National Coalition of Promise Zones

2021

Federal Convening Guide

A virtual series of workshops with information and capacity-building resources
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The U.S. Department of Housing and Urban Development (HUD) designated 22 place-based collective community development Promise Zones over three years beginning in 2014. Fourteen are urban, four are rural, and four are tribal.

Our Mission

To collaborate, share resources and present a unified voice for place-based collective community development.

Who We Are

Los Angeles Promise Zone
California
West Philadelphia Promise Zone
Pennsylvania
Eastside Promise Zone
Texas
Choctaw Nation Promise Zone
Oklahoma
Kentucky Highlands Promise Zone
Kentucky
Camden Promise Zone
New Jersey
North Hartford Promise Zone
Connecticut

Indy East Promise Zone
Indiana
North Minneapolis Promise Zone
Minnesota
Sacramento Promise Zone
California
St. Louis Promise Zone
Missouri
Pine Ridge Promise Zone
South Dakota
South Carolina Lowcountry Promise Zone
South Carolina
Westside Promise Zone
Georgia
Evansville Promise Zone
Indiana

Nashville Promise Zone
Tennessee
San Diego Promise Zone
California
SLATE-Z
California
Spokane Tribe of Indians Promise Zone
Washington
Turtle Mountain Band of Chippewa Indians Promise Zone
North Dakota
Southwest Florida Promise Zone
Florida

To stay updated on future opportunities and events, follow us on Facebook.
Foreword

The National Coalition of Promise Zones (NCPZ) partnered with U.S. Department of Housing and Urban Development (HUD) Community Liaisons to host and moderate the National Coalition of Promise Zones 2021 Federal Convening, a series of 9 virtual sessions with presentations from federal agencies, change agents, and community leaders. 33 presenters/panelists who respectively represented 12 federal agencies, four White House councils/offices, two community organizations, and one university shared information about federal funding, resources, opportunities, and information/results related to federal initiatives or resources for place-based collective community development. The session topics focused on: Economic Stability, Neighborhoods & Built Environment, Education, Health & Healthcare, Social & Community Context, Equitable Broadband Infrastructure, Building an Equitable Green Economy, and a panel discussion session with White House office and council representatives. There was also a special keynote address by Geoffrey Canada (President, Harlem Children’s Zone) focused on ‘Adaptive Leadership for Systems Change’.

The presentations were attended by a total of 549 attendees from across the country, Promise Zone leaders of community-based organizations (CBO), businesses, school districts, colleges/universities, elected officials, and other leaders. An average of over 61 attendees joined each presentation to learn about federal programs and efforts that have positively impacted low-to-moderate income (LMI) communities. HUD Community Liaisons moderated the presentation sessions to provide transition between presentation topics, presenter panelists, and facilitate Q&A opportunities between the attendees and presenters. Each presentation’s goal was to educate and empower Promise Zone leaders about resources and their use for impacting communities.

The sessions were recorded to provide ongoing opportunities for individuals, organizations, and communities to benefit from the information shared. Respective Promise Zones may assist by connecting to federal agency representatives and other partners.

National Coalition of Promise Zones is a volunteer group of organizations from around the country who are focused on Place-Based Collective Community Development. More information about the National Coalition of Promise Zones and links to each member’s respective websites may be found at www.ncpz.org

NCPZ sessions recordings are available on the Sacramento Promise Zone (SPZ) YouTube Channel (NCPZ 2021 Federal Convening playlist) or on the Sacramento Promise Zone Facebook page in the ‘videos’ section of the SPZ page.
Opening Session

Topics
Persisting through the uncertainty of the COVID-19 pandemic, Supporting our Communities, Promise Zone History and Operations

Presenters
- Secretary Thomas J. Vilsack, U.S. Department of Agriculture
- Assistant Deputy Secretary Michele Perez, U.S. Department of Housing and Urban Development
- Erich Yost, U.S. Department of Housing and Urban Development

Moderator
Silas Matchem, Evansville Promise Zone Director, City of Evansville

Click to watch on YouTube
https://youtu.be/GJ5bBrP3o4g

Click to view slides PDF
Economic Stability

Click to watch on YouTube
https://youtu.be/qQmTAW787Sc

Topics
Economic Development Integration (EDI), American Rescue Plan Act (ARPA), SBA Covid-19 Economic Relief Programs & Eligibility

Presenters
- Doug Lynott, Economic Development Administration
- Nancy Gilbert, Economic Development Administration
- Heather Luzzi, Small Business Administration

Moderator
Dr. Michael Huff, U.S. Department of Housing and Urban Development, Sacramento Promise Zone Community Liaison
Geoffrey Canada’s Keynote Address

Click to watch on YouTube
https://youtu.be/pZzU4rt5ER4

Topic  Adaptive Leadership for Systems Change

Presenters  Geoffrey Canada, President, Harlem Children’s Zone

Moderator  Donna Daniels, Director, Brushy Fork Leadership Institute
Education

Click to watch on YouTube
https://youtu.be/MpFR2Y8x9IA

Topics
Full Service Community Schools (FSCS) Program, American Rescue Plan Funding, Promise Neighborhoods Program, Institute of Museum and Library Services Grant Programs

