



Assets for Independence University

Successful Capitalization Strategies for Business IDAs

Tuesday, November 6, 2007

3:00 p.m. – 4:30 p.m.

Repeated

Wednesday, November 7, 2007

10:15 a.m. – 11:45 a.m.

Session Agenda

Description

This session brings together expert practitioners that offer IDAs and microloans to share lessons learned and innovative strategies for business IDAs. Also, AFI grantees that do not offer microenterprise training or loans will get the inside scoop on how to spot a quality partner for business training and technical assistance. Participants will receive tools and resource materials to assure for the best quality service to their business clients.

Agenda

Introduction, Jason Friedman

Women Entrepreneurs of Baltimore, Inc.

Galen Gondolfi, Justine Petersen Housing Corporation

Presentation 1

Brendan Wilbur, Alternatives Federal Credit Union

Presentation 2

Inna Kinney, Economic and Community Development Institute

Presentation 3

Gwendy Donaker Brown, Lenders for Community Development

Presentation 4

Question and Answers

Presenter Bios

Jason Friedman, Director, WEB Consulting Services *Women Entrepreneurs of Baltimore, Inc.*

Jason Friedman is nationally known for his expertise in microenterprise and asset development for underserved individual and communities. He is currently the Director of WEB Consulting Services for Women Entrepreneurs of Baltimore, Inc., a nationally recognized non-profit that stimulates and supports small business development in Baltimore. WEB Consulting Services helps microenterprise development organizations increase effectiveness, performance and sustainability. He is currently the editor of *Sustainability in Action!*, an e-newsletter for microenterprise development professionals. Prior to joining WEB, Mr. Friedman was the Director of Training and Education for the Association for Enterprise Opportunity, the national association for MDOs. From 1995-2002, Jason was Vice President of Economic Development for the Institute for Social and Economic Development. While at ISED, he led the creation of *Iowans Save!*, a statewide IDA program for low-income individuals and refugees. A native New Yorker, he was an economic development policy advisor for Governor Mario M. Cuomo from 1987-1994.

Galen Gondolfi, Senior Loan Counselor *Justine Petersen Housing & Reinvestment Corporation*

Galen Gondolfi has worked for community development organizations in Chicago, Boston and Washington, DC. His areas of focus at JPHRC include micro-lending, foreclosure prevention, IDA enrollment and gap-financing through the Sustainable Neighborhood Initiative. Outside of JPHRC, Mr. Gondolfi collects toasters, electric fans and dogs.

Brendan Wilbur, IDA Coordinator *Alternatives Federal Credit Union*

Mr. Wilbur graduated from the University of North Carolina at Asheville with a BS in Natural Resource Management and a minor in Economics. He has worked at Alternatives Federal Credit Union for the past four years where he started as a Member Service Representative and worked his way up to IDA Coordinator. Mr. Wilbur was a pre-school teacher and Environmental Educator before coming to Alternatives. Mr. Wilbur, a past participant of the IDA program, has been the IDA Coordinator for over a year and enjoys the challenges and rewards with working in the IDA field. The IDA field has changed his life and he looks forward to helping it impact others in a positive way.

Inna Kinney, President *Economic and Community Development Institute*

Inna Kinney is President and Founder of the Economic and Community Development Institute (ECDI), a Central Ohio based non-profit, established in 2004. Ms. Kinney's leadership was integral to the new organization when it transitioned from a department within Jewish Family Services to an independent entity. Her experience with fundraising and management provided the foundation for the development of ECDI as an organization that impacts the community. Ms. Kinney's passion for economic development began in 1974 as she and her family became the

first to be resettled in Columbus from the former Soviet Union. Despite being new to the country and having limited English proficiency, Ms. Kinney's family was able to achieve the American dream by starting a family business. She continues to teach these values through her work at ECDI and through her three children.

Wendy Donaker Brown, IDA Program Director
Lenders for Community Development

Wendy Donaker Brown is IDA Program Director at Lenders for Community Development in San Jose, California. She holds a BA in Economics and Public Policy from Pomona College and an MPA in Non-profit Management from New York University. Previously, Ms. Donaker Brown bridged the digital divide at One Economy Corporation, fought global warming at the California Climate Action Registry and studied sustainable development as a Fulbright Scholar in Caracas, Venezuela. Ms. Donaker Brown is originally from Berkeley, California.