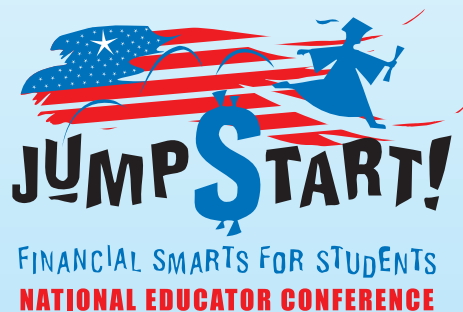




## **Jump\$tart National Educator Conference for Financial Literacy**

**November 5-7, 2010 – Capital Hilton, Washington, DC**



# Conference Schedule at a Glance

## Friday, November 5

3:00 – 6:00 p.m.	Conference Registration
4:30 – 6:00 p.m.	Pizza Buffet
6:30 – 8:00 p.m.	Welcome Reception at the Federal Reserve Board (Transportation provided.)
8:00 – 10:00 p.m.	Monuments by Moonlight – Optional Tour (by paid, advance reservation only.)

## Saturday, November 6

7:00 – 8:30 a.m.	Conference Registration
7:30 – 8:30 a.m.	Breakfast in Exhibit Hall
8:30 – 9:30 a.m.	Opening Ceremonies and Welcome Keynote Address
9:30 – 9:45 a.m.	Networking and Exhibit Break
9:45 – 10:45 a.m.	Breakout Sessions
10:45 – 11:00 a.m.	Networking and Exhibit Break
11:00 a.m. – Noon	Breakout Sessions
Noon – 1:30 p.m.	Lunch Program
1:45 – 3:45 p.m.	Concurrent Activities: <ul style="list-style-type: none"><li>• Individual Financial Planning Sessions</li><li>• Exhibit Hall Open</li><li>• Meet the Media</li></ul>
3:45 – 4:45 p.m.	Breakout Sessions
6:30 – 7:30 p.m.	Evening Reception
7:30 – 9:30 p.m.	“Welcome to Washington!” Dinner, featuring a performance by The National Theatre for Children

## Sunday, November 7

8:00 – 9:00 a.m.	Breakfast with the Exhibitors
9:00 – 10:00 a.m.	General Session – “If I Knew Then, What I Know Now...”
10:00 – 10:15 a.m.	Break
10:15 – 11:30 a.m.	General Session – Visa’s Financial Football
11:30 – Noon	Closing Ceremonies and Raffle



# About the Conference

Jump\$tart National Educator Conference

November 5-7, 2010 – Capital Hilton, Washington, DC

As the nation's leading advocate for youth financial literacy, the **Jump\$tart Coalition for Personal Financial Literacy®** is proud to conduct its second annual conference, devoted specifically to K-12 classroom teachers of personal finance. This conference, generously underwritten by **Experian** and **Wells Fargo**, supported by a variety of other sponsors and offered in partnership with the **National Education Association**, will offer classroom educators an opportunity to see, learn about, and try educational resources that can be integrated immediately into current lesson plans; to attend informative workshops under three different strands—policy, curriculum/content, and personal development; and to network with leaders from finance and education.



## Cost: \$350

Through the generosity of our underwriters and other sponsors, Jump\$tart is able to offer teachers this very special price, which includes two nights hotel accommodations in a private room, all conference meals, transportation to the off-site reception at the Federal Reserve Board, some materials, and full participation in the conference event. (Teachers must provide their own transportation to the conference. The Monuments by Moonlight tour is optional and at the expense of participants.)

## 10 CEUs

Teachers who participate in the entire conference will be awarded 10 Continuing Education Units (CEUs).

## Standards

Each registered teacher will receive a print copy of the *National Standards in K-12 Personal Finance Education*. Workshop sessions and materials presented at this conference will adhere to these National Standards.

## Space is Limited – Register Early

Registration will be accepted on a first come, first served basis. Register online at: [www.jumpstart.org](http://www.jumpstart.org)



# About the Program

## General Sessions

### The National Theatre for Children – “Crazy About Credit”

The National Theatre for Children is the largest in-school touring educational theatre company in the world, performing live programs that combine theatre and multi-platform educational materials to communicate complicated messages to hard-to-reach audiences. At dinner on Saturday, conference attendees will be entertained and enlightened by two highly improvisational sketches from TNTC’s financial literacy series—“Crazy About Credit.”

**Financial Football** Building on a 15-year track record of financial literacy programs, Visa is launching Financial Football 2.0, the exciting new version of their NFL-themed educational video game. The game, championed by New Orleans Saints’ quarterback Drew Brees, features improved graphics and sound for an engaging, fast-paced experience. Some of the game’s 1,000 personal finance questions were written by Brees himself. Are you ready to compete against your fellow teachers? Bring your game face and let’s throw down!

