COUNCIL *on* FOUNDATIONS

Site Session

Camden, New Jersey

Monday, April 11, 2011

COUNCIL *on* FOUNDATIONS

Site Session Information Schedule - Camden, NJ
Monday, April 11, 2011
12:00 P.M. – 5:00 P.M.

I. Departure from Philadelphia Convention Center

II. Windshield Tour : *North Camden, Cramer Hill, University District and the Camden Waterfront*

III. Arrive at One Port Center for panel discussions 1 and 2

IV. Introduction from the City of Camden Mayor, Dana L. Redd

V. Panel 1: *Vision for Camden's Revitalization and the Catalytic Role of Anchor Institutions in Neighborhood Revitalization*

VI. Panel 2: *Anchor Institutions As a Convener – Bringing Together Stakeholders for Neighborhood Revitalization*

VII. Windshield Tour 2: *Cooper Plaza and Lanning Square*

VIII. Windshield Tour 3: *Parkside*

IX. Arrive at Campbell Soup Company, International Headquarters for panel discussion

X. Panel 3: *Role of the Business Community in Neighborhood Revitalization*

XI. Travel back to the Philadelphia Convention Center

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One Port Center, 2 Riverside Drive, Camden, NJ 08103
1:30 P.M. - 2:15 P.M.

Panel 1: Vision for Camden's Revitalization and the Catalytic Role of Anchor Institutions in Neighborhood Revitalization

- **Wendell Pritchett, Chancellor, Rutgers University–Camden**
- **Manny Delgado, Executive Director, Cramer Hill Community Development Corporation**
- **Anthony Perno, CEO, Cooper's Ferry Development Association/Greater Camden Partnership**
- **David Foster, President, Cooper's Ferry Development Association/Greater Camden Partnership**

Organizational Overview:

I. Cooper's Ferry Development Association/Greater Camden Partnership

Cooper's Ferry Development Association (CFDA) was founded in 1984 as a private, non-profit corporation dedicated to planning and implementing high-quality urban redevelopment projects on the Camden Waterfront. Beginning in 2005, CFDA expanded its work into Camden's core neighborhoods. Greater Camden Partnership (GCP) was founded in 2001 with the mission of bringing together leaders from the private, public, and non-profit sectors in order to design and implement innovative revitalization projects in Camden. In February 2011, CFDA and GCP merged uniting as one organization that continues to establish public and private partnerships to effect sustainable economic revitalization and promote Camden as a place in which to live, work, visit and invest.

II. Cramer Hill Community Development Association

Cramer Hill Community Development Corporation is dedicated to building a thriving, safe, family-oriented community that is economically and culturally diverse. Cramer Hill Community Development Corporation believes that development is most successful when there is continuous input from residents, by fostering resident leadership and civic engagement, by creating affordable housing, strengthening economic opportunity and by improving the quality of life in Cramer Hill.

III. Rutgers University – Camden

Rutgers–Camden is a vibrant public research university delivering comprehensive undergraduate and graduate programs in the City of Camden and South Jersey region. Today, Rutgers-Camden boasts the nation's first doctoral program in childhood studies, a new state-of-the-art law school facility, and a comprehensive four-year undergraduate business curriculum. As part of New Jersey's land-grant university, Rutgers–Camden engages its host city and region through thoughtful programs that seek to bolster economic growth; promote learning opportunities for all citizens regardless of age; safeguard the legal rights of the underrepresented; nurture new businesses; and much more. The campus serves as a nexus connecting scholarship and service for the benefit of all involved.

Examples of Recent Projects:

I. Cooper's Ferry Development Association/Greater Camden Partnership

a. ***Pyne Poynt Park***

In 2008, Camden County, Cooper's Ferry Development Association (CFDA), SOW and the City of Camden began the process to rehabilitate Pyne Poynt Park. The rehabilitation of Pyne Poynt Park was a priority recommendation in the community-driven North Camden Neighborhood Plan, which was adopted by the Camden City Planning Board in August 2008. 13-acre Pyne Poynt Park is the largest park in the North Camden neighborhood as well as the only existing public access point in North Camden to the Delaware River. Unfortunately, the playing fields frequently flood and are abused by All-Terrain Vehicles and motorbikes, rendering them unusable. The goal of the project is to rehabilitate the park and the surrounding roads.

b. ***Employer Assisted Housing***

Camden's Employer Assisted Housing Program (EAH) is a key initiative in stabilizing the downtown neighborhoods. This initiative will provide an incentive to employees of anchor institutions who choose to purchase a home in the neighborhood adjacent to their employer. The program is scheduled to launch this June and will include: an institution-based grant, a favorable mortgage, and assistance in accessing other public incentive programs. Rutgers-Camden, Rowan University, Camden County College, Cooper University Hospital, and Lourdes Hospital have all committed to the program.