Presenters
• S. James Guitard, U.S. Department of Education
• Elson Nash, U.S. Department of Education
• Laura Huerta Migus, Institute of Museum and Library Services
• Cyndee Landrum, Institute of Museum and Library Services

Moderator
Andrea Ekiyor, U.S. Department of Housing and Urban Development, Evansville Promise Zone community liaison

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Click to view IMLS slides
Health and Healthcare

Topics
- Emergency Rural Healthcare Grants; Local Foods, Local Places; Brownfields; HHS Response to COVID-19; Health Equity; CBWW

Presenters
- Christopher Taylor, U.S. Dept. of Housing and Urban Development Headquarters
- Chad Parker, U.S. Department of Agriculture
- Dr. Roshunda Ivory, U.S. Dept. of Health and Human Services
- Jemea Dorsey, Center for Black Women’s Wellness
- C.J. Mishima, Environmental Protection Agency
- Noemi Emeric-Ford, Environmental Protection Agency

Moderator
- Johnnie Lattimore, U.S. Department of Housing and Urban Development, Westside Promise Zone Community Liaison
The White House

Topics
Initiatives to Advance Equity, Interagency Collaboration, Place-Based Initiatives, Combating Climate Change, Supporting Tribal Nations, Office of Faith-Based Organizations – Misconceptions and Current Initiatives

Presenters
• Chad Maisel, The White House Diversity Council
• Josh Dickson, The White House Office of Faith-Based and Neighborhood Partnerships
• PaaWee Rivera, The White House Council on Native American Affairs
• Lukas McGowan, The White House Interagency Council

Moderator
Dr. Sandi Curd, Kentucky Promise Zone Coordinator, Kentucky Highlands Investment Corporation and Julius Austin, Sacramento Promise Zone Coordinator, Sacramento Housing and Redevelopment Agency

Click to watch on YouTube
https://youtu.be/MNnf5PrRZvg
Social and Community Context

Topics
Emotional Labor and Collaborative Work, Social Security Benefits and Services, How to Apply for Benefits, Benefit Eligibility, Rural Placemaking Innovation Challenge Funding Opportunities

Presenters
- Cynthia Barboza-Wilkes, University of Southern California
- Angela Callie, U.S. Department of Agriculture
- Doug Nguyen, Social Security Administration
- Charo Boyd, Social Security Administration

Moderator
Silas Matchem, Evansville Promise Zone Director, City of Evansville

Click to watch on YouTube
https://youtu.be/sLQYKDOv1Zo

Click to view USC Presentation slides

Click to view Part 1 SSA Presentation slides

Click to view Part 2 SSA Presentation slides

Click to view USDA Presentation slides
Equitable Broadband Infrastructure

Click to watch on YouTube
https://youtu.be/ueku7cTUqiA

Topics
Expanding Broadband Access and Adoption, Digital Empowerment, Rural Development, USDA Grant Programs

Presenters
- Emy Tseng, National Telecommunications and Information Administration
- Edyael Casaperalta, U.S. Department of Agriculture

Moderator
Alexandra Russell, U.S. Department of Housing and Urban Development, Los Angeles Promise Zone Community Liaison

Click to view NTIA Presentation slides
Click to view USDA Presentation slides
Building an Equitable Green Economy

Topics
- AmeriCorps and NCCC Program Overview
- EDA Grant Programs and Investment Priorities
- Sustainably Built Communities
- Smart Growth
- Environmental Justice Funding
- SBA Loans and Funding Opportunities

Presenter
- Takeo Kishi, AmeriCorps NCCC Pacific Region
- Amanda Cochran, AmeriCorps NCCC Pacific Region
- C.J. Mishima, U.S. Environmental Protection Agency
- Morgan Capilla, U.S. Environmental Protection Agency
- Frances Sakaguchi, U.S. Economic Development Agency
- Carrie Ellinwood, U.S. Small Business Administration

Moderator
- Danette Martin, U.S. Department of Housing and Urban Development, Los Angeles Promise Zone Community Liaison
Presenters

Cynthia Barboza-Wilkes
Ph.D. Candidate
Public Policy and Management
USC Sol Price School of Public Policy
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Cynthia Barboza-Wilkes is a Ph.D. Candidate in Public Policy and Management at the University of Southern California, working on behalf of the Price Center for Social Innovation. Her research emphasizes diversity, equity, and inclusion in public and nonprofit organizations with an emphasis on organizational behavior.

Charo Boyd
Public Affairs Specialist
Social Security Administration
• Website: www.ssa.gov

Charo N. Boyd is the Social Security Administration’s (SSA) Public Affairs Specialist for Central and Southern Indiana. She is responsible for informing the public about SSA programs and benefits. She is often the guest speaker for retirement and disability seminars. She has trained HR Managers, Financial Planners, Tax Preparers, Social Workers, Case Managers, Disability Advocates, and Attorneys on various SSA topics. Boyd has been employed with SSA since 2002. She has a B.S. in Psychology (Magna Cum Laude) and a M.S. in Guidance & Counseling with a concentration in clinical and organizational counseling all from Tennessee State University. Boyd received SSA’s Regional Communicator Award in 2010 and 2018. She also received Deputy Commissioner’s Citations in 2010, 2015, and 2018 from SSA’s Office of Communications.
Presenters

