

AEO presents

# RESILIENT

Small Businesses Strengthening Local Economies

**2020 Digital Conference Guide**

Day 3 & 4

**#RevitalizeMainStreet**

# Welcome!

# 2020 DIGITAL CONFERENCE

## How to Access the VIP Experience

You will receive a link via email to sign up for a Hopin account, AEO's official virtual conference platform. Once you have created your account, use your login to access the conference platform. Through the platform, you'll have access to exclusive features like networking through robust chat features, polling, submission of Q&A, and a virtual happy hour, along with amazing giveaways.

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Join the conversation by tweeting us at @aeoworks and using the hashtag [#RevitalizeMainStreet](#). We will also post recaps on the official AEO Facebook and LinkedIn pages.

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## Quick Access

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## Day 3 Description

# Day 3

### *Equitable Entrepreneurship*

At a time of widening inequality and an accelerating climate crisis, we need new standards, new tools, new norms, and much more to achieve a better future for all. Currently, there are major gaps that economically disenfranchise returning citizens and people of color who are pursuing entrepreneurship. A more inclusive economy with more broadly shared prosperity will demand a brand new system. In the wake of COVID-19, leaders across philanthropy, social justice, and entrepreneurship are being challenged to rethink strategies for designing a bold new system that works for all entrepreneurs. Join us for several conversations that explore what a system of equitable entrepreneurship looks like. We'll start with Designing a New System: Equitable Entrepreneurship, which will open a bold and provocative conversation on how we create an ecosystem to ensure increased equity in access to entrepreneurial support. We'll round out the segment with Vision and Voices for Returning Citizens, a virtual town hall moderated by renowned journalist Roland Martin that explores how entrepreneurship can help people reentering society from prison or jail proactively engage with their families and communities.

DAY 3: TUESDAY, JUNE 2ND  
1 PM – 4 PM EST

# Equitable Entrepreneurship

## Tuesday At-A-Glance

Equitable Entrepreneurship (15 min)



Keynote

**Stephen DeBerry**

Founder and Managing Partner  
Bronze Investments



**#RevitalizeMainStreet**

Panel 1 | Designing a New System: Equitable Entrepreneurship (45 min)



Moderator

**Gary Cunningham**

President  
Prosperity Now



**Abigail Golden-Vazquez**

Executive Director of the Latinos Society  
Program  
Aspen Institute



**Andre Perry**

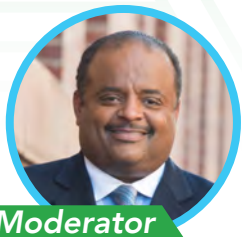
David M. Rubenstein Fellow  
The Brookings Institution



**Philip Gaskin**

Vice President of Entrepreneurship  
Ewing Marion Kauffman Foundation

## Panel 2: Vision and Voices for Returning Citizens Town Hall (45 min)



**Roland S. Martin**  
Award-Winning Journalist



**Tulaine Montgomery**  
Managing Partner  
New Profit



**Chad A. Sanders**  
Operations Manager and Program Coordinator  
The First 72+



**Keishia Perique-Wade**  
Owner  
She Nailed It!



**Teresa Hodge**  
President & CEO  
R3 Score Technologies



**Robert Boyle**  
CEO  
Justine PETERSEN



**Lori Beyer**  
Director of Trauma Training  
Community Connections, Inc.

# DAY 3

## Day 4 Description

Day

4

*Preparing Entrepreneurs,  
Equipping Practitioners*

### Strengthening Entrepreneurial Capacity through Trusted Capability

The AEO Team has talked to hundreds of business service providers in the last three months who say they are seriously challenged in finding ways to help business owners during the crisis. Staffs are dispersed and working from home with very limited resources to offer their clients who need everything at this moment to keep their business alive. Join us to explore how a collaboration of trusted partnerships with science and technology are making it possible for business owners to access everything they need from the people they trust to strengthen their capability to stay in business.

### Trending: Bringing Wall Street Tech to Main Street Businesses

More often than not, small business owners hold the title of “Chief Everything Officer.” In addition to providing a product or service in the midst of COVID-19, these entrepreneurs still have to deal with all the other facets of running a business. That’s where fintech comes into play. By adapting trends in the corporate space to fit the microbusiness ecosystem, fintech companies and business service providers are helping these business owners to endure current market conditions, while positioning them to thrive in the future. Join us for a thought-provoking conversation on how current technological trends in the wider market are expanding opportunities for microbusinesses to succeed as we explore how fintech companies can reveal deeper insight into their health and their needs.

### Leading Advocacy in a COVID-19 Environment

The pandemic and subsequent relief efforts are worsening inequality. Black people are dying of Covid-19 at higher rates than White people because of systemic racism. People of color, rural communities, women, veterans, and a longer list of people in need are not getting the resources they deserve. This is a time for swift, deliberate, and wide reaching policy action. Everyone in our industry has been called upon to join in the struggle for a more equitable response to COVID-19. It has been said that we should never let a crisis go to waste. Is this a time to get long-waged reforms into policy? Should we stick to a focus on what is needed right now for relief or push for more? Join us to explore the new Page30 Coalition and other advocacy calls to action.

**DAY 4: WEDNESDAY, JUNE 3**  
9 AM - 12 PM EST

**Strengthening Entrepreneurial Capacity  
through Trusted Capability** (75 min)



**Moderator**

**Hyacinth Vassell**

Vice President of Innovation Engineering  
Association for Enterprise Opportunity



**Stacy Cline**

Corporate Citizenship Director  
GoDaddy



**Carissa Reiniger**

Founder & CEO  
Silver Lining, Ltd.



**Anita Ramachandran**

Executive Director  
MicroMentor



**Katie Wilson**

Founder & CEO  
Tap On It

## Preparing Entrepreneurs, Equipping Practitioners

**Trending: Bringing Wall Street Tech  
to Main Street Businesses** (60 min)



**Moderator**

**Gloria Ware**

Director of the KeyBank Center for Technology,  
Innovation, and Inclusive Growth  
JumpStart



**Mitch Jacobs**

Founder & CEO  
FanBank



**Lexi Reese**

Chief Operating Officer  
Gusto



**Scott Edison**

Vice President of Business Development  
Bench



## Leading Advocacy in a COVID-19 Environment (50 min)



**John Stanford**  
Managing Partner  
AEO/Prism Group



**Anne Price**  
President  
Insight Center for Community Economic Development



**Karama Neal**  
President  
Southern Bancorp Community Partners



**Jesse Van Tol**  
Chief Operating Officer  
National Community Reinvestment Coalition

# DAY 4

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Small Businesses Strengthening Local Economies



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Week 2 - 2020 Digital Conference

**#RevitalizeMainStreet**

# Speaker Biographies

## **Lori Beyer**

### **Director of Trauma Training**

Community Connections

Lori is the Director of Trauma Training at Community Connections, a private, non-profit agency providing a full range of human services in metropolitan Washington, D.C. Ms. Beyer is a nationally recognized trainer who specializes in providing workshops, trainings, and ongoing supervision and consultation to agencies and clinicians on issues related to trauma-specific and trauma-informed service delivery. Ms. Beyer has over 25 years of experience working with adults who are dually diagnosed with a serious mental illness and substance abuse disorder, and have histories of homelessness and violent victimization. She was an original member of the Community Connections Trauma Work Group which developed the Trauma Recovery and Empowerment Model (TREM), has co-led numerous group treatment interventions in areas such as Trauma Recovery and Empowerment for women and men, Parenting Skills, and Domestic Violence, and as a supervisory trauma clinician in two federally-funded research projects.