II. Cramer Hill Community Development Corporation

a. ***Nueva Vida Homes***

The Nueva Vida Homes, Phase I, were Cramer Hill CDC's first housing development. As an affordable housing infill, this project provides is essential ingredient to the successful equitable development of the neighborhood. Cramer Hill CDC built 14 homes and finished settling on the properties in spring 2008. Additional housing units are under development.

b. ***Kroc Center***

The Salvation Army Ray and Joan Kroc Corps Community Center in Camden, New Jersey will offer recreational, spiritual, educational, and cultural arts programs of superb quality. These versatile facilities will be open to people of all ages and offer a wide variety of programs and services focused on building character, confidence, and capacity for excellence within underserved communities. The center will include a full size gymnasium, an indoor competition pool and water park, black box theater, community gathering plaza, media center, learning center, culinary arts teaching kitchen, choice food pantry, early childhood education center, teen center, senior center, athletic fields, health clinic and more.

III. Rutgers University Camden

a. ***3rd St. corridor between State and Cooper***

The corridors connecting the North Camden neighborhood to Rutgers–Camden are the focus of a collaborative project involving Rutgers–Camden's Walter Rand Institute of Public Affairs; Save Our Waterfront; Respond, Inc.; the New Jersey Tree Foundation; the New Jersey Conservation Foundation; and GCP/CFDA. The project, supported by the William Penn Foundation, engages Rutgers–Camden and the North Camden community in a collaborative process to envision greener and more welcoming corridors. One purpose of the project is practical: to encourage movement back-and-forth between the neighborhood and the campus. The larger purpose is to get the campus and the community working together in pursuit of shared goals, laying the foundation for additional efforts in the future.

b. ***Future Rutgers-Camden Student Dorms***

Rutgers–Camden has just broken ground on a new graduate dormitory to open in the fall of 2012. The dormitory will house more than 350 graduate students in a variety of housing configurations, including suites and loft-style apartments. The 12-story structure will feature more than 7000 square feet of retail space at street level. The dormitory project crystallizes Rutgers–Camden's three top strategic goals: growing its student population, increasing the quality and prominence of its graduate programs, and contributing to Camden and the region. These goals are inter-related; as Rutgers–Camden grows and strengthens its programs, the university will make an increasing contribution to the city and region.

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One Port Center, 2 Riverside Drive, Camden, NJ 08103
2:15 P.M. – 3:00 P.M.

Panel 2: The Anchor Institution as a Convener – Bringing Together Stakeholders for Neighborhood Revitalization

- **Sheila Davis, Vice President, Lanning Square West Residents in Action**
- **Sheila Roberts, President, Cooper Lanning Civic Association**
- **Dr. Tyrone McCombs, Assistant Provost and Dean, Rowan University at Camden**
- **Merilee Rutolo, Vice President, Center for Family Services**
- **Susan Bass Levin, President and Chief Executive Officer of the Cooper Foundation, Cooper University Hospital**

Organizational Overview:

I. Center for Family Services

Center For Family Services offers a full range of programs throughout New Jersey that address the needs of the population at every stage of life. Services include intensive home-based treatment to special populations such as children at risk of abuse and neglect and outpatient services such as treatment for substance abuse. The Center's growth is inspired by our dedication to a comprehensive continuum of care and an increased ability to meet the community's changing needs. With our more than 40 programs, we are able to integrate services to more holistically treat the person, rather than the specific symptoms. Our goal is to provide the foundation for a child, an individual, or a family to develop and follow their own best path to a successful, healthy life.

II. Cooper Lanning Civic Association

Cooper Lanning Civic Association is a non-profit resident driven community organization that promotes the Cooper Plaza neighborhood by working in partnership with community, social service agencies and stakeholders to improve the quality of life for the residents of Cooper Plaza. The Association provides opportunities for individuals to volunteer in community service projects in the Cooper Plaza neighborhood and helps college students grow through grassroots internships in Community Building Projects in Cooper Plaza.

