



2012 Conference Schedule Day 1

Wednesday, April 18, 2012

Registration and Exhibitor Setup	10:00am - 12:00pm
Welcome Remarks Roland "Arty" Arteaga, Defense Credit Union Council	12:30pm - 12:45pm
Opening Remarks Leslie E. Linfield, Esq., Institute for Financial Literacy	12:45pm - 1:00pm
General Session I: Money Makes Me Crazy! How About You? <i>Presenter:</i> Edward McLyman, Apex Behavioral Solutions Group	1:00pm - 2:30pm
Concurrent Session I:	2:30pm - 3:30pm
Investing in Our Future: Teaching Children About Money in an Exciting Way <i>Presenter:</i> Robin Yang, Prosperity Prana, LLC	
Serving Those Who Serve: Effective State Policies for Protecting Military Families <i>Presenters:</i> Kate Sylvester, America's Promise Katherine Gale, America's Promise	
The Road to Financial Recovery: Measuring Financial Security: The Basic Economic Security Tables (BEST) Index <i>Presenter:</i> Matt Unrath, Wider Opportunities for Women	
Break	3:30pm - 3:45pm
Concurrent Session II:	3:45pm - 4:45pm
Investing in Our Future: Meeting the Financial Education Needs of Postsecondary Students <i>Presenter:</i> Rachel Brash, The Urban Institute	
Serving Those Who Serve: The Great Numbers Game: What You Really Need to Know about Credit Scores but Aren't Being Told <i>Presenter:</i> Rod Griffin, Experian	
The Road to Financial Recovery: VITA: How VITA Provides Financial Opportunities <i>Presenters:</i> Catherine Ro, National Community Tax Coalition John Russell, Denver Asset Building Coalition Joe Doyle, Goodwill Industries of West Michigan Gene Brown, Internal Revenue Service	
EIFLE Awards Dinner	6:00pm - 8:00pm

Conference Schedule



About our Keynote:

Laura D. Adams is a personal finance expert, education advocate, new media enthusiast, and author. Her most recent book, *Money Girl's Smart Moves to Grow Rich*, was published by St. Martin's Press and won an "EIFLE" (Excellence In Financial Literacy Education) Award in 2011.



Day 2

Thursday, April 19, 2012

Continental Breakfast	8:00am - 8:30am
Opening Remarks Hubert H. Humphrey III, Consumer Financial Protection Bureau (Invited)	8:30am - 9:00am
General Session II: Financial Literacy Around the World <i>Presenters:</i> Hidde van der Veer, Aflatoun Foundation (Child Savings International); Netherlands Michael Reyes, Money Tree Asia Pacific, LTD; Malaysia Linda Jack, Financial Educator and Youth Policy Advisor; United Kingdom	9:00am - 10:30am
Break	10:30am - 10:45am
Concurrent Session III: Investing in Our Future: Financial Literacy Role Reversal: Encouraging Students to Teach <i>Presenter:</i> William Sweeney, CORE Federal Credit Union Serving Those Who Serve: The Asset Platform: A Pathway for Those Who Serve <i>Presenter:</i> Kirsten Moy, The Aspen Institute The Road to Financial Recovery: The Great Numbers Game: What You Really Need to Know about Credit Scores but Aren't Being Told <i>Presenter:</i> Rod Griffin, Experian	10:45am - 11:45am
Lunch and Keynote Address Laura D. Adams, Author of <i>Money Girl's Smart Moves to Grow Rich</i>	12:00pm - 1:30pm
Concurrent Session IV: Investing in Our Future: Is Your Bank of Mom and Dad Still Open <i>Presenter:</i> Ornella Grosz, Author of <i>Moneylicious: A Financial Clue for Generation Y</i> Serving Those Who Serve: Grind and Brew: Understanding Investments <i>Presenter:</i> Kristiann Saunders, FINRA Military Spouse Fellow The Road to Financial Recovery: The Missing Piece: Financial Literacy in the Employment Search <i>Presenters:</i> Lyn Kugel, PathWays PA Nicki Woods, Bureau of Workforce Development Partnerships	1:45pm - 2:45pm
Break	2:45pm - 3:00pm
Concurrent Session V: Investing in Our Future: Encouraging Critical Thinking about Money Matters <i>Presenters:</i> Jennifer Ransom, Federal Reserve Bank of Cleveland Kelly Banks, Federal Reserve Bank of Cleveland Serving Those Who Serve: One Size Does NOT Fit All: Beyond the Cookie Cutter Approach to Financial Education <i>Presenter:</i> Anna Frank, First Commonwealth Bank The Road to Financial Recovery: ID Theft and Account Fraud: What You Don't Know Can Hurt You <i>Presenter:</i> Linda Williams, Consumer Action	3:00pm - 4:00pm

Dinner on own



Day 3

Friday, April 20, 2012

Continental Breakfast	8:00am - 8:30am
Opening Remarks Cassandra J. Grayson, Florida Financial Literacy Council (Invited)	8:30am - 9:00am
General Session III: Managing Credit: The “New Normal” <i>Presenter:</i> Caryn Kaiser, Chase Card Services	9:00am - 10:30am
Break	10:30am - 10:45am
Concurrent Session VI:	10:45am - 11:45am
<p>Investing in Our Future: Youth IDAs and Creating Buzz-worthy Programming <i>Presenters:</i> Christopher Jones, IMPACT Community Action Latisha Chastang, IMPACT Community Action</p> <p>Serving Those Who Serve: Uncovering Asset Development and Accumulation Resources for Veterans <i>Presenter:</i> Me’Shae Brooks-Rolling, Institute for Veterans and Military Families at Syracuse University</p> <p>The Road to Financial Recovery: Financial Literacy Education in Action <i>Presenters:</i> Kim Maturuk, Center for Community Capital, University of North Carolina at Chapel Hill Don Milne, Zions Bank</p>	
Closing Remarks Leslie E. Linfield, Esq., Institute for Financial Literacy	12:00pm

The Institute for Financial Literacy® was founded in 2002 with the mission to promote effective financial education and counseling.

One way the Institute works toward this mission is by hosting the Annual Conference on Financial Education™ (ACFE). Launched in 2006, the ACFE provides a unique opportunity for financial education professionals from across the country to access quality professional development, network with colleagues and promote their services.

“Very timely information presented in a manner that was easy to follow and understand.”

“Excellent information. Outstanding presentations filled with practical tips.”

“Relevant and current... useful in every way!”

Ask About Continuing Education Credit!