

World Elder Abuse Awareness Day

Speaker Bios



Lori Schock was named director of the Securities and Exchange Commission's Office of Investor Education and Advocacy in October 2009. She previously was associate director at the Financial Industry Regulatory Authority's (FINRA) Investor Education Foundation and Office of Investor Education, and before that, was director of outreach at the Center for Audit Quality.

Earlier in her career, Ms. Schock served at the SEC and held positions as acting director, deputy director and special counsel to the director of OIEA. She joined the agency in 2001 as a staff attorney. Ms. Schock received her law degree and master's of taxation from the University of Akron and her bachelor's degree from Furman University.





Betty Malks is the WEAAD chairperson, with more than 30 years of experience in adult services. Since 1997, as department director, she has spearheaded the creation of the Santa Clara County Social Services Agency's Department of Aging and Adult Services (DAAS), bringing together all adult programs under one umbrella, including Adult Protective Services; public administrators, guardians, and conservators; in-home support services; and senior nutrition.

In the past, Betty was appointed as the North American regional representative for the International Network for the Prevention of Elder Abuse (INPEA) and was a member of the Education Committee of the National Committee for the Prevention of Elder Abuse (NCPEA). Since 2009, Betty has served on the board of NAPSAs, as chair of the fundraising committee and since then has devoted her considerable talents and energy into raising monies for the organization. In 2011, she initiated the NAPSAs Financial Exploitation Advisory Board, which she chairs. The board, which is made up of aging advocates, law enforcement, and the financial services industry, works to promote successful solutions to elder financial abuse, including presenting the Annual National Elder Financial Exploitation Summit each fall.





Dr. Elizabeth Podnieks is the creator and founder of WEAAD. Dr. Podnieks has a B.S.N. from the University of Toronto, a master's of environmental science from York University, Toronto, and a doctorate of education in sociology from the University of Toronto. She is currently a professor at Ryerson University's School of Nursing in Toronto. She is also the founder and chair of the World Elder Abuse Awareness Day, a leading member of the International Network for the Prevention of Elder Abuse and the catalyst for both the Canadian and Ontario networks for the prevention of elder abuse. She as well is the author of many publications dealing with caregiver stress, abuse of elderly, and gerontological nursing.





Roy Zur, cyber intelligence expert and the founder and CEO of several cyber companies, including Cybint, a cyber education company. Roy has more than 15 years of experience in cybersecurity and intelligence operations from the Israeli Defense Forces, Unit 8200 (Retired Major) and has developed cyber education programs and technological solutions for companies, educational institutions, and government agencies around the world. Prior to his current position, Roy received law and business degrees, and served as a legal adviser in the Israeli Supreme Court. In addition, Roy is a practicing attorney, and the chairman of the Israeli Legislation Research Center (OMEK Institute), which includes 150 researchers, who work with the Israeli parliament.





David Brancaccio is the host and senior editor of Marketplace Morning Report. Airing five times each morning, his reporting focuses on the future of the economy, financial and labor markets, technology, the environment, and social enterprises.

In the early 1990s, David was Marketplace's European correspondent based in London, and he hosted Marketplace's evening program from 1993 to 2003. From 2003 to 2005, he co-anchored the PBS television news magazine "Now" with journalist Bill Moyers before taking over as the program's solo anchor in 2005. His feature-length documentary film, "Fixing the Future," appeared in theaters nationwide in 2012. Among his awards for broadcast journalism are the Peabody, the Alfred I. DuPont-Columbia University, the Cronkite, and the Emmy.

He has appeared on CBS, CNBC, MSNBC, and BBC World Service Television; his written work has appeared in The Wall Street Journal, The Baltimore Sun, and Britain's The Guardian. David is author of the book "Squandering Aimlessly," an exploration of how Americans apply their personal values to their money. He also hosts the "Esquire Classic" podcast with Esquire Magazine.

David has a bachelor's degree from Wesleyan University and a master's degree in journalism from Stanford University.

David lives in New Jersey with his wife, Mary Brancaccio, a poet and educator. He grew up in Waterville, Maine, and attended schools in Madagascar, Ghana, and Italy. He enjoys public speaking, bicycling, and photography.



Peter Cook joined ABA in 2017, as executive vice president and chief communications officer. Cook is responsible for the association's public relations, member communications and marketing departments, as well as the ABA Foundation. He provides strategic communications counsel to ABA's leadership and member banks.

Cook came to ABA from the Department of Defense, where he served as assistant to the secretary of defense for public affairs and Pentagon press secretary. Cook was the principal communications advisor to Secretary of Defense Ash Carter, and also served as the chief spokesperson for the department. He oversaw a public affairs staff of 2000, and regularly traveled to Iraq, Afghanistan, and almost every country hosting U.S. troops.

Before joining the DoD, Cook spent two decades in journalism, working most recently as chief Washington correspondent for Bloomberg Television. He covered three presidential elections, Hurricane Katrina, and the 2008 financial crisis for Bloomberg. His reporting took him to Europe, Saudi Arabia, and China.

Prior to Bloomberg, Cook worked for NBC News. He started in local television as an anchor and reporter in North Carolina, Virginia, and Idaho. A Washington native, Cook is a graduate of Duke University and Northwestern University's Medill School of Journalism.