III. Cooper University Hospital

Cooper University Hospital has been the anchor institution in Cooper Plaza and Lanning Square since opening its doors in 1887. Cooper is an academic medical center committed to world-class patient care, education, and research resulting in a healthier community. Cooper is the largest private employer in the City of Camden and is in the midst of a $600 million expansion of its Camden Health Sciences Campus - including a new $220 million patient Pavilion which opened in 2008. Cooper, in partnership with Rowan University, will expand its role as a leader in medical education and research with the Cooper Medical School of Rowan University which will accept its first class in 2012. In addition, Cooper is planning a new comprehensive Cooper Cancer Institute that will expand access to cancer treatment in Camden and South Jersey that is scheduled to open in 2013.

As an anchor institution in the neighborhood, Cooper is taking an active role in community development, revitalization efforts and building partnerships with the community to improve neighborhood conditions. Through partnerships which engage city, county and state agencies as well as community partners Cooper University Hospitalworks towards the rehabilitation of local parks, streetscape, and housing to support neighborhood development. Cooper's vision is to create a vibrant mixed-use neighborhood that includes housing opportunities, a revitalized commercial corridor, parks and community space and a health science campus interwoven into the neighborhood.

IV. Lanning Square West Residents in Action

Lanning Square West Residents in Action is a grassroots organization dedicated to organizing, empowering and advocating for the rights of the residents of Lanning Square community. The organization sponsors a variety of community activities, such as block parties, tree plantings, youth events, clean-ups and public safety initiatives, intended to promote resident participation and connection to the community-at-large. The organization holds community-wide monthly meetings with residents and stakeholders to inform and discuss the successes, obstacles and challenges related to the improvement of the neighborhood.

V. Rowan University at Camden

In 1969 Rowan University (formerly Glassboro State College) founded the Camden Urban Center to supplement the educational activities of the college's main campus in Glassboro. In 1980, the campus was accredited as a branch campus, and in 1991 it moved into a new shared facility with Camden County College at the intersection of Broadway and Cooper Streets. Today Rowan University's Camden Campus is a growing branch campus with academic majors, graduate programs, general education courses, an English as a Second Language program, an Educational Opportunity Fund (EOF) program, and a variety of additional academic and student services.

Examples of Recent Projects:

I. Center for Family Services

Promise Neighborhood Initiative *(Working in partnership with Rowan University)*

Center For Family Services (CFS) and Rowan University, together with the Cooper Lanning Promise Neighborhood Team (CLPNT), which includes community residents and community based organizations, are on a mission to strengthen the families of Camden City through the creation of a "Promise Neighborhood" pipeline of community supports. The goal of a Promise Neighborhood is to fortify the neighborhood block by block in order to make it a place where children and families are able to thrive and succeed.

The Cooper Lanning Promise Neighborhood Team recognizes and embraces the benefits of developing a Promise Neighborhood to break the cycle of generational poverty facing Camden City. This approach, pioneered by the Harlem Children's Zone in New York City aims to transform every aspect of a child's life by providing continuous programs and services that focus on the social and educational development of children.

Our goal is to change the opportunities and expectations for families living in the Cooper Lanning Promise Neighborhood community. By teaching and supporting children and parents to focus on success, value education, work hard, and graduate from college, we can improve the outcomes for neighborhood children.

II. Cooper University Hospital

Neighborhood Revitalization Tax Credit (NRTC) Project

Cooper has served as the lead on the $1 million NRTC project through the NJ Department of Community Affairs. The NRTC project provides funding for revitalization projects to support housing, stimulate economic development and improve neighborhood conditions in the community. Cooper's NRTC project will provide for residential façade improvements by St. Joseph's Carpenter Society; 9 new affordable homeownership units by Metro Camden Habitat for Humanity; a "Clean and Safe" program in Cooper Plaza through Greater Camden Partnership; improvements to the parking area for the Center for Family Services; permanent art panels for Triangle Park, funding for free healthcare clinics for uninsured Camden residents through the Health Outreach Program (HOP) Clinics and Housing Rehabilitation in Cooper Plaza.

III. Rowan University at Camden

Cooper Medical School of Rowan University *(In Partnership with Cooper University Hospital)*

For the past 30 years, the University of Medicine and Dentistry of New Jersey (UMDNJ) has been the only institution in New Jersey to offer medical degrees. That will change with Cooper Medical School of Rowan University, which expects to enroll its first class of 40-50 medical school students in 2012.