## **Robert Boyle**

### **Founder & CEO**

Justine PETERSEN

Robert Boyle is a founder and the Chief Executive Officer of Justine PETERSEN ([www.justinepetersen.org](http://www.justinepetersen.org)), a St. Louis, Missouri based company that assists individuals and families to develop, maintain and increase financial assets. Justine PETERSEN's work towards equity includes Homeownership Services, Lending

Operations and Credit Building which contributes to JP's theory of change and which is a fundamental JP pillar. Rob is a founder and a Director of Great Rivers Community Capital, a U.S. Treasury regulated Community Development Financial Institution (CDFI) wholly owned by Justine PETERSEN. Rob earned his undergraduate degree from Washington University in St. Louis, and his Masters Degree from Southern Illinois University. His background includes work in urban planning, property management, single family and multi-family housing development and construction management. Rob also has owned and operated two small businesses, a real estate services company and a contracting company. As a Hoosier, Rob continues to engage his basketball jones by officiating youth basketball. Rob is married to Barbara (Diekemper), and has two children, Margaret and Patrick, two granddaughters, Emmie Rose and Zara Lynn and two grandsons, Xabi John and Cullen James.

## **Stacy Cline**

### **Corporate Citizenship Director**

GoDaddy

Stacy Cline leads global Corporate Social Responsibility at GoDaddy, the company empowering everyday entrepreneurs around the world by providing all of the help and tools to succeed online.

In her role, Stacy is responsible for driving the strategic direction of GoDaddy's social impact efforts which include leading its signature initiative, Empower by GoDaddy. She is responsible for crafting nonprofit partnerships, volunteer opportunities for 9,000 employees, in-kind donations, community sponsorships,



sustainability initiatives, and grants that deliver impact.

Stacy is committed to leveling the playing field so that anyone who wants to start their own business has an equal opportunity to do so. Her passion for inclusive entrepreneurship is evident in her experiences running the Empower by GoDaddy philanthropic program which equips entrepreneurs in underserved communities with training, tools and peer networks to accelerate their journeys. Together with its diverse nonprofit partners, GoDaddy provides robust skills-building experiences, a crew of coaches, and support networks so that every business owner has the confidence and ability to build and grow their own venture.

## **Gary Cunningham**

President & CEO

Prosperity Now

Gary L. Cunningham is an experienced leader of philanthropic, health care, public policy, community development and educational organizations. Gary currently serves as President and CEO of Prosperity Now, whose mission is to ensure that everyone in our country has a clear path to financial stability, wealth and prosperity.

Previously, Gary served as President and CEO of the Metropolitan Economic Development Association. Under Gary's leadership, Meda was recognized as the top minority business development organization in the United States for four consecutive years by the US Department of Commerce.

Additionally, Gary has served as Vice President and Chief Program Officer for the Northwest Area Foundation, and as the President and Chief Executive Officer for NorthPoint Health and Wellness Center in Minneapolis. He also served as Director of Planning and Development for Hennepin County where he led major affordable housing and economic development efforts.

Gary earned a Bachelor of Arts degree in public policy from Metropolitan State University and a Master of Public Administration from Harvard University's Kennedy School of Government.

## **Steve DeBerry**

Founder and Managing Partner

Bronze Investments

Stephen DeBerry runs the Bronze Venture Fund, where he makes and manages innovative investments that align strong financial returns with positive social impact. He is the founder of Bronze Investments and a former partner at Kapor Capital, Investment Director at Omidyar Network, and Trustee and Member of the Investment Committee at The California Endowment. The firm's Eastside investment thesis argues that pushing innovation from large categories like health, education and financial services into communities on the social and economic margin is a viable strategy to drive sustainable economic growth. Stephen is a 20+ year Silicon Valley veteran who earned his stripes as an entrepreneur and investing in over 80 companies. He has also managed limited partner positions in over 20 top performing venture, hedge and real estate funds. Stephen earned a Bachelor's degree in Anthropology with highest honors from



UCLA as well as Master's in Social Anthropology and MBA degrees from The University of Oxford. He is a British Marshall Scholar and Henry Crown Fellow at the Aspen Institute who Ebony Magazine and The Root/Washington Post named one of the 100 most powerful African-Americans in the United States.

In addition to his life as an investor Stephen is a proud father of two girls and an adventurer. In 2013 he was a member of Expedition Denali, the first African-American mountaineering team to ascend Denali, the highest mountain in North America. The film *An American Ascent* chronicles that expedition and the effort to bring more diversity to the outdoor community. He lives in the San Francisco bay area with his wife and two daughters.

## **Scott Edison**

### **Vice President of Business Development**

Bench

Scott Edison Bio: Scott Edison has spent his career launching new technologies, products, services, and content for companies including AT&T Amazon, AT&T Wireless, SAP/Concur, and most recently Vancouver BC's Bench Accounting. Scott's area of expertise is in business development, and to that end has developed a flexible playbook for establishing critical partnerships, developing distribution, negotiating complex agreements, building high-performance teams, and building long term strategic relationships that matter. Scott lives in the suburbs of Seattle with his wife Emily, children Myles and Elyse, cat Oliver, and crazy yellow Lab Princess Poptart.

## **Philip Gaskin**

### **Vice President of Entrepreneurship**

Ewing Marion Kauffman Foundation

Philip Gaskin is the vice president of Entrepreneurship of the Ewing Marion Kauffman Foundation, where he is responsible for leading the Foundation's comprehensive entrepreneurship portfolio – including grantmaking, operating programs, convening, research, and policy. Gaskin is charged with leading the team of more than 30 associates and providing vision, strategic thinking, and thought leadership to scale and deepen the impact of the Foundation's entrepreneurship strategy.

As a leader with deep expertise in developing diverse entrepreneurial ecosystems, Gaskin oversees the Foundation's national strategy focused on eliminating systemic barriers to entrepreneurship and enhancing economic activity through inclusive entrepreneurship. With deep experience in organizational management in a variety of organizational settings, Gaskin is responsible as vice president for the strategic planning, program execution, grants process, budgeting, and operations of the Entrepreneurship division at the Foundation.

