



# 2024 CED Grant Recipient Conference

*Equitable Development: Creating Jobs and  
Revitalizing Communities*

*Tuesday, March 26<sup>th</sup> - Thursday, March 28<sup>th</sup>, 2024*

## Washington Marriott at Metro Center

775 12th St NW | Washington, DC 20005 | 202-737-2200

### TUESDAY, MARCH 26, 2024

**8:00 a.m. – 8:45 a.m.**  
*Foyer*

#### **Registration**

Stop in at registration first thing to get your experience off to a great start.

**8:00 a.m. – 5:00 p.m.**  
*Foyer*

#### **Engagement and Networking Activities**

Don't miss opportunities to engage with your fellow grant recipients, add your insights to the CED conversation, and get new ideas. Check out the activities in the foyer throughout the day.

**8:45 a.m. – 9:30 a.m.**  
*Plenary Room*

#### **Welcome from a Special Guest**

Kick off your conference experience by hearing from a special guest, who will energize you, inspire you, and challenge you in your ongoing work providing equitable economic development opportunities to the individuals and families with low income you serve.

*Introduction:* Lynda Perez, Former Division Director, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Lisa Hamilton, President and CEO, Annie E. Casey Foundation

**9:30 a.m. – 10:10 a.m.**  
*Plenary Room*

#### **Kickoff & Announcements**

Hear from CED and OCS leadership and get a preview of your conference experience over the next three days.

#### *Speakers:*

- Lynda Perez, Former Division Director, Division of Community Discretionary and Demonstration Programs, OCS
- Thom Campbell, Senior Advisor, Division of Community Discretionary and Demonstration Programs, OCS

**10:10 a.m. – 10:30 a.m.**  
*Plenary Room*

#### **Address from OCS Leadership**

Hear from OCS leadership about how the CED program is grounded in the OCS priorities of reducing the causes and consequences of poverty, increasing opportunity and economic security of individuals and families, and revitalizing communities.

*Introduction:* Christina Clark, Division Director, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* J. Janelle George, Deputy Director, OCS



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**10:30 a.m. – 10:45 a.m.**  
*Foyer*

### **Break**

Enjoy a short break. CED Traditional grant recipients: return to the plenary room by 10:45 a.m. CED Planning grant recipients: meet in breakout room London.

**10:45 a.m. – 11:30 a.m.**  
*Plenary Room*

### **Programmatic Reporting for Your CED Grant**

Whether you're new to CED, new to completing the Performance Progress Report (PPR), or if you simply could use a refresher, this session will discuss what programmatic data is collected for your CED grant, how it is used, and why it is important. It will highlight the process for completing the PPR, best practices for data collection and reporting, and tips for ensuring you provide the data and information that your Program Specialist and the CED program need. **This session is for CED Traditional grant recipients only.**

*Introduction:* Ann Pharr, Program Specialist, Division of Community Discretionary and Demonstration Programs, OCS

#### *Speakers:*

- Lara Malakoff, Senior Manager, Community Development, ICF
- Jennifer Fleming, Community Development Analyst, ICF

**10:45 a.m. – 11:30 a.m.**  
*Breakout Room London*

### **Breakout Session for CED Planning Grant Recipients**

Hear from experienced CED grant recipients about what has worked for them and the challenges they've overcome. Engage in a small-group discussion to plan your experience at the conference and think about the questions you want to answer by the end of the three days. **This session is for CED Planning grant recipients only.**

*Introduction:* Steve Seuser, Program Specialist, Division of Community Discretionary and Demonstration Programs, OCS

*Moderator:* Susan Opp, Senior Policy Advisor, OCS

*Guest Grant Recipient:* Bill Stanfield, Founder and CEO, Metanoia Community Development Corporation

**11:30 a.m. – 12:45 a.m.**

### **Lunch on Your Own**

Connect with a few fellow attendees and check out the many nearby options for lunch, including The Spotted Zebra, right here at the Washington Marriott at Metro Center. Return to the registration area/plenary room promptly at 12:45 p.m. to jump back into the afternoon sessions.