### If I Knew Then What I Know Now...

High school students from ten years ago are today’s young professionals. In this panel discussion, hear what these young adults have to say about what they wished they had learned in school when it comes to basic money management. This interactive session will encourage questions from teachers on how we might be able to do things differently today.

## Breakout Sessions

### Policy Strand

The Policy Strand workshops, developed in conjunction with the NEA, are designed to help you become an effective advocate for personal finance education in your school and in your community.

#### ***Becoming a Financial Literacy Ambassador*** (Repeats twice.)

Experts from the National Educational Association will provide helpful tips and suggestions on how you can overcome obstacles and persuade your colleagues and your entire school district to emphasize the teaching of personal finance.

#### ***If We Don’t Teach Them, Who Will?*** (Repeats twice.)

This workshop will address the realities of today’s classroom and offer suggestions on how you can integrate personal finance into your lesson plan—at any level and in almost any subject.



# About the Program

Continued

## Curriculum / Content Strand

Representatives of Jump\$tart's partner organizations—from business and finance, the non-profit sector, and agencies of the federal government—will discuss the products, programs, and other resources available to help you teach personal finance, as well as ideas for using these resources most effectively.

### ***Elementary School Panel***

Our youngest students are not too young to begin learning about how money works and why it's important to save. Panelists will introduce you to fun, age-appropriate tools that you can use in your elementary school classrooms.

### ***Middle Grades Panel***

Students in middle grades (roughly, 5th through 8th) need to see how money management applies to their own lives. Panelists will talk about some engaging and interactive financial education resources that are well-suited for this pivotal age group.

### ***High School Panel***

Today's teens stand on the threshold of their lives as adult consumers in an increasingly complex financial environment. Panelists will present comprehensive financial education curricula and programs, designed to help you prepare these young adults to make smart financial decisions in the real world.

### ***Entrepreneurship***

Today's employment climate has caused educators across the country to recognize the importance of introducing into their classrooms discussions concerning career alternatives. For that reason, entrepreneurship is gaining popularity for connecting the dots of financial literacy and employment opportunities for a growing number teachers, as well as their students. This session will explore ways to bring entrepreneurship to your classrooms and to help your students connect the dots.

### ***The Psychology of Money***

In this session, financial education, psychology and behavioral economics come together in a fun way. Learn how teens' and adults' habits and attitudes about money silently influence choices and actions related to money—as well as personal, job/career and relationship decisions.

### ***"There's an App for That!"***

Mobile financial applications for handheld devices can actually help enhance a person's financial knowledge and help them to be more aware of financial pitfalls. Learn how to jump into the game and relate more to the next generation.

### ***Computer Lab*** (Repeats once.)

Take a short walk up the street to the NEA headquarters where you will learn about—and get to try—some exciting computer-based learning tools from one of this year's conference underwriters: Wells Fargo's "Hands On Banking" curriculum and virtual reality Stagecoach Island.



# About the Program

Continued

## Personal Growth Strand

During the school day, you may wear many hats: teacher, coach, advisor, mentor friend. But when you get home, you are—like everyone else—a consumer. The workshops in this strand are designed to help you learn a little bit more about managing your own money.

### *The Emotions of Buying and Selling a Home*

The session looks beyond the mechanics of home buying and selling and reveals the hidden psychological factors that influence the way we approach housing transactions. Most importantly, you will gain skills to become an all-around better financial decision maker.

### *Have You Scored Lately?*

An overview of credit reporting and credit scoring that will help you answer the fundamental question, “What can I do to ensure I have the credit history and credit scores I need to qualify for the credit I want?”

## Individual Financial Planning Sessions

Courtesy of the CFP Board of Standards, conference attendees will get the opportunity to meet one-on-one with volunteer CERTIFIED FINANCIAL PLANNER™ professionals free of charge to discuss their own personal plans, goals, and financial challenges. Advance registration for these reserved, 20-minute sessions is required.

## Meet the Media

Teachers can be a great source for reporters who cover education, finance, and other consumer topics. We’ve invited members of the media to join us for an informal mix and mingle session that could even turn into an interview—some time in the future or right there on the spot!

## Financial Literacy Exhibit Hall

Throughout the conference, teachers will have the opportunity to visit the exhibits of 40-50 financial education resource providers. Most of the exhibitors are Jump\$tart national partners from the corporate, non-profit, and government sectors. Many of the materials exhibited are available to teachers at no cost to them.

Time has been built into the conference schedule to enable teachers to spend time in the exhibit hall, learning about the various resources and, in many cases, testing them out. The exhibitors will raffle prizes for teachers who visit their booths.