Gaskin previously served as senior director of Entrepreneurship at the Foundation, where he led the strategic implementation and execution of the Kauffman entrepreneurship strategy across the new entrepreneurial learning, ecosystems, entrepreneur support organizations, policy, and knowledge creation and research programs and initiatives.



Prior to joining the Kauffman Foundation, Gaskin was chief operating officer for Impact Hub in the US, where he led organization-wide initiatives to develop and scale a social innovation marketplace to support entrepreneurs and impact investors to build sustainable businesses that drive long-term social and environmental change. He served as lead partner to Impact Hub's global association to promote interorganizational alignment, shape global business strategy, and advance strategic development efforts in developing regions of the world including Africa and Latin America.

Previously, Gaskin served as campaign director for national candidates, including Cory Booker for U.S. Senate and President Barack Obama, directing efforts in Pennsylvania for Obama for America. In these roles, he built and scaled grassroots ecosystems of volunteers who delivered historic results, aligning community, city, and state leaders to support policy initiatives.

Prior, Gaskin held private sector executive leadership roles with BCD Group and Rosenbluth International, leading global firms providing travel management and strategic consulting to Fortune 500 companies. At BCD, Gaskin served as senior vice president for global business strategy and solutions where he led global operations, customer strategy, account and contract management, technology, finance, and business development for a 400-person business unit representing \$1B in revenues. Gaskin led the industry's first global service marketplace, an automated platform providing real-time service to corporate travelers in over 30 countries.

A native of Los Angeles and with ties to Kansas City and Philadelphia, Gaskin

attended Pennsylvania State University and graduated from California State University with a Bachelor of Science in marketing.

## **Abigail Golden-Vazquez**

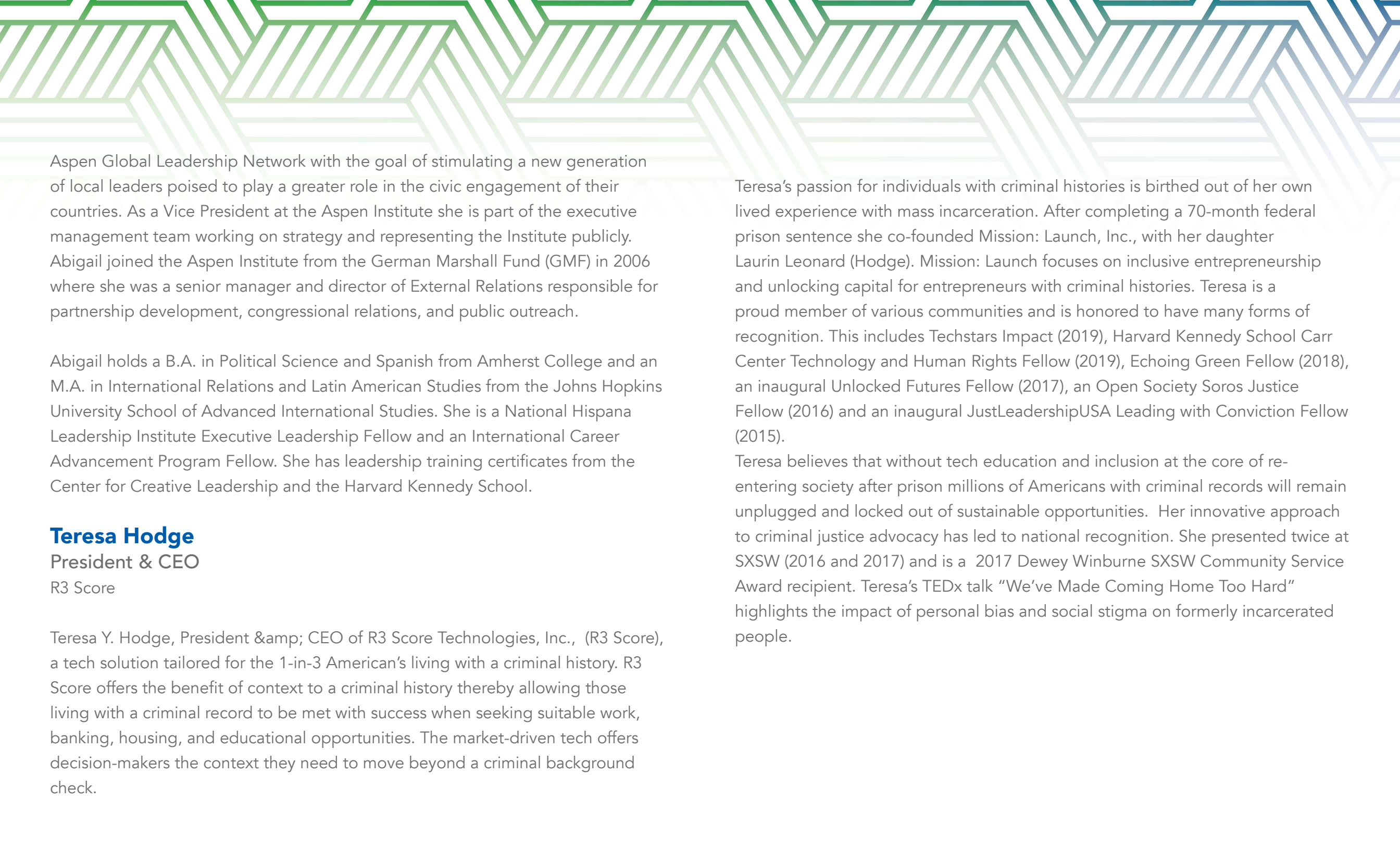
### **Vice President/Founding Executive Director**

Aspen Institute Latinos and Society Program

Abigail Golden-Vázquez is Vice President and Founding Executive Director of the Aspen Institute Latinos and Society Program (AILAS) whose mission is to identify, promote and catalyze ideas and solutions that foster greater opportunity for American Latinos, enabling a more prosperous and inclusive America for all.

Founded in 2015 by the Aspen Institute, AILAS seeks to improve understanding of the growing American Latino community and its critical importance to the success of the nation. The program focuses on the economic advancement of America's largest ethnic group – American Latinos. A signature program of AILAS founded under Abigail's leadership is The Forum on Latino Business Growth, a consortium of cross-sector stakeholders committed to accelerating the number of scaled Latino-owned Businesses to close the \$1.47 trillion opportunity gap. AILAS also uses the Aspen Institute platform to uplift and convene Latino leaders, insights and voices providing opportunities for greater Latino engagement with the Institute and its circles of influence.

