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Monica Lozano, Publisher and Chief Executive Officer, *La Opinión* to speak at awards luncheon for community economic development lenders and economic agencies

LOS ANGELES, Oct. 13, 2009 – Monica Lozano, Publisher and Chief Executive Officer, *La Opinión*, will be the keynote speaker at the twelfth annual CEDLI/CARAT Awards Luncheon, “Recognizing Excellence in Community Economic Development,” Oct. 13 at the Millennium Biltmore Hotel in Los Angeles.

The luncheon will be held from 11:30 a.m. to 1:30 p.m. at the Millennium Biltmore, 506 S. Grand Ave., Los Angeles. Co-hosted by U.S. Bank and Wells Fargo Bank, California Economic Development Lending Initiative (CEDLI) and California Resources and Training (CARAT), and co-sponsored by Bank of America, this luncheon will include the presentation of community development awards to three banks, one lender, one small business, one non-profit, and three individuals.

“Despite the unprecedented decline in the global economy, most notable in California, CEDLI supported its bank partners by providing investment capital to numerous small businesses and community development organizations throughout the region. This luncheon celebrates the support of our many key partners who are being recognized for their outstanding performance,” stated Ray Mendoza, Acting CEO, CEDLI.

Ms. Lozano is a successful publisher whose career also encompasses civic leadership. Ms. Lozano is Publisher and Chief Executive Officer of *La Opinión*, whose award-winning editorial content has established the paper as a leader in coverage of issues important to the Latino community and has been recognized by numerous journalistic, civic and business organizations. Ms. Lozano concurrently serves as Sr. Vice President of Newspapers for Impremedia, LLC, which is the number one Hispanic news and information company in the U.S. in online and print with newspapers and magazines in most of the country’s top Hispanic markets. Ms. Lozano serves on the boards of directors of two publicly-traded companies: Bank of America and the Walt Disney Company, as well as some non-profit organizations. Appointed by President Barack Obama, Ms. Lozano presently serves as a member to the President’s Economic Recovery Advisory Board.

The eight awardees for “Outstanding Performance in Community Development” are:

- *Outstanding Performance in Community Development Lending:* Comerica Bank, Pacific Enterprise Bank, and Wells Fargo Bank.
- *Outstanding Performance in Community Economic Development and Revitalization, the CEDLI Co-Lending Program for Small Business:* Los Angeles Care Group, LLC. Los Angeles Care Group, LLC (LA Care) is an adult residential facilities company housing 24 developmentally-disabled adults. Led by President Aisha Andrews since January 2009, LA Care operates four residential facilities throughout the Los Angeles area.
- *Outstanding Performance in Community Economic Development and Revitalization, the CEDLI Loans to Lenders Program:* Women’s Economic Ventures (WEV). Under the leadership of Marsha Bailey, WEV is in its 19th year of helping women entrepreneurs that make vital contributions to the Southern California economy. WEV provides self-employment training, technical assistance and micro-loans to primarily low-income women in Ventura and Santa Barbara counties. WEV’s Small Business Loan Fund (SBLF) has made over \$2 million in loans to local, pre-bankable micro-enterprises, and more than 1,000 businesses have started or grown with WEV’s help. WEV is consistently one of the top-performing Women’s Business Centers in the nation, as recognized by the Small Business Administration. In 2008, WEV was chosen by Maria Shriver, First Lady of California, and the Governor as one of only three micro-enterprise organizations to provide economic development to the women of California through the statewide WE Invest Initiative.

