

ACCESS TO CAPITAL:

Traditional & Alternative Sources



AGENDA October 22, 2014 Bronx Museum of the Arts

8:30 - 9:00 am **Registration + Breakfast**

9:00 - 9:10 am **Welcome**

Shira Gans, Program and Relationship Director, Federal Reserve Bank of NY

9:10 - 10:00 am ***Panel 1: Traditional Sources of Capital***

Stephen Bolick, Director, Strategy, American Express OPEN

Peter Izzo, Vice President, TD Bank

Donald DiMartini, SBA Director, Citibank

Robert A. Hernandez, Business Banking Officer, Popular Community Bank

Nicholas Marra, Senior Vice President, Webster Bank

Moderator: Madeline Marquez, VP, Business Initiative Corporation of New York

10:00 - 10:50 am ***Panel 2: Alternative & Emerging Sources of Capital***

Paul Quintero, CEO, Accion East

Akbar Rizvi, CFO, Spring Bank

Aisha Benson, Managing Director, TruFund Financial Services, Inc.

Arjun Kathuria, Director, Business Development, Biz2Credit

Moderator: Clarence Stanley, Director, Small Business Development Center,
Lehman College

10:50 – 11:00am **Closing Remarks**

11:00 – 12:00 pm **Resource Expo**

Coffee service

Sponsors: Federal Reserve Bank of New York, Bronx Overall Economic Development Corporation, the Business Initiative Corporation of New York and the Small Business Development Center- Lehman College



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SPEAKER BIOGRAPHIES

AISHA BENSON

Managing Director
TruFund Financial Services

Aisha Benson, Managing Director for TruFund Financial Services, a national non-profit Community Development Financial Institution, manages the organization's lending and economic development activities in the New York market. She is responsible for directing, managing and integrating multi-disciplined team functions related to the delivery of lending services and TA programs in New York City, Westchester, Long Island and Northern New Jersey. Ms. Benson oversees program design and implementation, resource partner selection and management, and the coordination of outreach and business development efforts for all NY programs.

Ms. Benson is a seasoned banker and manager with substantial background in business lending, program management, strategic operations and compliance. Previously, she served as Vice President of Business Lending at Carver Federal Savings Bank, and as the Vice President of Commercial Lending at JP Morgan Chase Community Development Group. She has 20 years of experience in lending, including loan sourcing underwriting, and relationship management for small businesses, middle-market companies, and not-for-profit organizations.

Ms. Benson is on the Board of the New Vision Community Economic Development Corporation. She is also an active volunteer with the Make A Wish Foundation, Beacon Food Pantry, and Habitat for Humanity. Ms. Benson received her BA, Cum Laude from Columbia University.

STEPHEN BOLICK

Director of Strategy
American Express OPEN

Stephen Bolick is the Director of Strategy for American Express OPEN, focused on increasing the charge volume from small and medium sized business owners leveraging OPEN products. He and his team have built a test kitchen focused on testing new customer engagement strategies to continue to create better card member experiences and develop growth models to drive revenue. He has been at American Express for 4 years and lives in New York City.

DONALD DiMARTINI

SBA Director
Citibank

Donald DiMartini is the SBA Director for Citibank in New York. For more than 20 years Don has worked with small businesses throughout the US and Puerto Rico specializing in government guaranteed (SBA) credit programs, urban and rural economic

development, retail commercial banking and small business entrepreneurial management. His experience includes loan program design and implementation, credit policy, marketing, underwriting, operations and portfolio management.

A New York City native, Don attended Bennington College in Vermont and graduated from the University of California at Berkeley.

SHIRA GANS

Relationship and Program Director
Federal Reserve Bank of New York

Shira Gans is a Relationship and Program Director in the Outreach & Education division of the Federal Reserve Bank of New York. She develops key relationships, communication strategies, and produces events relating to small business.

Her prior positions include Policy Analyst for Manhattan Borough President Scott M. Stringer where she was responsible for the Borough President's food and economic development policy portfolios; Senior Budget Analyst in the Economic Development Taskforce at the NYC Mayor's Office of Management Budget; Federal Investigator at the San Francisco District Office of the Equal Employment Opportunity Commission; and legal team member monitoring mental health care in California Prisons.

Shira holds a B.A. from Wesleyan University and a Masters in Public Policy from the Goldman School of Public Policy at University of California, Berkeley.

ARJUN KATHURIA

Director
Biz2Credit

Arjun is a Director at Biz2Credit and is the head of strategic partnerships there. Arjun has experience in working with small businesses, understanding their needs and developing and structuring unique and new loan products for them. Prior to joining Biz2Credit, Arjun was studying at New York University's Stern School of Business and completed his MBA in 2013.

Arjun also has three years of experience working at Deloitte Consulting in Washington DC where he was working on various programs and projects for the Federal Government. Arjun also has a Bachelor's degree in Information Systems and Accounting from the University of Maryland College Park.

ROBERT A. HERNANDEZ

Business Banking Officer
Popular Community Bank

The son of a successful Latina businesswoman with roots in NYC, Westchester, and Putnam County, Robert was brought up in an entrepreneurial environment. At a very early age, Robert learned to understand and respect the uniqueness of doing business in both urban and suburban settings. He experienced that among the negative and positive impact of change in infrastructure and human services, there is the existence of dynamic enterprising activities taking place, every day in local neighborhoods and towns. This realization was further compounded by education and working in a corporate world where this entrepreneurial spirit was seen as a renaissance to the present day American economy.