Anna Werner - Consumer Investigative National Correspondent, CBS This Morning

Anna Werner is the consumer investigative national correspondent for "CBS This Morning" based in New York. Her reporting is also featured across all CBS News broadcasts and platforms, including the "CBS Evening News," "CBS Sunday Morning," "48 Hours". and CBSN. In just the past year, Werner has reported on a host of investigative stories with subjects including phone scammers; insulin pricing; fraudulent generic drugs, harmful beauty products; high medical costs; lead in drinking water, breast implant cancer risks; financial scams of the elderly and grave robbing of native artifacts. At CBS News, Werner's stories have received widespread acclaim. Before joining CBS News, Werner distinguished herself as a nationally recognized investigative reporter at CBS stations in Indianapolis (WISH), Houston (KHOU) and San Francisco (KPIX). Werner's coverage has won numerous awards, including three Society of Professional Journalists awards, three Investigative Reporters and Editors awards, two Scripps-Howard Jack R. Howard Excellence in Media awards, a Scripps-Howard Roy W. Howard Award for Public Service, a George R. Polk award, and a National Headliner award. Werner was named the Chris Harris Reporter of the Year by the Associated Press Radio and Television Association in 2008 and 2010 and the Journalist of the Year by the Consumer Federation of California in 2010. She has won 33 Emmy awards, including awards for best reporter in 2000 and 2001 and again in 2008 and 2009. A Chicago area native, Werner graduated with a degree in broadcast journalism from Northern Illinois University.



Eva Velasquez is the president and CEO of the [Identity Theft Resource Center](#), a nonprofit organization established to support victims of identity theft. Velasquez previously served as the vice president of operations for the San Diego Better Business Bureau and spent 21 years at the San Diego District Attorney's Office. She is the author of numerous white papers, articles, and research papers including a memoir: "The Monster Inside, Architecting a Life of Resilience after Sexual Abuse". She is the driving force behind the first free ID Theft Help App and the ITRC Hands-On Privacy Program, which aims to empower our community to protect their mobile data. She is recognized as a nationwide expert on identity theft and is a recipient of the following awards: the National Crime Victim Service Award from the Department of Justice and OVC and the National Consumer League's Florence Kelley Consumer Leadership Award.





Lisa J. Bleier is managing director and associate general counsel at SIFMA, and head of the Private Client, Retirement & State Government Affairs teams. In this capacity, she supervises and coordinates SIFMA's outreach to members of Congress and government regulators on retirement and senior investor matters, as well as managing the teams engaged in state issues and retail issues.

Ms. Bleier is also on the board of the NAPSA National Institute on Elder Financial Exploitation, co-chair SIFMA's Senior Investor Protection Initiative, and the co-chair of the American Bar Association Section on Taxation Employee Benefits Legislation and Litigation Subcommittee. She has testified on retirement plan matters in Oregon and Connecticut. Further, she has testified on ERISA fiduciary matters in Nevada and Maryland.

Ms. Bleier has been published in Trust & Investment Magazine, having authored "Overhauling ERISA for Today's Marketplace," and "The State of Play for Today's Directed Trustee." Previously, Ms. Bleier held positions with the American Banker's Association, the American Society of Pension Actuaries, and Congresswoman Marge Roukema of New Jersey. Ms. Bleier holds a J.D. from the University of Pittsburgh School of Law and a B.A. from the University of Michigan.





Liz Loewy is co-founder and COO of EverSafe, a technology platform that monitors the financial health of seniors and caregivers for fraud, identity theft, and age-related issues. Liz was formerly a prosecutor in the Manhattan DA's Office, where she oversaw its Domestic Violence Unit before serving as chief of the office's first Elder Abuse Prosecution Unit for 18 years. She was trial counsel in a number of high-profile cases, including the successful prosecution of the son of NYC philanthropist, Brooke Astor. Liz is currently EverSafe's subject matter expert on elder fraud, serving as liaison to financial institutions, attorneys, government agencies, and health/aging organizations. She participated in the nation's first National Policy Summit on Elder Abuse in Washington and presented at the most recent White House Conference on Aging (Obama Administration). Liz was a panelist at the 2019 Milken Institute's Global Conference and the World Economic Forum on Ageing in 2016, and has served as a lecturer for regulators, law enforcement, prosecutors, and judges in the U.S. and Europe. She has authored a book and numerous articles on aging and financial fraud and has been quoted in periodicals including the Wall Street Journal, Consumer Reports, Forbes, Money, Kiplinger's, the New York Times, and appeared on ABC's "20/20", CNBC, ABC News, and NPR.





Kathleen Quinn retired in August, 2016, after serving for 10 years as the executive director of the National Adult Protective Services Association (NAPSA). In November, 2018, Kathleen stepped in as interim director of NAPSA when the person hired to replace her resigned, and held that position until Lori Delagrammatikas started as the new permanent director on January 21, 2019. Kathleen continues to serve as the president of the NAPSA board. Previously to her work at NAPSA, Kathleen served as the seniors advisor to the Illinois Attorney General. She was also the APS administrator in Illinois for 15 years, and helped to build the domestic violence network in Illinois. In addition to extensive experience in adult protective services, she has decades of experience in national and state policy development, advocacy, collaboration, and training in the fields of domestic violence, elder abuse, aging services, working with the criminal justice system, advocating for residents of long-term care facilities, and conference planning.



