

Program for Thursday, July 22

Continental Breakfast & Registration **8:30 a.m.**
Bistro

Welcome by Rod Reed, Iowa Jump\$tart President **9:00 a.m.**
Finance Bureau Chief, Iowa Division of Banking **Bistro**

Keynote by Rob Denson
President, Des Moines Area Community College
About the Rest of Your Life

Rob Denson was appointed the fourth president of DMACC in November 2003, and is the first native-born Iowan to serve in that role. He holds a bachelor's degree in political science and economics and a master's degree in higher education administration from Iowa State University. He was assistant dean for three years at ISU before moving to Florida, where he served as an assistant dean of students.

He graduated from law school at the University of Florida in 1979 and was an associate university attorney for three years before operating his own law practice for 16 years. He is a board certified civil trial lawyer. In 1996, he became assistant to the president and dean for institutional advancement at Santa Fe Community College. In 1998, he returned to Iowa to be president of Northeast Iowa Community College in Calmar. Rob believes in success, teams, and positive thinking...for the rest of your life.

Workshop 1: (Concurrent sessions, choose 1) **9:55-10:55 a.m.**
Topic: *Lessons Learned at Jump\$tart's National Conference* **Oak Room**
Presenter: **Roger Poling**
Teacher, Business Education and Math, Dubuque

Roger Poling is a Business Education and Math teacher from Dubuque, Iowa. He has a master of arts in teaching and a master of business administration. He has been teaching high school for the last six years, focusing primarily on financial literacy. He was selected to be Iowa Jump\$tart's teacher representative to the national Jump\$tart training for teachers last fall.

Topic: *What Should I Know About My 403b?* **Maple Room**
Presenter: **Phyllis Simmons**
Financial Advisor, The Hartford

Phyllis Simmons is a financial advisor for Waddell & Reed in West Des Moines, exclusively appointed to represent The Hartford for the State of Iowa Retirement Plans. She began her career at a small investment advisory firm in Bethesda, Maryland in 1985. She and her husband returned to their home state of Iowa in 1990 to raise their family with Iowa values. She has been providing investment advice for state of Iowa employees since 2005, and can help teachers participate in the state's plan through their district sponsored 403(b) plan.

Workshop 2 (Concurrent sessions, choose 1) **11:00- noon**
Topic: *New Ideas Using NEFE's High School Financial Planning Program* **Oak Room**
Presenter: **Mary Beth Kaufman**
Resource Management Specialist, Iowa State University Extension

Mary Beth Kaufman has worked for Iowa State University Extension for 29 years teaching financial management skills to youth and adults in a 10 county area in SW Iowa. She serves as the statewide coordinator for the NEFE High School Financial Planning Program and is an active member of the Iowa Jump\$tart Coalition. Mary Beth holds a bachelor's and master's degree from Iowa State University in family and consumer sciences education.

Topic: *Financial Management Resources for Students & Teachers* **Maple Room**
Presenter: **Margaret Van Ginkel**
Resource Management Specialist, Iowa State University Extension

Margaret VanGinkel, Families Resource Management Specialist for ISU Extension, has done a variety of financial management programming and classes throughout Central Iowa and Iowa during her 30 years of experience. She has conducted many "train the trainer" programs and also taught individual financial literacy classes for youth, including 4-H'ers and adults. She has both bachelor's and master's degrees in family and consumer sciences education from Iowa State University.

Lunch and Presentation

Topic: **Bankers in the Classroom**
Presenter: **Bob Mantell**
Director, TS Bank Institute

**Noon
Bistro**

Bob Mantell is the first director of the TS Bank Institute and is building a K-12 financial literacy program for the Treynor Community School District. He has a bachelor's degree in economics from Creighton University and 20 years of corporate procurement and operations experience. Bob is also the head baseball coach at Treynor High School and resides in Treynor with his wife Kristin, sons Nolan and Grant, and daughter Quinn.

