

ABOUT THE COUNCIL

The President's Advisory Council on Financial Literacy (the Council) was created on January 22, 2008, by President George W. Bush.

The Council's purpose is to help keep America competitive and assist the American people in understanding and addressing financial matters.

Each member of the Council represents an industry involved with the delivery of financial education to American citizens.

The President and the Secretary of the Treasury have tasked the Council to work with the public and private sector to help increase financial education efforts for youth in school and for adults in the workplace, increase access to financial services, establish measures of national financial literacy, conduct research on financial knowledge and to help strengthen public and private sector financial education programs.



MEMBERS OF THE PRESIDENT'S ADVISORY COUNCIL ON FINANCIAL LITERACY

Chairman Charles Schwab, *Charles Schwab Corporation, San Francisco*

Vice Chairman John Bryant, *Operation HOPE, Inc., Los Angeles*

Ted Beck, *National Endowment for Financial Education, Greenwood Village, Colo.*

Theodore Daniels, *Society for Financial Education and Professional Development, Arlington, Va*

Vice Admiral (retired) Cutler Dawson, *Navy Federal Credit Union, Vienna, Va.*

Robert Duvall, *National Council on Economic Education, New York*

Tahira Hira, *Iowa State University, Ames, IA*

Jack Kosakowski, *Junior Achievement USA, Colorado Springs, Colo.*

Sharon Lechter, *Lechter Development Group, Paradise Valley, Ariz.*

Robert Lee, *FreshMinistries, Inc., Jacksonville, Fla.*

Laura Levine, *Jump\$tart Coalition for Personal Financial Literacy, Washington, D.C.*

David Mancl, *Office of Financial Literacy of the Wisconsin Department of Financial Institutions, Madison, Wisc.*

Don McGrath, *Bancwest Corporation, San Francisco*

Janet Parker, *Society for Human Resource Management, Alexandria, Va.*

Ignacio Salazar, *SER National-Jobs for Progress, Inc., Irving, Texas*

Mary Schapiro, *Financial Industry Regulatory Authority, Washington D.C.*

PARTNERS

Greater Iowa (formerly known as ISU Credit Union) is a not-for-profit financial institution, founded in 1932 by employees of Iowa State University. Greater Iowa has grown to serve more than 28,000 members in 31 Iowa counties. Greater Iowa has been identified as a pacesetter within the industry for its work to promote financial literacy education.



IOWA STATE UNIVERSITY

College of Business
College of Human Sciences

Founded in 1858, Iowa State University is a prestigious land-grant university of nearly 27,000 students, who study with world-class scholars in more than 100 majors. The university has promoted financial literacy, partnering with the National Endowment for Financial Education to provide free access to a Web site that helps students budget and plan for a successful financial future. Tahira Hira, a professor in the College of Human Sciences, also serves on President Bush's Advisory Council on Financial Literacy.



The Iowa Credit Union League (ICUL) is the non-profit trade association that represents the interests of Iowa's state and federally chartered credit unions and their nearly one million members. ICUL was established in 1930.

SPECIAL LISTENING FORUM CONVENED BY RESEARCH COUNCIL



Financial Literacy in the Heartland

*Iowans share their needs and challenges with
the President's Advisory Council*



TUESDAY, NOVEMBER 11, 2008
10 A.M., DES MOINES, IOWA

10 a.m.: Session begins

Moderator

Dan Iannicola, Jr.

Opening remarks

Iowa Congressman Tom Latham
 Councilwoman Tahira Hira
 Greater Iowa President/CEO Shazia Manus

Keynote address

President's Advisory Council Vice Chairman
 John Bryant, Operation HOPE, Inc., Los Angeles

Testimony

Iowa Credit Union League
 Iowa Jump\$tart

Remarks

Councilman Ted Beck
 Councilwoman Sharon Lechter
 Councilman Ignacio Salazar

11:55 to 1 p.m.: Lunch

1 p.m.: Session resumes

Opening remarks

Moderator Dan Iannicola, Jr.

