



## Florida Jump\$Tart's Newsletter: First Quarter 2006—2007

A Quarterly Newsletter to keep interested parties updated on projects and Initiatives of the Florida Jump\$Tart Coalition For Personal Financial Literacy. Please forward this to anyone you feel would be interested in learning more about the Florida Jump\$Tart Coalition For Personal Financial Literacy.

### President's Message



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Florida Jump\$Tart, with assistance from its Board of Directors and Community Partners, is pleased have obtained its first state specific Jump\$Tart survey results and is thankful to the Florida high schools and teachers that participated this year. This is a benchmark for us. In the 21st century, personal financial savvy is not a luxury, but a necessary foundation that must be a life long commitment; so that our youth will be better prepared to make important financial decisions toward wealth building to better sustain themselves throughout their life, including their retirement years. All of us in the community are stake holders in Financial Literacy. Better informed and better prepared citizens making more responsible financial decisions ultimately affect overall economic conditions. There is much more work to be done.

We want to send a special WELCOME to our new members and community partners! April is a time of spring and sewing new seeds for growth. Florida Jump\$Tart is growing and so is the need for personal financial literacy. April is National Financial Literacy Month. April 25th is National Teach a Child to Save Day. Get involved. Please contact me or any of the Florida Jump\$Tart Board of Directors for volunteering and partnering opportunities. There are teachers' training events planned and smaller classes can also be arranged throughout our communities to reach more people. With your involvement, we can help make a difference for the kids!

Warm Regards,

*Rosanna*



## Welcome To New Partners

### **American Credit Counselors, Inc.**

23123 State Road 7, Suite 210  
Boca Raton, FL 33428  
5618861150  
www.acchelp.org  
Contact: Lorri V. Lubet, Director of Education & Employee Development  
Email: lorril@acchelp.org

### **Coconut Grove Bank**

2701 South Bayshore Drive  
Miami, FL 33133  
305-860-2700  
www.coconutgrovebank.com  
Contact: Aracely Oliva, Loan Operations Supervisor  
Email: aoliva@coconutgrovebank.com

### **FirsTrust - Private Wealth Management Group**

1673 Mason Ave.  
Daytona Beach, FL 32117  
386-788-3737  
www.FinancialTeam.com  
Contact: William Kearney, Executive Officer  
Email: info@FinancialTeam.com

### **Fischer & Crane Associates**

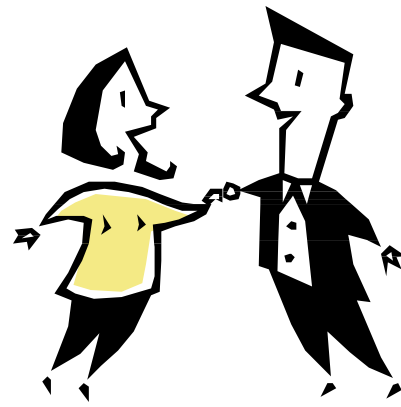
965 N Nob Hill Rd #308  
Plantation, FL 33324  
866-437-2589  
www.fischer-crane.com  
Contact: Katherine Fischer, Managing Partner  
Email: jumpstart@fischer-crane.com

### **Haitian Organization Of Women**

162 SW St. Avenue  
Homestead / Florida / 33035  
(305) 145-8157  
Contact: Gerard Berrouet, Case Manager  
Email: Berrouet69@yahoo.com

### **Jax Federal Credit Union**

562 Park St.  
Jacksonville, FL 32246  
904-475-8000  
www.jaxfcu.org  
Contact: Jasmine Hapgood, Business Development Specialist  
Email: jhapgood@jaxfcu.org



### **Lakeland High School**

726 Hollingsworth Road  
Lakeland, FL 33801  
863-499-2900  
lakelandhighschool.com  
Contact: Pam Baker, Teacher/FACS & TV Prod  
Email: pam.baker@polk-fl.net

### **Money Matters of South Florida, LLC**

10761 North Preserve Way Suite 13-202  
Miramar, Florida 33025  
954-588-3612  
Contact: Gayle Crocker, Manager  
Email : Gaylecrocker@Hotmail.Com

### **Red Pen Press**

P. O. Box 1196  
Dania Beach, FL 33004  
954-583-7156  
www.redpenpress.com  
Contact: Lisa Rogers-Cherry, President  
Email: Lisa@redpenpress.com

### **SE Restorations**

PO Box 1918  
Winter Haven / Florida / 33883-1918  
863-401-8025  
Paulette Napper, CEO  
863-206-5706  
Email: pavisionary@aol.com

