

## Keynote Speaker

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### **Velda Jones-Potter - Delaware State Treasurer**

Velda Jones-Potter has the distinct honor of serving as Delaware's State Treasurer. She was appointed to the position in January 2009 by Governor Jack Markell, to serve the remainder of his unexpired term.

A familiar face in Delaware's business community, Mrs. Jones-Potter served as an executive at two of Delaware's largest companies – MBNA America (now Bank of America) and the DuPont Company – before launching her own successful management consulting firm, Jones-Potter and Associates.

At MBNA, where Treasurer Jones-Potter was an executive vice president, her duties included serving as the Director of Customer Satisfaction and leading a cost-reduction initiative. During her 17-year tenure with the DuPont Company, she took part in an "executive loan" program to serve as the City of Wilmington's Finance Director for an 18-month term. As Wilmington's first female Finance Director, Mrs. Jones-Potter oversaw the collection of \$234,000 in delinquent parking tickets and increased city revenues by \$1.3 million dollars.

Mrs. Jones-Potter holds a Masters Degree in Business Administration from the Indiana University, is the first African-American woman to graduate with an engineering degree from the University of Delaware, and graduated top of her class from P.S. DuPont High School in Wilmington. She is the proud recipient of a Trailblazer Award from the Agenda for Delaware Women for enhancing the visibility and stature of professional women in Delaware.

As Delaware's Treasurer, Mrs. Jones-Potter serves in an official capacity as chairperson of the Delaware College Investment Plan Board and as co-chairperson of the State of Delaware Deferred Compensation Council. She also serves on the Strategic Economic Development Council, the Delaware Board of Pardons, the Delaware Economic and Financial Advisory Council (DEFAC), the Delaware Agricultural Lands Preservation Foundation, the State Employees Benefit Committee (SEBC), and the Delaware Cash Management Policy Board.

Together with her duties as State Treasurer, Mrs. Jones-Potter serves as the President of the Police Athletic League of Wilmington and was a founding member of the East Side Charter School's Board of Directors. She continues to be active in various professional and civic organizations.

State Treasurer Jones-Potter resides in Wilmington with her husband, Wilmington City Councilman Charles Potter, Jr., and her two sons, Charles III and Brandon.