

About the Speakers

Nancy Andrews

President and CEO

Low Income Investment Fund

Andrews is president and CEO of the Low Income Investment Fund, a \$600 million community development financial institution that has served nearly a million low-income people by providing capital for 56,000 affordable homes for families and children, 180,000 spaces of child care and 55,000 spaces in school facilities. In addition to her work at LIIF, she serves on numerous boards and committees. She was also previously a member of the Federal Reserve Board's Consumer Advisory Council. Andrews' career spans 30 years in the community development field. She is a recognized expert on the challenges facing America's neighborhoods and is frequently asked to testify before Congress and speak at conferences and events. Previously, Andrews was the deputy director of the Ford Foundation's Office of Program-Related Investments and designed and launched the foundation's housing policy program. She has also served as chief financial officer of the International Water Management Institute, a World Bank-supported international development organization. Andrews has been an independent consultant on community development, social investment, financial analysis and housing policy. In this capacity, she consulted for the Department of Housing and Urban Development and the Department of Treasury during the Clinton administration. Andrews received an MS in urban planning with a concentration in real estate finance from Columbia University.

Elaine Arkin

Robert Wood Johnson Foundation

Arkin has worked with the Robert Wood Johnson Foundation for more than 12 years, serving as the communications lead for RWJF's coverage team, pioneer team, Commission to Build a Healthier America and the Future of Nursing: Campaign for Action and for partnerships with the Federal Reserve Banks and the Healthy Weight Commitment Foundation. She has also managed two large, long-term national RWJF social marketing campaigns, Cover the Uninsured and Covering Kids & Families. Arkin currently serves on the editorial board for *Social Marketing Quarterly*. Previously, Arkin worked at the U.S. Public Health Service as public affairs director and was responsible for the government's antitobacco mass media campaign and the development of the Cancer Information Service, a toll-free counseling hotline. She has also served as deputy assistant secretary for public affairs and founding director of the Healthy Mothers, Healthy Babies Coalition at the U.S. Department of Health and Human Services. Arkin is author of *Making Health Communications Work* ("the pink book"). As a communications and marketing consultant, her clients have included numerous federal agencies, national voluntary associations and foundations. She has served on a wide variety of health-related advisory committees and has testified before Congress on three occasions.

Janie Barrera

President and CEO

ACCION Texas–Louisiana

Barrera is founding president and chief executive officer of ACCION Texas–Louisiana, the largest nonprofit micro-lending organization in the United States. Created in 1994, the agency provides small loans and management training to microenterprises throughout Texas and Louisiana. Barrera is responsible for the organization's financial management, oversight of its annual budget and the development of methodology and loan delivery procedures. Barrera was named the Small Business Administration's Financial Services Advocate of the Year and the Minority Enterprise Development Consortium's Corporate Advocate of the Year. The *San Antonio Business Journal* included her on its list as one of "Twenty Defining Players: People Who Have Helped Shape the City." She has served on many national, state and local boards, including the Federal Reserve Board's National Consumer Advisory Council. Barrera began her career as director of telecommunications for the Diocese of Corpus Christi in 1977, helping to found the area's first nonprofit radio stations, KLUX and KHOY, and two television production studios. Barrera earned an MBA from Incarnate Word College.



Maria Teresa Cerqueira

Chief, U.S.–Mexico Border Office

Pan American Health Organization (PAHO)/World Health Organization (WHO)

Cerqueira is an expert in health promotion, public policy, nutrition and evaluation of social strategies. At PAHO, she led the initiative to create Health-Promoting Schools and Universities, as well as Healthy Municipalities and Communities in the Americas. These strategies have been widely implemented in all countries in the region, and several networks are still active, bringing together researchers, policymakers, educators and community leaders to share experiences and advocate for healthy public policies. Cerqueira has served in several roles at PAHO, including regional advisor in Health Education and Social Participation, chief of Healthy Settings Unite and director of the division of Health Promotion and Protection. Before joining PAHO, she worked as a nutritionist in the WIC program affiliated with the Jackson Memorial Public Health Trust (Miami) and evaluated the Expanded Food and Nutrition Education Program (EFNEP) in Dade County, Fla. She also served as a consultant with the Division of Food Policy and Nutrition in the Food and Agriculture Organization of the United Nations and with the World Bank. Cerqueira was director of health education with the Secretariat of Health in Mexico and a professor of nutrition at the University Iberoamericana and the Universidad Autónoma Metropolitana in Xochimilco, Mexico. She also was chief investigator of various experimental projects at the National Nutrition Institute in Mexico City and principal investigator in Project INTERSALT. She has published numerous articles, books and educational materials. Cerqueira earned a BS from Florida State University, an MS from the University of Iowa and a PhD from Cornell University.