Angela Callie
Northeastern Regional Coordinator
Rural Development’s Innovation Center
U.S. Department of Agriculture

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- Website: www.rd.usda.gov/RPIC

**Angela Callie** has worked for the Federal Government for over 40 years, starting with the Department of Defense as a Contract Specialist, buying Meals-Ready-to-Eat (MREs) and nonperishable food for the Armed forces. She started with the USDA in 1988, and became involved in community development activities in the early 1990’s. She has worked in loan activities, community planning, and civil rights. She presently serves as the Northeastern Regional Coordinator for USDA-Rural Development’s Innovation Center. As Regional Coordinator she provides technical assistance and guidance to the 13-northeastern state region; applying principles of partnering, collaborating, leveraging, strategic planning, and community convening to assist rural America. One of her main responsibilities is to support the northeast region as they work in the delivery of community capacity building, wealth building and poverty reduction in the communities they assist across their states; and to fulfill the Rural Development mission of creating economic opportunity and improving the quality of life for rural Americans. She has her undergraduate degree in Psychology from Millersville University – and received a master’s level Certification in Community and Economic Development through Penn State University’s World Campus. She also received a certification in Fundamentals of Instruction and Effective Teaching Techniques.

Geoffrey Canada
President
Harlem Children’s Zone

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Having worked with the Harlem Children’s Zone for more than 30 years, Geoffrey Canada is renowned around the world for his pioneering work helping children and families in Harlem and as a thought leader and passionate advocate for education reform. From 1990 to 2014, Mr. Canada served as the President and Chief Executive Officer for the Harlem Children’s Zone, which The New York Times called “one of the most ambitious social-policy experiments of our time.” Mr. Canada was named in 2011 to the TIME 100 list of most influential people in the world and in 2014 as one of Fortune’s 50 greatest leaders in the world. As of July 1, 2014, Mr. Canada stepped down as CEO, handing the reins to then-COO Kwame Owusu-Kesse. He continues to serve as President of the HCZ and Promise Academy® Boards. Under Geoffrey Canada’s visionary leadership, HCZ became a national model of place-based innovation.
Morgan Capilla
Environmental Justice Program Coordinator
Region 9
Environmental Protection Agency
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• Phone: 415-972-3504

Morgan Capilla joined EPA Region 9’s Environmental Review Branch in December 2016 as the lead NEPA reviewer for port, surface transportation, and housing development projects. This spring, she began a detail working as one of the Region’s Environmental Justice Coordinators, with a focus on engaging with EPA staff, communities, and agency partners to advance environmental justice in Region 9. Before coming to EPA, Morgan served as a Peace Corps Environmental Development Volunteer in the Dominican Republic, where she collaborated with a rural women’s association on community-based environmental projects, including improved cook stoves, youth environmental education, and ecotourism. She holds a Master of Public Policy with a specialization in Environmental Policy from Duke University and Bachelor of Arts in English Literature with a minor in Environmental Studies from UCLA.

Edyael Casaperalta
Senior Policy Advisor
Rural Utilities Services
U.S. Department of Agriculture
• Email: Edyael.Casaperalta@usda.gov

Edyael Casaperalta is Senior Policy Advisor at the Rural Utilities Service. She is an attorney who has supported indigenous and underrepresented communities in telecommunications matters. Most recently, she served as ACI Project Manager for AMERIND, the only 100-percent Tribally owned insurance provider in the United States, where she supported the company’s efforts to bring high-speed broadband to Tribal Nations, businesses, and communities. Prior to that, she was a fellow in the American Indian Law Program at the University of Colorado Law School. Casaperalta also served for over seven years with the Center for Rural Strategies leading the Rural Broadband Policy Group, a national coalition of rural organizations advocating for high-speed, affordable, broadband, and as author with the Daily Yonder, an online news service dedicated to rural issues. She received a bachelor’s degree from Occidental College, a master’s from Ohio University, and a juris doctor from the University of Colorado Law School. She is proud to be from Elsa, Texas, a small border town in the Rio Grande Valley area.
Amanda Cochran
Assistant Program Director
Pacific Region
AmeriCorps NCCC
• Email: NCCCPacific@cns.gov

Amanda Cochran is an Assistant Program Director at AmeriCorps NCCC Pacific Region for Idaho, Nevada, and Southern California. Amanda has worked at AmeriCorps NCCC for five years in various capacities, including Associate Resource Manager managing over 60 team budgets across two regions. Prior to her work with AmeriCorps NCCC, Amanda served as an AmeriCorps VISTA with ServeWyoming in Laramie, Wyoming and an AmeriCorps VISTA Leader in San Diego, California with the International Rescue Committee. She has worked in Michigan, Wyoming and Jordan conducting community assessments and evaluations and graduated from Andrews University in Michigan with an M.S.A. in Community and International Development. She is originally from a small mountain town in Northern California, enjoys cooking and loves to travel – her favorite trip so far was spending two summers in Jordan drinking lots of tea with the locals.

