

# Supporting Latino and Immigrant Entrepreneurs in a Time of Crisis

## Speaker Biographies

**Jorge González** is a research analyst in the Metropolitan Housing and Communities Policy Center at the Urban Institute, where he studies economic and community development. He has researched initiatives and policies to support small businesses and commercial corridors, such as Opportunity Zones and the Paycheck Protection Program. He is evaluating several initiatives to improve access to capital and technical assistance for minority-owned small businesses and is assessing local community lending ecosystems. Before joining Urban, González worked for Mexico's Office for Asset Management and Disposal, coordinating initiatives to repurpose unused government-owned land and rail infrastructure. Gonzalez earned his BA in international relations from the Instituto Tecnológico Autónomo de México and his MPP from the University of Chicago as a Fulbright grantee.

**Aldo Medina** is a community organizer, financial coach, grant writer, and lifelong advocate for economic justice addressing the racial wealth gap in the Latinx community. He is a coordinating committee member of Oregon Small Business United (OSBU) a coalition to unite and amplify voices of organizations serving BIPOC and rural small businesses, he is also a board member of Causa Oregon, an organization working to improve the lives of Latino immigrants and their families in Oregon. He serves as [Hacienda CDC's](#) Mercado Programs Director, overseeing entrepreneurship programming and the Portland Mercado small business incubator site, and commercial kitchen serving over 130 micro entrepreneurs in Oregon. His proudest professional development is becoming a 2019 NALCAB *Pete Garcia* Community Economic Development Fellow, a program developed to ensure the next generation of Latino leaders. Aldo earned his Bachelor of Arts degree from the University of California, Santa Cruz in Latin American and Latino Studies; he grew up in El Monte, California and is a proud immigrant from Cuautla, Morelos, Mexico.

**Katherine Sundt** is the Development Associate at La Cocina, a Bay Area food business incubator for working class entrepreneurs, focusing on women of color and women from immigrant communities. Due to COVID, La Cocina businesses have been generating about 10-40% of their pre-pandemic revenue. So La Cocina shifted its work from business incubation to supporting business survival. Katherine has been focusing on fundraising for La Cocina's Emergency Relief Fund, its upcoming women-led food hall, and for La Cocina more generally to keep the organization financially stable.

**Storm Taliaferrow** is the Senior Program Manager at NALCAB. Storm manages the portfolio of small business development program including grant-making, technical assistance and training for non-profit organizations and Certified Development Financial Institutions (CDFIs), totaling over \$4 million. Storm also provides strategic advice to network organizations to strengthen and grow programs, apply for funding, develop peer-to-peer networks, and identify best practices. In 2020 Storm was a member of the working group that conducted an assessment of the San Antonio's small business ecosystem, with a goal of better understanding the make-up, needs, and challenges of businesses owned by women and people of color, as well as to understand the landscape of business support and capital providers. Before joining NALCAB, Storm worked at the University of Texas at San Antonio Institute for Economic Development's Center for Community and Business Research conducting analysis on projects ranging from the economic impact of toll roads to a health care needs assessment for Texas counties in the Eagle Ford Shale. Storm has over 10

years of experience working with financial services companies including Prudential Insurance and Lazard Frères. She has also served on the Finance and Investment Committee of the New York Women's Foundation and was a Bexar County Master Gardener for several years. Storm is a graduate of Harvard University with a Bachelor of Arts in Government.

**Brett Theodos** is a senior fellow and director of the Community Economic Development Hub at the Urban Institute. His work focuses on economic and community development, neighborhood change, affordable homeownership, consumer finance, and program evaluation and learning. His research includes evaluations of the Economic Development Administration, New Markets Tax Credit, Small Business Administration loan and investment programs, Opportunity Zones, and the US Department of Housing and Urban Development's Choice Neighborhoods, Community Development Block Grant, and Section 108 programs. He is studying how capital flows (or fails to flow) into communities, including the role of mission finance actors like community development financial institutions. He leads projects researching how entrepreneurs can access capital. Theodos has conducted studies of neighborhood change and geographic mobility. He is evaluating several place-based initiatives. He's led studies of affordable homeownership supports, including shared equity models like community land trusts. In the financial capability space, he's led studies of financial coaching, financial curriculum, and rules of thumb for decisionmaking. He's explored the geography of debt. Theodos is working to grow nonprofit capacity in performance measurement. He directs Measure4Change, which provides technical assistance and facilitates a community of practice for nonprofits and has led randomized controlled trial evaluations of youth workforce and education preparedness programs. Theodos serves on the Board of the Center for Community Progress, the Douglass Community Land Trust, and the Housing Authority of Prince George's County. Theodos received his BA from Northwestern University, MPP from Georgetown University, and PhD in public policy from George Washington University.