In June of 2009, then-Gov. Jon Corzine signed an executive reorganization order that called for Rowan University and Cooper University Hospital to partner and create a new four-year allopathic medical school in Camden.
The partnership brought together two longstanding South Jersey institutions with national reputations—and long commitments to the City of Camden.

For years, Rowan University and Cooper University Hospital have been dynamic, nationally respected leaders in the fields of higher education and medicine. Now, in a move that will fundamentally change the face of healthcare and education in the state, the two longstanding South Jersey institutions have partnered to form Cooper Medical School of Rowan University.

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Campbell Soup Company, International Headquarters
One Campbell Place, Camden, NJ
4:00 P.M. – 5:00 P.M.

Panel 3: Role of the Business Community in Neighborhood Revitalization

- **Amanda Bauman, Manager of Community Service, Campbell Soup Company**
- **Robert Ruggero, Senior Vice President, Lourdes Medical Center**
- **Bridget Phifer, Executive Director, Parkside Business & Community in Partnership**

Organizational Overview:

I. Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, baked snacks and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including "Campbell's," "Pepperidge Farm," "Arnott's" and "V8." Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates, including Camden, NJ, for more than 140 years. For more information, please visit www.campbellsoupcompany.com.

II. Our Lady of Lourdes Medical Center

The Lourdes Health System is one of southern New Jersey's leading health care providers, with hospitals located in Camden and Willingboro. Lourdes Health System is a Catholic health system sponsored by the Franciscan Sisters of Allegany, NY, dedicated to its tradition of serving all with reverence, compassion and integrity in a simple, joyful and hospitable manner. Lourdes' mission is to strive for excellence for patients, families and the community; promote healthy communities; and provide collaborative medical and holistic health services.

The Lourdes Stroke Center at Our Lady of Lourdes Medical Center provides comprehensive care and treatment. In 2011 results, HealthGrades honored the program with its Stroke Care Excellence Award™. The national rankings organization has also designated the Lourdes stroke program with a Five-Star rating for the eighth year in a row.

III. Parkside Business and Community in Partnership

PBCIP was founded on the principle that it inspires members to find constructive ways to revitalize their neighborhood. PBCIP's housing efforts have included 43 homes sold to Parkside families, including market rate homes in response to market demand. Through its Hope Institute financial literacy program, PBCIP has assisted over 300 families working toward their goal of homeownership. Current projects include a 30-unit housing renovation project and 98 units of affordable rental housing. PBCIP is now embarking on a major Haddon Avenue business district initiative, including a retail/office building that is the first new construction on the Haddon Avenue corridor since the 1970s. It will also be the first LEED certified "green" building of its kind. PBCIP has also incorporated a youth component which emphasizes developing the potential of Parkside teens to help PBCIP accomplish revitalization goals. This initiative incorporates a youth-designed public art project on Haddon Avenue.

PBCIP is now focusing on sustainability as an overarching means to reach the organization's original goal of inspiring residents to transform the neighborhood. A neighborhood sustainability plan will be kicked off this month, with neighborhood-wide participation in the process to ensure it reflects the needs and buy-in of the community. PBCIP projects will also model sustainability practices, not only in the RENEW building, but housing development and our other quality of life initiatives.

Examples of Recent Projects:

I. Campbell Soup Company
Campbell Foundation Hunger and Obesity Initiative

Since 1953, the Campbell Soup Foundation has provided financial support to local champions that inspire positive change in communities throughout the United States where Campbell Soup Company employees live and work. The Foundation places particular emphasis on Camden, NJ, birthplace of Campbell's flagship soup business and home of its world headquarters. Each year, the Foundation donates more than $1.6 million to a variety of organizations that focus on hunger relief, childhood obesity and positive impacts to youth. Its signature initiative, the Summer Program, provides constructive summer activities for more than 10,000 Camden youth annually in 26 distinct programs providing cultural, recreational, academic and career exploration opportunities.

Campbell's Hunger and Childhood Obesity Initiative seeks to reduce childhood obesity and hunger among Camden's youth by 50% in 10 years. The company has committed $10 million over 10 years to focus on four key strategic areas: food access, physical activity, nutrition education and public will. The pilot program is being implemented in conjunction with the policy and environmental work of the NJ Partnership for Healthy Kids - Camden, a city-wide collaborative, in six sites located in the Parkside and North Camden neighborhoods.