Josh Dickson
Deputy Director, White House Partnerships Office
Senior Advisor for Public Engagement, and The White House Office of Faith-Based and Neighborhood Partnerships

Josh Dickson is the Deputy Director of the White House Partnerships Office, Senior Advisor for Public Engagement, and The White House Office of Faith-Based and Neighborhood Partnerships. Josh served as the National Faith Engagement Director for Biden for President and was the Director of the Center for Faith-Based and Neighborhood Partnerships at the Department of Commerce during the Obama-Biden Administration. Josh was instrumental bridging relationships among faith leaders including Evangelicals. Josh is a Harvard and Michigan graduate.
Presenters

Jemea Dorsey
Chief Executive Officer
Center for Black Women’s Wellness
• Email: jdorsey@cbww.org

**Jemea Dorsey** currently serves as the Chief Executive Officer for the Center for Black Women’s Wellness, a community-based, nonprofit organization committed to improving the health and wellbeing of underserved Black women and their families in Atlanta, GA. Her journey began at CBWW over 20 years ago, where she served as the Program Manager for its teen pregnancy prevention program, and then as the Program Manager for Atlanta Healthy Start, its maternal and child health program. Jemea’s passion for health goes far beyond her commitment to the women and families served by CBWW. She is also dedicated to local and national efforts to address maternal health and health equity and serves on the Georgia Perinatal Quality Collaborative Advisory Committee; the Roadmap to Health Equity Steering Committee; the Georgia Charitable Care Network Advisory Board; and the Winship Cancer Institute Community Advisory Board. Ms. Dorsey received her Master’s of Science in Urban Policy from Milano, the New School for Management and Urban Policy; and her Bachelor of Arts in Psychology from Wesleyan University in Connecticut. Jemea resides in Atlanta, GA with her husband and son.

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Carrie Ellinwood
Deputy District Director
Sacramento District Office
U.S. Small Business Administration
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• Phone: 916-735-1722

**Carrie Ellinwood** is the Deputy District Director with the Sacramento District Office of the U S Small Business Administration, where she is responsible for working with lenders who participate in the SBA loan program in 22 counties of Northeastern California. She has worked for the U S Small Business Administration since 2007. In Fiscal Year 2020 the Sacramento District Office worked with local lenders to make 714 SBA guaranteed loans for a total of $535,819,800 to help start, grow, and expand small businesses. During the COVID19 Pandemic the Sacramento District Office worked with with 7(a) lenders to provide over 24,000 PPP loans for small businesses in the District. Prior to joining the U S Small Business Administration, Carrie Ellinwood worked for over 15 years in the financial services industry, worked for a Fortune 100 Corporation as a Financial Analyst and worked several years as a marketing consultant for small businesses.
Presenters

Noemi Emeric-Ford
Region 9 Regional Brownfields Coordinator
U.S. Environmental Protection Agency

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- Phone: 213-244-1821

Noemi Emeric-Ford has dedicated over twenty-five years of service to the U.S. EPA, working in Chicago and Washington, D.C. She is currently working for the Pacific Southwest Region (Region 9) in the Southern California Field Office as the Regional Brownfields Coordinator overseeing brownfields activities across Hawaii, California, Arizona, Nevada and the Pacific Islands. Noemi holds B.A. and M.A. degrees in communications from the University of Illinois at Chicago.

Nancy Gilbert
Senior Program Analyst
Division of Economic Development Integration and Disaster Recovery
Economic Development Administration

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Nancy Gilbert is a Senior Program Analyst in the Division of Economic Development Integration (EDI) and Disaster Recovery at the Economic Development Administration in Washington, DC, where she supports EDA’s collaboration with federal partners help align programs, coordinate resources, and increase for regional and local stakeholders to federal assistance that can advance locally led economic development. Before joining EDA, Nancy served as a Program Manager for state and regional entrepreneurship programs in the Small Business Administration’s Office of Small Business Development Centers (SBDCs), and in HUD’s Office of Economic Development, where she oversaw economic development grants and tax incentive programs underway in federally designated Empowerment Zones and Renewal Communities. Nancy previously worked on telecommunications and energy regulations at the California State Public Utilities Commission, and as a research consultant on philanthropic and university-based community revitalization initiatives in the San Francisco Bay Area. She holds a degree in Economics from UC Santa Barbara, and a Master’s in Public Administration from San Francisco State University.
Laura Huerta Migus was appointed Deputy Director, Office of Museum Services, in July 2021. She comes to IMLS following her tenure as Executive Director of the Association of Children's Museums (ACM) in Arlington, Virginia, the world’s largest professional society promoting and advocating on behalf of children’s museums and children’s museum professionals. Throughout her career, Laura has been devoted to the growth and education of children, particularly those from underserved and under-resourced communities. Under her leadership, ACM pursued innovative and effective partnerships to leverage the power of children’s museums worldwide. In 2018, Laura was named as an Ascend Fellow of the Aspen Institute, and in 2016, she was recognized as a Champion of Change for Summer Opportunity by the White House. She is a noted speaker and author on topics of equity and audience-focused museum practice for institutions including the Board of Science Education of the National Academies of Sciences, the U.S. Play Coalition, and various university texts. Previously, she served as the Director of Professional Development and Equity Initiatives at the Association of Science-Technology Centers, Inc. and also held positions at the National Multicultural Institute and the National Association for Bilingual Education. Huerta Migus earned a B.A. in Spanish from Texas A&M University and an M.S. in Organization Development and Leadership from Saint Joseph’s University.