David Clear

Coordinator; Healthy Kids, Healthy Communities

San Antonio Metropolitan Health District

Clear was hired in 2010 by the San Antonio Metropolitan Health District to be the Healthy Kids, Healthy Communities (HKHC) coordinator. This initiative, a four-year childhood obesity prevention grant supported by the Robert Wood Johnson Foundation, targets both physical activity and nutrition strategies. These strategies include development of complete streets and shared-use policies as well as management of both healthy restaurants and healthy corner stores initiatives. Clear collaborates with various stakeholders through the Healthy Kids Partnership, including community residents, planners and public health officials. Previously, Clear worked for the city of San Antonio on various projects, covering planning, parks and economic development disciplines. Clear earned a bachelor's degree in landscape architecture and a master's degree in city and regional planning with an emphasis on economic development.

Stephan Fairfield

President and CEO

Covenant Community Capital Corp.

Fairfield, founder and CEO of Covenant Community Capital in Houston, helps low-income working families build stability and resilience by providing financial coaching, credit-builder loans and savings matches to buy a first home or pay for college. Since 1992, Fairfield has developed or provided equity for 1,200 homes for working families. To create more living-wage jobs during welfare reform, he started a call center that now employs over 500. After spending 12 years overseeing a successful grassroots effort to renew Houston's Fifth Ward, Fairfield refocused his development work on another underserved area by creating quality living communities for 800 seniors on fixed incomes. For his work revitalizing the Fifth Ward, Fairfield received Fannie Mae's Maxwell Award, the Social Compact Award, *Houston Business Journal's* Legacy Award, the Appraisal Institute's Ace Award, Houston Jaycees Outstanding Young Houstonian, and profiles in the *Houston Press*, *Houston Chronicle*, and *Baylor Line*. He recently served as a National Urban Community Adviser to the Urban Land Institute, serves on the board of the Texas Housing Finance Corp., Coalition for the Homeless of Houston and Harris County, RAISE Texas, Houston's Redevelopment Authority, Promise Credit Union, and Veritas Christian Academy, and the advisory boards of Catholic Charities and The Women's Home. He is also a Harvard University Loeb Fellow. Fairfield has a BA from Baylor University.

Terry Glasscock

Senior Project Consultant

Capital Link

Glasscock is a senior project consultant for Capital Link, where he helps community health centers evaluate their financial strengths when they seek capital financing. He is also the senior fellow at the HealthChange Institute, a health care think tank that focuses on the future of health care policy. He previously held positions as deputy secretary of the Kansas State Department on Aging, as president and CEO of commercial banks and as founder and CEO of a nationwide commercial mortgage banking company. Glasscock served as an innovation evaluator for Harvard's JFK School of Government and is a member of the Leadership Council of the Harvard School of Public Health. He has received numerous awards for his management skills, including the Peter Drucker Foundation award for innovation in nonprofit organizations and the Architect of Change award by the U.S. Department of Commerce for his innovative change-management work in government. Glasscock received a post-graduate degree in business from Kansas State University.

Beverly Gor

Director

CAN DO Houston

Gor is currently director of CAN DO Houston (Children And Neighbors Defeat Obesity), a nonprofit collaborative addressing childhood obesity in Houston. She is a postdoctoral fellow at the Center for Research on Minority Health at the University of Texas MD Anderson Cancer Center. Gor, a registered and licensed dietitian, has conducted several studies on nutrition, minority populations and cancer risks. A cofounder of the Asian American Health Coalition of Greater Houston Inc., Gor helped to establish the HOPE Clinic, a community health center providing primary health care to Asians and other residents of Southwest Houston.

