## November 17-19 2010 AFCPE® Annual Conference





# AFCPE

Association for Financial Counseling and Planning Education<sup>\*</sup>

**Pre-Conference Activities Begin November 14** 

Grand Hyatt Denver, Colorado



## WELCOME FROM THE PRESIDENT

Welcome to Denver and this year's Annual Conference of the Association for Financial Counseling and Planning Education! You will be joining more than 500 others from around the country and the world as we network, listen, learn and enjoy catching up and meeting new colleagues.

Much has happened in the year since we last met in Scottsdale. The conference speakers and presentations reflect change in policy, regulation, education and practice. You'll hear about regulatory changes from Jeanne Hogarth of the Federal Reserve Board; how to increase access to financial services from Tammy Edwards with the Federal Reserve Bank of Kansas City and Barbara Ryan of the Federal Deposit Insurance Corporation; changes in our Journal over the past twenty years will be highlighted by our Editor Fran Lawrence; and Sharon Burns will present a look into the future and what we will be teaching about personal finance. Concurrent sessions are planned that give members the opportunity to share what they have been doing over the past year(s) and how you can use their resources and lessons learned in your professional practice and/or teaching. And the most interesting change in this year's conference is the focus of our Opening Dinner. This year we welcome Yoram Bauman, The Standup Economist! Yoram will be entertaining us with his unique take on economics and finance. I'm looking forward to many laughs!

Every year a small group of dedicated, talented and busy AFCPE<sup>®</sup> members volunteers to serve on the Committees whose hard work results in the Conference Program. This year was no different. Conference Chair Jane Schuchardt and her Sub-Committee Chairs of Kristy Archuleta, Conference Papers; Scott Miller, Conference Posters; Robyn LeGrand and Brenda Vaughn, Practitioners' Forum; Lyle Hansen, Student Papers and Susan Eitel, Proceedings Editor deserve your thanks and appreciation as you visit with them during the conference. Many others worked on their committees reviewing submissions. On behalf of the entire Association, I thank them for working to make this year's program outstanding!

As you listen and learn throughout this year's conference, remember that this is the culmination of another great year for AFCPE<sup>®</sup>. I hope you go home at the end of the week feeling rejuvenated and ready to put into action at least one new idea, technique or strategy from the conference. Thank you for your continued support and involvement in AFCPE<sup>®</sup>. And bring a friend/co-worker with you next year to Jacksonville, FL!



Joyce Cavanagh 2010 AFCPE<sup>®</sup> President AFCPE

## VISION

To be internationally recognized as the leading provider of professional development opportunities for financial educators, practitioners and researchers.

## **MISSION**

AFCPE<sup>®</sup> provides professional development experiences for financial educators, practitioners and researchers to improve the economic well being of individuals and families worldwide.

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## **2010 AFCPE° BOARD OF DIRECTORS**

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#### Jeanne M. Hogarth, Ph.D.

#### New Credit Card Laws

New financial legislation and changes to recently passed regulation will be key topics for personal finance researchers, educators, and counselors as we enter 2011. Join Jeanne Hogarth from the Federal Reserve Board for an update on new consumer financial laws and regulations. In the first half of the session, Jeanne will provide keen insight on the provisions of the Credit CARD Act of 2009 as well as an update on new provisions for mortgages and credit reports that will be implemented in 2011. After the break, Jeanne will continue the session by highlighting the provisions of the Dodd-Frank Wall Street Reform and Financial Protection Act signed into law on July 21, 2010. Both acts have significant impact for personal finance professionals. These are timely, important sessions as you prepare for 2011 and beyond.

#### Wednesday, November 17, 2:00 - 5:00 PM



Jeanne Hogarth is the manager for the Consumer Education and Research Section of the Division of Consumer and Community Affairs at the Federal Reserve Board. Prior to joining the Board in 1995, her previous experience includes 7 years of high school teaching in Ohio, a year on the Extension faculty at the University of Illinois, and 13 years on the consumer economics Extension faculty at Cornell University. At the Federal Reserve Board, she is responsible for research and outreach initiatives related to consumer financial services. Her recent projects include initiatives on consumers' use of banking services, consumer protection strategies, the effectiveness of financial education efforts, and consumer testing for comprehension and usability of disclosure notices. She is the author of numerous scholarly research articles as well as consumer education resources on financial management. Both her research and her consumer education programs have received awards for their excellence. Jeanne received a BS in education from Bowling Green State University and an MS and PhD in family and consumer economics from The Ohio State University.