### **Wachovia Bank**

One East Broward Blvd - Ste 400  
Fort Lauderdale, FL 33301  
954-467-4115  
www.wachovia.com  
Contact: Marjorie Rodriguez, Client Account Manager  
Email: marjorie.rodriguez@wachovia.com

## Statewide Events

STATEWIDE KICKOFF EVENT—FLORIDA PROSPERITY CAMPAIGN					
REGION	CAMPAIGN NAME	KICK OFF DATE	CONTACT PERSON	GUEST SPEAKER	CONTACT INFORMATION
Palm Beach	Prosperity Campaign of Palm Beach County	January 17th	Carter Elliott		carterelliott@unitedwaypbcc.org 561-375-6686
Hillsborough/Pinellas	Prosperity Campaign of Hillsborough and Pinellas Counties	January 11 <sup>th</sup> , 10 am – 2 simultaneous kickoffs	Debra Faulk (Kristen Gopman and Cherin Stover, secondary contacts)		debra@DKFConnects.com, (813) 258-2599 CherinStover@hotmail.com (727)328-0618 GopmanK@hillsboroughcounty.org
Volusia/Flagler	Campaign for Working Families	January 17th	Nita Schmellick		p3cf@yahoo.com
Orlando	ExtraCredit Campaign	January 12th at 2:00 pm at AGM Metro Orlando University near Orlando International Airport	Maria Urbino		maria.urbino@orlando.org
Miami-Dade County	Greater Miami Prosperity Campaign	January 26th	Karla Gottlieb	Mayor Carlos Alvarez	karlag@hscdade.org, 305/576-5001 x 33
Jacksonville	Real Sense Prosperity Campaign	January 13 at 11:00 a.m.	Kaye Schmitz	Congresswoman Corrine Brown from District 3	kayedschmitz@bellsouth.net 904-940-0296 cell 904-673-7249
Daytona	The Campaign for Working Families	January 17, 12 noon One-Stop Center		County Council Chair Frank Bruno	
State-Wide Participant	(will send Jump\$art members to support campaigns throughout state)		Rosanna Jacobsen		rjacobsen@colonialbank.com, 407/628-8073

## Board Member Involvement

**January 27, 2006:** Florida Jump\$art Board Member Meeting hosted by Junior Achievement at Enterprise Village in Tampa was followed by an open meeting with 24 Florida Jump\$art members and community partners.

**February 27, 2006:** Eglin Air force Base on Personal Financial Literacy, was attended by Florida Jump\$art Financial Advisor, John Olsen from the FDIC.

**March 2nd and 3rd:** National Disabilities Asset Building Summit, in Orlando was attended by 5 Florida Jump\$art Board Members: Rosanna Jacobsen-Colonial Bank, N.A.; Susan Spaulding-FCEE; Ana Cruz-Federal Reserve Bank of Atlanta; Janet Hamer-Federal Reserve Bank of Atlanta; and John Olsen-FDIC.

**March 24, 2006:** Family and Consumer Science Teachers' Conference, in Tallahassee was attended by a Florida Jump\$art Board Member: Jeanie Henson-Florida Credit Union League.

**April 5<sup>th</sup> and 6<sup>th</sup>:** Jump\$art national 2006 Survey press conference and the annual conference for state leaders in Washington, D.C. was attended by Florida Jump\$art president: Rosanna Jacobsen-Colonial Bank, N.A.

**April 5<sup>th</sup> and 6<sup>th</sup>:** Jump\$art national corporate partner and annual dinner was attended by 2 Florida Jump\$art Board Members: Rosanna Jacobsen-Colonial Bank, N.A.; and Robert Sansome-KidsWealth(USA).

## Financial Education Activity

### April Is Financial Literacy Month

Resolutions in both the U.S. House of Representatives and Senate are working their way through those chambers to have April 2006 declared Financial Literacy for Youth month! Both of these resolutions cite the work of the Jump\$tart Coalition® and many of its partners. Senator Daniel K. Akaka (D-HI) is guiding the resolution on the Senate side, and Representatives Judy Biggert (R-IL) and Rubèn Hinojosa (T-TX) are taking the lead on the House side. Each version has too many co-sponsors to mention here.

Many state legislative bodies have also followed suit. Contact your state Jump\$tart affiliate by clicking on the "State Coalitions" tab above. The text box below lists a few samples of events and programs that our national partners are planning during April.

The Federal Citizen Information Center would like to help teachers use the Consumer Action Handbook to teach essential information about banking, credit, insurance, major purchases, complaint letters and other consumer topics. FCIC has prepared some lesson plans teachers can use and would also like to offer classroom copies of the Handbook.

