



CONFERENCE AGENDA
“Social Impact Investing: Unleash the Power in Your Community”

WEDNESDAY, FEBRUARY 5, 2020		
9 am – 4 pm	Workforce Housing (Separate registration required) Financing Workforce Housing: Exploring Program Options & Models	Madison Club Terrace Room
5:00 pm	Conference Opening Reception Madison Club, 5 East Wilson Street, Madison	Terrace Room
THURSDAY, FEBRUARY 6, 2020		
7:30 AM	Registration / Continental Breakfast/Exhibits Open	Hall of Ideas E-F-H-I
7:45 AM	New WEDA Members or First-Time Conference Attendees	Ballroom A-B
8:30 AM	Welcome to the Conference Matt Mikolajewski, WEDA Board Chair	Ballroom A-B
8:40 AM	Conference Opening: Governor Tony Evers – (Confirmed) Missy Hughes, Secretary/CEO, Wisconsin Economic Development Corporation-	Ballroom A-B
9:30 AM	WEDA Award Presentation 2020 Young Professionals Award; 2020 Organization Award	Ballroom A-B
9:45 AM	KEYNOTE ADDRESS – Unleash the Power of Social Impact in Your Community William W. Towns, Ph.D., MBA, Executive Director, Benefit Chicago & Adjunct Lecturer of Social Impact, Kellogg School of Management at Northwestern University	Ballroom A-B
10:45 AM	Break - Exhibits	Hall of Ideas E-F-H-I
11:00 AM	Community Challenges: Engage, Align and Define Roles to Marshal Resources <ul style="list-style-type: none"> • Sarah Godlewski, State Treasurer, State of Wisconsin • Annie Donovan, Chief Operating Officer, Local Initiatives Support Corp, Washington DC • Calvin L. Holmes, President, Chicago Community Loan Fund, Chicago <p>A conversation about the nuanced roles of communities, public and private investors, government and local and national funds (primarily CDFIs) in responding to community challenges and opportunities.</p>	Ballroom A-B
12:00 noon	Networking Luncheon	Grand Terrace

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<p>1:00 PM</p>	<p>Prepare to be Investor Ready</p> <ul style="list-style-type: none"> • Katrina Becker, Finnovation Fellows Program, Minneapolis, MN • Chandra Miller Fienen, StartingBlock, Madison, WI • Mark Gesner, Cardinal Stritch University, Milwaukee, WI <p>This session will introduce you to three organizations who have formed to support social impact enterprises and investments. Each cultivate entrepreneurs, build leadership skills, accelerate growth and drive innovation. Listen and learn how these efforts address a variety of complex challenges in an economically sustainable and holistic manner.</p>	<p>Ballroom A-B</p>
<p>2:00 PM</p>	<p>Changemaking rules – The Social Impact Investing EcoSystem Kelsey Otero, Marquette University, Milwaukee, WI</p> <p>In an effort to expand relationships and networks, this session will provide a framework of the Social Impact Investing ecosystem and how your community can expand local opportunities for partnership.</p>	<p>Ballroom A-B</p>
<p>2:30 PM</p>	<p>Break – Exhibits</p>	<p>Hall of Ideas E-F-H-I</p>
<p>2:45 – 3:30 PM</p>	<p>CONFERENCE TRACK I – Creating an Investable Business Model</p> <p>1. Banks Financing Broadband Networks: Two Case Studies Paul Ginger & Tim Herwig District Community Affairs Officers, Office of the Comptroller of the Currency</p> <p>The digital divide in rural American cannot be bridged without the necessary broadband infrastructure. Financing from banks has been central to the construction of that infrastructure, and most importantly for the access and adoption of fiber optic broadband. This session will discuss two case studies of community banks that have financed and taken leadership in the expansion of rural fiber optic networks in western North Dakota and south-central Illinois.</p> <p>CONFERENCE TRACK II – Case Studies -Real Estate & Redevelopment Projects</p> <p>2. Social Impact Investing: Affordable Housing</p> <ul style="list-style-type: none"> • Helen Bradbury, President, Stone House Development <p>This session offers a for-profit developer’s perspective on the benefits of affordable housing development. The focus is on the redevelopment of a vacant, blighted butter factory located in Madison with particular emphasis on the Breese Apartments.</p>	<p>Ballroom A-B</p> <p>Room G-J</p>