#### Yoram Bauman, Ph.D.

#### The Standup Economist

Join us for this lighthearted session with the world's first and only stand-up economist, Yoram Bauman. Come ready to have a good time!

#### Wednesday, November 17, 6:00 - 8:30 PM



Yoram Bauman performs at comedy clubs, colleges, and corporate events around the world as "the world's first and only stand-up economist." Yoram is the co-author of The Cartoon Introduction to Economics and the organizer of the humor session at the American Economic Association annual meeting. He has appeared in TIME Magazine, on PBS and NPR, and on YouTube, where his videos have over 700,000 hits.

Yoram lives in Seattle and appears regularly at the Comedy Underground as part of a political comedy benefit show called Non-Profit Comedy that has raised over \$75,000 for local non-profits. He has a BA in mathematics from Reed College, a PhD in economics from the University of Washington, and spends his non-comedy hours teaching in the UW environmental studies program (and also at Bainbridge Graduate Institute and at Lakeside High School), researching the economics of climate change, and campaigning for environmental tax reform.

#### Understanding the Unbanked: Connecting unbanked households with better financial services

*Tammy Edwards and Barbara Ryan, Ph.D.* KC Federal Reserve & FDIC

Each day, an estimated 30 million households—more than one in four nationally—turn to payday lenders, check cashing outlets, convenience stores and other nonbank businesses to meet their financial service needs. Findings from research initiatives by the Federal Reserve Bank of Kansas City and the Federal Deposit Insurance Corporation will shed light on who the unbanked are, why many remain outside the financial mainstream and how they manage their money. Strategies for expanding access to bank accounts and other asset building programs will be explored.

#### Thursday, November 18, 9:30 - 10:45 AM



Tammy Edwards

Assistant Vice President and Community Affairs Officer Federal Reserve Bank of Kansas As the Assistant Vice President and Community Affairs Officer for the Federal Reserve Bank of Kansas City, Tammy Edwards leads the Bank's department responsible for supporting the Federal Reserve System's economic growth objectives by promoting community development and fair access to financial products throughout the seven states of the Tenth Federal Reserve District: Kansas, Nebraska, Oklahoma, Wyoming, Colorado, northern New Mexico and western Missouri. The Community Affairs Department focuses research on challenging issues affecting economic prospects in underserved communities and brings together community stakeholders to explore and execute solutions. Specifically, the department focuses on five primary areas: community development investments, financial stability for consumers, economic development, neighborhood stabilization and sustainability for nonprofit organizations. Edwards joined the Bank in July 2008 after having spent over twenty years in the telecommunications industry. In her last position, Edwards was the director of inclusion and leadership development at Sprint Corporation. Prior to that position, she was the director of IT program management and held a variety of other leadership positions throughout her career including training, operations, marketing, product development and product management. She holds a B.B.A. degree and an M.B.A. degree in finance from the University of Missouri – Kansas City.

In addition to her professional life, Edwards is very active in civic and community organizations. She is the Director of Children's Church School at St. James UMC and serves on the boards of the Kansas Public Employees Retirement System, the Blue Valley Educational Foundation, the Urban League of Greater Kansas City, the Hispanic Chamber of Commerce of Kansas City and the Black Community Fund. She is a member of the Greater Kansas City Chapter of LINKS Inc., Jack & Jill of America and The Central Exchange. Edwards and her husband, James, have three sons and two granddaughters.



Barbara A. Ryan, Ph.D. Deputy to the Vice Chairman Federal Deposit Insurance Corporation Ms. Ryan is Deputy to Martin J. Gruenberg, Vice Chairman of the Federal Deposit Insurance Corporation (FDIC). In her current role, in addition to advising the Vice Chairman on a wide range of agency issues, she oversees a variety of agency initiatives related to economic inclusion and consumer protection, including the FDIC's bank and household surveys on the topic of the unbanked and the FDIC's 2008 Study of Bank Overdraft Programs. She also chairs the Financial Inclusion Subcommittee of the International Association of Deposit Insurers (IADI) as well as IADI's Subcommittee on Cross Border Deposit Insurance Issues.

