

FMCRC SUMMIT

Program Overview

Blueprint For Prosperity In Florida Minority
Under-served Communities

Community Revitalization and
Job Creation in Florida
Low-Moderate Income
Communities

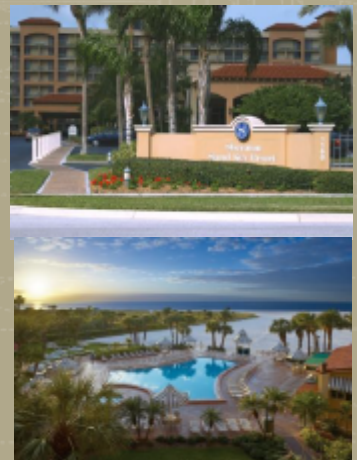
7th Annual

2009 FMCRC Florida Minority Community Economic Development Summit

Community Economic Development Leaders,
Federal Regulators, Financial Institutions and
President(elect) Obama Administration officials
to be invited to participate in the following key
FMCRC Summit Programs:

- CRA Public Policy Roundtable
- Access To Capital
- Community Revitalization Best Practices
- Job Creation Models
- Florida Legal Economic Opportunity Forum
- Florida Minority Media Outlet Roundtable
(Automotive & Financial Institutions)
- Annual Florida Minority Community
Economic Development Awards Dinner

May 26-27
Sheraton Sand Key Resort
Clearwater Beach Florida



FREE HOTEL ROOMS
FOR NON PROFITS

FMCRC-Erica Cardenas
www.fmcrc.org
Summit@fmcrc.org

Program Highlights

Florida Legal Economic Opportunity Forum

Co-Chars:

Reggie Clyne Esq.-Wilkie D. Ferguson Jr. Bar Association
Rolando Sanchez-Medina Esq.-President, Cuban American Bar Association

FMCRC, along with organizing partners, is hosting the 1st Annual Florida Minority Legal Economic Opportunity Forum May 26th 2009 at the Sheraton Sand Key Resort on Clearwater Beach. The focus of this forum is to match financial institutions with Florida minority attorneys that are limited in their ability to gain exposure to the billions of dollars of Financial Industry contracts. The goal is to stimulate jobs and economic growth for Florida's minority law firms and attorneys.

There are over 4,300 minority attorneys in Florida that represent over \$20 billion of potential business and deposits for financial institutions. Currently minority attorneys represent only 3.5% of all outsourced legal contracts for the top financial institutions in Florida.

The Minority Legal Economic Opportunity Forum will provide an opportunity for Florida minority attorneys and law firms to gain access to decision makers for financial institutions that operate in Florida. The Forum will also inform Florida minority attorneys on certification procedures to become more marketable to pursue financial industry contracts.



Forum Invited Financial Institutions:

- *American Express
- *Bank of America
- *Bank United FSB
- *BB&T
- *Capital One
- *Citi
- *Chase
- *Colonial Bank
- *Fifth Third Bank
- *Raymond James
- *Regions Bank
- *Wells Fargo

TARGET CITIES FOR LEGAL PROCUREMENT:

- *Miami
- *Ft. Lauderdale
- *West Palm Beach
- *Sarasota
- *Clearwater
- *St. Petersburg
- *Tampa
- *Orlando
- *Jacksonville

Other Scheduled Programs

CRA Public Policy Roundtable

Moderators: Orson Aguilar, Director - Greenlining Institute
Al Pina, Chair - FMCRC

Inner City Market Based Community Economic Development Best Practices (Including Green Programs)

Moderators: TBD

FMCRC FHA Housing Financing Initiative & FMCRC Minority Non Profit For Profit Program

Moderators: Sylvia Alvarez, President - Housing & Education Alliance
Philip Tagliarni, President - American Liberty Funding

Non Profit Best Practices

(Accounting, Finance, Administrative, Legal)

Moderators: Consuelo Herrera, Forensic Accountant
Porfiria Ramirez, Assets & Hope Process Administrator
Reginald Clyne Esq., President - Clyne & Associates

2010 Census Roundtable

Moderators: Florida Puerto Rican Chamber Coalition

FMCRC Annual Community Development Golden Eagle Awards (May 26-Dinner)

Master of Ceremony: David Lizarraga, Chairman - TELACU & USHCC

Program is subject to change pending VIP Guests:
Federal, Financial Industry or Corporate

Program Highlights

Florida Minority Media Outlet Roundtable

Financial Institutions & Automotive Manufacturers (dealers)

Co-Chairs:

Johnson Ng: United Chinese News of Florida
Dr. Eladio Jose Armesto: Treasurer-US Hispanic Publishers Association
Paul Jerome: Editor and Publisher-Flavour Magazine
Nilda Alejandro: President-Puerto Rican Chamber of NE Florida
Kim Reteguiz: President-Latino In The City Television Show
Vicente Medina: Co-Host Latino's Today Television Show

There are over 325 Florida based minority media outlets that have a significant reach into our communities and businesses. These outlets (print, radio, Internet, television) can prove to be a tremendous tool to reach Latino, African-American and Asian consumers in Florida. Yet today, these important community marketing vehicles have little or no access to financial institutions and automotive manufacturers regional or local marketing mechanisms.

This lack of access or opportunities for these Florida based media outlets has a negative impact for both these industries and the economic prosperity of Florida communities.

Financial and automotive industry out source billions of dollars to market to Florida minority families and businesses. We are finding that Florida local and state media outlets are not provided access or opportunities to demonstrate their ability to provide a competitive advantage with increased access to the Florida minority consumer base.

It is estimated that the purchasing power of Florida minorities is well over \$50 billion annually. To address this opportunity for your company to better access our communities, over 30 Florida minority media outlets have come together through FMCRC. These selected Florida minority media outlets will be able to provide financial institutions and automotive manufacturers with insight (and data) on why Florida minority media outlets can provide them a grass roots marketing tool to better access the Florida minority consumer.

FMCRC request representatives from key financial institutions and key automotive manufacturers (including dealers) marketing departments to attend this Florida Minority Media Outlet Roundtable May 27th.

Florida Procurement Incubating Forum

Co-Chairs:

Raul Espinoza: Founder & President-Fairness and Procurement Alliance (FPA)
Dr. Henry Thomas, Director-FPA

The focus of this forum is to bring together State and Federal elected Officials, SBDC procurement personnel, foundations and leaders and advocates from Florida minority organizations to discuss breakthrough methods with which to build capacity stimulate jobs and economic growth for small businesses in distressed and economically underserved communities in the State. Key officials from the State of Florida, the Obama Administration, Congress and SBA will be invited to attend.

The **Florida Procurement Incubating Forum** will share information, principles, experiences and best practices with which to help disadvantaged businesses in the State of Florida build capacity for public procurement by furthering the 'partnership principles' of The Umbrella Initiative which are "driven by innovation and focused on results".



Invited Financial Institutions:

- *American Express
- *Bank of America
- *Bank United FSB
- *BB&T
- *Capital One
- *Citi
- *Chase
- *Colonial Bank
- *Fifth Third Bank
- *Raymond James
- *Regions Bank
- *Wells Fargo

Invited Automotive Manufacturers:

- *BMW
- *Ford
- *Honda
- *Hyundai
- *Kia
- *Nissan
- *Subaru
- *Toyota
- *Volkswagen