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## *Equitable Development: Creating Jobs and Revitalizing Communities*

*Tuesday, March 26<sup>th</sup> - Thursday, March 28<sup>th</sup>, 2024*

**1:00 p.m. – 2:00 p.m.**  
*Plenary Room*

### **Grant Recipient Panel: Successes, Challenges, and Lessons Learned**

Hear from several experienced CED grant recipients as they discuss their journey with their CED projects. Panelists will discuss best practices and lessons learned related to implement their projects, ensuring high-quality job creation, getting to know the communities they serve, and supporting employees with low income who face multiple barriers to employment.

*Introduction:* Harold J. Taylor, Jr., Program Specialist, Division of Community Discretionary and Demonstration Programs, OCS

*Moderator:* Thom Campbell, Senior Advisor, Division of Community Discretionary and Demonstration Programs, OCS

#### *Speakers:*

- Anthony Berin, Vice President of Incubation Services, Economic & Community Development Institute (ECDI) (Columbus, OH)
- Danielle Williams, Director of Economic Opportunity, Amplify GR (Grand Rapids, MI)
- Cassidy Riley, Senior Director of Conservation, Coalfield Development Corporation (Huntington, WV)

**2:00 p.m. – 2:45 p.m.**  
*Plenary Room*

### **What Makes a Good Job?**

Learn more about the characteristics of a high-quality job, including the essential, wraparound services (benefits, flexible scheduling, career growth opportunities, and more) needed to support the success of employees with low income. Hear about the Aspen Institute Economic Opportunities Program's *Job Quality Tools Library*, a resource library available to help you engage in practical action to improve the jobs you are creating with CED funds. Then, hear about what a local nonprofit is doing to apply this in practice, particularly in the food and beverage industry.

*Introduction:* Jessica Hale, Division of Community Discretionary and Demonstration Programs, OCS

#### *Speakers:*

- Merrit Stüven, Senior Project Manager, Economic Opportunities Program, The Aspen Institute
- Brian MacNair, CEO, Kitchen of Purpose

**2:45 p.m. – 3:10 p.m.**  
*Foyer*

### **Break**

Enjoy a short break. Meet back up in one of the breakout sessions at 3:10 p.m.



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**The breakout sessions below will run concurrently and be offered twice. You will have the opportunity to attend one from 3:10 p.m. – 4:00 p.m., and another from 4:10 p.m. – 5:00 p.m.**

**3:10 p.m. – 4:00 p.m.  
and  
4:10 p.m. – 5:00 p.m.**

*Breakout Room A*

### **Launchpad Occupations**

Learn about launchpad occupations—jobs that require more education and training than a high school diploma but less than a four-year college degree. These jobs could include programming, writing code, construction, medical technology, green jobs, etc. This session will present best practices and key considerations for creating these jobs and filling them with well-qualified employees.

*Introduction:* Regine Adrien & Ben Wills, Program Specialists, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Kathleen Bolter, Project Manager, Place Based Initiative, Upjohn Institute for Employment Research

**3:10 p.m. – 4:00 p.m.  
and  
4:10 p.m. – 5:00 p.m.**  
*Breakout Room London*

### **Rural Ready: Bottom-Up Strategies for Sustainable Rural Development**

Join us for an engaging discussion on empowering rural communities through bottom-up community and economic development strategies. In this session, we will explore innovative approaches to addressing barriers and fostering sustainable growth in rural areas. Through case study and expert insights, attendees will gain valuable knowledge on leveraging community assets, building local capacity, and overcoming challenges unique to rural settings. Join us to collaborate to unlock the full potential of rural communities and create a more resilient, inclusive future for all.

*Introduction:* Steve Seuser & Harold Taylor, Program Specialists, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Amber Ravenscroft, Manager of Innovation, The EdVenture Group

**3:10 p.m. – 4:00 p.m.  
and  
4:10 p.m. – 5:00 p.m.**  
*Breakout Room E*

### **Delivering Essential Wrap-Around Support Services**

This session will discuss best practices for delivering wraparound services to employees, ensuring grant recipients are meeting the employees where they are, and that employees are getting the most out of the services. It will address barriers such as childcare, substance abuse, medical issues, prisoner re-entry, transportation, etc.

