



2011 National Educator Conference

November 4-6, 2011

Hyatt Regency Washington on Capitol Hill • Washington, DC



About the Conference

As the nation's leading advocate for youth financial literacy, the **Jump\$tart Coalition**[®] is proud to conduct its third annual conference devoted specifically to PreK-12 classroom teachers of personal finance. This conference, generously underwritten by **Experian** and **Wells Fargo Foundation**, supported by a variety of 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—advocacy, curriculum/content, and personal development; to meet with leaders from finance and education; and to network with colleagues from across the country.

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, a welcome reception in the Kennedy Caucus Room at Russell Senate Office Building, some materials, and full participation in the conference event.

Teachers arrange and pay for their own transportation to and from the conference.

Please note that participation in the Professional Assessment and Certification Program offered by the American Association for Family and Consumer Sciences, and the very special optional tour of the U.S. Capitol require separate payment and advance reservations. See registration form and below for more details.

Space is Limited – Register Early

Teacher registration opens Tuesday, September 6. Registration will be accepted on a first come, first served basis. Register online at: www.jumpstart.org

15 Professional Development Hours

Teachers who participate in the entire conference will be awarded 15 Professional Development Hours (PDH).

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 align with these National Standards.

Who Should Attend?

Pre-K through high school classroom educators from the U.S. who teach or plan to teach personal finance, either as a stand-alone course or incorporated into any other subject matter. There will be enough new information for veteran teachers and those who have attended this event in the past; and enough basic information for new teachers and those new to personal finance content. Licensed classroom teachers will get top priority to register; if space is still available after October 1, registration will be open to school administrators, parents who home school their own children, and those who teach personal finance outside of the classroom setting.

Spouse Program

Conference registrants may include a spouse or adult guest in certain conference functions, as follows:

- Private tours of the U.S. Capitol – Register and pay Capital City Events, directly.
- Financial Planning Clinic – Spouse/partner may register to participate in this activity with you.
- “Welcome to Washington” Dinner and Reception (Saturday Evening). \$85 check or credit card, to be paid when you check in at the conference.



Conference Program & Schedule

Friday, November 4

3:00 – 6:00 p.m.

Conference Registration

Look for Jump\$tart registration tables on the lower level of the Hyatt.

4:00 – 5:30 p.m.

Finger Food Fiesta

An informal mixer with great snacks. Pop in after registering. All registered participants welcome.

6:30 – 8:00 p.m.

Welcome Reception

Join us for the official start of the 2011 Conference in the elegant Kennedy Caucus Room at the Russell Senate Office Building, just a short walk from the Hyatt. The Kennedy Caucus Room was named in 2009 to honor the three Kennedy brothers who served as United States Senators. The Welcome Reception is generously sponsored by the **Federal Reserve Board of Governors** and was arranged in conjunction with U.S. Senator Daniel K. Akaka (D-HI).

AAFCS Certification Testing

12:00 – 3:30 p.m.

Optional activity conducted by Jump\$tart Partner, the American Association for Family and Consumer Sciences. Please see [AAFCS](#) for additional information. Separate payment and advance registration required.

Private Tours – United States Capitol

Jump\$tart Conference participants will have a unique opportunity to take an after-hours tour of the U.S. Capitol building, just before or just after the welcome reception. This optional activity requires a separate payment and advance reservations, and space is limited.

Saturday, November 5

7:00 – 8:30 a.m.

Conference Registration

Look for Jump\$tart registration tables on the lower level of the Hyatt.

7:30 – 8:30 a.m.

Breakfast

Start the day with our open-seating, breakfast buffet, generously sponsored by **Allly Financial**. All registered participants, welcome.

8:30 – 9:30 a.m.

Opening Ceremonies and Keynote Address*

Neil Milner, Jump\$tart Chairman, and other officials will set the stage for the third National Educator Conference.

9:30 – 9:45 a.m.

Break

9:45 – 10:45 a.m.

Exhibit Hall

The Jump\$tart National Educator Conference Exhibit Hall is designed to give classroom educators an opportunity to see, learn about, and even try out, financial education resources that they can start using Monday morning! All exhibits are focused on financial literacy—no time shares or cosmetics sales to wade through. Most of the exhibitors are Jump\$tart national partners from the corporate, non-profit, and government sectors and many of the resources exhibited are available to teachers at no cost to them.

