Michigan Communities for Financial Empowerment - Annual Summit
“Advancing the Financial Empowerment Movement in Michigan”

Wednesday, August 6, 2014
MSU Henry Center, Lansing

9:00 – 9:30am  Registration and Continental Breakfast

9:30 – 10:15am  Opening Plenary

Embracing Financial Empowerment in Michigan’s Communities

Speakers: Randy Hannan, Mayor’s Chief of Staff, City of Lansing; Eric Schertzing, Ingham County Treasurer; Andrew Meisner, Oakland County Treasurer

Moderator: Megan Kursik, CEDAM

Local government officials and staff from several Michigan communities will speak about their commitment to supporting residents’ financial stability through financial empowerment strategies and how doing so helps build a strong local economy and vibrant community.

10:15 – 11:45am  Morning Breakout Sessions

Developing a Sustainable Public/Private Funding Strategy

Speakers: Ann Leen, Deputy Director of Community Development, Wayne County EDGE; Whitney Skeans, Customer Assistance Manager, Consumers Energy; Anne Emig, Program Director, Cities for Financial Empowerment Fund; Brittany O’Connor, VP Senior Public Affairs Manager, OH and MI, Charter One

Moderator: Megan Kursik, CEDAM

Representatives from public and private funding entities will provide participants guidance in developing a diverse and sustainable funding strategy for local financial empowerment initiatives.

The Lies That Bind®: Deconstructing the Unconscious Belief Systems that Influence Decision-Making

Trainers: Anneshia Freeman, CEO and Chief Consultant, Anneshia Freeman and Associates Consulting Services, LLC; Yushonda Noble, Consultant, Anneshia Freeman and Associates Consulting Services, LLC

Moderator: Brian McGrain, CEDAM

Explore the unconscious belief systems that lead individuals to make choices that impact their financial security and how to help consumers overcome negative beliefs to achieve greater stability. Also known as “My Issues Make My Budget.”

11:45am – 12:30pm  Lunch

12:30 – 1:30pm  Afternoon Plenary

Building the Local and National Case: Financial Empowerment as a Public Service

Speakers: Mayor Virg Bernero, City of Lansing; Anne Emig, Program Director, Cities for Financial Empowerment Fund

Moderator: Megan Kursik, CEDAM

(turn over)
1:30 – 3:00pm    Afternoon Breakout Sessions

**Solidifying Integration Points: Moving from Add-on Referral to Business as Usual**

**Location: Amphitheater A169**

*Trainers: Megan Kursik, MCFE Coordinator, CEDAM; Anne Emig, Program Director, Cities for Financial Empowerment Fund*

Participants will work through an interactive session to identify successful integration points for referrals to financial empowerment services and strategies for ensuring partners institutionalize referrals with their daily service delivery processes.

**Market Forces: Finding Responsible Financial Products that Meet Clients’ Needs**

**Location: Amphitheater A170**

*Speakers: Gina Coleman, VP, Community Consultant, Comm. Development Banking, PNC Bank; Hank Hubbard, President and CEO, Communicating Arts Credit Union; Karen Casler, Compliance Manager and Product Development Manager, CASE Credit Union*

*Moderator: Van Randolph, Community Affairs Specialist, FDIC*

Representatives from the financial services industry will describe various product and service offerings that meet the needs of low to moderate income consumers, how to develop partnerships with financial institutions in your community and strategies to connect consumers to information about products that meet their needs.

3:00 – 3:15pm    Break

3:15 – 4:00pm    Roundtable Discussion

**Location: Amphitheater A170**

**Next Steps for 2015 and Beyond**

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**Henry Center**

**Complex Map**

- Rooms used in sessions
- Restrooms (Handicap accessible)
- Rooms not used

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**Thank you to the 2014 MCFE Summit Sponsor:**

[Charles Stewart Mott Foundation]

Michigan Communities For Financial Empowerment (MCFE) is a program of the Community Economic Development Association of Michigan (CEDAM). For more information, please visit cedam.info or call 517.485.3588.