David Lakey

Commissioner

Texas Department of State Health Services

Lakey, commissioner of the Texas Department of State Health Services since 2007, leads one of the largest agencies in Texas state government. He oversees programs such as disease prevention and emergency preparedness, community health services, consumer safety, mental health and substance abuse prevention and treatment. Previously he served as professor of medicine and director of the Center for Pulmonary and Infectious Disease Control at the University of Texas Health Center in Tyler. Lakey earned a BS in chemistry from Rose-Hulman Institute of Technology in Terre Haute, Ind., and a medical degree from Indiana University School of Medicine. He trained at Vanderbilt University in internal medicine, pediatrics and pediatric infectious disease.

James Marks

Senior Vice President and Director, Health Group

Robert Wood Johnson Foundation

As senior vice president, Marks directs the Robert Wood Johnson Foundation's Health Group, which includes childhood obesity, public health and vulnerable populations. Prior to joining the RWJF, Marks served for almost a decade as director of the Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion. While working at the CDC, Marks advanced systematic ways to prevent and detect diseases such as cancer, heart disease and diabetes; reduce tobacco use; and address the nation's growing epidemic of obesity. A national leader in public health for more than 25 years, Marks has received numerous federal, state and private awards, including from the American Cancer Society, National Arthritis Foundation and Association of State and Territorial Health Officials. In 2004, he was elected to the Institute of Medicine. Marks received an MD from SUNY Buffalo. He trained as a pediatrician at the University of California, San Francisco and was a Robert Wood Johnson Clinical Scholar at Yale University, where he received his MPH.



Alfreda B. Norman

Vice President and Community Affairs Officer
Federal Reserve Bank of Dallas

Norman supports the Federal Reserve System's economic growth objectives by promoting community and economic development and fair and impartial access to credit. Norman was one of the first neighborhood development officers hired by Bank of America in Texas in 1992. In charge of developing a strategic community development plan to extend credit to low- and moderate-income communities, she went on to assume statewide Community Reinvestment Act (CRA) responsibilities with Bank of America's mortgage lending group. Norman has also been a supervisor in the city of Dallas Office of Cultural Affairs and held management positions at The Container Store headquarters in Dallas. Norman earned a bachelor's degree from Southern Methodist University and is a graduate of the University of Virginia's Graduate School of Retail Banking.

Daron D. Peschel

Vice President in Charge
Federal Reserve Bank of Dallas, Houston Branch

Peschel, vice president in charge at the Houston branch of the Federal Reserve Bank of Dallas, is responsible for the Bank's operations in the 41 counties in the Houston/Gulf Coast region. He has served in a number of analytical and managerial roles, including being selected to serve on special assignment at the Federal Reserve System Board of Governors in Washington, D.C. Named operations officer in 1998, Peschel served the bank in various official capacities, including cash operations, financial management, administrative services and property management. An active member of the Houston community, he serves on the advisory board for the Chair of Banking, Sam Houston State University, Junior Achievement Gulf Coast board of directors, Greater Houston Partnership Education Policy and Workforce Advisory committee. He is also a member of the Houston Committee on Foreign Relations and Houston World Affairs committee, among others. Peschel holds a BBA in finance from the University of Texas at Austin and an MBA in banking and financial institutions from Sam Houston State University.

Donna Rice

President, Southern Sector Health Initiative
Baylor Health Care System

Rice is president of the Southern Sector Health Initiative, a new Baylor Health Care System affiliate designed to improve the care of people with diabetes. The new care model is focused on health care, prevention, education and research in the Frazier Community of South Dallas and will include the development of a state-of-the-art Health and Wellness Institute. Rice has been involved with diabetes management for the past 20 years and is a national and international thought leader on diabetes care. She also serves as past president of the American Association of Diabetes Educators (2008). She frequently speaks about diabetes education and has authored many publications on diabetes and diabetes care. Rice earned her registered nurse diploma from Saint Anne's Hospital School of Nursing in Chicago, a BS in nursing from the Madonna University in Livonia, Mich., and an MBA from Baker College of Business in Flint, Mich.

