.



Senator Michael Machado, Senate District 5
California State Legislature

In November 2004, Michael J. Machado was re-elected to represent the Fifth Senate District. Prior to his election to the Senate, he represented the 17th Assembly District from 1994 to 2000. The Senator has distinguished himself as a pragmatic legislator who supports education reform, balanced environmental regulations and tax relief for all Californians. Two of the Senator's most notable accomplishments have been authoring Proposition 13, the Safe Drinking Water, Clean Water, Watershed Protection, and Flood Protection Bond Act, and assisting in the passage of Proposition 50, the Water Security, Clean Drinking Water, Coastal and Beach Protection Act of 2002.

Senator Machado currently chairs the Senate Committee on Banking, Finance and Insurance, Budget Sub-Committee 4 and the Sub-Committee on Delta Resources. He also serves on the Senate Committees on Budget and Fiscal Review, Local Government, Natural Resources and Water.



Faith Bautista, Executive Director, Mabuhay Alliance, Inc.

Faith Bautista has contributed to the community since 1987, and has served as President for premier organizations in San Diego County. She currently serves as the Executive Director of the Mabuhay Alliance, Inc. and is on the Board of Directors for the City of San Diego's Small Business Advisory Board and Election Task Force, and the California Public Utilities Low-Income Oversight Board. As the Executive Director, she has gained the support of corporate America in reaching out to grassroots organizations in the Asian and minority community. Through the Mabuhay Alliance, Inc., she works with minority and faith-based organizations to expand their resources, gain visibility and increase mainstream funding opportunities. Since 2004, she has lead the organization towards providing its members the connections and resources needed to increase their economic base and community enrichment programs.



Nativo V. Lopez, National Director,
Hermandad Mexicana Latinoamericana

Nativo Lopez has been the national director of Hermandad Mexicana Latinoamericana since 2001. During this time period he has developed branch chapters and service organizing centers in 10 cities as well as national leadership and organizing for federal immigration reform. Mr. Lopez has also been the state/national president of the Mexican American Political Association (MAPA) since 2003. With MAPA he has helped create twenty new chapters in California, Nevada, Texas, Arizona, Oklahoma, and Oregon, as well as a series of marches and general strikes throughout California in favor of driver's licenses for immigrants. Mr. Lopez has also held position with the Santa Ana Unified School Board and the Teamsters Union.



Landon Taylor, President of Strategic Markets,
First American Title Insurance Company

Landon V. Taylor is a board member of First American Title Insurance Company and president of the company's Strategic Markets Division. In this role, Taylor works to identify, develop, and execute new market and business strategies for First American Title, the largest subsidiary of The First American Corporation. Taylor directs a national, multi-business unit approach designed to meet the unique market needs of the minority, new immigrant, and low-moderate income real estate purchasing segments. In November 2003 the National Eagle Leadership Institute (NELI), one of the nation's foremost leadership organizations for African-American and Hispanic/Latino professionals, honored Taylor as one of the organization's 2003 CareerFOCUS Eagle Award winners.

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PANEL BIOGRAPHIES

AFTERNOON GENERAL SESSION PANELS *cont.*

Taylor currently serves on the board of directors of the National Association of Hispanic Real Estate Professionals (NAHREP), Operation HOPE, Inc.; Emerging Markets Technologies (EMT); New Vista Asset Management Corp; and other philanthropic organizations.



Janet W. Lamkin, President, Bank of America California

As President of Bank of America California, Janet Lamkin represents the face of the company to organizations and communities across the state. She is responsible for ensuring the integration of the company's entire operation throughout the state, in order to deliver the full power of Bank of America to customers, clients and communities and meet the bank's growth goals across all lines of business. Janet has served on the California Advisory Council of Economic Development and was the president of the Professional Business Women of California. The former president of the State Government Affairs Council, Janet serves on the boards of the California Chamber of Commerce, the California Business Roundtable, the Southern California Leadership Council, the Pacific Coast Banking School, the California International Relations Foundation and the Executive Committee of the Bay Area Council. She was named one of the 100 most influential businesswomen in the Bay Area by the *San Francisco Business Times* in both 2002 and 2003.



