

Translating the CDFI Story - Messaging and Marketing
Tuesday, 9:00am – 3:00pm

Cece Derringer, Director of Resource Development and Communications at Homewise, in Santa Fe New Mexico, has over 25 years experience in marketing and development. While living in Hawaii, Cece spent several years working with ABC-TV in local and national marketing and sales. She also has a long history of fund-raising and community service with non-profits. After moving to Santa Fe, Cece began working with Homewise, her first venture into the world of CDFI's. Homewise's marketing materials reflect the organization's ability to tell the CDFI story to a variety of audiences in a compelling style. Cece believes marketing a potentially complex system through personal story is the key to unlocking our industry's 'mysteries' to customers and investors.

Storyteller **Joel ben Izzy** has spent twenty-five years traveling the globe, gathering and telling stories. Over the past fifteen years he has consulted and taught storytelling skills in a wide variety of fields, from business to law to medicine to technology to entertainment, for clients ranging from Pixar Animation Studios to Hewlett-Packard to the Federal Reserve Bank. He has served as a consultant to Opportunity Finance Network in numerous contexts, leading to story consulting work for numerous CDFIs around the country. His story skills and speech workshops have become a highly popular feature at Opportunity Finance Network conferences.

In addition to his performing and teaching, Joel is also a recording artist and author. His six storytelling CDs have won awards from numerous organizations including the American Library Association and Parents' Choice Foundation. His highly acclaimed memoir, [The Beggar King and the Secret of Happiness](#), has now been translated into over a dozen languages around the world and optioned for film. Both the books and CDs will be available for purchase and signing after his sessions.