S. James Guitard
Education Program Analyst
Promise Neighborhoods
U.S. Department of Education
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S. James Guitard is an education program analyst at the U.S. Department of Education with extensive history and experience in systemic education reform efforts ranging from place-based initiatives and school choice and improvement programs to family and community engagement strategies. Guitard has provided technical assistance to school districts, universities, and nonprofit organizations concerning their efforts to build a complete continuum of cradle-to-career solutions that includes both educational programs and family and community supports, with great schools at the center. Guitard has also overseen federal grants to eligible local educational agencies to establish and operate magnet schools operated under a court-ordered or federally approved voluntary desegregation plan to desegregate public schools by supporting the elimination, reduction, and prevention of minority group isolation. Currently, Guitard provides grant management and technical assistance to federally funded Full-Service Community Schools that provide comprehensive academic, social, and health services for students, students’ family members, and community members to improve educational outcomes for children.
Presenters

Dr. Roshunda Ivory
Regional Minority Health Analyst
Acting Regional Women’s Health Analyst
U.S. Department of Health and Human Services
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• Website: https://minorityhealth.hhs.gov/

**Dr. Roshunda Ivory** currently serves as the Region 4 Minority Health Analyst and Acting Region 4 Women’s Health Analyst for the U.S. Department of Health and Human Services. In this capacity, she works with state, local, tribal, and community stakeholders to improve health, eliminate health disparities and advance health equity in minority, underserved, and vulnerable populations. Dr. Ivory holds a Doctorate of Public Health from Jackson State University, a Masters of Science from Mississippi Valley State University, and a Bachelors of Science from Mississippi State University. Additionally, she is a Certified Health Education Specialist (CHES®).

Cyndee Landrum
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
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**Cyndee Landrum** was appointed as the Deputy Director, Office of Library Services in June 2019. In her current role she collaborates with IMLS's senior leadership to support agency priorities, policy and partnerships, and provide leadership and direction for the library grant programs. Ms. Landrum oversees the agency's largest program, Grants to States, which is the primary source of federal funding for library services in the United States, and the agency's discretionary grant programs, including National Leadership Grants for Libraries, the Laura Bush 21st Century Librarian program, Native American and Native Hawaiian Library Services, and the newest library grant initiative, Accelerating Promising Practices for Small Libraries. Over a professional career of more than 20 years, Ms. Landrum has served in public libraries across the country. Prior to her IMLS appointment, she served as CEO-Director of the Evansville Vanderburgh Public Library in Indiana. She also served as assistant director for public services at Oak Park Library in Illinois, assistant director of Mt. Lebanon Public Library in Pittsburgh, and held various positions at the Glendale Public Library in Arizona. She has been active in local, state and national professional associations including serving as president of the Arizona Library Association. Ms. Landrum has also volunteered on local non-profit and municipal boards, including the Evansville Promise Zone Governance Advisory Board. Ms. Landrum has a Bachelor of Arts degree in linguistics from Northwestern University, a Masters degree in Library and Information Science from University of Southern Mississippi and is a doctoral candidate in the School of Library and Information Science at Simmons University.
Presenters

Doug Lynott

Director, Division of Economic Development Integration, EDA

• Email: edi@eda.gov

Doug Lynott is the Director of the Division of Economic Development Integration at the EDA, a bureau within the U.S. Department of Commerce. In this role, Mr. Lynott is responsible to provide leadership and direction for an integrated approach to the co-investment of federal economic development resources, and serves as the lead in coordinating this work in collaboration with other federal economic development agencies and programs. Prior to his current role with EDA, Mr. Lynott was the Acting Director of Program Administration in the Multifamily Office of Recapitalization, U.S. Department of Housing and Urban Development (HUD). Since returning to HUD in November 2009, Mr. Lynott was also a leading contributor to a pair of HUD programs established to provide relief to homeowners and neighborhoods directly impacted by the U.S. housing market crash of 2007 – 2009, including the FHA First Look Program, and the Emergency Homeowner Loan Program (EHLP). While he worked at HUD, Mr. Lynott also served as the co-lead of the Strong Cities, Strong Communities (SC2) team working with the City of Flint, MI. Mr. Lynott worked for the Fairfax County, VA, Department of Housing and Community Development between July 2005 and October 2009. As the county’s HOME Program Manager he led the design, implementation and management of two new Fairfax County affordable housing programs: the Homebuyer Equity Loan Program (HELP), which provided direct financial assistance to first-time homebuyers; and the Partnership for Permanent Housing, which provided affordable housing assistance, along with job training and other supportive services to homeless families in Fairfax County. Mr. Lynott earned his Master’s in Public Administration and Urban Affairs from Michigan State University in 1998. He first entered public service as a Presidential Management Intern (PMI) in August of 1998 when he began working for HUD in Washington, D.C.