II. Our Lady of Lourdes Medical Center
Haddon Avenue Transit Village

Our Lady of Lourdes Medical Center, the Delaware River Port Authority, Grapevine Development, and CFDA/GCP are working to develop a 15-acre mixed-use transit village on a former industrial strip situated between the Lourdes campus and the Ferry Avenue PATCO Station. The Project will be anchored by Camden's first grocery store in more than a generation and will also include 400 units of market rate housing, a new parking garage and both office and retail space.

III. Parkside Business & Community in Partnership

a. RENEW Building

The RENEW office/retail building is being developed to be the first LEED certified building of its kind in the region. In addition to a variety of "green" technologies such as solar panels, geo-thermal heat, water recovery, etc., the building will serve as a destination for consumer education programs related to sustainability and weatherization through the PSE&G sustainability center. Retail tenants, which include a wellness spa, a bakery and food and grille establishment, similarly will have a sustainable philosophy. The building will also contain a business incubator, green jobs training center and PBCIP offices.

b. Community Arts Program

PBCIP is embarking on the second phase of its youth arts program in conjunction with the Boys & Girls Club of Camden County. Its first effort involved two dozen teens exploring various media with professional artists who worked with the group each week and also a youth-led public sculpture project. Through this project, teens were introduced to the fields of redevelopment, architecture and construction, and public art. Through their input and guidance, New York based artist Leon Reid created the "Camden Carnation" sculpture which will be installed on Haddon Avenue at the RENEW building site.

c. Park Boulevard Phase III Housing Construction

Currently, 30 homes are undergoing rehab construction along Park Boulevard and adjoining streets. This project builds on previous investment along this tree-lined commuter corridor and removes virtually every remaining blighted property on the street.

d. Ferry Senior

PBCIP is expanding its project area to include development adjacent to the Ferry Avenue commuter train station. This is a multi-stage project incorporating 50 units of senior rental housing and 48 multi-family units. Site clearance is now under way for the first phase of the senior rental construction.

e. Farnham Park Restoration

A multi-agency project led by Cooper's Ferry Development Association will restore the upper portion of Farnham Park to accomplish sorely needed repairs and upgrade the park to be an inviting place for children and families. Work includes installation of new playground equipment, repair of a spray pool and planting of a rain garden to address overflow issues, lighting to walkways as well as drainage.

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Meet the Panelists

Panel 1

Manuel Delgado, Executive Director
Cramer Hill Community Development Corporation
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Manuel Delgado serves as the Executive Director of the Cramer Hill Community Development Corporation (CHCDC) in Camden, New Jersey. The CHCDC is a non-profit group dedicated to building an economically and culturally diverse community, fostering resident leadership and civic engagement, and by creating a diverse housing opportunities. Mr. Delgado is responsible for all aspects of the CDC's revitalization plan, which includes community organizing, strategic planning, feasibility assessment, site selection, packaging the financing, construction and final disposition.

David Foster, President
Cooper's Ferry Development Association/ Greater Camden Partnership
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David is the President of the newly merged Cooper's Ferry Development Association (CFDA)/Greater Camden Partnership (GCP). Before merging with CFDA, Dave was the President/CEO of GCP.

Previous to his position at GCP, David practiced law as an attorney in the Philadelphia office of Ballard Spahr Andrews & Ingersoll, LLP, where his practice included all aspects of real estate development and investment.

David was also a commercial real estate development associate with the Hutchison Whampoa Property Group in Shanghai, China. His projects included the development of a 2.1 million square foot mixed-use retail, hotel and office complex and the update of a 750,000 square foot shopping mall. He also served for four years as an infantry officer in the U.S. Army's 101st Airborne Division, and currently serves as a Reservist in the Army's Stability Operations Division at the Pentagon.

David serves on the board of Symphony in C, Salvation Army- NJ Division, the Walter Rand Institute for Public Policy and the Philadelphia Chapter of the Urban Land Institute.

He received his B.A. from Washington and Lee University and his J.D. from the University of Pennsylvania Law School. He also holds a Certificate in Business and Public Policy from the Wharton School. After law school, he was selected as a Henry Luce Scholar.

