

COIN invites you to participate in its COVID Recovery Webinar, a two-hour online session where we will present six investment opportunities, all of which help vulnerable, under-capitalized communities across California recover from the disproportionate impacts of the COVID-19 pandemic.

Webinar presentations will be split into two segments of COIN approved Investment Bulletins: one segment on investments that support affordable housing opportunities, and the other on investments that benefit small businesses in underserved communities.

COIN COVID Recovery Webinar

Topic: Investments to Support Affordable Housing & Small Business

Date: Wednesday, March 24, 2021

Time: 10am – 12 noon Pacific Time

Listed below, please see the full agenda and speaker bios for further webinar details.

To Register for the webinar and receive the virtual event link, please RSVP to COIN at [coin@insurance.ca.gov](mailto:coin@insurance.ca.gov).

To see the full list of approved COIN Investment Bulletins, all of which provide benefits to underserved communities and the environment, reach out to COIN at [coin@insurance.ca.gov](mailto:coin@insurance.ca.gov), to request an account on the COIN Impact Investment Marketplace.

We look forward to your participation.

Best Regards,

Sukh Randhawa  
Chief, California Organized Investment Network



# CALIFORNIA ORGANIZED INVESTMENT NETWORK



**COVID Recovery Webinar – Wednesday, March 24, 2021**

**Investments to Support Affordable Housing & Small Business**

## AGENDA

10:00 am – 12:00 pm PST

10:00 - 10:15 am	<b><u>Opening Remarks</u></b> Douglas Bystry, President & CEO, Clearinghouse CDFI, and Chair, COIN Advisory Board, on Initiatives to Provide COVID Relief
10:15 - 10:30 am 10:30 - 10:45 am 10:45 - 11:00 am	<b><u>Affordable Housing:</u></b> Jennifer McElyea, Senior Managing Partner, Watt Investment Partners, and member, COIN Advisory Board Melissa Radic, CFA, CAIA, Director of Investor Relations & Capital Markets, IMPACT Community Capital Deborah La Franchi, CEO, Strategic Development Solutions Supportive Housing Fund
11:05 - 11:20 am 11:20 - 11:35 am 11:35 - 11:50 am	<b><u>Small Businesses:</u></b> Beth Bafford, Vice President, Calvert Impact Capital Carl Moerbe, Partner, CFA, Chief Strategist, Hanover Securities – Banes Capital Hailey Layrock, Senior SBA Trader, Hanover Securities – Banes Capital Tom Soto, Founder & Managing Partner, Diverse Communities Impact Fund
11:50 - 12:00 pm	Closing Remarks

Please RSVP to COIN at [coin@insurance.ca.gov](mailto:coin@insurance.ca.gov)

## Speaker Bios for COIN Investment Opportunities



### **Douglas Bystry, President & CEO, Clearinghouse CDFI**

Douglas Bystry has been providing financial services to low-income communities for over 30 years. Mr. Bystry, in his professional career, has successfully raised and deployed over \$2 billion for low-income and distressed communities. Much of this capital has been deployed through Clearinghouse Community Development Financial Institution (CDFI), which he founded in 1996 and continues its leadership as its President and CEO.

Clearinghouse CDFI is one of the largest and fastest growing CDFI's in the nation with over \$600 million in total assets. It is a Benefit (B-Corp.) that embraces the concept that "community development lending can and should be profitable". This philosophy has helped attract over 75 bank and corporate investors providing both debt and equity. Clearinghouse recently expanded its lending area from four western states to a national lending footprint with a strong emphasis on Indian Country.

Clearinghouse CDFI has several "firsts" that are noteworthy. They were the first non-depository CDFI in the nation to borrow from the Federal Home Loan Bank. They were awarded both New Markets Tax Credits (NMTC) and CDFI Fund Bond Guaranty proceeds in their inaugural rounds. Clearinghouse CDFI was also the first mission-based CDFI to obtain a credit rating through Standard & Poors, maintaining a "AA-stable" credit rating through 2020.

Mr. Bystry is regarded as a leader in the community/economic development and minority wealth strategies. He is frequently asked to speak at industry conferences and seminars. He is an expert in NMTCs and Native American community revitalization efforts. He has funded

over \$100 million in projects benefiting Indian Country and currently serves on the Board of Directors for Native American Natural Foods, makers of the Tanka bar.

Mr. Bystry previously served as a City Council member and Housing Commissioner in the County of Orange, Ca. He chairs the California Organized Investment Network (COIN) Advisory Board, working to increase insurance industry community investments in that state. Mr. Bystry serves on several other local non-profit boards promoting affordable housing and economic development. He is a UCLA graduate, married with two sons.



**Jennifer McElyea, Senior Managing Partner, Watt Investment Partners**

Jennifer is a Senior Managing Partner with Watt Investment Partners, the commercial real estate acquisition arm of the Watt Companies, a 70 year-old development company based in Los Angeles. Jennifer's responsibilities include sourcing and executing real estate investment opportunities on behalf of Watt and its equity partners. Within that mandate, she lends her extensive expertise in land use and public policy and leads Watt's affordable housing preservation platform. Prior to joining Watt, Jennifer held positions in real estate private equity and investment banking.

Jennifer holds a Master of Real Estate Development from the Sol Price School of Public Policy at the University of Southern California and a Bachelor of Arts in Economics and German Literature from the University of Virginia.