Robert is a highly motivated manager with more than 22 years of economic, business, and financial development experience, as well as, a lifelong exposure to credit and commercial environments. Aside from obtaining his Bachelors in Legal Studies from John Jay College, he received his MBA from Adelphi University.

PETER IZZO

Vice President
TD Bank

I have been a Small Business and Commercial Banker for 9 years now, currently for TD Bank and previously for Commerce Bank. Prior to banking I spent 15 years in the restaurant and hospitality industry working for some of the best restaurants and properties throughout the country. I hold a BS from CUNY Lehman and an MBA from CUNY Baruch as well as several professional certifications. I was born and raised in the Bronx and Westchester counties where I

continue to work with small and medium sized businesses to achieve their financial and professional goals. I also sit on the board of a nonprofit Parent Job net where we help public school parents find employment as well as start small businesses.

MADLINE MARQUEZ

Vice President
Business Initiative Corporation of New York
(BICNY)

During her career in banking and lending, Madeline Marquez has been a skilled and aggressive advocate for business, helping entrepreneurs and fledgling companies, as well as non-profits, gain access to private and public funding. Through her work at organizations like the Brooklyn Economic Development Corporation, the Community Coalition for Fair Banking, The Private Industry Council and Chemical Bank, she has helped fuel the growth of numerous businesses and organizations throughout New York City. Ms. Marquez is a graduate of The College at Old Westbury and for the past sixteen years, Bronx businesses have been the beneficiaries of Madeline's expertise in identifying and securing financing. She has served as the Executive Director of the Bronx Initiative Corporation since its inception, helping to establish the first lending institution designated by the U.S. Small Business Administration specifically to serve Bronx businesses. When the US SBA made all Certified Development Companies state wide entities, it allowed BIC to expand to the outer boroughs and all the New York State Counties. As of January 2007 BIC changed its name to the Business Initiative Corporation of New York (BICNY) and as of October 2012 Madeline was promoted to Vice President and Chief Operating Officer of BICNY.

NICHOLAS MARRA

Senior Vice President and Regional Manager
Webster Bank

Nicholas S Marra currently holds the position of Senior Vice President and Regional Manager for NY/NJ at Webster Bank.

Mr. Marra has been in Banking for 15 years holding various positions with in Business Banking. His has worked within large commercial institutions as well as smaller community banks. He received his formal credit raining while at Chase Manhattan Bank, where he also received his series 6, 7, & 63 licenses.

Mr. Marra has won numerous awards and recognitions for his outstanding service in the markets he services including the 40 under 40 for Westchester County and Top One Platinum Award.

Mr. Marra is a Bronx Native, but currently resides in Orange County, NY with his Wife Kim and Children Gianna (11), Anthony (10) and Isabella (7).

AKBAR RIZVI

CFO
Spring Bank

Akbar Rizvi, Spring Bank's Chief Lending Officer, has been with the bank since 2011, when he joined the bank to manage its SBA loan program. He began his career with Habib American bank as a credit analyst after graduating from the C.W. Post Campus of Long Island University with a B.A. He serves on the Board of the Business Initiative Corporation, a Bronx-based not-for profit loan fund associated with the Bronx Overall Economic Development Corporation, and is an active volunteer with New York Cares and the Esperanza International Foundation.

CLARENCE STANLEY

Director
Small Business Development Center-Lehman
College

Clarence Stanley was appointed Director of the Small Business Development Center at Lehman College in 2000. Prior experience includes 1973-2000 Citibank, N.A. as Assistant Vice President – business banking and branch manager. He holds a BBA degree in Business Administration from Baruch College of the City University of New York and an MBA degree in Finance from Long Island University.

He is a Veteran of the US Army – having served from 1959 to 1965. He is a member of the Board of Directors of the Educational Opportunity Center in Yonkers, NY, the Mt. Vernon Day Care Center and the Bronx Overall Development Corporation.

Clarence Stanley is married with two children and one grandchild. He was born in Wilmington, North Carolina and presently lives in New Rochelle, NY.

He is an Adjunct Professor at St. Joseph's College in Brooklyn, NY and at Mercy College in Dobbs Ferry and Bronx, NY and Lehman College School of Continuing and Professional Studies.

PAUL QUINTERO

Chief Executive Officer
Accion East, Inc.

Paul joined Accion East in 2007, bringing 15 years of investment banking, public accounting and community development investment experience. He joined Accion to champion the growth of small mom and pop businesses in the U.S. In his first year, Paul raised an all-time high of \$2.6 million grant dollars.

In 2008, Paul was promoted to CFO/COO after his instrumental role in the historic cross-state combination that tripled the number of office centers and expanded the service footprint to include over thirty states. In February 2009, Paul implemented a new risk scoring system that reduced delinquency from 16.3% to 3.8% by the end of 2012. In 2011, he led a strategic planning effort aimed at growing the number of loans and dollars disbursed. In 2012, these efforts moved the organization from a \$1.4 million deficit position to over \$140 thousand surplus.

Paul serves on the board of directors for the Association for Enterprise Opportunity (AEO) and Accion, The U.S. Network. Paul was a CPA for Deloitte & Touche and earned a BA in business administration and accounting from the University of Washington. He was a Robert F. Toigo Foundation fellow and earned an MBA from Columbia Business School. Paul is married with three young children and dreams of

making access and delivery of U.S. microloans as common place as credit cards today.