Heather Luzzi

District Director, Sacramento District Office

Small Business Administration

• Email: Heather.Luzzi@sba.gov

A former banking executive with over 30 years of Banking and Finance experience. Luzzi oversees the delivery of SBA products and services in the Sacramento District’s 22 county Northern California region. Luzzi re-joined the SBA in 2017 as the District Director after a three-year absence. She is an experienced banker and leader who understands the challenges of small business owners who want to start and grow companies in the Sacramento area. Luzzi is no stranger to small business, as her Grandfather owned and operated a Furniture store in San Francisco for 40 years, both her Mother and Father were small business owners and the youngest of her three children started his own small business at the young age of 11. Luzzi is strong advocate for small businesses and the communities that her office serves. Luzzi previously held leadership positions at several financial services organizations including Senior Account Executive, Branch Manager, and Regional Production Manager. Most recently, she served as Senior Vice President and Managing Director of SBA Lending for a small community bank. She has also worked at SBA as Senior Analyst, District International Trade Officer, and Lender Relations Specialist. As the Small Business Administration’s Sacramento Director, Luzzi is a champion for the region’s entrepreneurs, expands access to SBA programs by under-served communities, increase utilization of SBA services across the District’s 22 Northern California counties, and manages staff in the SBA’s Sacramento Office.
Presenters

Chad Maisel
Director of Racial and Economic Justice
Domestic Policy Council
The White House

**Chad Maisel** is the Director of Racial and Economic Justice, Domestic Policy Council which works everyday to implement a comprehensive approach to advancing equity for everyone in all realms from health to economic security, education and safety. Chad is returning to the White House after serving Senator Cory Booker of New Jersey as his economic policy advisor. Chad served in the Obama Administration as a senior policy advisor for the White House National Economic Council and Domestic Policy Council where he led efforts to address childhood poverty and close the digital divide. Chad is a Princeton and Emory alumni.

Lukas McGowan
Senior Advisor
White House Interagency Council

C.J. Mishima
Environmental Justice Grants and Community Driven Solutions Coordinator, Region 9
Tribal, Intergovernmental and Policy Division
U.S. Environmental Protection Agency

- Website: [www.epa.gov](http://www.epa.gov)

**CJ Mishima** is on a yearlong detail as the Environmental Justice Grants and Community Driven Solutions Coordinator. Prior to this position, he was a General Assistance Program Project Officer in the Tribal Branch and the Tribal/EPA conference coordinator. CJ has recently received his Masters in Environmental Management from the University of San Francisco with a focus on the benefits of Traditional Ecological Knowledge. He also is a Returned Peace Corps Volunteer (RPCV) where he served in Malawi, Africa as an Environmental Volunteer. He worked with surrounding communities to a National Park bringing natural resource management programs such as the implementation of the use of improved cook stoves.

Elson Nash
Acting Director of the School Choice and Improvement Programs
U.S. Department of Education

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**Elson B. Nash** has worked in the education and non-profit fields for 25 years. He started his career with the Carter Center’s first domestic initiative called the Atlanta Project (TAP). After TAP, Elson worked in various capacities in higher education at the local, state and national levels. Elson’s career as a funder began at Ashoka-Innovators for the Public where he searched and selected social entrepreneurs in the U.S. and Canada. From Ashoka Elson went to the Corporation for National and Community Service (CNCS) where he started as a program coordinator for Learn and Serve America. His tenure at CNCS ended after 10 years where he ultimately served as the Deputy Director of the White House Council for Community Solutions.

In July of 2012, Elson began as Team Lead for the Promise Neighborhoods and Full-Service Community Schools programs at the U.S. Department of Education. Currently, Elson serves at the Acting Director of the School Choice and Improvement Programs Division of the Office of Elementary and Secondary Education at the U.S. Department of Education. The programs that make up this division include the DC Opportunity Scholarship Program, the Full-Service Community Schools Program, the Magnet Schools Assistance Program, the Promise Neighborhoods Program, and the Statewide Family Engagement Centers Program.
Doug M. Nguyen is the Regional Communications Director who oversees the public affairs program for the Social Security Administration’s (SSA) six-state Chicago Region. Doug was a speaker on the National State Health Insurance Assistance Programs (SHIP) Virtual Medicare Fair and co-presenter on CMS’ 2020-21 National Training Programs. Doug currently serves as the Great Lakes Regional Lead for the White House Initiative on AANHPs (WHIAANHP) and the Working Interdisciplinary Network of Guardianship Stakeholders (WINGS). Doug is an alumnus of SSA’s Advanced (ALP) and Operations Leadership Programs (OLDP) in which he held assignments in the Office of Legislation and Congressional Affairs and the Office of the Chicago Regional Chief Administrative Law Judge. He is a recipient of SSA’s Commissioner and Regional Commissioner Honor Awards and a previous recipient of the Chicago Federal Executive Board’s Award for Outstanding Community Service.

Chad Parker has worked with USDA Rural Development for 29 years and is currently serving as the Acting Rural Housing Service Administrator, overseeing all Rural Housing Service’s programs including the Community Facilities Program.

In his usual role as the Deputy Administrator, Community Programs, he is responsible for Community Facilities Direct Loans, Guaranteed Loans, and Grants, Economic Impact Initiative Grants, Tribal College Grants, and the Rural Community Development Initiative. Chad has previously administered USDA Rural Development’s Telecommunication Programs; Cooperative Programs; Business Programs; Energy Programs and Single-Family Housing Programs.

