



EASTERN REGIONAL CONFERENCE ON REACHING UNBANKED PEOPLE

October 4, 2007

CUNY Graduate Center
365 Fifth Avenue - New York, NY

Agenda

(Subject to Change)

- 8:30-9:00 **Registration and Coffee**
- 9:00-9:40 **Welcoming Remarks and Conference Overview**
Mr. Dan Iannicola, Jr., Deputy Assistant Secretary for Financial Education
US Department of the Treasury
- Ms. Anna Escobedo Cabral, Treasurer of the United States
US Department of the Treasury
- Mr. Jonathan Mintz, Commissioner
New York City Department of Consumer Affairs
- Ms. Lull Berhane *representing* New York Association for New Americans
- 9:40-10:40 **Plenary 1: Unbanked Overview**
Mr. Lee Bowman, National Coordinator, Community Affairs
Federal Deposit Insurance Corporation
- Ms. Cassy Gleason, Director, Community Affairs Unit
New York State Department of Banking
- Ms. Melissa Koide, Associate Director, Financial Services and Education Project
New America Foundation
- Moderator: Ms. Louisa Quittman, Office of Financial Education
US Department of the Treasury

10:40-10:55 **Break and Discussion**

11:00-12:00 **Concurrent Sessions**

1. Second Chance for Financial Services

Ms. Lynette Bell-Ndiaye, First Vice President
SunTrust Banks Inc.

Ms. Chiquita Board, National Education Director for Get Checking
EFD/eFunds Corporation

Ms. Lenore McKenna, Executive Director
Charleston Area Community Development Corporation

Moderator: Ms. Karen Bellesi, Special Advisor for Community Affairs
U.S. Office of the Comptroller of the Currency

2. Strategies for Reaching Youth

Ms. Pamela Y. Foster, Vice President, Community Development
Fifth Third Bank

Mr. David Isaac, Vice President/Branch Manager
North Fork Bank

Ms. Katherine Shoemaker, Director, Policy and Special Projects
Harlem Children's Zone

Ms. Justine Zinkin, Executive Director
Credit Where Credit Is Due

Moderator: Ms. Valerie J. Williams, Community Affairs Officer
Federal Deposit Insurance Corporation

3. Reaching Immigrant Markets

Ms. Linda Armyn, Vice President, Corporate Development and Government Affairs
Bethpage Federal Credit Union

Mr. Pablo DeFillipi, Associate Director, Membership Development
National Federation of Community Development Credit Unions

Ms. Deyanira Del Rio, Associate Director
Neighborhood Economic Development Advocacy Project

Moderator: Mr. Francis Baffour, Community Affairs Liaison, Northeast Region
U.S. Office of Thrift Supervision

4. Building Community Financial Institutions

Ms. Tanya Branch, Vice President
North Carolina Minority Support Center

Mr. Luis Pastor, President and CEO
Latino Community Credit Union

Moderator: Mr. Daniel Tatar, Assistant Vice President and Community Affairs Officer
Federal Reserve Bank of Richmond

5. Asset Building and Financial Access

Ms. Rita Eygaborad, C.A.S.H. Director
Empire Justice Center

Ms. Yonki Tschering, Vice President
New York Association for New Americans Business Center

Moderator: Ms. Linda Davenport, Deputy Director for Policy and Programs,
Community Development Financial Institutions Fund
US Department of the Treasury

12:00-1:30 **Lunch on Your Own**

1:45-2:00 **Featured Speaker**

Ms. JoAnn Johnson, Chairman, National Credit Union Administration

2:00-3:15 **Plenary 2: What Can We Learn from Alternative Lenders?**

Mr. Michael Griffin, Senior Vice President, Community Development Banking
Key Bank

Ms. Amy Herlehy, Director, New York State Community Development,
Citizens Bank

Mr. Larrey Riddle, Program Manager, Employee Advantage Lending Initiative
Mountain Association for Community Economic Development

Mr. Michael Wishnow, Senior Vice President, Communications
Pennsylvania Credit Union Association

Moderator: Mr. Barry Wides, Deputy Comptroller, Community Affairs
U.S. Office of the Comptroller of the Currency

3:15-3:30 **Break**

3:30-4:00 **Summary of Concurrent Sessions, Wrap Up and Looking Ahead**

Moderator: Mr. Dan Iannicola, Jr., Deputy Assistant Secretary for Financial Education
 US Department of the Treasury

4:00-4:30 **Networking Session**