



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

Location: Amphitheater A170

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

Location: Amphitheater A170

*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*

Location: Amphitheater A169

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

Location: Atrium

12:30 – 1:30pm Afternoon Plenary

Location: Amphitheater A170

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*

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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

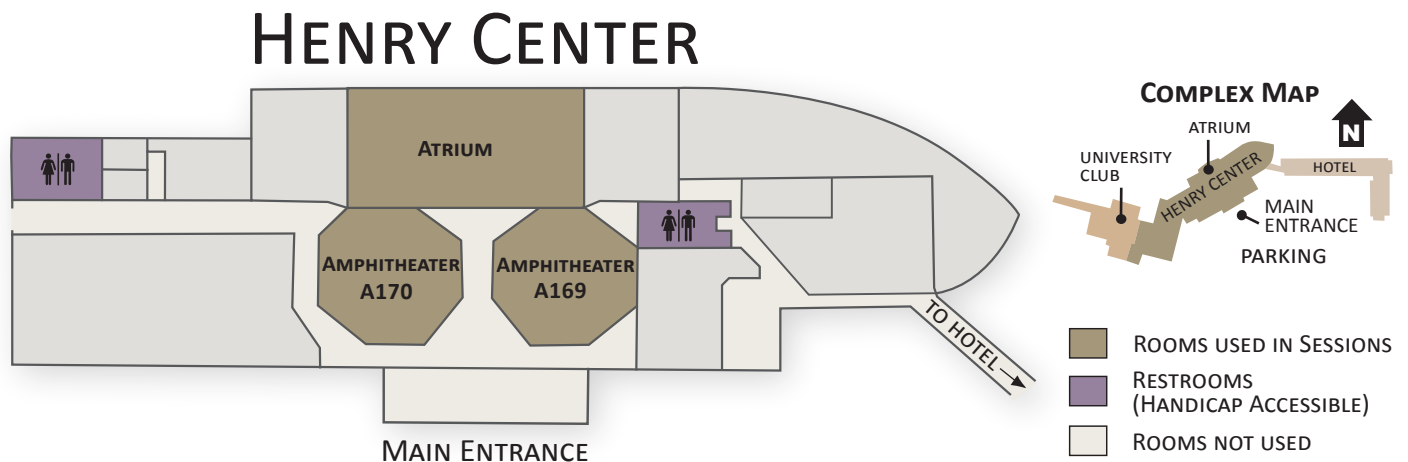
Representatives from the financial services industry will describe various product and service offerings that meet the needs of low to moderate income consumers, how to develop partnerships with financial institutions in your community and strategies to connect consumers to information about products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

3:00 – 3:15pm Break

3:15 – 4:00pm Roundtable Discussion

Location: Amphitheater A170

Next Steps for 2015 and Beyond



Thank you to the 2014 MCFE Summit Sponsor:



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.