Chad holds a M.B.A. and a B.S. from the Pamplin School of Business at Virginia Tech.
Michele Perez
Assistant Deputy Secretary
Office of Field Policy and Management (FPM)
U.S. Department of Housing and Urban Development

With 25 years at the field and headquarters levels of service-driven agencies, Michele Perez has led programs and directed operations across government, non-profit and philanthropic organizations. In February 2021, Michele was appointed to serve as the Assistant Deputy Secretary of the U.S. Department of Housing and Urban Development’s (HUD) Office of Field Policy and Management. In this role she oversees the department’s regional and field offices as they deliver on HUD’s mission to create strong, sustainable, inclusive communities and quality affordable homes for all. Michele launched her civil service in HUD’s Midwest Regional office in 1999 and is pleased to return to federal service as part of the Biden-Harris Administration. Prior to joining HUD, Michele served as the Chief Operating Officer of the Tahirih Justice Center where she led strategy execution which supported immigrant survivors of gender-based violence seeking asylum in the United States. Her portfolio included talent management, organizational development, finance, operations and risk management, and information technology. Michele joined Tahirih from the U.S. International Development Finance Corporation (formerly OPIC), where she served as Vice President of Management and Administration, as well as a Senior Advisor to the President and CEO for Diversity, Inclusion and Engagement. Her leadership enabled partnerships with developing economies globally, encouraged more open, democratic and stable societies and improved the living conditions for low-income communities worldwide. Michele has also worked at the U.S. Department of Veterans Affairs (VA), where she served as a key advisor and consultant to the VA Chief of Staff on human resources, strategic planning and financial management. During her tenure at VA, she was also charged with execution and coordination of workforce enterprise strategies for the Veterans Health Administration, the nation’s largest integrated healthcare system. Prior to VA, Michele spent nearly ten years in HUD’s Midwest Regional office in Chicago, IL, where she served as a Community Builder and later ensured the payment of prevailing wages in HUD-funded construction throughout the six state region. Michele holds a BS in Human Services from Cornell University and an MS in Management from the Catholic University of America. She speaks Spanish, French and Kreyol, and grew up in a Haitian and El Salvadoran household of immigrants in Miami, FL.

PaaWee Rivera
Senior Advisor, Intergovernmental Affairs
Director of Tribal Affairs
The White House

PaaWee Rivera is the Senior Advisor for Intergovernmental Affairs and Director of Tribal Affairs and a member of the White House Council on Native American Affairs. He worked the western coalitions for the Biden-Harris campaign, served as a political director of Senator Elizabeth Warren’s western campaign during her 2020 presidential run and her 2018 Senate reelection campaign. PaaWee has worked for both the Democratic National Committee and as a lobbyist. Before graduating from Dartmouth, PaaWee was a track stand out at Santa Fe Prep.
Frances Sakaguchi
Economic Development Integrator
Seattle Regional Office
Economic Development Administration
• Email: fsakaguchi@eda.gov

Frances Sakaguchi is the Economic Development Integrator for the US Department of Commerce, Economic Development Administration (EDA), Seattle Regional Office. As the EDI, Frances expands and enhances EDA’s capacity to create jobs and build economic capacity through building partnerships, coordination and collaboration with various federal partners, their programs as well as look at other opportunities for community and regional economic growth. The interagency collaboration assists the public and community stakeholders to identify and leverage federal resources and tools, best suited to address local needs and achieve regional economic prosperity. Frances’s EDI works also includes outreach and referrals, disaster program coordination efforts, cross agency priorities and regional plan alignments. Her region covers eight states including WA, OR, CA, ID, NV, AZ, AK, HI and the US Pacific Islands.
Prior to EDA, Frances has worked for multiple federal agencies working in diverse sectors from land resource managing, biological and environmental work, outdoor recreation planning, and overseeing various federal funding programs. She has also worked in the non-profit and private sector focused on cultural landscapes, cross cultural populations and non-traditional users of resource lands. Prior to her current position, Frances lead the University Center Program, as well as the Planning Partnership and Local Technical Assistance program for EDA’s Seattle Region.

Christopher Taylor
Director of Field Operations
Office of Field Policy and Management
U.S. Department of Housing and Urban Development Headquarters

Christopher Taylor joined HUD 15 years ago in the Office of Public and Indian Housing. For most of his tenure, he served as either the Budget Director for Program Review or as the Deputy Regional Administrator for Region IV. In 2019, Mr. Taylor accepted the position of Director of Field Operations in the Office of Field Policy and Management. His primary responsibility was to manage Secretarial Initiatives and complete program evaluations. While in the current role, Mr. Taylor works with the Field Leadership Team to communicate the priorities and policies of the Secretary and develop community relationships that ensure the success of the Secretary’s initiatives and special projects. A native of Saint Louis, Missouri, Mr. Taylor has a Master’s degree in Public Administration from the Rockefeller College at State University of New York Albany and a Bachelor’s degree in Business Administration from Morehouse College.
Presenters

**Emy Tseng**
Senior Broadband Program Specialist  
National Telecommunications and Information Administration  
U.S. Department of Commerce  
- Email: etseng@ntia.gov