For 8 years prior to co-founding AILAS, Abigail developed and managed the Institute's geographical (Africa, Central America, India, Middle East, and China) and topical leadership initiatives (education and environment) that comprise the



Aspen Global Leadership Network with the goal of stimulating a new generation of local leaders poised to play a greater role in the civic engagement of their countries. As a Vice President at the Aspen Institute she is part of the executive management team working on strategy and representing the Institute publicly. Abigail joined the Aspen Institute from the German Marshall Fund (GMF) in 2006 where she was a senior manager and director of External Relations responsible for partnership development, congressional relations, and public outreach.

Abigail holds a B.A. in Political Science and Spanish from Amherst College and an M.A. in International Relations and Latin American Studies from the Johns Hopkins University School of Advanced International Studies. She is a National Hispana Leadership Institute Executive Leadership Fellow and an International Career Advancement Program Fellow. She has leadership training certificates from the Center for Creative Leadership and the Harvard Kennedy School.

## **Teresa Hodge**

### **President & CEO**

R3 Score

Teresa Y. Hodge, President & CEO of R3 Score Technologies, Inc., (R3 Score), a tech solution tailored for the 1-in-3 American's living with a criminal history. R3 Score offers the benefit of context to a criminal history thereby allowing those living with a criminal record to be met with success when seeking suitable work, banking, housing, and educational opportunities. The market-driven tech offers decision-makers the context they need to move beyond a criminal background check.

Teresa's passion for individuals with criminal histories is birthed out of her own lived experience with mass incarceration. After completing a 70-month federal prison sentence she co-founded Mission: Launch, Inc., with her daughter Laurin Leonard (Hodge). Mission: Launch focuses on inclusive entrepreneurship and unlocking capital for entrepreneurs with criminal histories. Teresa is a proud member of various communities and is honored to have many forms of recognition. This includes Techstars Impact (2019), Harvard Kennedy School Carr Center Technology and Human Rights Fellow (2019), Echoing Green Fellow (2018), an inaugural Unlocked Futures Fellow (2017), an Open Society Soros Justice Fellow (2016) and an inaugural JustLeadershipUSA Leading with Conviction Fellow (2015).

Teresa believes that without tech education and inclusion at the core of re-entering society after prison millions of Americans with criminal records will remain unplugged and locked out of sustainable opportunities. Her innovative approach to criminal justice advocacy has led to national recognition. She presented twice at SXSW (2016 and 2017) and is a 2017 Dewey Winburne SXSW Community Service Award recipient. Teresa's TEDx talk "We've Made Coming Home Too Hard" highlights the impact of personal bias and social stigma on formerly incarcerated people.

## **Mitch Jacobs**

### **Founder & CEO**

Fanbank

Mitch Jacobs, Founder and CEO of Fanbank, has been creating companies that serve Main Street businesses for 25 years. His first two fintech ventures were both sold to public companies and his last, OnDeck, was New York's largest venture-backed IPO when it went public in 2014. Mitch's companies have twice been named to the Inc. 500 and Forbes' list of most promising companies.

Today, Mitch creates scalable solutions for Main Street businesses through his incubator, TechOnMain. Fanbank, TechOnMain's most significant venture, unleashes payment, mobile, and social technology innovations to level the playing field between Main Street businesses and their Wall Street-backed competitors.

Mitch served on Mayor Bloomberg's Council on Technology and Innovation, was cochair of AEO's MicroCapital Task Force and is an Ernst and Young Entrepreneur of the Year. Mitch is a graduate of Dartmouth College and he and his wife, entrepreneur and speaker, Samantha Ettus and their three children live in Los Angeles.

## **Roland S. Martin**

### **Award-Winning Journalist**

Over the course of a journalistic career that has seen him interview multiple U.S. presidents to the top athletes and entertainers in Hollywood, Roland S. Martin is a journalist who has always maintained a clear sense of his calling in this world.

Martin is the host and managing editor of #RolandMartinUnfiltered, the first daily online show in history focused on news and analysis of politics, entertainment, sports, and culture from an explicitly African American perspective.

Since 2008, Martin has been a senior analyst for the Tom Joyner Morning Show, where his daily segment is heard on more than 100 stations and 8 million people daily.

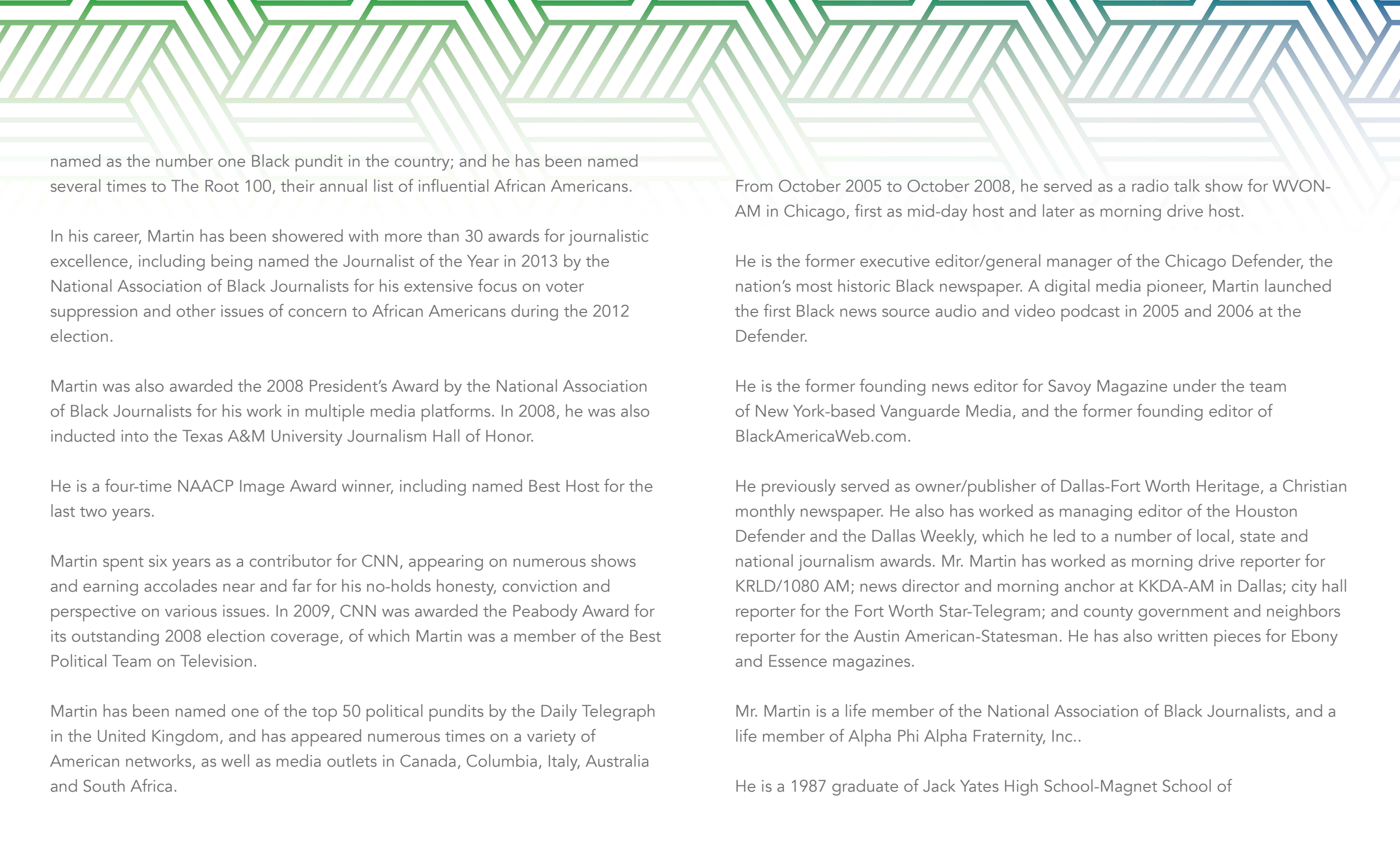
He is the author of three books: Listening to the Spirit Within: 50 Perspectives on Faith; Speak, Brother! A Black Man's View of America; and The First: President Barack Obama's Road to the White House as originally reported by Roland S. Martin.