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3:45 – 4:30 PM	<p>CONFERENCE TRACK I – Creating an Investable Business Model</p> <p>1. Social Impact Investing: A Triple Bottom Line</p> <ul style="list-style-type: none"> • Mary Romolino, Acme Nerd Games, LLC • Charles Payne, UW-Health • Scott Ritter, Madison College <p>Can video games change lives, improve our communities, and be good for business? The answer is yes. Learn from three organizations how games with purpose are doing just that.</p>	Ballroom A-B
	<p>CONFERENCE TRACK II – Case Studies -Real Estate & Redevelopment Projects</p> <p>2. Building Re-Use – Mautz Paint to Hotel Indigo</p> <ul style="list-style-type: none"> • Curt Brink, Madison, WI <p>Learn how a family in partnership with a partner led a vital redevelopment project in an area that is evolving and growing rapidly, with new buildings seemingly sprouting up all the time. Learn the financing resources and tools used to transform this industrial space into residential and commercial space.</p>	Room G-J
4:30 PM	WEDA Annual Membership Meeting	Ballroom A-B
5:00 PM 7:00 PM	Evening Reception	Hall of Ideas E-F-H-I
FRIDAY, FEBRUARY 7, 2020		
7:00 AM	Buffet Breakfast – Exhibits	Hall of Ideas E-F-H-I
8:30 AM	<p>Opening Remarks</p> <p>Indigenous SRI & CDFI’s: Building Communities Using Values</p> <p>Steven Heim, Managing Director, Boston Common Asset Management, LLC Kate Finn, Staff Attorney, First People’s Worldwide Becky Albert-Breed, Executive Director, First Nations Community Financial</p> <p>Native American Community Development Financial Institutions will discuss their collaborative efforts designed to build a strong, vibrant economy for Wisconsin Native Americans and surrounding communities. The growth of the indigenous work together has positively impacted both native and non-native communities across rural Wisconsin. Hear about effective ways SRI can provide additional capital through alternative funding avenues.</p>	Ballroom A-B

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9:30 AM	<p>Investing With Impact Shayna Hetzel, Social Impact Investment Director, American Family Institute for Corporate and Social Impact Arctarius Impact Fund representative (invited)) Impact Engine’s Venture Fund (invited) This panel discussion by Social Impact Investors (equity) will discuss their organization’s processes, projects ad how their funds have been part of a different capital stacks.</p>	Ballroom A-B
10:15 AM	Break - Exhibits	Hall of Ideas E-F-H-I
10:30 AM	<p>Community Investments with Social Impact Whitney Roberts, Founder, For The Good, LLC Kimera Way, President, UW-Eau Claire Foundation Heidi Dusek, Executive Director, J.J. Keller Foundation This session will feature perspectives from two, Wisconsin foundations on their formation and purpose. The session will also look at how these organizations have participated in social impact investing and the results of their efforts.</p>	Ballroom A-B
11:15 AM	<p>Wisconsin Impact Investing Coalition Tony Shields, Wisconsin Philanthropy Network, Milwaukee This session will introduce participants to the Wisconsin Impact Investing Collaborative through a panel discussion moderated by WPN’s, Tony Shields. The Wisconsin Impact Investing Collaborative is an initiative of Wisconsin foundations “committed to leveraging their assets to build inclusive, vibrant and environmentally sustainable communities across Wisconsin’s urban, rural and tribal areas...The Collaborative seeks to increase the practice of regional impact investing through shared learning, investment support services and co-investment.”</p>	Ballroom A-B
12:00 PM	Governor’s Conference - Closing Remarks	Ballroom A-B