Preston DuFauchard, Commissioner,
California Department of Corporations

Preston DuFauchard, the Commissioner for the California Department of Corporations, has practiced law and been a leader in the San Francisco Bay Area legal community for the past 22 years. He began his legal career in 1984, with the law firm of Brobeck, Phleger & Harrison. He then joined the in-house legal department for Bank of America Corporation in 1997. There, he was Assistant General Counsel and became the department's San Francisco Office Manager such as class action securities litigation, consumer class action litigation, broker-dealer arbitrations, private equity disputes, and construction development litigation. Commissioner DuFauchard was President of the Bar Association of San Francisco Endowment Fund, and has been a member of the Board of Directors of the Bar Association of San Francisco. He also served as President of the Barristers Club of San Francisco, a member of the Board of Directors for the San Francisco Legal Aid Society - Employment Law Center, and Chair of the State Bar of California's Resolutions Committee, which is responsible for recommendations to the State Bar of proposed changes to state laws.

The Emerging Green Movement:

How the Spirit of CRA Can Lead to Green Economic Opportunities

Moderator:

Orson Aguilar, Executive Director Designee, The Greenlining Institute

Opening Remarks:

Congresswoman Hilda Solis (32nd District),
Author of The Green Jobs Act of 2007

Panelists:

- **Ophelia B. Basgal**, Vice President, Pacific Gas & Electric Company
- **Jim Gonzalez**, Campaign Chair, Californians for Solar and Clean Energy
- **Phil Angelides**, Apollo Alliance and Former State Treasurer
- **Adrienne Maree Brown**, Executive Director, The Ruckus Society
- **Denise Hunter**, President and COO, FAME Renaissance



Congresswoman Hilda L. Solis, California's 32nd
Congressional District, U.S. House of Representatives

First elected in 2000, Congresswoman Hilda L. Solis is serving her fourth term in the U.S. House of Representatives. She represents California's 32nd Congressional District, which includes portions of East Los Angeles and the San Gabriel Valley. Prior to her election to Congress, Solis served eight years in the California state legislature. In August 2000, Solis became the first woman to receive the John F. Kennedy Profile in Courage Award for her pioneering work on environmental justice issues in California.

In 2003, she became the first Latina appointed to the powerful Committee on Energy and Commerce where she is the Vice Chair of the Environment and Hazardous Materials Subcommittee and a member of the Health and Telecommunications Subcommittees. She is also a member of the House Committee on Natural Resources. In March 2007, Solis was named a member of the newly created House Select Committee on Energy Independence and Global Warming.

Solis is Vice Chair of the Democratic Steering & Policy Committee and serves as a Senior Whip, as well as a Regional Whip for Southern California. She is also serving her third term as the Chair of the Congressional Hispanic Caucus' Task Force on Health and the Environment.

In 2007, Solis was appointed to the Commission on Security and Cooperation in Europe, as well as the Mexico - United States Interparliamentary Group.



Ophelia Basgal, Vice President,
Civic Partnership and Community Initiatives,
Pacific Gas and Electric Company

Ophelia Basgal is Pacific Gas and Electric Company's (PG&E) Vice President of Civic Partnership and Community Initiatives, a position she has held since September 2005.

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PANEL BIOGRAPHIES

AFTERNOON GENERAL SESSION PANELS *cont.*

She is directly responsible for managing the company's \$18 million charitable contributions program, which includes the award winning Solar Schools Education Program and several other signature programs such as Solar for Habitat Housing. She also oversees the employee volunteerism program for PG&E's 20,000 employees and community engagement programs and partnerships with community based organizations.

Prior to joining Pacific Gas and Electric Company, Ophelia served for 27 years as executive director of the Alameda County Housing Authority managing an annual budget of more than \$90 million and was a nationally recognized leader and frequent speaker on the nation's housing and community development policies and programs. She served on the bi-partisan Congressional Millennial Housing Commission and was member of several national housing organizations.

Ophelia's many professional and community affiliations include current terms on the board of retirement of the Alameda County Employees' Retirement Association (ACERA), a \$5 billion public pension fund, where she is the Chair, the executive committee of the California Supreme Court Historical Society, the advisory board for the University of California Puente Program and the advisory council to the National Housing Conference's Center on Housing Policy. Her previous board affiliations include the Oakland Museum of California Foundation and the Merritt Community Capital Corporation. She also served as a member of the State of California's Commission on Judicial Performance.