He has contributed to several others, including Paradox of Loyalty: An African American Response to the War on Terrorism by Julianne Malveaux; Black Woman Redefined: Dispelling Myths and Discovering Fulfillment in the Age of Michelle Obama by Sophia Nelson; Faivish Pewzner New York and Fatherhood: Rising to the Ultimate Challenge by Etan Thomas and Nick Chiles.

He has been named four times by Ebony Magazine as one of the 150 Most Influential African Americans in the United States.

When Jet Magazine readers voted in 2012 for who is "King of the Hill" in terms of who they turn to on issues of concern to African Americans, Martin came on top, ahead of the likes of the Rev. Al Sharpton and Donna Brazile. NewsOne.com





named as the number one Black pundit in the country; and he has been named several times to The Root 100, their annual list of influential African Americans.

In his career, Martin has been showered with more than 30 awards for journalistic excellence, including being named the Journalist of the Year in 2013 by the National Association of Black Journalists for his extensive focus on voter suppression and other issues of concern to African Americans during the 2012 election.

Martin was also awarded the 2008 President's Award by the National Association of Black Journalists for his work in multiple media platforms. In 2008, he was also inducted into the Texas A&M University Journalism Hall of Honor.

He is a four-time NAACP Image Award winner, including named Best Host for the last two years.

Martin spent six years as a contributor for CNN, appearing on numerous shows and earning accolades near and far for his no-holds honesty, conviction and perspective on various issues. In 2009, CNN was awarded the Peabody Award for its outstanding 2008 election coverage, of which Martin was a member of the Best Political Team on Television.

Martin has been named one of the top 50 political pundits by the Daily Telegraph in the United Kingdom, and has appeared numerous times on a variety of American networks, as well as media outlets in Canada, Columbia, Italy, Australia and South Africa.

From October 2005 to October 2008, he served as a radio talk show for WVON-AM in Chicago, first as mid-day host and later as morning drive host.

He is the former executive editor/general manager of the Chicago Defender, the nation's most historic Black newspaper. A digital media pioneer, Martin launched the first Black news source audio and video podcast in 2005 and 2006 at the Defender.

He is the former founding news editor for Savoy Magazine under the team of New York-based Vanguarde Media, and the former founding editor of BlackAmericaWeb.com.

He previously served as owner/publisher of Dallas-Fort Worth Heritage, a Christian monthly newspaper. He also has worked as managing editor of the Houston Defender and the Dallas Weekly, which he led to a number of local, state and national journalism awards. Mr. Martin has worked as morning drive reporter for KRLD/1080 AM; news director and morning anchor at KKDA-AM in Dallas; city hall reporter for the Fort Worth Star-Telegram; and county government and neighbors reporter for the Austin American-Statesman. He has also written pieces for Ebony and Essence magazines.

Mr. Martin is a life member of the National Association of Black Journalists, and a life member of Alpha Phi Alpha Fraternity, Inc..

He is a 1987 graduate of Jack Yates High School-Magnet School of

Communications, and a 1991 graduate of Texas A&M University, where he earned a bachelor's of science degree in journalism.

He has been awarded honorary degrees from Florida Memorial University; University of Maryland-College Park; Lemoyne-Owen College; Lane College; and South Carolina State University.

He is married to the Rev. Jacquie Hood Martin, author of "Fulfilled! The Art and Joy of Balanced Living," and "Wedded Bliss: A 52-Week Devotional to Balanced Living" and the children's book series, "Hannah's Heart."

They reside in Washington, D.C. area.

## **Tulaine Montgomery**

### **Managing Partner**

New Profit


Tulaine Montgomery is an accomplished social entrepreneur, educator, community organizer, fundraiser and writer. She has played central leadership roles in the launch and expansion of several social enterprises domestically and internationally, focusing her international efforts on East Africa and the Caribbean. She is a Managing Partner and member of the Executive Team at New Profit. A member of the founding team that launched New Profit, Tulaine provides strategic and financial support to many of our nation's most promising social innovations. Tulaine leads New Profit's Inclusive Impact, a comprehensive, sector-wide systems change strategy designed to increase investment and capacity building support

for leaders of color. Additionally Tulaine is a member of New Profit's Systems Solutions team and serves as a lead spokesperson for New Profit at a time of growing dialogue in philanthropy about the unprecedented opportunities and challenges facing the sector. She is Host and Executive Producer of "What Had To Be True", New Profit's podcast and online forum for conversations with "America's Problem Solvers"- the grounded visionaries and practical idealists working hard to make things better.

Prior to her role at New Profit, Tulaine was Founder and President of New Resource Strategies (NRS), a consulting firm that enabled mission-driven organizations to address major operational, fiscal, and strategic challenges. Among Tulaine's clients were United Nations, Harvard University, Boston University, National Urban League, City Year National, Citizen Schools, The Boston Foundation, The Hyams Foundation, The Boston Women's Fund, City Life/Vida Urbana, Jitegemee and others. Through NRS, Tulaine also served on the founding team of Higher Ground, a comprehensive place-based community development initiative modeled after the nationally acclaimed Harlem Children's Zone.

Prior to launching NRS, Tulaine served as Vice President of Community Impact with United Way Massachusetts Bay & Merrimack Valley providing strategic vision and leadership for all community and policy-related activities in the areas of affordable housing, sustainable employment, asset building, financial education and basic needs.