**Melissa Radic, CFA, CAIA, Director of Investor Relations & Capital Markets, IMPACT Community Capital**

Melissa joined IMPACT Community Capital in 2020 and is responsible for relationship management and the delivery of investment solutions to IMPACT's institutional clients. Prior to joining IMPACT, Melissa spent 16 years at BlackRock in a number of roles. Most recently she was the head of BlackRock's insurance business for the West Coast, where she was responsible for developing and maintaining relationships with insurance and other taxable clients. Melissa received her undergraduate degree in Operations Research and Financial Engineering from Princeton University and an Executive MBA from The Wharton School at the University of Pennsylvania. Melissa also serves on Board of the

Financial Women of San Francisco and currently lives in Berkeley, CA with her husband and two sons.



**Deborah La Franchi, Chief Executive Officer, SDS Capital Group**

Deborah La Franchi is the founder and CEO of SDS Capital Group. She will discuss SDS's newest fund, the [SDS Supportive Housing Fund](#), recently profiled in the LA Times for its private-sector approach to permanent supportive housing (PSH) for California's homeless population. This innovative Fund, currently capitalized at \$106 million, finances financially-sustainable permanent supportive housing in CA. The model uses no subsidy for land and construction, while providing the developer with 100% of the financing they need. Most notably the Fund is financing PSH projects that cost less than \$200,000 per unit for single bedroom apartments, less than half the typical \$500,000 cost. This new fund is expected to finance 1,800 units of PSH in 30 projects across the state. It has made three investment to date.

SDS is a national leader in impact investing with over \$1 billion in assets under management. Each impact fund on SDS's platform serves a different geography and employs a unique investment strategy, but they all generate positive impacts for low-income communities and people. For three consecutive years, SDS has earned a spot on the ImpactAssets 50 (IA 50) list, which recognizes the leading impact fund managers in the world.

Before founding SDS, she served as Los Angeles Mayor Richard Riordan's Assistant Deputy Mayor for Economic Development; she then went on to serve as the first CEO of Genesis LA, which launched the Genesis Family of Funds. She is a former director for Big Brothers and Big Sisters of Greater L.A. and Secretary and Director of the National New Market Tax Credit Coalition.

Ms. La Franchi earned a BA in Political Science and History from UCLA, an MBA from UCLA, and an MPP from Georgetown University. She also holds a Series 65 license.



**Beth Bafford, Vice President of Syndications and Strategy,  
Calvert Impact Capital**

Beth leads new business development efforts, including its services to accelerate capital flows into communities through loan structuring, arranging and syndications. She also oversees the organization's strategy, communications, and impact measurement functions.

Prior to joining Calvert Impact Capital, Beth was a consultant in McKinsey & Company's D.C. office where she focused on U.S. Health Reform strategy. She has also worked as a Special Assistant at the White House Office of Management and Budget during the drafting and passage of the Affordable Care Act, as a Regional Field Director for the 2008 Obama for America campaign, and as a Senior Associate at UBS Financial Services.

Beth received both her BA in Public Policy and MBA in Social Entrepreneurship at Duke University. At Duke's Fuqua School of Business she helped launch the CASE Initiative on Impact Investing (CASE i3), for which she currently serves on the Advisory Board. She also serves on the Board of Nonprofit Finance Fund, the Investment Committee for the Aaron and Lillie Straus Foundation, and the Advisory Board of Higher Ground Labs. She lives in Washington, DC with her husband and four small children.



**Carl Moerbe, Partner, CFA, Chief Strategist, Banes Capital**

Carl Moerbe has over 26 years of financial experience and responsibilities in investments and system platforms. He has provided management and execution for institutional investors (\$200mm to \$10Bln+), with an emphasis on U.S. Investment Grade Debt, product evaluation, analysis and recommendation, portfolio analytics, account consulting, and regulatory compliance



**Hailey Layrock, Senior SBA Trader, Baner Capital**

Hailey Atwill-Layrock analyzes SBA loans for purchase and pooling on the Hanover Securities trading desk. With more than 10 years of experience in the financial industry, she creates SBA pools with unprecedented value and is vital to our team.



**Tom Soto, Founder & Managing Partner, Diverse Communities Impact Capital**

Tom Soto is a long-time investor in the impact sector, & a pioneering voice in the diversity in fund management & technology movement. He is a two time appointee of President Clinton and was the Team Lead for The Executive Office of the President's Transition Team for the White House Council on Environmental Quality for President elect Obama. Tom co-founded Craton Equity Partners I which was the first exclusive clean technology fund vintage 2007 based in California. In 2012, Tom then began to raise his Craton Fund II which again was the space's leading impact and clean technology fund. In 2013, Craton was acquired by Trust Companies of the West (TCW), one of the city's largest mutual funds at \$150B. Tom became the debut Managing Director of Alternatives where he helped integrate Craton, built an effective team along with other great talent, and helped scale the alternatives division during his tenure. He is a founder and board member of the LA CleanTech Incubator, Trustee to the California Science Center, Board member of the LA Dodgers Foundation, and Board member for the California New Energy Nexus. He is a Sr. Advisor to Virgin Orbit, the low orbit satellite launch platform owned by Richard Branson and Ampaire, the leading commercial manufacturer of electric airplanes. Tom received a B.A. in Political Science from the University of California, Los Angeles. He lives in Los Angeles with his husband, their son and their sixteen year old mini schnauzer.