

Texas Panhandle Regional Community Asset Building Forum:

# A Call to Action!



April 19, 2012

8:30 a.m.–3 p.m.

Amarillo Civic Center, 401 S. Buchanan St.  
Amarillo, Texas 79101

Hosted by the Federal Reserve Bank of Dallas and City of Amarillo  
In partnership with Amarillo National Bank, Amarillo Area  
Foundation, Opportunity Texas, RAISE Texas and Texas Rural Innovators

# Agenda

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**8:30 a.m. Registration and Networking**

**9 a.m. Welcome and Introductions**

Lilia Escajeda

*Amarillo National Bank and Commissioner Place 3,  
City of Amarillo*

Bobby Gierisch

*Coordinator, Texas Rural Innovators*

Laura Rosen

*Project Coordinator, Opportunity Texas  
Center for Public Policy Priorities*

**9:15 a.m. Video Introduction and Video**

Roy Lopez

*Senior Community Development Advisor,  
Federal Reserve Bank of Dallas*

**9:25 a.m. Asset Building Overview: Roads to Financial Success**

Woody Widrow

*Executive Director, RAISE Texas*

**9:45 a.m. Measuring Economic Opportunity in Texas and the Panhandle**

Don Baylor

*Senior Policy Analyst, Opportunity Texas  
Center for Public Policy Priorities*

**10:05 a.m. Incentivized Savings Program: Your Tool to Your Objective**

Paul Henderson

*Workforce Development, South Plains College, Plainview*

Woody Widrow

**10:35 a.m. Break**

**10:45 a.m. Financial Education: Opening Doors to Asset Development**

*Facilitator*

Lilia Escajeda

Laura Rosen

Melissa Curtis

*Bank Officer—Loan Review, Happy State Bank*

Steve Smart

*Executive Director, Amarillo Habitat for Humanity*

**11:35 a.m. The Benefit Bank and Beyond!**

*Facilitator*

Clay Stribling

*President and CEO, Amarillo Area Foundation*

Ralph Gildehaus

*Senior Fellow, MDC*

Camille Miller

*President and CEO, Texas Health Institute*

Leslie Winder

*Director of Customer and Marketing Services, The Benefit Bank*

**12:30 p.m. Luncheon Address**

The Importance of Building a Savings Culture for the Pursuit of Education

Camille Busette

*Assistant Director, Office of Financial Education*

*Consumer Financial Protection Bureau*

**1:45 p.m. Break**

**2 p.m. Open Discussion—Concurrent Sessions**

**Rural Interests**

Bobby Gierisch

Charlotte Rhodes

*Vice President, Amarillo Area Foundation*

Eric Turner

*Main Street Manager, City of Plainview*

**Amarillo Interests**

Don Baylor

Annette Carlisle

*Director, Panhandle Twenty/20*

**3 p.m. Adjourn**

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## Luncheon Speaker

**Camille Busette**

*Assistant Director of the Office of Financial Education*

*Consumer Financial Protection Bureau*

Busette is the assistant director of the Office of Financial Education. Prior to joining the CFPB, Busette was a senior fellow at the Center for American Progress, where she focused on financial opportunities for low-income populations. Previous posts include vice president of EARN, a nonprofit provider of micro-savings services to low-income families in the U.S.; deputy director of government relations for PayPal, where she managed PayPal's regulatory advocacy globally; and head of the privacy function at Intuit. Busette is a former Ford Foundation post-doctoral research fellow and holds a PhD in political science from the University of Chicago.

# Event Planning Committee

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Soraya Anderson  
*Federal Reserve Bank of Dallas*

Don Baylor  
*Opportunity Texas*  
*Center for Public Policy Priorities*

Lilia Escajeda  
*Amarillo National Bank and City of Amarillo*

Bobby Gierisch  
*Texas Rural Innovators*

Roy Lopez  
*Federal Reserve Bank of Dallas*

Charlotte Rhodes  
*Amarillo Area Foundation*

Laura Rosen  
*Opportunity Texas*  
*Center for Public Policy Priorities*

Magda Salazar  
*Federal Reserve Bank of Dallas*

Woody Widrow  
*RAISE Texas*