To order classroom copies please e-mail [action.handbook@gsa.gov](mailto:action.handbook@gsa.gov) and include your name, the name and address of your school and the number of copies you would like. Visit [http://www.consumeraction.gov/caw\\_teachers.shtml](http://www.consumeraction.gov/caw_teachers.shtml) to view the lesson plans.

Florida has proposed legislation working its way through Congress and the Senate at this time. They are bills 1224, 531 and 1368.

### Web sites to visit in April

**[www.aba.com](http://www.aba.com)**

ABA Efforts, April 25th  
National Teach a Child to Save Day

**[www.colonialbank.com](http://www.colonialbank.com)**

Colonial Bank, N.A., April 25th  
National Teach a Child to Save Day  
Credit Compass for all consumers, hosted by  
InCharge Education Foundation

**[www.fcee.org](http://www.fcee.org)**

Teacher of the Year Judging for Governors Awards,  
April 20

**[www.fdic.gov](http://www.fdic.gov)**

Money Smart classes through FDIC, April

**[www.fldfs.com](http://www.fldfs.com)**

Your Money Your Life events, April events



**[www.incharge.org](http://www.incharge.org)**

Young Money  
Military Money

**[www.jumpstart.org](http://www.jumpstart.org)**

Jump\$tart National Survey Results, April 4

**[www.FLjumpstart.org](http://www.FLjumpstart.org)**

Florida Jump\$tart Survey Results, April 21  
Florida Jump\$tart Board Meeting, April 21  
Grabb Todd's Cash Game for High schools  
students, hosted by InCharge Education Foundation

### Another Enterprise Village opens in Tampa, Florida!



During a Florida Jump\$tart luncheon meeting of statewide members and community partners, Rosanna Jacobsen, president of Florida Jump\$tart Coalition for Personal Financial Literacy acknowledged the tremendous contributions to personal finance efforts for kids by presenting the 2006 Excellence Award to both Gus A. Stavros, humanitarian and founder of Enterprise Village in 1986 in Pinellas County; and Junior Achievement, whose organization had recently purchased the rights to duplicate Enterprise Village throughout the world. Tampa, Florida is one of the first of five opened around the globe. Richard George, president, and John Weil, senior vice president, were both on hand to accept the award on behalf of JA. Mr. Stavros was the Luncheon Keynote Speaker for the event.

## Financial Literacy Below National Average Among Florida's High School Students

### *Jump\$tart Survey Examines Money Management Knowledge*

TALLAHASSEE – April 7, 2006 - A nationwide survey conducted for the Jump\$tart Coalition for Personal Financial Literacy reveals that high school students in Florida got less than half of the answers correct on the personal finance survey. On average, students in Florida answered 47.4 percent of the questions correctly, which is lower than the national average. This fell short of the national average which is 52.4, up from the 52.3 percent in 2004, 50.2 percent in 2002 and 50.9 in 2000.

The results were part of Jump\$tart's 2006 nationwide survey measuring high school seniors' level of knowledge of personal finance basics, and comparing these to the results from similar surveys conducted in 2004, 2002, 2000 and 1997 by the coalition. The researcher for all five studies was Lewis Mandell, Ph.D., professor of finance and managerial economics at the University Of Buffalo School Of Management.

"These results indicate that, despite the attention now paid to the lack of financial literacy, the problem is not about to resolve itself any time soon," said Dr. Mandell.

By subject area, Florida participants got 51.6 percent of the Income questions correct, only 43 percent of the Money Management questions correct, 38.8 percent of the Savings questions right, 52.1 percent of the Spending answers correct and only 47.6 of the Debt questions correct. By subject area, the national averages were: Income – 59.2, Money Management – 46.4, Savings – 42.6, Spending – 56.9 and Debt – 51.8.

Rosanna Jacobsen, Vice President with Colonial Bank, N.A. and serving as president of the Florida Jump\$tart affiliate, commented that, "Florida Jump\$tart, with assistance from its Board of Directors and Community Partners, is pleased have obtained its first state specific Jump\$tart survey results and is thankful for the Florida high schools and teachers that participated this year.

This is a benchmark for us. In the 21<sup>st</sup> century, personal financial savvy is not a luxury, but a necessary foundation that must be a life long commitment; so that our youth will be better prepared to make important financial decisions toward wealth building to better sustain themselves throughout their life, including their retirement years. All of us in the community are stake holders in Financial Literacy. Better informed and better prepared citizens making more responsible financial decisions ultimately affect overall economic conditions. There is much more work to be done."

"I'm delighted that our Florida coalition was able to generate enough participation in this survey to enable us to provide state-specific results and I commend them on the effort," said Laura Levine, executive director, of the national coalition. "The increased levels of participation this year indicate that educators across the country are beginning to recognize the importance of financial literacy and the need for financial education. I hope we see improvement in performance in the near future."