Eduardo Sanchez

Vice President and Chief Medical Officer
Blue Cross Blue Shield of Texas

Sanchez currently serves as vice president and chief medical officer for Blue Cross Blue Shield of Texas. Prior to joining BCBS, he was director of the Institute for Health Policy at the University of Texas School of Public Health. Sanchez has previously served as commissioner of the Texas Department of State Health Services and the Texas Department of Health; practiced family medicine in Austin, providing medical care to the uninsured and underinsured; and served as city/county health officer and chief medical officer for the Austin–Travis County Health and Human Services Department. He chairs the advisory committee to the director of the Centers for Disease Control and Prevention and the National Commission on Prevention Priorities. He previously chaired the Institute of Medicine committee on Childhood Obesity Prevention Actions for Local Governments and the advisory council for the National Governors' Association Center for Best Practices Shaping a Healthier Generation. Sanchez is currently a member of the Institute of Medicine standing committee on Childhood Obesity and the committee on Accelerating Progress in Obesity Prevention. Sanchez earned a BS in biomedical engineering and a BA in chemistry from Boston University, an MS in biomedical engineering from Duke University, an MPH from the UT School of Public Health and an MD from the UT Southwestern Medical School in Dallas.

Andrea Sauer

Project Coordinator; Healthy Kids, Healthy Communities
Grant County Community Health Council

As project coordinator for the Healthy Kids, Healthy Communities initiative in Grant County, N.M., Sauer founded the third local food policy council in New Mexico, advising local governments on childhood obesity prevention policies and empowering residents to advocate for healthier communities. She has worked for a variety of nonprofit and government sector agencies, including Colorado State Parks and the MacArthur Foundation. Sauer earned a master's degree in regional planning from Cornell University.

Shreela Sharma

Assistant Professor; Michael and Susan Dell Center for Healthy Living
University of Texas School of Public Health at Houston

Sharma is assistant professor in the epidemiology division and faculty at the Michael and Susan Dell Center for Healthy Living at the University of Texas School of Public Health at Houston. A behavioral epidemiologist, Sharma's specific interest is in chronic disease epidemiology, primarily developing and implementing nutrition and physical activity intervention studies to prevent or reduce obesity via preschool, school, family and community-based approaches in children and adolescents. She is also interested in measurement techniques and has expertise in design and evaluation of tools for measuring dietary intake and physical activity in children and adolescents. Sharma is principal investigator of the CATCH UP study funded by the U.S. Department of Health and Human Services for developing, implementing and evaluating a preschool-based program to promote healthy nutrition and physical activity among low-income preschoolers enrolled in Head Start. She serves as coinvestigator of several federally funded projects, including Lunch Is in the Bag funded by the National Institutes of Health to promote healthy sack lunches among preschoolers. Sharma was clinically trained as a physical therapist at the University of Iowa and is a registered and licensed dietitian in the state of Texas. Sharma received her PhD in epidemiology from the University of Texas School of Public Health at Houston.



Elizabeth Sobel Blum

Community Development Research Associate
Federal Reserve Bank of Dallas

Sobel Blum is the community development research associate at the Federal Reserve Bank of Dallas, where she designs and executes extensive research; reports on her findings in *Banking and Community Perspectives*, *e-Perspectives* and special reports; and organizes and hosts conferences, other events and partnerships. Her areas of focus include healthy communities (the intersection of community development and health), small business and entrepreneurship, neighborhood stabilization and asset building. Before joining the Dallas Fed in 2004, Sobel Blum worked in the fields of international development, socially responsible investing/corporate governance and market research. She earned a BA in history from Northwestern University, an MA in international affairs from American University and an MBA at the University of Texas at Dallas.

Kara Vonasek

Project Manager, Health Impact Project
The Pew Charitable Trusts

Vonasek is the project manager of the Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and the Pew Charitable Trusts, which promotes the use of health impact assessments (HIAs) and supports the growth of the field in the United States. Before joining Pew, Vonasek was a senior policy analyst at the National Governors Association Center for Best Practices, where she specialized in childhood obesity and children's health policy. She also managed Healthy Kids, Healthy America, a 15-state grant program designed to prevent childhood obesity through policy and environmental change at the state level. Vonasek has held a number of positions in the public health field, serving on the public health and childhood obesity teams at the Robert Wood Johnson Foundation and as a communications consultant for Hill and Knowlton's Washington, D.C., health policy practice. Vonasek earned an undergraduate degree in biochemistry from Wesleyan University in Middletown, Conn., and a master's degree in public health from Johns Hopkins' Bloomberg School of Public Health.