Conference Program & Schedule

Continued

10:45 a.m. – 12 p.m. **Breakout Sessions***

Pick from six concurrent breakout sessions in three tracks—Financial Education Advocacy; Curricula/Content; and Personal Growth. Breakout session descriptions, below.

Noon – 1:30 p.m. **Luncheon and Program***

Enjoy a networking lunch, sponsored by long-time Jump\$start partner, **HSBC-North America**.

1:45 – 3:00 p.m. **Breakout Sessions***

Pick one of six concurrent breakout in three tracks—Financial Education Advocacy; Curricula and Content; and Personal Development and Growth. Breakout session descriptions, below.

3:00 – 5:00 p.m. **Concurrent Activities**

Teacher Roundtable Sessions

Often, the best insights and ideas come from fellow educators. Bring your questions and suggestions to participate in facilitated roundtable discussions on financial education—or just sit in and listen. Session 1 will focus on “Saving and Investing” and Session 2 will cover “Credit and Debt.” Stay for as little or as long as you like.

Exhibit Hall

Teachers spoke up and we listened! Based on last year’s feedback, we’ve added time for you to visit the exhibits and talk to the exhibitors, without missing important sessions. If you gather a few too many samples, the FedEx table in the Exhibit Hall will offer shipping options. Many exhibitors will be holding prize raffles—don’t forget to enter!

Individual Financial Planning Sessions

Courtesy of the **CFP Board of Standards**, conference attendees will have the opportunity to meet one-on-one, with volunteer CERTIFIED FINANCIAL PLANNER™ professionals, to discuss their own personal plans, goals, and financial challenges. These private, 20-minute sessions are absolutely free and the planners will make no attempt to sell you products or services. You must, however, register in advance and complete a short questionnaire to help the planner best assist you. Spouses and domestic partners are welcome to participate in these planning sessions, even if not fully registered as a conference attendee.

*Exhibit Hall Closed.



Conference Program & Schedule

Continued

6:00 – 7:00 p.m. Evening Reception*

7:00 – 9:00 p.m. “Welcome to Washington!” Dinner*

Enjoy dinner with new friends and old, including speakers, sponsors, exhibitors, and members of Jump\$tart’s staff and board. The dinner program will feature a performance by comedian James Cunningham, creator of “Funny Money,” a show designed to teach students the basics of personal finance through humor and audience participation. You may have seen James on The Comedy Network or NBC’s “Last Comic Standing.”

Sunday, November 7

8:00 – 9:00 a.m. Breakfast with the Exhibitors

Buffet breakfast, in the Exhibit Hall. An extra opportunity to meet and mingle with exhibitors and other conference participants.

9:00 – 10:15 a.m. General Session – “Class, Take out your Computers”*

Angel Zapata, Senior Vice President, **Wells Fargo Foundation** will moderate a demonstration of interactive, online resources. Teachers: bring your laptops, netbooks, iPads—*any device with WiFi*—and you can participate from your seat.

10:15 – 10:30 a.m. Break

Vendors will have their individual raffle winners posted. Visit the exhibit hall for one last time to see if you’ve won!

10:30 – 11:30 a.m. General Session – Parental Do-Over*

When it comes to teaching their kids about managing money, what would parents of adult children do differently if they had the chance to do it all again? Let’s ask them! John Doyle moderates this interactive session, encouraging questions from the floor and candid answers from the panel of parents, designed to help teachers fill in the gaps.

11:30 a.m. – Noon Interactive Focus Group and Closing Session*

Veterans of the Jump\$tart Conference know we like our gadgets! We’ll be bringing back the “clickers” —courtesy of **Turning Technologies**—to seek your advice on an important new teacher training initiative; then we’ll wrap up the conference with a special *au revoir*.

*Exhibit Hall Closed.



Breakout Sessions

Pick from six concurrent breakout sessions in three tracks—Financial Education Advocacy; Curricula/Content; and Personal Growth.

Strategies & Tips for Financial Literacy Implementation - Advocacy Strand

9:45 a.m. • Repeats at 1:45 p.m.

