



EXECUTIVE OVERVIEW

Credit Crisis on Main Street: A Small Business and Banking Summit

Preface:

The Main Street Initiative, a nonprofit organization in formation, represents a proactive, non-partisan, community-based effort to identify and provide recommendations for addressing and solving critical issues facing small businesses, the heart of the United States economy.

Goals:

- Convene a diverse group of small businesses, community banks, private investors and other related parties to gain consensus on the major issues confronting access to financing for small businesses.
- Understand the current directions, policies and programs proposed by the Administration and Congress; with a specific focus on how they impact existing policies and programs, leading to immediate credit/lending opportunities for small businesses.
- Provide a comprehensive set of recommendations to create viable, efficient and effective lending opportunities for small businesses.

Logistics:

- **Event** – Credit Crisis on Main Street: A Small Business and Banking Summit
- **Time** – Thursday, February 19, 2009,
8 am - 5 pm – Summit (including breakfast and lunch)
5pm - 7 pm – Reception hosted by Holland & Knight LLP
- **Place** – Cloyd Heck Marvin Center, 3rd Floor
The George Washington University
800 21st Street NW
Washington, DC 20052

Objectives:

- Forge a stronger alliance between small businesses and community banks, which are vital components of revitalizing our U.S. economy.

- Proactively accelerate communication between the small business and banking communities and Administration and Congressional officials dealing directly with TARP and Stimulus funding programs.
- Provide a forum for continuing interaction to review and revise programs and procedures as they are field-tested, assuring prompt modification or termination for inefficient or ineffective programs

Tactics:

- Listen to key Administration officials describe current initiatives specifically targeting the revitalization of small businesses in America
- Listen to small business and banking leaders discuss current challenges (real examples) confronting them in accessing capital
- Listen to private investors discuss the challenges and opportunities for private capital to acquire financial assets and enable community banks to pursue more aggressive lending programs
- Conduct working sessions involving small business and banking advocates and Administration representatives to develop areas of mutual agreement.
- Assure that programmatic initiatives truly address a full range of diversity issues; engaging all segments of the small business community.
- Stage a press conference on Capitol Hill to report our recommendations and begin an open dialogue to support the revitalization of small businesses in America.

Sessions:

- A series of panel discussions involving industry administration officials, association leadership and small businesses and banks
- Keynote addresses from prominent Administration and Congressional leaders
- Networking sessions enabling participants to exchange ideas and information on specific topics
- Current surveys by GWU Schools of Business, Government and Media of leading advocacy associations and Main Street Small Businesses and Banks

Please note, as a unique feature we have invited the Chiefs of Staff (COS) and/or other senior executives within targeted government agencies, particularly those charged with executing the policies and procedures handed down by the Administration and Congress. Again, we want to stimulate as much interaction and exchange of information as possible.

Featured Topics:

- How to assure that government assistance to community banks is accessible fairly and efficiently so as to provide the basis for restoring substantial lending to small and mid-level businesses.

- How to encourage and induce private sector investors to purchase community banks' troubled assets.
- How to develop practical and efficient monitoring systems where community banks receive federal assistance, if required to assure program compliance.
- How to assure that small businesses are able to meet reasonable lending guidelines.
- How to modify existing small business lending programs to encourage greater support from community banks (i.e., adapting NMTC program, etc.).

Attendee Guidelines:

- **Be open minded** (embrace change)
- **Be courteous and professional** (respect everyone's time and opinions)
- **Be non-partisan** (everyone should have a voice)
- **Be focused** (provide credit/lending to small business and banks)
- **Be engaged** (this is a proactive effort and requires everyone's input)
- **Be expeditious** (we must act now, knowing further changes may be required)
- **Be committed** (we are here to lift the voices of "WE THE PEOPLE")

Invited Guest List (by groups):

Academic faculty and officials

Associations for small business and banking

Community banks

Small business owners

(All attendees By Invitation Only)

Administration officials

Congressional representatives

Legal community

Organizing Committee:

The George Washington University

Madison Parks Hotel & Development

Holland & Knight LLP

For more information, contact Titi Williams-Davies at titiwd@gwu.edu or 202-994-8383 or visit <http://creditcrisonmainstreet.eventbrite.com>.