- *Outstanding Performance in Community Economic Development and Revitalization, the CEDLI Direct Real Estate Program:* Neighborhood House of North Richmond. Founded in 1954 by the American Friends Services Committee, a Quaker group, Neighborhood House of North Richmond is a nonprofit organization with a mission to improve the quality of life for residents in West Contra Costa County and children throughout the world. The organization has 65 staff who administer 18 community-based programs. Service delivery includes transitional housing, residential substance abuse treatment for up to 120 clients and outpatient treatment, HIV/AIDS education and prevention, family case management, a senior center and youth violence prevention. Neighborhood House of North Richmond is the recipient of many awards from such distinguished entities as the California State Legislature's Woman of the Year for Executive Director Barbara Becnel, as well as KQED-TV, the Environmental Protection Agency, and the U.S. Department of Justice.
- *Outstanding Leadership and Innovation in Community Economic Development:* Tim Hanlon, President, Wells Fargo Foundation and Senior Vice President, Wells Fargo. Tim Hanlon first joined Wells Fargo in 1980 and is responsible for Wells Fargo's national charitable giving programs, the company's Community Support/United Way campaign, volunteerism, and financial literacy education. A hallmark of Tim's management of Community Development was his development of close partnerships with community and nonprofit organizations. Under Tim's leadership, Wells Fargo's partnership with California Reinvestment Coalition led to the development of the California Technical Assistance Initiative for Capacity Building. Funded by Wells Fargo and managed jointly with CRC, the initiative became a model for other financial services institutions to develop similar programs.
- *Innovation in Technical Assistance (TA) Performance and Service:* Emily Gasner, Executive Director of TMC Development Working Solutions. Working Solutions is a nonprofit organization in San Francisco she co-founded in 1999 that provides microloans, technical assistance, and education to underserved microentrepreneurs in the Bay Area that want to start or grow a business but have limited or no access to traditional financing. Ms. Gasner has assisted hundreds of local microenterprises and small businesses access the capital, resources and support they need to grow and succeed. She was honored with the 2008 Financial Services Champion of the Year Award during San Francisco Small Business Week from the San Francisco District Office of the U.S. Small Business Administration.
- *Innovation in Technical Assistance (TA) Performance and Service:* Elizabeth Makee, Executive Director, ACCIÓN San Diego. Ms. Makee joined ACCION San Diego in 2004 and is currently responsible for all developmental and operational areas of the organization, in addition to public relations, human resources, and fund development. Since working with ACCION San Diego, she has participated in small business organizations and committees including service in Net Impact, the SD Chamber Small Business Advocacy Committee, the Torrey Pines Bank Community Reinvestment Board and the Comerica Community Advisory Board. In 2009, Ms. Makee was awarded the CAMEO Job Generator of the Year Award, presented at the annual meeting in Sacramento by Senator Kehoe. Other recent organizational awards include the 2008 SD Hispanic Chamber of Commerce Community Investment Leader of the Year and the 2009 SBA Community Service Award.

In addition to luncheon co-hosts U.S. Bank and Wells Fargo Bank and co-sponsor Bank of America, other luncheon corporate sponsors are: Citi, City National Bank, Comerica Bank, Union Bank, Bank of the West, Broadway Federal Bank, First Regional Bank, Northern Trust and TMC Development. Community contributors for the 2009 luncheon are: California Statewide CDC, CDC Small Business Finance Corp., Clearinghouse CDFI, FAME Assistance Corporation, Pacific Asian Consortium in Employment (PACE), and Valley Economic Development Center.

For more information on this annual event, contact Ray Mendoza, Acting CEO of CEDLI, at (213) 347-2208. MEDIA: Please contact Ray Mendoza in advance.

7

About CEDLI

CEDLI is a community development fund established in 1995 to provide investment capital to small business and community development organizations throughout California. It maintains offices in Los Angeles, San Diego and Oakland to serve small business and community organizations throughout California in both urban and rural communities. This statewide community development corporation includes investors from many of California's financial institutions, insurance companies and corporations. Chairman of the Board of CEDLI is Steve McClure, Executive Vice President, Wells Fargo.

About CARAT

CARAT is a California statewide economic development initiative that facilitates partnerships between nonprofit economic development organizations and financial institutions to improve services for small businesses. CARAT is celebrating its 14th year of service to California's economic development community this year. Chairman of the Board of CARAT is Gordon Lejeune, President, Economic Development Capital Consulting.

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