Prior to her role at United Way, Tulaine served as the National Director of Graduate and Youth Opportunities at YouthBuild USA. Tulaine oversaw a portfolio of



initiatives designed to help low- income youth successfully enter college and the 21st century workforce. Tulaine partnered with YouthBuild programs throughout the country to develop an active network of more than 15,000 young leaders and community role models.

Previously, Tulaine was the Manager of the National Schools Initiative (NSI) at Youth Build USA funded by the Bill and Melinda Gates Foundation. Tulaine led the NSI to build a network of over twenty high schools that facilitate college readiness and 21st century skill building for hundreds of young adults (ages 16-24) throughout the United States.

Tulaine served as a founding leader of Citizen Schools, a nationally recognized educational organization serving middle school students across the country. She launched a number of roles at Citizen Schools including Program Director, Chief Training Officer and member of the National Expansion Team. Tulaine worked with Citizen Schools staff and Lesley University faculty to design the nation's first Masters Degree in Education with a concentration in Out of School Time. Upon her departure from Citizen Schools, Tulaine was honored with the creation of the "Tulaine Montgomery Village Building Award," which is given annually to a member of the national Citizen Schools community who leads effective collaborations that strengthen communities and improve the lives of young people.

Tulaine received a master's degree in Public Policy from Tufts University and earned her B.A. from Smith College in Northampton, MA. She is a Presidio Institute Fellow, Senior Fellow at the Center for Collaborative Leadership at

the University of Massachusetts in Boston, a Community Enrichment Fellow at Northeastern University, and a Neighborhood Fellow at Tufts University. She has served as an Adjunct Professor at Lesley University and the Episcopal Divinity School. Tulaine served as the Co-Chair of The State of Black Boston, a comprehensive research and community development initiative that analyzed the social and economic issues affecting Boston's Black population.

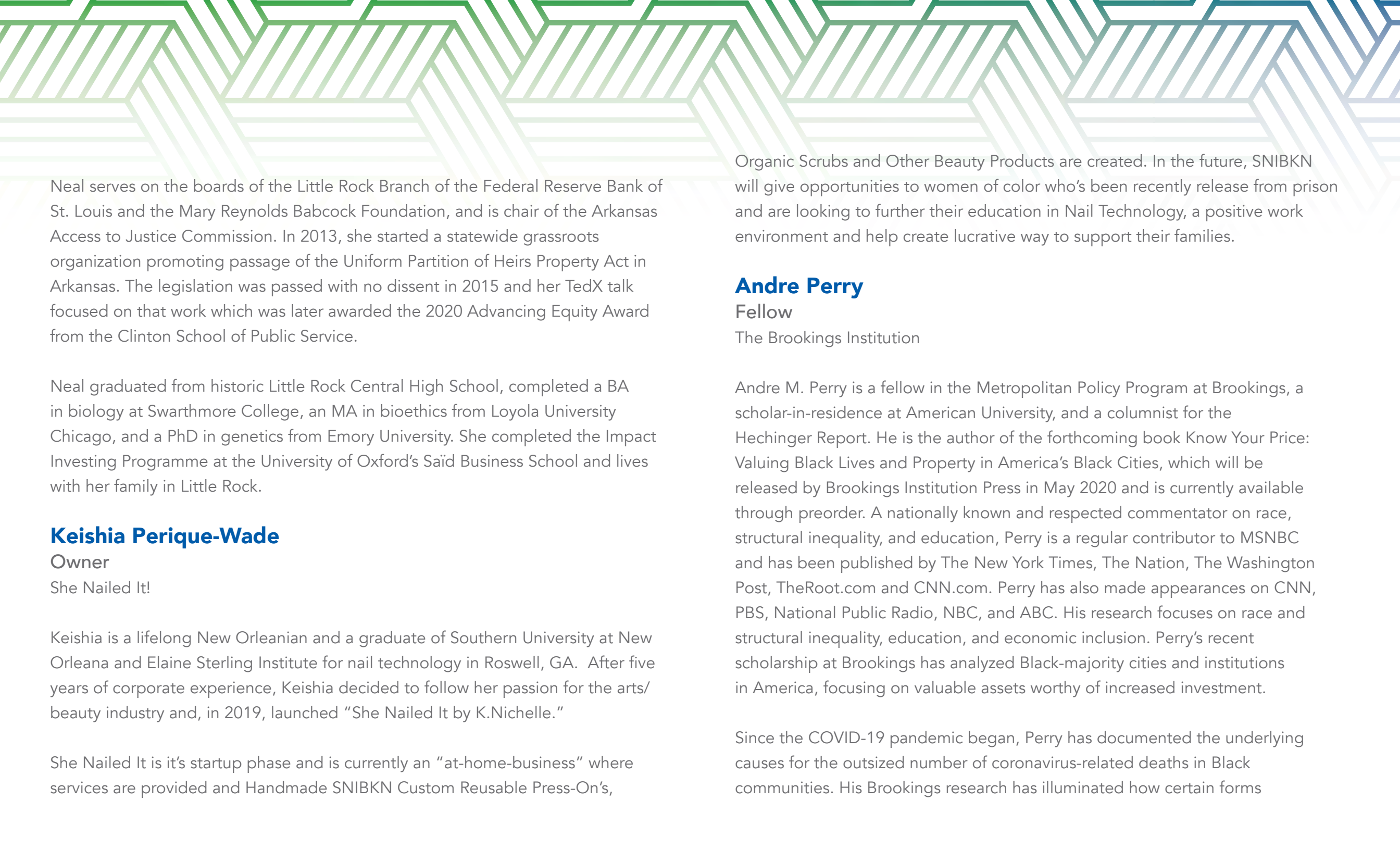
Tulaine has been a featured presenter at numerous conferences speaking on a range of topics including: systems change, education, civil rights, equity and inclusion, philanthropy, community development, social entrepreneurship and leadership. She is featured in "Portraits of Purpose: A Tribute to Leadership" - a visual chronicle and historic narrative of community leaders ([www.portraitsofpurpose.us](http://www.portraitsofpurpose.us)). Tulaine is an accomplished cellist and writer; she has written and produced four original plays.

## **Dr. Karama Neal**

### **President**

Southern Bancorp Community Partners

Karama Neal, PhD, is president of Southern Bancorp Community Partners, a nonprofit community development financial institution promoting economic mobility in rural Arkansas and Mississippi through development lending, public policy advocacy, and asset building. Prior to joining SBCP as the senior grantwriter in 2009, Dr. Neal served as a program director and adjunct professor in research ethics at Emory University and worked in bioinformatics.



Neal serves on the boards of the Little Rock Branch of the Federal Reserve Bank of St. Louis and the Mary Reynolds Babcock Foundation, and is chair of the Arkansas Access to Justice Commission. In 2013, she started a statewide grassroots organization promoting passage of the Uniform Partition of Heirs Property Act in Arkansas. The legislation was passed with no dissent in 2015 and her TedX talk focused on that work which was later awarded the 2020 Advancing Equity Award from the Clinton School of Public Service.

