

## Tapping the Unbanked Market

### Photo Essay: Tapping the Unbanked Market: November 5 Symposium



The first FDIC conference on TAPPING THE UNBANKED MARKET was held November 5, 2003 at the National Press Club in Washington, DC.  
(Photo: James Kegley)



Michael J. Zamorski, Director of the FDIC's Division of Supervision and Consumer Protection (DSC), welcomed the standing-room-only crowd.  
(Photo: James Kegley)



FDIC Chairman Don Powell told the audience about his recent visit to a check-cashing outlet in Texas, and his conversations with customers there about the benefits of using an insured financial institution instead of a fringe business.  
(Photo: James Kegley)



The Congressional Panel began with remarks by the Hon. S  
the Subcommittee on Financial Institutions and Consumer C



The Hon. Rubén Hinojosa (D-TX), the son of immigrants, ta  
services to all citizens.  
(Photo: James Kegley)



The Hon. David Scott (D-GA), makes a point about the ben  
(Photo: James Kegley)



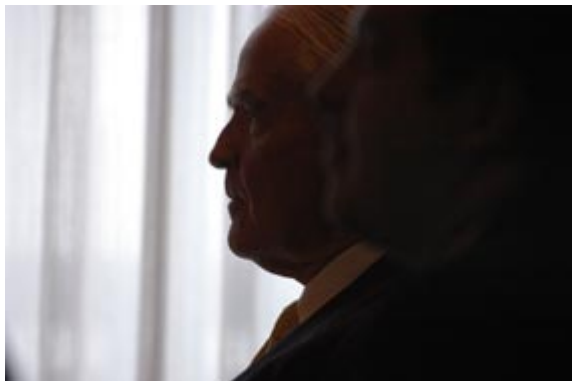
The conference binder given to each attendee was full of background and supplemental information.  
(Photo: James Kegley)

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Attendees busy taking notes.  
(Photo: James Kegley)

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FDIC Chairman Don Powell listening intently.  
(Photo: James Kegley)

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Panel 2 Presenter Michael Barr studies his conference binder.  
(Photo: James Kegley)



The first panel discussed some of the ways bankers and community organizations have attracted and retained previously unbanked customers. On the panel were Ms. Yman Vien, Chairman of the Board and President and CEO of American Metro Bank in Chicago; Joseph A. Smith, Jr., North Carolina Commissioner of Banks, and Ms. Chiquita D. Board, First Accounts Program Manager with the DeKalb County Cooperative Extension Service in Decatur, GA.

(Photo: James Kegley)

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Panel One was moderated by Sheila C. Bair (right), a Member of the FDIC's Advisory Committee and Dean's Professor of Financial Regulatory Policy at the University of Massachusetts/Amherst.

(Photo: James Kegley)

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Chiquita D. Board (left) answers a question from a symposium participant at the conclusion of Panel I.

(Photo: James Kegley)

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Joseph A. Smith (left) and a symposium participant.  
(Photo: James Kegley)

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The symposium was facilitated by Dr. J. Otis Smith, professor of psychology at Cheyney University and an expert on low-income populations. Here Dr. Smith invites the audience to address questions to the panelists.  
(Photo: James Kegley)

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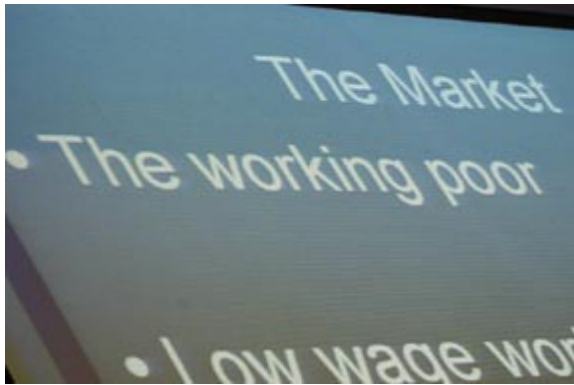


The proprietor of a check cashing outlet makes a point about providing a needed service.  
(Photo: James Kegley)

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Jean Ann Fox of the Consumer Federation of America comments on the availability of traditional versus “fringe” banking outlets in low and moderate income areas.  
(Photo: James Kegley)



Panel Two examined the marketplace dynamics of the unbanked...  
(Photo: James Kegley)



...and strategies to reach them.  
(Photo: James Kegley)



Panel Two participants were Ms. Evelyn Edwards (right), Assistant Vice President of Community Reinvestment for Bancorp South, Jackson, MS; moderator Ellen Seidman (second from right), Senior Managing Director of ShoreBank Advisory Services, Chicago; Michael S. Barr, Professor of Law at the University of Michigan; and Dory Rand (left), Attorney at Law, National Center on Poverty Law, Chicago.  
(Photo: James Kegley)



Michael S. Barr described successful programs for bringing the unbanked into the financial mainstream. (Photo: James Kegley)



Dory Rand discussed how to tailor incentives to meet different markets. (Photo: Ja



Some members of the audience. (Photo: James Kegley)



DSC Deputy Director Donna Gambrell (center) listens while others take notes. (Photo: James Kegley)



The FDIC unveiled a new educational video for bankers called "A New Opportunity: The Unbanked."  
(Photo: James Kegley)



FDIC Chairman Don Powell describes the background and accomplishments of the luncheon speaker, The Hon. Michael G. Oxley (R-OH), Chairman of the Committee on Financial Services.  
(Photo: James Kegley)



To honor Chairman Oxley, Chairman Powell – a diehard Texas A&M fan – dons a baseball cap from Chairman Oxley's alma mater.  
(Photo: James Kegley)





Chairman Oxley addressed some of the most pressing issues facing the unbanked.  
(Photo: James Kegley)



FDIC Senior Advisor Judy Chapa introduced a longtime friend, Kelvin Boston, host of PBS's syndicated *Money Wise* program.  
(Photo: James Kegley)



Kelvin Boston gave an inspirational talk about "People, Profits, and a Forgotten Promissory Note."  
(Photo: James Kegley)



Panel Three was moderated by James Ballentine, Community Development Manager, American Bankers Association. (Photo: W.W. Reid)



Cynthia Amador, President of Los Angeles' CHARO Community Development Corporation, talked about the network of groups that works together to make CHARO CDC a success. (Photo: W.W. Reid)



Ernest Skinner, Vice President and Community Relations Director of Citibank, stressed the need to identify community partners when putting together and outreach program.  
(Photo: W.W. Reid)



Clara Martinez, Vice President of Community Development at Wachovia Bank, described her institution's multi-faceted approach to reaching the unbanked in the eleven states where Wachovia has branches.  
(Photo: W.W. Reid)



The Rev. Dr. Floyd H. Flake, FDIC Advisory Board Member and Senior Pastor of the Greater Allen A.M.E. Cathedral of New York, oversees a large network of community service groups connected with his church. (Photo: W.W. Reid)



The next to last speaker, Dr. Angela Lyons of the University of Illinois, presented the results of a case study of financial education in Chicago. (Photo: W.W. Reid)



After being introduced by FDIC Chairman Don Powell, John Bryant – the final speaker of the day – admired Powell's tie before talking about the work of Operation HOPE, where Bryant is Founder, Chairman and CEO. (Photo: W.W. Reid)



Left to right: John Bryant, Donna Gambrell, Don Powell, J. Otis Smith, and Kelvin Boston at the conclusion of the symposium. (Photo: W.W. Reid)

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