This year's advocacy workshop, developed in conjunction with the NEA, is designed to help you become an effective advocate for personal finance education in your school and in your community.

Tools and Techniques for Early Grades – Curriculum /Content Strand

9:45 a.m.

Our youngest students are not too young to begin learning about how money works and why it's important to save. Panelists from It's a Habit, Moonjar, and Money Management International will introduce you to fun, age-appropriate tools and suggest ways to use them in your elementary school classrooms.

Tools and Techniques for Middle Grades – Curricula/Content Strand

9:45 a.m.

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

Tools and Techniques for High School – Curricula/Content Strand

9:45 a.m. • Repeats at 1:45 p.m.

Today's teens stand on the threshold of their lives as adult consumers in an increasingly complex financial environment. Panelists from Bank of America/Monster.com, the Griffith Insurance Education Foundation, and the Federal Deposit Insurance Corporation (FDIC) 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.

Hands on Banking – Curricula/Content Strand

9:45 a.m.

Offered by conference underwriter Wells Fargo Foundation, the Hands on Banking curriculum is an easy and enjoyable way to teach and learn the essentials of financial education: the basics of bank services, the importance of saving, smart money management, using credit responsibly, investing, wealth building, and more.



Breakout Sessions

Continued

“Fed Ed”: Resources from the Federal Reserve – Curricula/Content Strand

1:45 p.m.

Sara Messina, from the Public Affairs Office of the Federal Reserve Board of Governors, will guide you through the vast array of financial education resources developed and provided by the 12 Federal Reserve Banks and their branches across the country.

Protect Your Identity – Curricula/Content Strand

1:45 p.m.

An emerging issue in personal finance is the increase in cases of identity theft and other types of fraud. Likewise, identity theft is of growing significance in financial education. Victims of identity theft are often children. Are you prepared to address this in class?

Credit CARD Act: What it Means for You – Personal Growth Strand

9:45 a.m.

The Credit Card Act of 2009 was the most comprehensive reform legislation for credit card products in many years. Hear how these changes affect you and your students, from credit expert and Jump\$tart Board Member Michael Staten, Ph.D., University of Arizona.

Investment Town Hall – Personal Growth Strand

1:45 p.m.

Your feedback told us you wanted a session on investing—but, which elements of this multifaceted subject do you want to know most? Submit three questions when you register and our expert will address as many as possible in this “town hall” style session.

What’s the Score? – Personal Growth Strand

1:45 p.m.

Rod Griffin, of conference underwriter, Experian, will offer 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?”



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 recently founded the Jump\$Tart Teacher Training Alliance with seven of its partners



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

Hyatt Regency Washington on Capitol Hill

400 New Jersey Avenue NW, Washington, District of Columbia, United States 20001

Tel: 1-202-737-1234, Fax: 1-202-737-5773

Guest rooms feature: • Hyatt Grand Bed™ • Wireless high-speed Internet access (fee) • 37-inch LCD television with remote control, 18 HD channels including HBO, in-room pay movies • Video messages, account review, check-out • Voice mail, telephone with message light, data port • Individual climate control • Electronic door lock • Turndown available upon request • Full bath amenities; hair dryer • Coffeemaker • Iron / ironing board • iHome® alarm clock radio

The Jump\$tart National Educator Conference will be held, primarily, in the extensive meeting and banquet facilities conveniently located on the lower level of the hotel. The Russell Senate Office Building, site of our Welcome Reception in the Kennedy Caucus Room, as well as the United States Capitol, are walking distance from conference hotel.

Traveling to Washington

Washington DC is served by three airports: Ronald Reagan Washington National Airport (**DCA**); Washington Dulles International Airport (**IAD**); and Baltimore Washington International Airport (**BWI**). DCA is the closest to the conference hotel. IAD and, especially, BWI are thought to have less expensive airfare options—but be sure to factor in additional ground transportation costs. Washington's **Union Station**, which is walking distance from the hotel, services Amtrak and local railways.

The Hyatt Regency Washington on Capitol Hill offers **driving directions** and public transportation (including **Metro** system) suggestions on its [website](#).

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.





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