**Emy Tseng** is a Senior Broadband Program Specialist with the National Telecommunications and Information Administration (NTIA). Her policy, stakeholder engagement and grants administration work focuses on expanding broadband access, adoption and digital skills in underserved and vulnerable communities. Prior to NTIA, Ms. Tseng was the Digital Inclusion Director for the City and County of San Francisco where she developed one of the country’s first local government digital inclusion initiatives. In that role, she also served on the first California State Broadband Task Force. She previously worked in philanthropy on digital inclusion and communications policy and in the technology sector as a software engineer and project manager. Ms. Tseng holds a Master of Science degree in Technology and Policy Program from the Massachusetts Institute of Technology (MIT), and a Bachelor of Science degree in Math/Physics from Brown University. From 2014-2016, she was a fellow and affiliate of the Berkman Klein Center for Internet and Society at Harvard University. In 2017, Ms. Tseng was awarded the Charles Benton Digital Equity Champion Award for her longstanding work on digital inclusion.

**Thomas J. Vilsack**
Secretary of Agriculture  
U.S. Department of Agriculture

**Thomas J. Vilsack** was confirmed as the 32nd United States Secretary of Agriculture on Feb. 23, 2021 by the U.S. Senate. He was nominated by President Joe Biden to return to a role where he served for eight years under President Barack Obama. As leader of the U.S. Department of Agriculture as the 30th Secretary of Agriculture between 2009-2017, Vilsack worked hard to strengthen the American agricultural economy, build vibrant rural communities and create new markets for innovation in rural America. He fought to put Americans back to work by investing in rural infrastructure, renewable energy and large-scale conservation partnerships. Under his leadership, USDA supported America’s farmers, ranchers and growers who drove the rural economy forward, set records for U.S. agricultural exports, provided food assistance to millions of Americans, and helped provide a safe, sufficient and nutritious food supply for the American people. USDA introduced healthier food choices in school meals to benefit 50 million children during Vilsack’s tenure and expanded free and reduced-price lunches for millions of kids. Vilsack was the longest-serving member of President Obama’s original Cabinet. Prior to his appointment, he served two terms as the Governor of Iowa, served in the Iowa State Senate and as the mayor of Mt. Pleasant, Iowa. He received his bachelor’s degree from Hamilton College and his law degree from Albany Law School in New York.
Presenters

Erich Yost
Senior Community Planning and Development Specialist
U.S. Department of Housing and Urban Development
Office of Community Planning and Development
Office of the DAS for Economic Development

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Erich Yost recently joined the U.S. Department of Housing and Urban Development (HUD), Office of Community Planning and Development (CPD), Office of the Deputy Assistant Secretary for Economic Development as a Senior Community Planning and Development Specialist working for Deputy Assistant Secretary Robin Keegan. He previously served as the Acting Branch Chief for the Place-Based Initiatives Division in HUD's Office of Field Policy and Management (FPM) Headquarters team with a focus on Opportunity Zones, Promise Zones and ConnectHomeUSA. Mr. Yost co-authored the two White House Opportunity and Revitalization Council Reports (One Year Report and the Best Practices Report), two HUD Opportunity Zone Toolkits and HUDs Opportunity Zone webinar series and leads the implementation efforts at HUD. Prior to his leadership role with FPM Headquarters, he served as a Supervisory Management Analyst with FPM HQ and prior to that with the HUD Los Angeles Field Office. While in the LA Field Office Erich supported the development of several federal interagency place-based initiatives nationally and locally with a focus on leveraging public and private funding for comprehensive neighborhood revitalization. Erich served as the LA Promise Zone Community Liaison since the launch of the initiative as well as serving as the San Diego Promise Zone Community Liaison for several years. While served the LA Promise Zone he helped the initiative leverage 78 federal grants from 17 federal agencies for close to $320 million in federal funding. Erich joined HUD as a Supervisory Project Manager / Production Chief for HUD’s Los Angeles Multifamily Development team where help develop HUD’s Low Income Housing Tax Credit Pilot (LIHTC) program and financed the first Rental Assistance Demonstration FHA-insured loan for HUD. Mr. Yost previously was an entrepreneur, worked as the Director of Investment Management at Edison Capital, and held various positions focused on commercial real estate financing and development at Wells Fargo Bank, First Interstate Bank, and Cushman & Wakefield. Mr. Yost is a Partnership for Public Service Excellence in Government Senior Fellow. Erich received his undergraduate degree in Economics/Business from UCLA where he graduated Cum Laude and received an MBA from the University of California, Irvine Paul Merage School of Business where he was a Dean's Scholar.
Special Thanks

Special thanks to the National Coalition of Promise Zones 2021 Federal Convening Planning Committee:

Julius Austin  
(Sacramento Promise Zone)

Sandi Curd  
(Kentucky Highlands Promise Zone)

Andrea Ekiyor  
(HUD / Evansville Promise Zone Community Liaison)

Dr. Michael Huff  
(HUD / Sacramento Promise Zone Community Liaison)

Johnnie Lattimore (HUD / Atlanta Promise Zone Community Liaison)

Silas Matchem  
(Evansville Promise Zone)

AmeriCorps VISTA Member: Hannah Penner  
(Sacramento Promise Zone)