*Introduction:* Ann Pharr & Emily Rome, Program Specialists, Division of Community Discretionary and Demonstration Programs, OCS

#### **Speakers:**

- Mark Wilson, President & CEO, Coalition for Responsible Community Development (CRCD) (Los Angeles, CA)
- Denise Harlow, Chief Executive Officer, National Community Action Partnership (NCAP)



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775 12th St NW | Washington, DC 20005 | 202-737-2200

### **WEDNESDAY, MARCH 27, 2024**

**8:00 a.m. – 8:45 a.m.**  
*Foyer*

#### **Registration**

**8:00 a.m. – 5:00 p.m.**  
*Foyer*

#### **Engagement and Networking Activities**

Don't miss the opportunities to engage with your fellow grant recipients, add your insights to the CED conversation, and get new ideas. Check out the activities in the foyer throughout the day.

**8:00 a.m. – 8:45 a.m.**  
*Lounge Area*

#### **Meet with a TA Provider**

If you requested a meeting with a TA provider prior to the conference, be sure to check in at the registration desk to confirm when your meeting is scheduled and with whom you'll be meeting. At the time of your scheduled meeting, meet your TA provider in the lounge area. If you would like to schedule a meeting with a TA provider during the conference, you can do so at the registration desk.

**9:00 a.m. – 9:30 a.m.**  
*Plenary Room*

#### **Welcome from a Special Guest**

Kick off day 2 of the conference by hearing from another special guest, who will share insights that will surely energize you, inspire you, and challenge you.

*Introduction:* Patrice West, Program Operations Branch Chief, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Marisa Calderon, President and CEO, Prosperity Now

**9:30 a.m. – 10:30 a.m.**  
*Plenary Room*

#### **Funding Strategies for Equity and Opportunity**

This session will focus on funding strategies for sustainable community impact. Learn about the benefits and opportunities that becoming a CDFI bring, as well as other resources that may be available to increase the impact of your work within your community.

*Introduction:* Patrice West, Program Operations Branch Chief, Division of Community Discretionary and Demonstration Programs, OCS

#### **Speakers:**

- Pooja Patel, Program Manager, CDFI Program and Native Initiatives, U.S. Department of the Treasury
- Sindhu Lakshmanan, SVP, Development Services, Opportunity Finance Network
- Norris Williams, Assistant Director, City and Community Engagement Team, Living Cities



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**10:30 a.m. – 11:30 a.m.**  
*Plenary Room*

### **CED Escape Room**

The CED Escape Room is an unconventional twist on a conference session. CED grant recipients, staff, and expert technical assistance providers are invited to work with their fellow attendees at their table, to “escape” a real-life challenge, and report out their solutions. Using your familiarity and experience of the CED program, knowledge gathered from the conference so far, and insights gained from collaborating with other conference attendees, will you be able to conquer the CED Escape Room?

*Game Master:* Evelyn Bandoh, Senior Manager, Community Services and Development, ICF

**11:30 a.m. – 12:45 p.m.**

### **Lunch on Your Own**

Connect with a few fellow attendees and check out the many nearby options for lunch, including The Spotted Zebra, right here at the Washington Marriott at Metro Center. Return to the registration area/plenary room promptly at 12:45 p.m. to jump back into the afternoon sessions.

**11:30 p.m. – 12:45 p.m.**  
*Lounge Area*

### **Meet with a TA Provider**

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**1:00 p.m. – 1:45 p.m.**  
*Plenary Room*

### **Small Business Funding Opportunities for CDCs**

Many CED funded businesses—at least start—small. To support these businesses, CDCs should be aware of the opportunities they qualify for to continue to help fuel small business growth. Hear from representation from the Small Business Administration (SBA) about opportunities that exist for CDCs, to help sustain and grow small businesses, including the 8(a) Business Development Program and HUBZone Program. And hear from two CED grant recipients about their experience applying and utilizing these opportunities.

*Moderator:* Lynda Perez, Former Division Director, Division of Community Discretionary and Demonstration Programs, OCS

### *Speakers:*

- Dr. David Barnwell, Executive Director, The Iris Network
- Jose Villalobos, Senior Vice President, The East Los Angeles Community Union
- John Klein, Deputy General Counsel and Associate General Counsel for Procurement Law at U. S. Small Business Administration
- Alison Amann, Attorney-Advisor, Office of General Counsel, U.S. Small Business Administration



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**1:45 p.m. – 2:15 p.m.**  
*Plenary Room*

### **Overview of Grants Management Policies, Procedures, and Resources**

Make sure you know everything you need to know about how the Office of Grants Management can help you successfully administer your grant. This session will provide policy guidance for the use of grant funds; information about working with the Division of Payment Management; and guidance for submitting federal financial reports, requesting budget modifications, requesting no-cost extensions, and other key grant administration activities.