Keynote address

Carrie Schwab Pomerantz, Chief Strategist,
 Consumer Education, Charles Schwab & Co., Inc
 and President, Charles Schwab Foundation

Testimony

Iowa Department of Human Services
 Iowa Society for Human Resource Management
 Iowa Core Curriculum 21st Century Skills Committee

Remarks

Councilwoman Janet Parker
 Wells Fargo Home Mortgage Co-President Cara Heiden
 FDIC Community Affairs Specialist Kevin Shields

2:45 p.m.: Session concludes

Closing remarks

Moderator Dan Iannicola, Jr.

MEET THE SPEAKERS

SESSION MODERATOR

Dan Iannicola, Jr., Deputy Assistant Secretary for Financial Education, U.S. Treasury, Washington, D.C.

Iannicola was named to his current post in September 2003. In this position, Iannicola is responsible for overseeing the department's Office of Financial Education.

ESTEEMED GUEST

Rep. Tom Latham (R-IA)

Latham is a seven-term congressman currently serving Iowa's Fourth Congressional District. Latham nominated Dr. Tahira Hira of Iowa State University to the President's Council on Financial Literacy. He is Iowa's only member of the House Appropriations Committee.

KEYNOTE SPEAKERS

Vice Chairman John Bryant, Operation HOPE, Inc., Los Angeles

Bryant is the founder, chairman and chief executive officer of Operation HOPE, America's first non-profit social investment banking organization, now operating in 51 U.S. communities and South Africa. He has raised more than \$400 million from the private sector to empower the poor.

Carrie Schwab Pomerantz, Chief Strategist, Consumer Education, Charles Schwab & Co., Inc. and President, Charles Schwab Foundation

As Chief Strategist, Consumer Education for Charles Schwab & Co., Inc., Schwab Pomerantz is a leading advocate for individual investors. She speaks and writes extensively about personal finance issues for women and families.

PRESIDENT'S ADVISORY COUNCIL MEMBERS

Ted Beck, National Endowment for Financial Education, Greenwood Village, Colo.

Beck joined the National Endowment for Financial Education (NEFE) as president and chief executive officer effective October 1, 2005. Prior to his appointment at NEFE, Beck served as Associate Dean of Executive Education and Corporate Relations at the University of Wisconsin-Madison School of Business.

Tahira Hira, Iowa State University

Hira is a professor of Personal Finance and Consumer Economics at Iowa State University in Ames, Iowa. Since 1976 she has taught and conducted research in family financial management, consumer credit, gambling and consumer bankruptcy in the United States, Japan, United Kingdom, Canada and New Zealand.

Sharon Lechter, Lechter Development Group, Paradise Valley, Ariz.

Lechter is the co-author of the international best-selling book *Rich Dad Poor Dad* and the *Rich Dad* series of books, as well as one of the founders of the Rich Dad companies and inventor of the *CASHFLOW for Kids* board game. She is an entrepreneur, philanthropist, educator, CPA, international speaker and mother.

Janet Parker, Society for Human Resource Management, Alexandria, Va.

Parker is executive vice president of human resources at Regions Financial Corporation in Birmingham, Ala. Regions Financial Corporation is one of the top 10 banks in the nation with nearly \$140 billion in assets. Regions serves customers in 16 states across the South, Midwest and Texas.

Ignacio Salazar, SER National-Jobs for Progress Inc., Irving, Texas

Salazar serves as President of SER National-Jobs for Progress, Inc., a network currently comprised of 43 local SER affiliates in 18 states, Puerto Rico and the District of Columbia with a budget of approximately \$300 million. He is also the CEO of Intelligent Solutions, a staffing firm based in Detroit with regional operations.

FINANCIAL LITERACY ADVOCATES

Shazia Manus, president/CEO, Greater Iowa Credit Union, Ames, Iowa

Manus was appointed CEO in February 2006. Prior to her appointment, she served as the interim CEO, chief deposit officer and internal audit and compliance officer at Greater Iowa.

Cara Heiden, co-president, Wells Fargo Home Mortgage, West Des Moines, Iowa

Heiden's responsibilities as division co-president include joint leadership of the overall business and strategic direction of the mortgage division. Heiden graduated from Iowa State University in 1978 and has been with Wells Fargo since 1981.

Kevin Shields, FDIC Community Affairs Specialist, Kansas City, Mo.

Shields has been with the Federal Deposit Insurance Corporation since 1991 and has worked in the government administration industry since 1986.