



FINANCIAL SMARTS FOR STUDENTS

## NEWS RELEASE

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For Immediate Release

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### **Jump\$TART Coalition Completes First-Ever National Conference for Financial Educators**

**WASHINGTON**, November 13, 2009. The challenges of teaching personal finance in hard economic times drew more than 250 classroom teachers from 46 states to the first-ever Jump\$TART Coalition National Educator Conference in Washington, DC. The forum, underwritten by Experian®, and developed in conjunction with the National Education Association (NEA), featured several Washington dignitaries. Sheila C. Bair, FDIC chairman, delivered the keynote address, and Anna Bernanke, wife of Federal Reserve Chairman Ben Bernanke and a long-time classroom teacher, addressed the opening reception at the Federal Reserve Board of Governors.

The conference agenda included an information-packed luncheon speech from Janet Bodnar, editor of *Kiplinger's Personal Finance* magazine, who urged the audience "to think like a kid"; and an exposition on credit reporting from Maxine Sweet, vice president of Public Education for Experian, and her team. Michael Rubin, author of the bestseller *Beyond Paycheck to Paycheck*, spoke passionately at Sunday's closing session about his "ten strategies for saving." He also urged teachers to "keep a balance in their own lives and saving plans."

"Experian was proud to be able to partner with Jump\$TART on this conference," Ms. Sweet said. "The conference gave us the opportunity to reach out to the educators of our nation's youth and share financial education information to bring back to the classroom. It was truly amazing to see the dedication and passion these educators have for reaching students and their parents with knowledge and skills that can change their lives."

"Throughout the conference," Neil Milner, chairman of the Jump\$TART Coalition, noted, "I had teachers tell me how much they appreciated the program and the opportunity to attend. In fact, some took personal time and paid their own way to be there. That truly shows the dedication of these teachers that we tried to recognize this weekend." Many other teachers were sponsored by Jump\$TART state coalitions and NEA state affiliates.

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The extensive program included three different strands of breakout sessions for teachers and an exhibition room featuring educational resources by national Jump\$tart Coalition partners from across the country. As the nation's leading advocate for youth financial literacy, the Jump\$tart Coalition offered classroom educators an opportunity to see, learn about, and try educational resources that could be integrated immediately into current lesson plans.

The "Welcome to Washington" dinner featured a performance of "Mad About Money" by the National Theatre for Children. After a day-and-a-half of absorbing information, however, the teachers also got their chance to "talk back." The entire conference closed with a chance for teachers to give their thoughts to a panel of representatives from the President's Advisory Council on Financial Literacy who wanted to hear what teachers have to say.

"I believe we accomplished what we set out to do," said Laura Levine, Jump\$tart Coalition Executive Director. "We brought these motivated teachers together, not only to provide them with relevant information and resources that they can use right away, but also, to demonstrate that they belong to a larger community of teachers and organizations that share their commitment to financial education."

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### **About Jump\$tart**

The Jump\$tart Coalition® has grown to include more than 180 national partners and 48 affiliated state coalitions. The Jump\$tart Clearinghouse, which lists more than 700 titles of financial literacy materials available for all, can be found at [www.jumpstartclearinghouse.org](http://www.jumpstartclearinghouse.org). A map of state-by-state financial education requirements can be found at [www.jumpstart.org](http://www.jumpstart.org) under "State Requirements." More information about Jump\$tart and the National Standards in K-12 Personal Finance Education can be found at [www.jumpstart.org](http://www.jumpstart.org).

### **About Experian**

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to [manage credit risk](#), [prevent fraud](#), target marketing offers and automate decision making. Experian also helps individuals to check their [credit report](#) and [credit score](#) and protect against [identity theft](#).

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2009, was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.

### **About the NEA**

With nearly 3.2 million members, the NEA is the nation's largest employee organization and leading advocate for school quality. NEA works to improve teaching and learning in public education from kindergarten through higher education with the goal of providing great public schools for all students. Association members work in all 50 states and in more than 14,000 communities

around the country. NEA represents teachers and other education employees on a wide variety of issues and topics, ranging from school reform and innovations to research and human and civil rights.