*Introduction:* Regine Adrien, Program Specialist Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Lauren Wyatt, Grants Management Specialist, Office of Grants Management

**2:15 p.m. – 3:00 p.m.**  
*Plenary Room*

### **Equitable Revitalization: Revitalization Without Gentrification**

When communities experience economic decline, local economic development policies are often pursued under the premise of revitalization, but unfortunately can lead to unintended consequences that can have a negative impact on existing residents, like gentrification. This session will discuss the history of gentrification, some common ways to identify and measure gentrification pressures, and some possible approaches to avoid or slow down gentrification.

*Introduction:* Ben Wills, Program Specialist, Division of Community Discretionary and Demonstration Programs, OCS

*Moderator:* Susan Opp, Senior Policy Advisor, OCS

*Speaker:* Bridget Rabun, Director of Resource Development, Gulf Coast Partnership (New Orleans, LA)

**3:00 p.m. – 3:10 p.m.**  
*Foyer*

### **Break**

Enjoy a short break. Meet back up in one of the breakout sessions at 3:10 p.m.



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**3:10 p.m. – 4:00 p.m.  
and**

**4:10 p.m. – 5:00 p.m.  
Breakout Room London**

### **Practical Options for Helping Employees Take Control of their Financial Lives**

This session will provide an overview of the resource: *Financial Empowerment in the Workplace*. It provides practical strategies for helping employees become financially empowered—having the knowledge and the skills to make informed financial decisions. Providing this service to employees being hired into CED-created jobs is a critical part of ensuring they have the support they need to keep their jobs and succeed economically. Learn how you can help employees take control of their financial lives.

*Introduction:* Regine Adrien & Emily Rome, Program Specialists, Division of Community Discretionary and Demonstration Programs, OCS

#### *Speakers:*

- Ben Miller, Senior Director, ICF
- Devin Stubblefield, ICF

**3:10 p.m. – 4:00 p.m.  
and**

**4:10 p.m. – 5:00 p.m.  
Breakout Room A**

### **Partnering to Recruit Employees with Low Income**

Hear from a current CED grant recipient—Latino Economic Development Corporation of Washington, DC—about on-the-ground strategies for tracking the employees being hired into CED-created jobs and ensuring that the CED grant is focused on hiring member of the community with the highest need for employment opportunities.

*Introduction:* Chanel Jackson & Ben Wills, Program Specialists, Division of Community Discretionary and Demonstration Programs, OCS

#### *Speaker:*

- J.B. Behrens, Capital Innovation Lead, Latino Economic Development Corporation of Washington DC
- Conner Hoyt, Development Associate, Latino Economic Development Corporation of Washington DC



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**3:10 p.m. – 4:00 p.m.**  
**and**

**4:10 p.m. – 5:00 p.m.**  
*Breakout Room E*

### **Supporting Economic Development in Energy Communities**

Join us for an engaging discussion on building and maintaining resilient energy communities. Energy communities are communities that have experienced employment loss and/or economic dislocation events because of declines in the fossil fuel industry. This session will discuss best practices and efforts to support and improve local economies in communities that have been previously reliant on coal and fossil fuel industries, and communities who must respond and recover from natural disasters.

*Introduction:* Steve Seuser & Ann Pharr, Program Specialists, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Grace Blanchard, Program Manager, Resilient Economies and Communities, National Association of Counties

**3:00 p.m. – 5:00 p.m.**  
*Lounge Area*

### **PPR Office Hours**

Did you attend the Programmatic Reporting Requirements session, but you still seek more information or guidance about completing and submitting the PPR? Are you experiencing specific PPR-related challenges that you could use some one-on-one help to address? Stop in to get help and get your questions answered.

**5:00 p.m. – 6:00 p.m.**  
*Lounge Area*

### **Meet with a TA Provider**

If you requested a meeting with a TA provider prior to the conference, be sure to check in at the registration desk to confirm when your meeting is scheduled and with whom you'll be meeting. At the time of your scheduled meeting, meet your TA provider in the lounge area. If you would like to schedule a meeting with a TA provider during the conference, you can do so at the registration desk.