Neal graduated from historic Little Rock Central High School, completed a BA in biology at Swarthmore College, an MA in bioethics from Loyola University Chicago, and a PhD in genetics from Emory University. She completed the Impact Investing Programme at the University of Oxford's Saïd Business School and lives with her family in Little Rock.

## **Keishia Perique-Wade**

### **Owner**

She Nailed It!

Keishia is a lifelong New Orleanian and a graduate of Southern University at New Orleans and Elaine Sterling Institute for nail technology in Roswell, GA. After five years of corporate experience, Keishia decided to follow her passion for the arts/ beauty industry and, in 2019, launched "She Nailed It by K.Nichelle."

She Nailed It is it's startup phase and is currently an "at-home-business" where services are provided and Handmade SNIBKN Custom Reusable Press-On's,

Organic Scrubs and Other Beauty Products are created. In the future, SNIBKN will give opportunities to women of color who's been recently release from prison and are looking to further their education in Nail Technology, a positive work environment and help create lucrative way to support their families.

## **Andre Perry**


### **Fellow**

The Brookings Institution

Andre M. Perry is a fellow in the Metropolitan Policy Program at Brookings, a scholar-in-residence at American University, and a columnist for the Hechinger Report. He is the author of the forthcoming book Know Your Price: Valuing Black Lives and Property in America's Black Cities, which will be released by Brookings Institution Press in May 2020 and is currently available through preorder. A nationally known and respected commentator on race, structural inequality, and education, Perry is a regular contributor to MSNBC and has been published by The New York Times, The Nation, The Washington Post, TheRoot.com and CNN.com. Perry has also made appearances on CNN, PBS, National Public Radio, NBC, and ABC. His research focuses on race and structural inequality, education, and economic inclusion. Perry's recent scholarship at Brookings has analyzed Black-majority cities and institutions in America, focusing on valuable assets worthy of increased investment.

Since the COVID-19 pandemic began, Perry has documented the underlying causes for the outsized number of coronavirus-related deaths in Black communities. His Brookings research has illuminated how certain forms





of social distancing historically accelerated economic and social disparities between Black people and the rest of the country. Perry also mapped racial inequities in housing, income, and health to underscore how policy discrimination makes Black Americans more vulnerable to COVID-19.

His research has spotlighted the struggles of Black businesses—including artists and art institutions, restaurants, and barbershops and beauty salons—as they await federal relief from COVID-19’s economic impact. In education, he explained how college campus closings put housing-insecure students at risk during the pandemic. He’s also written on the unrealized value of teachers’ work that’s been made apparent by COVID-19, and has commented on the potential loss of Black teachers as a result of an impending recession.

## **Anne Price**

### **President**

Insight Center for Community Economic Development

Anne E. Price is the first woman President of the Insight Center for Community Economic Development. She previously served as Director of the Closing the Racial Wealth Gap Initiative at Insight from 2011 to 2016. Anne is an experienced researcher, advocate and trainer. She has spent 25 years in the public sector working on a wide range of issues including child welfare, hunger, welfare reform, workforce development, community development and higher education. Prior to joining the Insight Center, Anne served as Project Director for California Tomorrow’s Community College Access and Equity Initiative. Anne also spent several years at Seattle’s Human Services Department where she served as the

Community Development Block Grant Administrator and Strategic Advisor to the Director. Anne holds a B.A. in Economics from Hampton University and earned her M.A. in Management and Policy Analysis from the New School’s Milano Graduate School of Management and Urban Policy in New York City.

## **Anita Ramachandran**

### **Executive Director**

MicroMentor

Anita Ramachandran is the Executive Director of MicroMentor at Mercy Corps. MicroMentor, the largest online community for free business mentoring, reaching nearly 200 countries worldwide is a tech enabled initiative that supports an online community of entrepreneurs and small businesses with virtual mentoring . She has over 20 years of combined Non-Profit (NGO) and corporate management experience across a wide spectrum of industries and countries. She’s an entrepreneur, problem-solver, and changemaker, passionate about mentoring and personal growth.

In her role as an entrepreneur within a large NGO, she wears a few different hats, so her day-to-day tends to be a mix of strategic planning, business development, technology for development, partnerships for scale and impact, marketing, program design for local, national and regional programs supporting entrepreneurs with access to mentoring and team management.

She has presented MicroMentor and the case for business mentoring at various national and international forums, including a small group of industry leaders

at the White House in fall of 2016, SOCAP, SCALA, Irish Impact, Inc. Monterrey, among others, and keynote speaker for women's empowerment events.

Prior to Mercy Corps, she managed Operations for Xerox's eCommerce and North American channel marketing and eCommerce business. She is also the co-founder and held a leadership role for 15 years at a local non-profit, SAWERA that assisted South Asian women and children affected by domestic violence. She was the recipient of the Portland Business Journal's Women of Influence award in 2019 and has recently been named Exceptional Woman for selfless service by the Chetana Foundation in Portland, Oregon. Anita received a bachelor of science in Environmental Science and Economics, Summa Cum Laude, and a MBA, Magna Cum Laude, from Portland State University.

## **Lexi Reese**

### **Chief Operating Officer**

Gusto

Lexi Reese is the chief operating officer of Gusto. She empowers the company's business teams, which include customer experience, insights and operations, marketing and sales. Before joining Gusto, Lexi served as vice president of programmatic sales and strategy globally at Google and led business development, sales and marketing initiatives at American Express. She has an MBA from Harvard Business School and graduated Phi Beta Kappa with a bachelor's degree in history from the University of Virginia.

## **Carissa Reiniger**

### **Founder & CEO**

Silver Lining, Ltd.

Carissa Reiniger is the Founder & CEO of Silver Lining Ltd. She started Silver Lining in 2005 and created the Silver Lining Action Plan - SLAP! - A methodology that has helped over 10,000 small business owners in over 14 countries set - and hit their growth goals. She has worked with major organizations such as Google, The White House, Hewlett-Packard, Intuit, Citi Cards, Staples, Citrix, and American Airlines to bring more resources and support to small businesses. She and her work have been featured in places such as The New York Times, The National Post, The Globe and Mail, Inc Magazine, Entrepreneur Magazine, Forbes and BizJournal. She is on a mission to help more small business owners make money doing what they love because she genuinely believes that we CAN change the economy one small business at a time.

