

## **Winsley Durand**

Mr. Durand is director of minority economic development and director of retail attraction for the Greater Omaha Chamber of Commerce. His responsibilities encompass various aspects of economic development and community development, including education, technical assistance, procurement assistance, business creation, and the facilitation of various services targeted at creating long-term viability for small and disadvantaged businesses. He serves as the lead staff person responsible for the implementation of the North Omaha Development Project's Capacity Building Taskforce, as well as the Minority Economic Development Council. He also is engaged in retail attraction efforts for the city, with a focus on underserved markets.

Mr. Durand serves on the Board of Directors for Habitat for Humanity of Omaha, the Urban League of Nebraska, and the Nebraska Enterprise Fund. Prior to his current position, he formed and successfully operated for five years a non-profit micro-lending organization that focused on un-bankable clients in underserved markets.