



**PRESS RELEASE
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Jump\$Tart Coalition to Honor Two Leaders in Financial Literacy

*Gruenberg to be Presented Federal Leadership Award, Ketchum to be Presented William E. Odom
Visionary Leadership Award*

WASHINGTON (Feb. 1, 2016) – The Jump\$Tart Coalition today announced it will honor two financial services industry principals on April 6 at its Annual Awards Banquet, which unites the financial literacy community's nationwide leadership to network, collaborate and honor accomplishments in the financial literacy field.

During the banquet, FDIC Chairman **Martin J. Gruenberg** ([full bio](#)) will take home the Federal Leadership Award recognizing his contributions to financial services, financial regulation, and financial literacy. As Chairman, Gruenberg effected FDIC's collaboration with the Consumer Financial Protection Bureau to strengthen financial education and promote economic inclusion for young people. The initial results of this work include the release of Money Smart for Young People, a free curriculum that brings educators, parents, other family members and caregivers into the learning process for young people from Pre-K through age 20.

"Marty Gruenberg has for many years been a champion of underserved communities and sees financial education as a key component to addressing some of the long-term challenges that consumers face," said Ted Beck, Jump\$Tart Chairman and President and CEO of the National Endowment for Financial Education. "Under his leadership, the FDIC has made significant contributions to research and to financial education for children."

FINRA Chairman and CEO **Richard Ketchum** ([full bio](#)) will be presented with the William E. Odom Visionary Leadership Award for his commitment to financial literacy and investor education. Ketchum also is Chairman of the FINRA Investor Education Foundation.

"I had the good fortune to work with Rick Ketchum at the NASD (now FINRA) early in my career, where I witnessed his commitment to consumers and his interest in students," said Laura Levine, president and CEO of the Jump\$Tart Coalition. "It's such a personal thrill for me that Jump\$Tart will be able to recognize him as he winds down his remarkable career."

Under Ketchum's leadership, FINRA and the FINRA Investor Education Foundation have supported ground-breaking research and delivered an array of innovative educational programs aimed at building the financial capability of young Americans from kindergarten through early working years. In addition, in 2010 and 2012, President Obama appointed Ketchum to serve on advisory councils designed to improve financial literacy among American consumers, including young people.

Additional details about the event—set for April 6, 2016, at the Renaissance Washington, D.C., Downtown Hotel—can be found on Jump\$tart's website. Recipient of the State Coalition of the Year Award for 2016 and other announcements will be made soon.

Financial Literacy Month

As the original promoter of April as Financial Literacy Month, Jump\$tart will once again champion a month-long campaign to raise public awareness about the importance of financial literacy and the need for financial education; encouraging collaboration and acknowledging the many and diverse contributions its partners have made—and continue to make—to the field. National Financial Literacy Month, sometimes referred to as National Financial Capability Month, is marked by local, regional and national events and initiatives.

Further, Jump\$tart will convene the 14th annual [Financial Literacy Day on Capitol Hill](#). Additional information and event dates will be announced in the coming weeks.

Odom Award

The William E. Odom Visionary Leadership Award was named in honor of Bill Odom, former chairman of Ford Motor Credit Company, whose vision led to the creation of the Jump\$tart Coalition. The award recognizes individuals for their significant contribution to financial education, their leadership, vision and the length of their service to the financial literacy effort. Recent past winners were:

- 2015 - Maxine Sweet, vice president for Experian
- 2014 - Theodore (Ted) R. Daniels, founder and president of the Society for Financial Education and Professional Development
- 2013 - Annamaria Lusardi, Ph.D., professor George Washington University
- 2012 - U.S. Secretary of Education Arne Duncan, Sarah Duncan, and John W. Rogers, Jr., who together Ariel Community Academy
- 2011 - Carrie Schwab-Pomerantz, board chair and president, Charles Schwab Foundation; senior vice president, Charles Schwab & Co., Inc. and board chair, Schwab Charitable

Federal Leadership Award

Introduced in 2004 as the Federal Legislator Award, the award initially recognized current members of the U.S. Congress who had demonstrated support for financial education and youth financial literacy. In 2010, the award was renamed the Federal Leadership Award to include non-elected leaders of the federal government. Recent past winners were:

- 2015 - U.S. Senator Jack Reed (D-RI)
- 2014 - CFPB Director Richard Cordray
- 2014 - U.S. Rep. Steve Stivers (R-OH-15)

- 2013 - U.S. Senator Kay Hagan (D-NC)
- 2012 - U.S. Rep. Carolyn McCarthy (D-NY-4)
- 2011 – Federal Reserve Board Chairman Ben Bernanke

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About Jump\$tart: The Jump\$tart Coalition is a Washington, DC-based not-for-profit organization that seeks to improve the personal financial literacy of students in pre-kindergarten through college. Jump\$tart’s nearly 150 national partners and 51 affiliated state coalitions work individually and collectively to educate and prepare our nation’s youth for life-long financial success. Jump\$tart is the original promoter of April as Financial Literacy Month and publisher of the National Standards in K-12 Personal Finance Education. For more information about the Jump\$tart Coalition, go to www.jumpstart.org or follow us on [Facebook](#) and [Twitter](#) @NatlJumpstart. Please visit our website for more [information about April – Financial Literacy Month](#).