Anthony Perno, CEO
Cooper's Ferry Development Association/Greater Camden Partnership
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Anthony graduated from the College of New Jersey in 1998 with a Bachelor of Political Science and Economics and received a law degree from Rutgers University, Camden Campus in 2005. Since joining CFDA's staff as a project manager in 1999, he has developed and administered several major infrastructure initiatives including the Interior Gateway Initiative which was a $50 million planning and infrastructure rehabilitation project targeted at updating and replacing dilapidated infrastructure throughout downtown Camden. In 2005, Anthony was promoted to Vice President and COO where he assisted then CEO Tom Corcoran to expand the mission of the organization from a single purpose development organization focused on the downtown waterfront into a city-wide economic and community development corporation. Anthony is a board member of the St. Joseph's Carpenter Society and Camden Greenways Inc. He serves on the Camden County Open Space Commission and is also the Assistant Program Director for the Northeastern YMCA Model United Nations Program and the Program Director for the YMCA New Jersey Youth & Government Program.

Wendell Pritchett, Chancellor
Rutgers University – Camden
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Camden, NJ 08102
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chancellor@camden.rutgers.edu

Wendell E. Pritchett**,** a noted scholar in urban history and policy and an experienced government and university administrator, began his appointment as chancellor of Rutgers University–Camden in 2009.

Previous to his position as chancellor, Dr. Pritchett taught at the University of Pennsylvania law school from 2001-09. As associate dean at Penn Law during 2006-08, he focused on faculty development and improving the quality of experience for students.

At Penn, Dr. Pritchett was also a member of the faculty of the graduate programs of the School of Design and the history department in the School of Arts and Sciences, and he has led or participated in many university-wide initiatives. He is a founding member of the Penn Institute for Urban Research; was one of the principal investigators on a major federally funded project to examine racial disparities in the treatment of prostate cancer; and served for three years on the Provost's Planning and Budget Committee, the primary advisory group to Penn's chief academic officer.

Through several positions as an attorney, as well as his current roles as president of the Philadelphia Housing Development Corporation, vice chair of the Redevelopment Authority of Philadelphia, and member of the Pennsylvania State Planning Board, he has used his extensive experience in policy analysis and development to promote economic opportunity in the Philadelphia region. He is a member of the CEO Council for Growth initiative of Select Greater Philadelphia and co-chair of the World Class Greater Philadelphia initiative of the Economy League of Greater Philadelphia. He also serves on the board of directors of the United Way of Camden County.
He received his B.A. from Brown University in 1986, his J.D. from Yale Law School in 1991, and his Ph.D. in history from the University of Pennsylvania in 1997.

Panel 2

Susan Bass Levin, President and Chief Executive Officer
Cooper Foundation
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Susan Bass Levin is the President and Chief Executive Officer of the Cooper Foundation at Cooper University Hospital, an academic medical center committed to world-class patient care, education and research. In that capacity she is responsible for the operations of the Foundation, the community redevelopment initiatives of the Cooper Health System in Camden, and the Cooper Cancer Institute Task Force.

Ms. Levin's career spans 35 years in government service and law, as well as leadership in nonprofit and community organizations. Before joining Cooper, Ms. Levin served as the Deputy Executive Director of the Port Authority of New York and New Jersey. From 2002 to 2007 she served in the Cabinet of three Governors as the Commissioner of the New Jersey Department of Community Affairs, during which she chaired the board of the New Jersey Housing and Mortgage Finance Agency and the New Jersey Redevelopment Authority. Prior to joining state government, Ms. Levin was the Mayor of Cherry Hill for 14 years.

Ms. Levin is currently President of the Board of the Camden County Library and serves on the board of the Cherry Hill Public Library, the Southern New Jersey Chamber of Commerce and the Literacy Volunteers of Camden County. She has been a member of the Board of the Boys and Girls Club of Camden, the New Jersey Women's Fund and the South Jersey Development Council, and was the State President of the New Jersey Association of Women Business Owners from 1984 to 1985.

Ms. Levin graduated from the University of Rochester (Phi Beta Kappa) and received her law degree from George Washington University Law School where she was a member of the Law Review.

Sheila Davis, Vice President
Lanning Square West Residents in Action
sheilabless143@yahoo.com

Sheila Davis is the Vice President of Lanning Square West Residents in Action.

Lanning Square West Residents in Action is a grassroots organization dedicated to organizing, empowering and advocating for the rights of the residents of Lanning Square community. The organization sponsors a variety of community activities, such as block parties, tree plantings, youth events, clean-ups and public safety initiatives, intended to promote resident participation and connection to the community-at-large. The organization holds community-wide monthly meetings with residents and stakeholders to inform and discuss the successes, obstacles and challenges related to the improvement of the neighborhood.