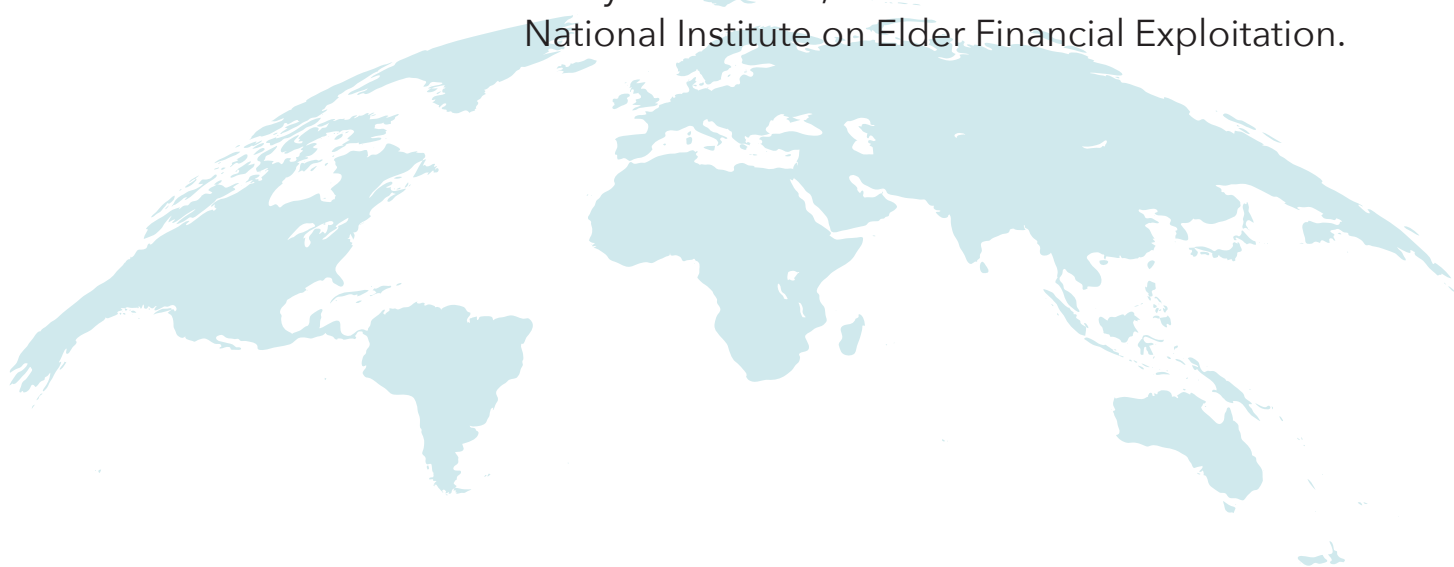


Joe Snyder was the director of Older Adult Protective Services in Philadelphia for 25 years at the largest private non-profit Area Agency on Aging in the United States, and is the former president of the National Adult Protective Services Association (NAPSA).

Joe formed the first and only partnership between a national bank (Wachovia) and an adult protective services program protecting more than \$62 million in customer assets. This led to the creation of a toolkit by Financial Services Roundtable.

Joe chaired a steering committee that created a protocol and a universal form for adult protective services to request records from banks and credit unions, which has been adopted all over the country. The form and protocol were updated and streamlined in 2019 to include the securities industry.

Joe is currently an elder justice consultant, serving as chair of the Philadelphia Financial Exploitation Prevention Task Force, chair of NAPSA's Public Policy Committee, and is a board member of the National Institute on Elder Financial Exploitation.





Kathy Kraninger became director of the Consumer Financial Protection Bureau in December, 2018. Director Kraninger came to the CFPB from the Office of Management and Budget, where as a policy associate director, she oversaw the budgets for executive branch agencies including the Departments of Commerce, Justice, Homeland Security (DHS), Housing and Urban Development, Transportation (DOT), and Treasury, in addition to 30 other government agencies. Previously she worked in the U.S. Senate, where she was the clerk for the Senate Appropriations Subcommittee on Homeland Security, which provides DHS with its \$40 billion discretionary budget. On Capitol Hill, she also worked for the House Appropriations Subcommittee on Homeland Security as well as the Senate Homeland Security and Governmental Affairs Committee.

Ms. Kraninger also served in executive branch posts with the Department of Transportation. There, after the terrorist attacks on September 11, 2001, she volunteered to join the leadership team that set up the newly created DHS. Her work at DHS led to awards including the Secretary of Homeland Security's Award of Exceptional Service, the International Police and Public Safety 9/11 Medal, and the Meritorious Public Service Award from the United States Coast Guard. Ms. Kraninger graduated magna cum laude from Marquette University and earned a law degree from Georgetown University Law Center. She served as a U.S. Peace Corps volunteer in Ukraine.