Ophelia has a BA with distinction from Arizona State University and a Master's degree in Social Welfare Administration from the University of California, Berkeley.



Jim Gonzalez, Chair, Latino Policy Coalition

Prior to his political strategy work, Jim Gonzalez was a chief aide to San Francisco Mayor Dianne Feinstein, and later was elected to the San Francisco Board of Supervisors. During his terms at City Hall, he served as Chairman of the Finance Committee and as a board member of the San Francisco Health Services System, the Golden Gate Bridge Highway and Transportation District, the Bay Area Air Quality Management District, and the Association of Bay Area Governments. In 1994, President Clinton offered him the position of Regional Administrator for the U.S. Small Business Administration.

Jim holds a Bachelor of Arts Degree in Government and Latin American history from St. Mary's College of California. He holds a Master's Degree in Public Administration (MPA) from the University of San Francisco, and was a Kellogg Fellow at Harvard University's JFK School of Government.

Jim is a member of the Board of Regents of St. Mary's College of California. He serves as Chair of the Latino Policy Coalition, a national research organization that studies public policy issues affecting the Latino community.



Phil Angelides, Chairman of the Board, Apollo Alliance, Former California State Treasurer

Phil Angelides has made his mark in California and the nation as an effective public leader, as a successful businessman, and as a trailblazing environmental innovator.

Mr. Angelides is a Principal of Canyon Capital Realty Advisors and Chairman of the Canyon Johnson Urban Communities Fund, a partnership of Canyon and Earvin "Magic" Johnson, focused on investing in, improving, and greening residential rental and mixed use properties in urban communities across America. He was the California State Treasurer from 1999-2007 and the Democratic nominee for Governor of California in 2006.

For over two decades, Mr. Angelides has been a leader in the movement for sustainable economic progress. In the 1980's, he pioneered the planning and building of smart growth communities long before the concepts of sustainability were embraced by the marketplace. Among his ventures was the town of Laguna West which was featured in *Time*, *Newsweek*, the *New York Times*, *U.S. News and World Report*, and ABC-TV's "Good Morning America," and sparked a national dialogue around building more livable, environmentally responsible communities. During his eight years in elected office, Mr. Angelides transformed the State Treasurer's Office into a force for progress, launching ground breaking policy initiatives. He directed \$26 billion in state investments to promote smart growth and create jobs, housing, and opportunities in inner cities, catalyzing a wave of reinvestment in America's urban centers. He put the weight of California's \$400 billion pension funds behind investment in clean energy and the fight against global warming – seeding the "green tech" investment revolution. And, he mobilized investors across the nation to usher in a new era of corporate social and environmental responsibility.

He has received numerous awards for his work, including the National Inner City Leadership Award from the Initiative for Competitive Inner City; the California League of Conservation Voters' Environmental Leadership Award; and the Congress for the New Urbanism's Lifetime Achievement Award.



Adrienne Maree Brown, Executive Director, The Ruckus Society

Adrienne Maree Brown is the executive director of The Ruckus Society, which brings nonviolent direct action training and action support to communities impacted by economic, environmental and social oppression. She sits on the board of Allied Media Project and Wiretap Magazine, and facilitates the development of organizations throughout the movement (most recently, ColorofChange.org and Detroit Summer). A co-founder of the League of Pissed Off/Young Voters and graduate of the Art of Leadership and Art of Change yearlong trainings, Adrienne is obsessed with learning and developing models for action, community strength and movement building.

Adrienne studied Political Science, African American Studies, and Vocal Performance at Columbia University.

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PANEL BIOGRAPHIES

AFTERNOON GENERAL SESSION PANELS *cont.*



Denise Hunter, President and Chief Operating Officer, FAME Corporations, Los Angeles

Denise Hunter is the President and Chief Operating Officer of FAME Corporations of Los Angeles, CA. FAME Corporations are the thirteen non-profits borne out of First A.M.E. (FAME) Church, the oldest and one of the largest African American congregations in Los Angeles. FAME is known nationally for its philanthropic outreach, community development and humanitarianism.

