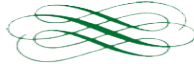




Financial Reform Summit
Making it Work for New Jersey
A Statewide Education and Implementation Summit

Tuesday, September 14, 2010 – 10 a.m. to 3:30 p.m.
Rutgers University Student Center
126 College Avenue
New Brunswick, NJ 08901



Please RSVP by Friday, September 10, 2010
(732) 246 - 4772 Ext. 18
For more information, visit us online at www.njcaef.org



This program is held in partnership with Rutgers University
Department of Labor Studies and Employment Relations

HISTORY HAS BEEN MADE!!! -- This summer, President Obama signed one of the most significant pieces of financial regulatory legislation passed since the Great Depression. These reforms will bring transparency and accountability to Wall Street and protect consumers on Main Street. Let's ensure that this historic law is implemented effectively and that all New Jerseyans are informed as programs are established and new rules and guidelines are set.

With compromises being made by all sides, it is now time to roll up our sleeves and make this law work for New Jersey. The success (or failure) of financial reform will depend on how well we understand, publicize and implement the law and the opportunities it presents. It is vitally important that all sectors of the population who will be touched by this legislation continue to work together in a strong partnership as this new law becomes a reality.

Please join stakeholders of financial reform — including consumer advocates, community leaders, elected officials, bankers, regulators, labor leaders, seniors, academics, students and members of the public — gathering to discuss what's in the law, what's not in the law and where we go from here.

Speakers will outline the major provisions of the new law, the policy options, and the impact on consumers, investors and small business owners. State and national reform experts will also discuss the establishment of the new Consumer Financial Protection Bureau and how it will expand consumer safeguards. Additionally, panelists will explore the effect of the new law on the flow of capital back into our communities and the impact it will have on asset building opportunities.



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Admission is free. Seating is limited. Please RSVP to reserve your space.
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Please include your name, organization or business, title, phone, email, and
address including city, state, and zip code

At-A-Glance Agenda

- 10 a.m. **Registration**
- 10:15 a.m. **Welcome, Introductions and Agenda Review**
Phyllis Salowe-Kaye, *Executive Director, New Jersey Citizen Action Education Fund*
The Honorable Robert Menendez (*invited*), *US Senator for New Jersey*
- 10:30 a.m. **The Financial Reform Organizing Campaign**
Heather Booth, *Executive Director, Americans for Financial Reform (AFR)*
Heather will provide a comprehensive overview of how a coalition of national, state and local consumer, labor, retiree, investor, community, business, and civil rights organizations was formed and waged a campaign for real reform of our nation's financial system. She will share the war stories and key success factors that brought about historic financial reform.
- 11:00 a.m. **Financial Reform from a Lender's Perspective**
E. Robert Levy, *Executive Director & Counsel, Mortgage Bankers Association of NJ and PA*
Bob will provide an overview of how bankers view the new financial reform legislation, what they think will work and what they think needs to be changed. He will discuss how the legislation will affect mortgage availability for low and moderate income buyers and the impact the new consumer protections will have on lending.
- 11 a.m. **All-Conference Plenary Discussion: Implementing Reform in New Jersey**
The *Dodd–Frank Wall Street Reform and Consumer Protection Act* was created "to promote the financial stability of the United States by improving accountability and transparency in the financial system, to end 'too big to fail', to protect the American taxpayer by ending bailouts, to protect consumers from abusive financial services practices." Panelists will discuss how financial institutions, bankers and brokers, small businesses, homebuyers, homeowners and other consumers will be affected in both the long and short term. Attention will be paid to the current policies and practices in New Jersey that will change. Panelists will discuss what we, in New Jersey, can do to influence the implementation through the rules and regulations that are still to be created.
- Moderator: Alan Charney**, *USAction, Policy Director*
Marilyn Askin, *Chief Legislative Advocate, AARP–NJ*
Thomas Hunt, *Assistant Division Director, NJ Department of Banking & Insurance*
Ellen Harnick, *Senior Policy Counsel, Center for Responsible Lending*
James Lardner, *Senior Fellow Washington Office, DEMOS*
Robert Levy, *Executive Director & Counsel, Mortgage Bankers Association of NJ and PA*
Preston Pinkett, *Director of Social Responsibility, Prudential Financial*
Travis Plunkett, *Legislative Director, Consumer Federation of America*
Shahien Nasiripour, *Business Reporter, Huffington Post*
- 12:30 p.m. **LUNCH**
- 1 p.m. **Lunch Keynote — The Role and Function of the Consumer Financial Protection Board)**,
Ed Mierzwinski, *Consumer Program Director, U.S. Public Interest Research Group*

- 1:30 p.m. **Community Reinvestment Act (CRA) Modernization**
John Taylor, *President, National Community Reinvestment Coalition*
 An updated CRA will play a major role in rebuilding NJ neighborhoods and businesses decimated by the Great Recession. CRA has brought millions of dollars of investment to our state's low- and moderate-income communities that were on track for recovery. Many of these communities have now been devastated by foreclosure and are also reeling from job losses resulting from the economic crisis. Can a modernized CRA help to provide the programs needed to stimulate these areas? What should the new legislation look like?
- 2 p.m. **How the Law will Affect Small Businesses**
Sam Blair, *Network Director, Main Street Alliance*
J. Kelly Conklin, *NJMSA STEERING COMMITTEE MEMBER; OWNER OF FOLEY-WAITE CUSTOM WOODWORKING*
 This presentation details the Dodd-Frank provisions relating to small business. Sam will review how the financial reform law will affect small businesses, and he will discuss public policies that still need to be put into place for New Jersey businesses, employees, and communities to flourish in these tough economic times.
- 2:30 p.m. **Auto Loans as Financial Instruments**
TBD
 Auto Loans have not been regulated by the new law. How will this affect consumers? Should consumers who obtain loans from auto dealers receive the same protections as those covered under the new law?
- 3 p.m. **Closing Speaker**, *To Be Determined*
- 3:30 p.m. **Adjourned**

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