Dr. Tyrone McCombs, Assistant Provost and Dean
Rowan University at Camden
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Tyrone W. McCombs is assistant provost of Rowan University and dean of Rowan's campus in Camden, N.J. As chief academic officer, he is responsible for undergraduate and graduate programs. Under his leadership, the campus has experienced significant growth, including the development of a new Camden Doctoral cohort in Educational Leadership focusing on Urban Education. McCombs also has coordinated partnerships between the university and various city entities. He serves as co-chair of the Cooper Lanning Promise Neighborhood Initiative, a program that aligns efforts to improve educational outcomes for local children.

McCombs is a also member of the Camden Higher Education and Healthcare Taskforce, the Greater Camden Partnership Committee and the Coopers Ferry Assocation. Dr. McCombs also served on the Transition team for the Mayor Dana Redd as the Co-chair of the Youth Development committee.

In addition to his administrative duties, Dr. McCombs is an Associate Professor of Education in the Rowan College of Education. He earned his bachelor's and master's degrees in English literature from Rutgers University in 1991 and 1993 respectively and his doctorate in higher education administration from the University of Pennsylvania in 2002.

Merilee Rutolo, Vice President
Camden Center for Family Services
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Merilee Rutolo has served as Vice President for Center For Family Services for the last eight years. Ms. Rutolo manages the community outreach and development initiatives for The Center.

Under her direction, the Center has revitalized its corporate image and built a network of outreach extending across several counties and reaching into schools, community centers and neighborhood groups. Through Rutolo's efforts, the Center has significantly increased private donations and grant dollars and become well-known as a leading human services agency in the community.

Rutolo is chair of the Cooper Lanning Promise Neighborhood Initiative in Camden City. The goal of the Promise Neighborhood is to fortify Cooper Lanning block by block through results oriented programs and services in order to make it a place where children and families are able to thrive and succeed.

Rutolo has a Bachelor of Arts Degree in Journalism and Government and Politics from the University of Maryland and is currently pursuing a Masters in Public Affairs from Rutgers University. Rutolo serves on the National Alliance for Children and Families Resource Development Committee, as the President of the Board of CamConnect, as an officer on the Executive Council of United Way of Camden County, is a member of the Association of Fundraising Professionals and serves on a tri-county prevention coalition to end sexual violence.

Sheila Roberts, President
Cooper Lanning Civic Association
SRob255458@aol.com

Sheila Roberts is the President of the Cooper Lanning Civic Association.

Cooper Lanning Civic Association is a non-profit resident driven community organization that promotes the Cooper Plaza neighborhood by working in partnership with community, social service agencies and stakeholders to improve the quality of life for the residents of Cooper Plaza. Provides after school programs for youth ages 6-14. The Association provides opportunities for individuals to volunteer in community service projects in the Cooper Plaza neighborhood and helps college students grow through grassroots internships in Community Building Projects in Cooper Plaza.

Panel 3

Amanda Bauman, Manager, Community Service
Campbell's Soup Company
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Amanda Bauman is the Manager of Community Service at the Campbell Soup Company. In this role she is responsible for Campbell's global volunteer program, Nourishing Our Neighbors, which has received national recognition by the Points of Light Institute. She is also Program Director for the Campbell Soup Foundation, the philanthropic arm of the Campbell Soup Company, and manages the distribution of $1.6 million in grants annually. She sits on the Corporate Social Responsibility Community Strategy Team and works with a cross-functional team of employees to set strategic direction for the company's overall CSR platform. Amanda has been at Campbell full time since 2005 and previously was an intern in Campbell's Global Advertising Department in 2004. She serves on the board of the Symphony in C, a professional teaching orchestra in Camden, NJ. She received her B.A. in Communications and Art History from La Salle University and currently lives in Philadelphia with her husband Norm.

Bridget Phifer, Executive Director
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Bridget Phifer has been the Executive Director for PBCIP for the past ten years. Ms. Phifer holds a Master's Degree in Public Administration from Rutgers University. As Executive Director she has the overall responsibility for all phases of PBCIP's diverse activities. Under her leadership, the organization has grown in size, mission and staffing. Staff has increased from one person (Bridget) to eight people engaged in housing and economic development, homeownership education, and community outreach and engagement. Strategic partnerships with foundations, corporations and government agencies and other community development organizations have been critical to this success.