**Note: Location change for tomorrow, Thursday, March 28<sup>th</sup>. The conference will take place at the Humphrey Building, not the hotel.**



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## **Hubert H. Humphrey Federal Building**

200 Independence Ave SW | Washington, DC 20201

**Note: Change in location. On Thursday, March 28<sup>th</sup>, the conference will take place at the Humphrey Building, not the hotel.**

### **THURSDAY, MARCH 28, 2024**

**8:00 a.m. – 9:00 a.m.**

*Humphrey Building (HHS  
Headquarters) Foyer*

#### **Check-In**

Attendees are encouraged to come to the Humphrey Building early to ensure they can get through security in time.

**8:30 a.m. – 9:45 a.m.**

*Humphrey Building (HHS  
Headquarters) Great Hall*

#### **Program Specialist Meetings**

Check in at the registration table to confirm your scheduled meeting with your Program Specialist. Conference staff will direct you to the location of your meeting.

**8:30 a.m. – 9:45 a.m.**

*Humphrey Building (HHS  
Headquarters) Great Hall*

#### **Meet with a TA Provider**

If you requested a meeting with a TA provider prior to the conference, be sure to check in at the registration table to confirm when your meeting is scheduled and with whom you'll be meeting. At the time of your scheduled meeting, meet your TA provider in the lounge area. If you would like to schedule a meeting with a TA provider during the conference, you can do so at the registration table.

**9:45 a.m. – 10:00 a.m.**

*Humphrey Building (HHS  
Headquarters) Great Hall*

#### **Welcome & Announcements**

This session will welcome attendees back to day 3 of the conference, address housekeeping items, and introduce the day's programming.

*Speaker:* Christina Clark, Division Director, Division of Community Discretionary and Demonstration Programs, OCS

**10:00 a.m. – 10:30 a.m.**

*Humphrey Building (HHS  
Headquarters) Great Hall*

#### **Address from ACF Acting Assistant Secretary Jeff Hild**

Hear from Jeff Hild, ACF Acting Assistant Secretary, who will address CED grantees about his vision and goals for ACF, and how the CED program helps achieve those goals.

*Introduction:* Christina Clark, Division Director, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Jeff Hild, Acting Assistant Secretary, Administration for Children and Families



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*Humphrey Building (HHS  
Headquarters) Great Hall*

### **Upcoming Funding Opportunities**

To close the formal conference sessions, this session will discuss upcoming funding opportunities at OCS. For CED funding opportunities, hear about important reminders, key things to consider, and where you can find helpful resources on preparing for these funding opportunities.

*Introduction:* Christina Clark, Division Director, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Chanel Jackson, Program Specialist, Division of Community Discretionary and Demonstration Programs, OCS

**11:00 a.m. – 11:30 a.m.**  
*Humphrey Building (HHS  
Headquarters)  
Auditorium*

### **Information for Recipients Selected for a CED Monitoring Visit in 2024**

Attend this session if you will be receiving a monitoring visit in FY 2024. Hear about how to prepare for the visit, what to expect during the visit, and next steps for after the visits. **This session is for CED grant recipients receiving a monitoring visit only.**

*Introduction:* Harold Taylor, Program Specialist, Division of Community Discretionary and Demonstration Programs, OCS

*Speaker:* Rita Obi, Project Manager, Info Gain Consulting

**11:30 a.m. – 12:15 p.m.**  
*Humphrey Building (HHS  
Headquarters)  
Auditorium*

### **CED Planning Grant Recipient Session**

Attend this session if you are a CED Planning grant recipient. Hear about the value of accessing technical assistance for your planning grant, reflect on your conference experience and next steps, and hear about some resources that could help you achieve your project goals. **This session is for CED Planning grant recipients only.**

*Speaker:* Susan Opp, Senior Policy Advisor, OCS

*Guest Grant Recipient Speaker:* Susan Ludwig, Sr. Director of Housing & Community Development, NORWESCAP

**11:00 a.m. – 2:15 p.m.**  
*Humphrey Building (HHS  
Headquarters) Great Hall*

### **Meetings with Program Specialists**

Check in at the registration table to confirm your scheduled meeting with your Program Specialist. Conference staff will direct you to the location of your meeting.

**11:00 a.m. – 2:15 p.m.**  
*Humphrey Building (HHS  
Headquarters) Great Hall*

### **Meet with a TA Provider**

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