In her role, Ms. Hunter has direct responsibility for management and oversight for FAME Assistance Corporation, FAME Management Services Corporation, FAME Forever, and FAME Housing Corporations. FAME Corporations support community economic development through programs such as their Business Development, Health Services, Environmental Protection, Transportation Services, Housing and FAME Home Loans. Mrs. Hunter has the honor of being the first female President of FAME Corporations.

Prior to moving to Los Angeles, Mrs. Hunter lived in Seattle, WA where she served as the Chief Operating Officer of the Urban League of Metropolitan Seattle. Mrs. Hunter has also served on the Pacific Northwest Ballet Board of Trustees, the Fred Hutchinson Cancer Research Center Institutional Review Board and numerous other boards and committees. Mrs. Hunter has been honored by numerous organizations; most recently she received the Lifetime Achievement Award from the National Coalition of 100 Black Women and the Women Making History Award from Senator Barbara Boxer.

Community Town Hall Discussion:

Addressing Our Nation's Philanthropic Crisis in an Era of Budget Cuts

Moderator:

John C. Gamboa, Executive Director, The Greenlining Institute

Presenters:

- **Adam Briones**, The Greenlining Institute
- **Sasha Werblin**, The Greenlining Institute



Adam Briones, Sustainable Development Program Manager

Adam Briones is the Sustainable Development Program Manager at the Greenlining Institute. Prior to joining Greenlining, Mr. Briones attended UH Santa Cruz and received a Bachelor of Arts in Cultural Anthropology in 2006. While at the Greenlining Institute Adam has worked extensively in the fields of affordable housing development and construction, housing and land-use policy, renewable energy policy, and philanthropic foundation transparency. After Greenlining Adam plans on pursuing an MBA and continuing in the field of community development.



Sasha Werblin, Sustainable Development Fellow

Sasha Werblin is from Oakland, California and has a Bachelor of Arts degree in Sociology and Psychology from Smith College in Northampton, Massachusetts. Sasha has worked as a Research Intern for the Oakland Citizen's Committee for Urban Renewal and as a Program Leader for the Family Stress Center. Sasha is passionate about promoting healthy communities and hopes to make a difference as a health and community advocate.

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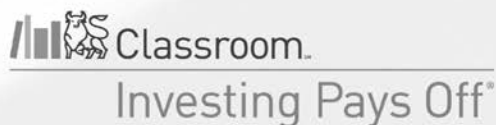
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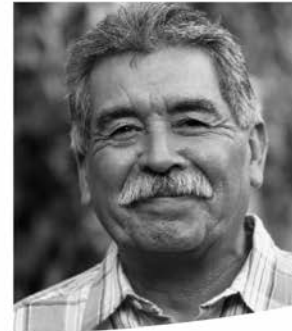
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Cesar Trelles, Vice President, (213) 236-5826

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In the fall of 2007 the Greenlining Multimedia Academy welcomed its first group of Academy Associates.

This hands-on, media-training program is designed to provide young leaders with the resources, knowledge and skills necessary to utilize media as a means of influencing social change. In less than a year, the Multimedia Academy has produced over eight pieces which have greatly increased the scope and reach of Greenlining's advocacy efforts.

	Toward Fair Cures Explores diversity in California's stem cell research program. Produced in Spring 2007 for Greenlining's Bridges to Health Team.		Tuition Relief Now! A campaign video about the California state-wide, student-led ballot initiative to stop the constant increase of tuition fees of UC and CSU schools. Produced in Spring 2008 for Greenlining's Higher Education Team.
	Greenlining IPO Summer Camp A promotional piece about Greenlining's high school summer program that teaches students about pressing issues facing California. Produced in Fall 2007 for The Greenlining Leadership Academy.		The San Joaquin Villas Explores Greenlining's affordable, homeownership project currently in development for low income, hardworking families in Firebaugh, CA. Produced in Spring 2007 for Greenlining's Sustainable Development Team.

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For more information contact:
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The Greenlining Institute's mission is to empower communities of color and other disadvantaged groups through multi-ethnic economic and leadership development, civil rights and anti-redlining activities.

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