Workshop 3 (Concurrent sessions, choose 1)

Topic: *The Great "Piggy Bank Savers' Pageant"*
Presenter: **Christine Hensley**
Vice President, Community & Government Affairs, Bank of the West

**1:30-2:30 p.m.
Oak Room**

As vice president and CRA regional manager Christine serves Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin for Bank of the West. She has been with Bank of the West since October of 1998. She is beginning her fifth term on the Des Moines City Council and also serves on boards and commissions for the Iowa Student Loan Liquidity Corporation, Metropolitan Planning Organization, Des Moines Civic Center, Polk County Housing Trust Fund, Metro Advisory Council, Neighborhood Finance Corporation, Des Moines Symphony, Des Moines Area Regional Transit (DART), Rebuilding Together, BRAVO and the Public Arts Commission. She is also past president of the Iowa League of Cities.

Topic: *Connecting to Your Community* **Maple Room**
Presenters: **Carol C. Gilbert, Chair for Hardin County Community Endowment Foundation**
Mary Pieper, Coordinator of E4D Program
Joanne Kuster, Panel Moderator

Mary Pieper is a retired teacher of 39 years and a representative of the Iowa towns of Union and Whitten on the HCCEF Board, and coordinator and facilitator of the *Entrepreneur for a Day* program.

Carol Gilbert is a graduate of Iowa State University with a background in Fundraising, Development and Public Relations. She has served as the Development Associate for Quakerdale, a social service agency; and as Iowa Falls' Chamber Main Street Director. Carol and her husband, Charlie, farm south of Iowa Falls. They have two daughters and seven grandchildren.

Exhibits

**2:30 – 5:00 p.m.
Walnut Room**

Don't miss the exhibit area—it's packed with free curriculum and other educational materials! Please feel free to take one sample of materials made available, however, realize that other attendees will also want samples. If you see something you want in quantity for a class, please ask the exhibitor about providing those for that purpose.

General Session by Sarah Brown Wessling 2010 National Teacher of the Year *Worthy Learning: Students Are Worth the Learning That Is Worth Doing*

**3:10-3:50 p.m.
Bistro**

Sarah Wessling teaches English for 10th-12th grades at Johnston High School in Johnston, Iowa. As the 60th National Teacher of the Year, she will devote herself full time for a year as a national and international spokesperson for education. To Wessling, learner-centered education means, as she says, "creating a web of rigorous content, real-world experience, and inquiry-based experiences around the learner."

Wessling was reared in Winterset, Iowa and graduated from Winterset High School in 1993. She holds both a bachelor's and a master's degree from Iowa State University, in English Education and English Literature, respectively. Wessling has taught at Johnston High School for 10 years and prior to that for one year at Cedar Falls High School. In 2005, she earned certification in English language arts/adolescence and young adulthood from the National Board for Professional Teaching Standards. She is married to Tim Wessling, and they have three children, ages six, three, and four months.

General Session

**4:00-5:00 p.m.
Bistro**

Topic: *What's Happening in Class?*

Presenters: **MaryAnn Adams, Consultant, Department of Education
Susan Krantman, Business Teacher, Lincoln High School**

Mary Ann Adams has been at the Department of Education for the past eight years after moving from northwest Iowa where she had served as an educational consultant at Area Education Agency 4. Prior to that, Mary Ann taught family and consumer sciences in Little Rock, George-Little Rock, and Sheldon High Schools. Mary Ann and her husband Mike have two children and are the proud grandparents of three grandchildren.

Susan Krantman chairs the Business Education Department for Lincoln High School in Des Moines where she has been teaching the last nine years. She is on the school improvement leadership team and has served on numerous committees. Prior to becoming an educator, she worked in business and industry for more than 15 years in management, insurance, and investments, and has held licenses in insurance, real estate, and the mutual fund industry. She is married and has two children.

Exhibits

**5:00 p.m.
Walnut Room**

Don't miss the exhibit area—it's packed with free curriculum and other educational materials! Please feel free to take one sample of materials made available, however, realize that other attendees will also want samples. If you see something you want in quantity for a class, please ask the exhibitor about providing those for that purpose.

Thanks to Special Conference Sponsor, the Iowa Division of Banking

Program for Friday, July 23

Continental Breakfast and Networking

8:00 a.m.

General Session by Maritta Bush

8:30 a.m.

Regional Director, National Jump\$tart Coalition

Bistro

What's New for You?