Richard Wainerdi

President and CEO
Texas Medical Center

Wainerdi has served as president and chief executive officer of Texas Medical Center since 1984. He is also an adjunct professor at Baylor College of Medicine, the University of Texas Houston Health Science Center, Texas A&M University and the Institute of Biosciences and Technology. Wainerdi is a member of the University Cancer Foundation's Board of Visitors of the University of Texas MD Anderson Cancer Center. He spent 20 years with Texas A&M University in both scientific and academic affairs from 1957 to 1977 and founded Texas A&M University's Nuclear Science Center, the Activation Analysis Research Laboratory, the German Synfuels Technology Retrieval Program, the Center for Energy and Mineral Resources and the university's College of Medicine program. He serves on the board of visitors of the University of Oklahoma, College of Engineering. Wainerdi earned MS and PhD degrees in petroleum and natural gas engineering from Pennsylvania State University.

Risa Wilkerson

Project Officer, Active Living by Design

North Carolina Institute for Public Health

University of North Carolina

Wilkerson is a project officer for Active Living by Design, located at the North Carolina Institute for Public Health at the University of North Carolina's Gillings School of Global Public Health in Chapel Hill. As project officer, she provides coaching, technical assistance and grant oversight to multidisciplinary community partnerships designed to promote active living and healthy eating through policy and environmental interventions. Wilkerson also works on program development, facilitation of learning networks, development of tools and resources and field-building activities. Additionally, she serves as chair of the Safe Routes to School National Partnership's (SRTSNP) steering committee. The SRTSNP is a network of more than 500 nonprofit organizations, government agencies, schools and professionals working together to advance the Safe Routes to School movement in the United States.

David Williams

Florence Sprague Norman and Laura Smart Norman Professor of Public Health

Professor of African and African American Studies

Harvard University

Williams is the Florence and Laura Norman Professor of Public Health and professor of African and African American studies and of sociology at Harvard University. He has special expertise in socioeconomic and racial disparities in health, the effects of racism on health and the ways in which religious involvement can affect health. Currently, he is also a scholar in residence at the Robert Wood Johnson Foundation. His work as staff director of the foundation's Commission to Build a Healthier America and as a scientific advisor to the PBS film series, *Unnatural Causes: Is Inequality Making Us Sick?*, has helped raise awareness of the problem of health disparities and pointed to interventions to address them. Before joining Harvard, Williams held academic posts at the University of Michigan and Yale University. Author of more than 260 scientific papers, he was ranked as the Most Cited Black Scholar in the Social Sciences in 2008 by *The Journal of Blacks in Higher Education* and as one of the Top 10 Most Cited Researchers in the Social Sciences from 1995 to 2005. Williams is an elected member of the Institute of Medicine and the American Academy of Arts and Sciences. He has served on the National Committee on Vital and Health Statistics and on seven panels for the Institute of Medicine. Williams holds an MPH from Loma Linda University and a PhD in sociology from the University of Michigan.

Dennis Worsham

Regional Health Officer

Seattle and King County, Washington

Worsham works in the areas of public health policy, strategic partners and external relationships, and his efforts involve individual, population and community-level interventions. His policy work has included menu labeling and trans fat elimination in retail food businesses. Worsham is currently working on creating healthier corner stores called Healthy Foods Here. On a national level, Worsham is working with partnering organizations to help shape the new federal nutrition labeling statute passed in 2010 as part of the Affordable Care Act. Worsham is involved with a number of boards, coalitions and committees that are helping to reshape public health in the 21st century. He is an active member of the National Salt Reduction Initiative, teaches classes at the Curry International Tuberculosis Center at the University of California, San Francisco and is the current president for the Washington State Public Health Association, the leading public health advocacy organization within the state. Prior to joining the Public Health Office of Seattle and King County, Worsham spent the early part of his career working in the field of communicable diseases, managing HIV, STD, viral hepatitis and tuberculosis programs.