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Bob Ruggero is Senior Vice President of Operations for Lourdes Health System. Mr. Ruggero provides administrative direction to Materials Management, Facilities Management, Biomedical, Food and Nutrition, Pharmacy, Rehab and Post-Acute Services, Security Laboratory Medicine Support Services. He identifies and provides resources to support the Health System's strategic initiatives and assists departments with the development and implementation of their department goals. Mr. Ruggero is a member of the Lions Club and the Samaritan Hospice Board.

Meet the Facilitators

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James Gibson is a Senior Fellow in residence at the Center for the Study of Social Policy in Washington, DC, where his work focuses on urban revitalization, community building, and race relations. Mr. Gibson serves as chair of the board of directors of PolicyLink, a national research, policy, advocacy, and communications institution devoted to strengthening communities. Mr. Gibson was founding President of DC Agenda, a ten-year initiative dedicated to solving District of Columbia problems.

Mr. Gibson has been active in urban affairs, community development, race relations and economic development for over three decades. He was a Senior Associate at the Urban Institute between 1993 and 2000, focusing on civil rights policies, community development, urban governance, economic and social opportunities, and antipoverty strategies.

Between 1986 and 1992, Mr. Gibson was Director of the Equal Opportunity Program at The Rockefeller Foundation. Before joining Rockefeller, he served as President of the Eugene and Agnes E. Meyer Foundation in Washington, D.C. Other positions held include City Administrator for Planning and Development for the District of Columbia and Executive Associate of The Potomac Institute. He has been a consultant to many federal, municipal and private sector agencies. Presidential appointments include the President's National Commission on Rural Poverty and the National Capital Planning Commission. He currently serves on the boards of several national organizations and nonprofit community groups in Washington, DC.

Cultural involvements include service with the Cultural Alliance of Greater Washington, the United Arts Organization of Greater Washington, the Downtown Arts Committee, the Cultural Development Corporation, The Kennedy Center Commission on Scope and Constituency, the D.C. Black Repertory Company, the Ellington School of the Arts, and Washington's National Theater.

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Since becoming Senior Vice President of Evaluations for the Wells Fargo Regional Foundation in 2001, Lois has managed the Foundation's portfolio of performance-based grants with an approximate award value of $62 million. Lois joined Wachovia in 1994 and has served in various training and management roles in the commercial bank. Prior to joining Wachovia, she served as Goodwill Industry of Eastern North Carolina's first Director of Development. She began her career in banking in 1988 at Chemical Bank (Chase) in New York in the bank's specialized commercial banking group, the Not-For-Profit Group. Lois serves as the State Coordinator of Wells Fargo's Reading First program for the Pennsylvania and Delaware regions, and also serves as the local Reading First coordinator in two elementary schools. She is on the board of the Council of New Jersey Grantmakers, and is active in her community's local school association. Lois earned a BA with Highest Honors in economics from Rutgers College.

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Roger L. Williams is the founder of Rogelio Williams & Associates, a domestic and international consulting firm specializing in advising on a wide range of issues involving community development. The firm provides guidance on managing community transformation, asset building, disaster recovery, resident ownership, resident engagement, developing innovative community economic development and housing financing strategies, microfinancing, human capital development, organizational development and program evaluation. Internationally he has worked in post-earthquake Haiti, South Africa and Nicaragua. Domestically he has worked extensively in Camden, NJ, post-hurricane New Orleans, LA and a wide range of U.S. cities. Mr. Williams is the framer of *Responsible Redevelopment*, an approach to community development that is based on the integration of human capital with physical development in community revitalization efforts and that advocates for a holistic approach to community development. Prior to founding RW & Associates he was a Senior Fellow/Director for Neighborhood Development at The Annie E. Casey Foundation. He has been a Vice President at both Fannie Mae and Freddie Mac, a Senior Vice President at First Union Bank and the Dime Savings Bank of NY and Deputy General Counsel at the Bedford Stuyvesant Restoration Corporation. He received national recognition for his innovative management of nonperforming mortgage loans and the development of mortgage products to serve low-income individuals. At Casey he served on its Management Committee and Social Investments Committee. He is a founding director of CityFirst Bank, the first CDFI bank in Washington, DC.

Mr. Williams received a Juris Doctorate from New York University School of Law and a Bachelor of Arts degree from Haverford College. He serves on the Board of the Roundhouse Theatre (Bethesda), the DC LISC Advisory Board and the Board of the International Housing Coalition. He is the former vice chairman of New York City's Cultural Affairs Commission, a former Trustee of the Metropolitan Museum, and the former Treasurer of the Ellington Fund which supports DC's public school for the performing arts.