Maritta joined the national Jump\$tart team in 2007 and is the regional director covering the 12 midwestern states. She brings her experience of over 35 years in the financial services industry from which she retired in 2004. In addition, Maritta is an active substitute teacher for K-12 in two Texas school districts.

Workshop 4 (Concurrent sessions, choose 1)

9:40-10:40 a.m.

Topic: *Sharing Isn't Always Good: Identity Theft*

Maple Room

Presenter: Maritta Bush

Regional Director, national Jump\$tart Coalition

Topic: *Economics Curriculum in Your Classroom*

Oak Room

Presenter: Kevin Smith

Director of Instructional Technology, Council for Economic Education

Kevin Smith has been developing Instructional Technology resources for the Council for Economic Education (CEE) for the past 10 years. Prior to his work with the CEE, he was an instructional designer at the University of Nebraska as well as a high school math teacher. He has a graduate degree in instructional technology and an undergraduate degree in mathematics education.

Workshop 5 (Concurrent sessions, choose 1)

10:50- 11:50 a.m.

Topic: *What's New for Credit Cards Now?*

Oak Room

Presenter: Jessica Whitney

Assistant Attorney General, Iowa Attorney General's office

Jessica Whitney is an assistant attorney general in the Consumer Protection Division of the Iowa Attorney General's Office. She is the deputy administrator of the Iowa Consumer Credit Code. Prior to state government, Jessica was an attorney with the Minneapolis firm of Dorsey & Whitney. Jessica is a graduate of Grinnell College and the University of Michigan Law School.

Topic: *How to Teach Car Buying Basics*

Maple Room

Presenter: Teresa Nennig

Family and Consumer Sciences Instructor, Independence High School

Teresa Nennig has been an FCS instructor for 35 years, with the last 15 years at Independence High School. She is active in several organizations and holds leading positions. In 2007, she was named IFCSEP Teacher of the Year and IACTE Teacher of the Year, and in 2009 was honored with IAFCS Teacher of the Year. Her goal has been to engage all learners in activities that interest them as well as help them learn needed everyday living skills.

**Lunch and 2010 *Financial Educator of the Year* Award Presentation
From the Iowa Credit Union Foundation**

**Noon
Bistro**

**Closing Keynote by Barry Griswell, co-author of *The Adversity Paradox*
Retired Chair and CEO, Principal Financial Group
*Achieving Uncommon Success***

**12:40 p.m.
Bistro**

J, Barry Griswell is president of the Community Foundation of Greater Des Moines. He joined the Foundation in 2008 after a distinguished career with the Principal Financial Group where he served as chairman, president and chief executive officer. Barry has more than 35 years of experience in the financial services industry, including more than 20 years in executive management at the Principal Financial Group. Prior to his association with the Principal Financial Group, Barry led a distinguished career at Metropolitan Life Insurance Company, most notably as president and chief executive officer of MetLife Marketing Corporation.

Active in various industry and community organizations, Barry serves as a board member for the Principal Financial Group and as a board member for Herman Miller, Inc. Barry is also a member of the board of trustees of United Way of America and Americans for the Arts. He serves as chair of the Business Committee for the Arts and is a trustee of Berry College in Rome, Georgia.

Closing Comments & Evaluation

1:30 p.m.

Staff Development/graduate credit workshop
(Attendance required for entire conference to receive credit)

**1:30-3:30 p.m.
Bistro**

Thanks for Coming!

The mission of the Iowa Jump\$tart Coalition is to improve financial literacy of Iowans. We hope you will provide a classroom venue for financial education. To get details about other Coalition activities and to keep in touch with us throughout the year, check www.iowajumpstart.org.

Registration and Information

Headquarters for the Conference will be located at the registration table in the lobby. Members of the Iowa Jump\$tart Coalition will be on hand to answer questions, and a message board is located there. Should someone need to reach you during the Conference, the number is 515-964-6655.

Cellular Phones and Pagers

To respect attendees and presenters, kindly turn off cell phones and electronic devices during workshops and general sessions.

Conference Highlights and Photos

Upon your return home, check for conference photos at www.iowajumpstart.org!

Thanks to Special Conference Sponsor, the Iowa Division of Banking

Iowa Jump\$Start Coalition Members

Thanks to Iowa Jump\$Start members for making this conference a valuable experience

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