# About the Sponsors



## Jump\$Tart Coalition for Personal Financial Literacy

The Jump\$Tart Coalition for Personal Financial Literacy® is a national coalition of about 150 corporations and businesses, non-profit/not-for-profit organizations, academic institutions and government agencies that share a commitment to improving the financial literacy of pre-kindergarten through college-age youth by providing advocacy, research, standards, and educational resources. Jump\$Tart is also a network of 49 affiliated state coalitions and their partners, which strive to advance financial literacy at the local level. Jump\$Tart is perhaps best known for its biennial surveys of financial literacy among students, its online clearinghouse of financial education resources, and for publishing the National Standards in K-12 Personal Finance Education. Jump\$Tart was the original promoter of April as Financial Literacy Month.



## Experian

Experian® is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. Using our comprehensive understanding of individuals, markets and economies, we help organizations find, develop and manage customer relationships to make their businesses more profitable. Experian promotes greater financial health and opportunity among consumers by enabling them to understand, manage and protect their personal information, helping them control financial aspects of key life events, and make the most advantageous financial and purchasing decisions.



## Wells Fargo Foundation

Wells Fargo & Company is a diversified financial services company providing banking, insurance, investments, mortgage, and consumer and commercial finance through more than 10,000 stores and 12,000 ATMs and the Internet (wellsfargo.com and wachovia.com) across North America and internationally.

Wells Fargo Foundation is committed to supporting organizations that make significant contributions to the quality of life in our communities and to the lives of the people who live there. Wells Fargo's national financial education programs "Hands on Banking/El futuro en tus manos" and "Stagecoach Island" (virtual game) are fun, free and engaging interactive programs that are delivered free to schools, community groups and families.



## National Education Association

Jump\$Tart is proud to have the National Education Association (NEA) as its educational partner for this event. The NEA has provided Jump\$Tart with guidance and outreach, support for teachers, and the in-kind contribution of its nearby facilities.

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.

# About the Venue

## Capital Hilton

1001 16th Street NW, Washington, District of Columbia, United States 20036  
Tel: 1-202-393-1000, Fax: 1-202-639-5784

Participating educators receive two nights' stay in private rooms at the Capital Hilton as part of their conference registration fee of \$350.

The Capital Hilton is located in the center of downtown Washington, D.C. — just blocks from the White House and walking distance to three different Metro Stations.

This historic Capital Hilton hotel proudly features The Capital City Club & Spa, DC's premiere 11,000 square foot health club and day spa, offering over 60 pieces of exercise equipment and group exercise programs.

Guest rooms feature: • Luxurious and warm accommodations • High speed internet access • MP3 alarm clock radio • Work desk area • Sitting area. Additionally, the Capital Hilton offers two exciting on-site restaurants and a relaxing bar. Jump\$tart's National Educator Conference will be held, primarily, in the extensive meeting and banquet facilities, conveniently located on the second floor of the hotel.

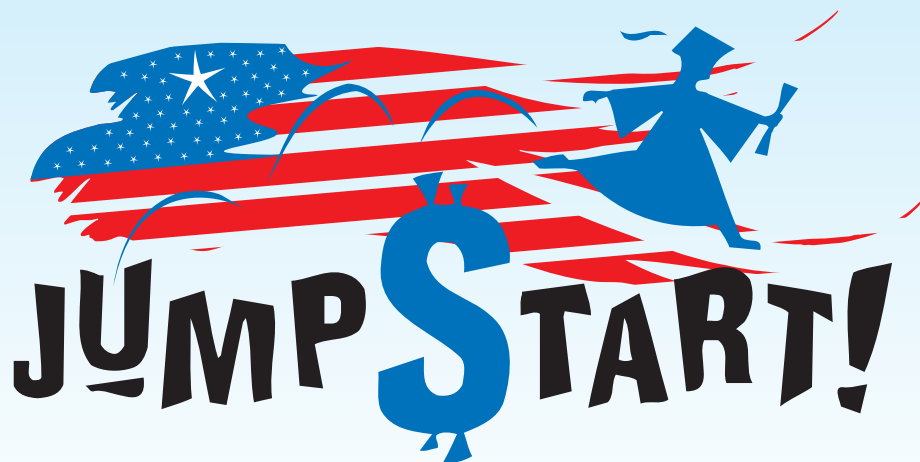
## Traveling to Washington

The nation's capital is served by three major airports: Baltimore-Washington International Airport (BWI), Washington Dulles International Airport (IAD) and Ronald Reagan Washington National Airport (DCA). Reagan is the closest to the conference location, but check all three for the best fares. Amtrak and commuter rail travelers can arrive at Washington's Union Station. Travelers who wish to use the Metro system can take the Blue line from Reagan National to Farragut West or the Red Line from Union Station to Farragut North.

In most years, fall colors are still quite vibrant here during the first week of November. Temperatures will likely be in the 40's or 50's, but DC weather can be unpredictable, so you might want to check a weather service such as [www.weather.com](http://www.weather.com).







FINANCIAL SMARTS FOR STUDENTS  
**NATIONAL EDUCATOR CONFERENCE**

**Jump\$Start National Educator Conference**  
**November 5-7, 2010**

**Capital Hilton - Washington, DC**

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