## **Chad A. Sanders**

### **Case Manager**

The First 72+

Chad Sanders joined the The First 72+ in January 2019 as Operations Manager and Program Coordinator for the RisingFoundations Small Business Incubator and now serves as Case Manager for the Re-Entry Court Program in Orleans Parish. Chad is a summa cum laude graduate of South Carolina State University where he majored in Business Administration with a concentration in Marketing. Following his undergraduate studies, Chad worked for Pfizer, Inc. as a territory sales

representative in both Columbia, SC and Atlanta, GA. Later, Chad graduated from Tulane University Law School where he was a Dean's Scholarship Recipient and earned the Association of Administrative Law Judges Public Service Scholarship Award for his work in the community. Additionally, he was elected Editor-in-Chief of Tulane's Journal of Technology & Intellectual Property and selected for publication.

Chad has extensive private and public work experience having spent time with the U.S. Senate Committee on Small Business and Entrepreneurship, U.S. Department of Justice Environmental Enforcement Section, New Orleans Saints and Pelicans, City of New Orleans, and most recently with The Woods Law Group, L.L.C.—a boutique law firm specializing in public housing, real estate redevelopment, and construction law.

Chad is a native of Columbia, SC and is a proud member of Alpha Phi Alpha Fraternity, Inc.

## **John Stanford**

### **Government Relations**

AEO/Prism Group

John Stanford is the managing partner of Prism Group, a bipartisan integrated government affairs and strategic communications firm in Washington, D.C., and serves as the Director of Advocacy for AEO. He specializes in driving policy, particularly in the areas of healthcare, workforce and entrepreneurship, innovation and Intellectual Property, cybersecurity, trade policy, and government

contracts/grants. In his work, John has been recognized in the Congressional Record, in state legislatures, and by chambers of commerce for his advocacy and communication efforts.

Prior to Prism Group, John has previously worked for a Democratic member of Congress, the British Houses of Parliament, a Presidential and Senate campaign, and with non-profit organizations. A Denver, Colorado native, he is a graduate of the College of William & Mary and has a B.A. in Government as well as an M. Ed. in Secondary Education.

## **Hyacinth Vassell**

### **Vice President of Innovation Engineering**

Association for Enterprise Opportunity

Hyacinth Vassell is the Vice President of Innovation Engineering. In her role, she oversees and develops strategies across programmatic, research, and advocacy initiatives organization-wide. She is also responsible for shaping new initiatives, as well as building and managing philanthropic and partner relationships.

Prior to AEO, Vassell was the Director of the Inner City Capital Connections program at Initiative for a Competitive Inner City (ICIC). She was responsible for the development of the program's scope, strategy, and content. During her tenure, Vassell created and oversaw the CEO Series, which provides online cutting-edge content for CEOs across the U.S. She also successfully developed and scaled the Inner City Capital Connections program to 10 cities. While at ICIC, Vassell helped participants develop business strategies that enabled them to create almost

16,000 jobs in underserved communities. Vassell also has broad experience as a senior business consultant. She worked with firms such as Arthur Andersen and Accenture, leading diverse project portfolios in re-engineering, process improvement, and change management.

In addition to championing small business, Vassell is also an entrepreneur. She is the CEO and Owner of French Studios and the Royal Solutions, and served as the past co-Chair of Roxbury Prep and advisor to the Girl Scouts strategic initiative. Vassell is a proud graduate of the University of Massachusetts—Amherst, where she earned a B.S. in Psychology.

## **Jesse Van Tol**

### **Chief Operating Officer**

National Community Reinvestment Coalition

Jesse Van Tol is the Chief Operating Officer at the National Community Reinvestment Coalition (NCRC). He has been with NCRC for over a decade, and has held a variety of leadership positions in policy, research and communications. He leads the organization's community reinvestment practice, which over the last two years has produced \$84.6 billion in community benefit agreements with major banking institutions. Jesse has been a fellow with the Opportunity Agenda, as well as a Senior Fellow with Humanity in Action, an international human rights network. He is a popular speaker and commentator, appearing on NPR, and in the New York Times, Wall Street Journal, Washington Post and other outlets. Jesse is the Treasurer and on the Executive Committee of the board of the Maryland Consumer Rights Coalition, and is on the executive committee of Americans for

Financial Reform. He is a graduate of the University of Wisconsin-Madison.

## **Katie Wilson**

### **Founder & CEO**


TapOnIt

Digital advertising veteran Katie Wilson co-founded TapOnIt with her sister Sara Castillo in their home state of Iowa to help bring customers to small businesses while providing them with an easy way to save money. Katie's background in advertising and passion to serve small businesses inspired her to create TapOnIt to support local communities through simple visual text message(MMS).

Prior to starting the company, Katie was the Digital Advertising Director for a media company, The Quad-City Times where she built a \$2 million per year revenue generating 1/2 priced deals program similar to Groupon. As the digital landscape evolved, Katie realized how important it was to preserve small-business culture in cities across America, especially as large e-commerce platforms continue to grow taking potential funds out of local communities. As a single mom with two young children, she quit her job and put everything on the line to create TapOnIt Deals.

Katie was named one of Editor & Publisher's 25 Under 35 People to Watch and her digital program was named one of the top ten in the country that same year by the same publication. She has spoken at Advertising Week, DMA & Then, and other leading conferences to share her expertise on the future of mobile marketing and messaging.





Katie has served on the Red Cross Board for over five years and the team contributes both time and in-kind donations BBBS, American Heart Association, United Way, and many other community non-profits.

## **Gloria Ware**

### **Director of the KeyBank Center for Technology, Innovation, and Inclusive Growth**

JumpStart

Gloria leads the KeyBank Center for Technology, Innovation and Inclusive Growth, a component of the KeyBank Boost & Build program, designed specifically to accelerate the success of women and minorities as entrepreneurs of high growth firms, while connecting women, minorities and those in rural communities across Ohio to career opportunities in growing, globally competitive small businesses.

Gloria has a 25-year track record of success in the finance industry, providing capital, business development and strategic management advice and solutions to a diverse portfolio of startups, small businesses, nonprofits, public sector, private schools and universities. Prior to joining JumpStart, Gloria served in a number of progressive banking positions, last serving as Vice President of Public Funds for Fifth Third Bank.

Throughout her career, she has been a featured speaker or participant at several national conferences, including, the White House Convening on Inclusive Entrepreneurship, SBA Virtual Conference, CEO for Cities, State Science and

Technology Institute's annual conference, Tech Inclusion and the HBCU Innovation and Entrepreneurship Summit.

Gloria's community awards and recognition include the City Year Idealism in Action Award, the S & A Consulting Relationship Builder Award, the National Technical Association Nsoroma Business Award and induction into the Kaleidoscope Magazine 40/40 Club. She has been profiled in numerous publications for her diversity and inclusion work and small business advocacy, and currently writes a column in Smart Business Magazine on diversity and innovation.

Gloria is a graduate of the Venture Capital Institute, LEAD Diversity and holds a Bachelor of Science in International Business Administration from The Ohio State University.