Prior to assuming her current position in February 2006, Ms. Ryan served as Associate Director in the FDIC's Division of Insurance and Research. She joined the FDIC from Fannie Mae, where she served as Vice President of Industry Analysis and Vice President for Corporate Strategy. Before joining Fannie Mae, she served for more than a decade as Vice President and as Senior Economist at Capital Economics (since renamed The CapAnalysis Group LLC), an affiliate of the Washington, DC law firm Howrey LLP, where she provided economic consulting services on antitrust and regulatory matters. She also previously served as Economic Advisor to the Chairman of the U.S. International Trade Commission, Manager of Ernst & Young's economic consulting practice, Research Associate at Evans Economics, Inc, and Assistant Manager at The National Bank of Washington.

Ms. Ryan received a B.A. in Economics and English from Georgetown University, an M.A. in Economics from The George Washington University, and a Ph.D. in Economics from George Mason University. She has served as an adjunct professor of economics at George Mason University.

#### Frances C. Lawrence, Ph.D.

Editor of the Journal of Financial Counseling and Planning

#### Twenty Years of the Journal

The Journal of Financial Counseling and Planning (*JFCP*) is in its 20th year of publication. The *JFCP* has refined its focus to meet the needs of AFCPE members throughout that 20-year period. Dr. Frances Lawrence, Editor, will highlight the journal's innovations as presented in the research conducted by Dr. Sherman Hannah, HoJun Ji, Rebecca Miller, and along with Fran Lawrence. She will share insight into how educators and counselors can glean information from the *JFCP* research to enhance their abilities to help those they educate and counsel on personal finance matters.

#### Thursday, November 18, 1:00 - 2:00 PM



Frances C. Lawrence holds the George Cire and Lena Grand Williams Alumni Professorship at Louisiana State University and LSU Agricultural Center. She received her B.S. from VA Tech and M.S. and Ph.D. from Florida State University. Her research focuses on issues related to poverty and health care. She teaches courses related to financial management. She has received numerous awards including the LSU Alumni Association Distinguished Faculty Award. Currently, she serves as Editor of the *Journal of Financial Counseling and Planning*.

#### Sharon Burns, Ph.D.

American Council on Consumer Interest

#### Through the Crystal Ball: Personal Finance in 2015

The "hot" personal finance topics of 2015 will not be the "same ole, same ole." Successful financial counselors and educators will begin preparing now for the three "hot" personal finance topics of 2015 – and they aren't what you expect! Explore these topics, based on data but grounded in reality, and develop a plan for how you can prepare to respond.

Friday, November 19, 1:45 - 3:00 PM



Sharon Burns holds a Ph.D. in Consumer and Family Economics from Purdue University and an inactive CPA license in Ohio. She currently serves the profession in several roles: as Clinical Associate Professor at Purdue University; as Executive Director of the American Council on Consumer Interest and as a consultant on professional and consumer personal finance education projects nationwide. During her 25-year career, she has held faculty positions at the University of Wisconsin Madison, the Ohio State University, and Eastern Illinois University. In addition, Burns was a practicing tax accountant, negotiation consultant to clients in divorce, and held the Executive Director position for the Association for Financial Counseling and Planning Education. She is also the co-author of *How to Care for Your Parents' Money While Caring for Your Parents.* 

## **PRE-CONFERENCE SCHEDULE**

#### **SUNDAY – NOVEMBER 14**

2:00 - 6:00 PM Imperial Foyer Registration

#### **MONDAY – NOVEMBER 15**

7:00 AM - 5:00 PM Imperial Foyer Registration

8:00 AM - 12:00 PM Imperial Ballroom Military Pre-Conference General Session

1:00 - 5:00 PM

Military Breakout Sessions
Mount Elbert
Mount Sopris
Mount Evans
Grays Peak

#### **TUESDAY – NOVEMBER 16**

Longs Peak

7:00 AM - 5:00 PM Imperial Foyer Registration

8:00 AM - 5:00 PM	Military Pre-Conference
Grays Peak	Army
Mount Evans	Navy
Longs Peak	Marine Corps
Mount Sopris	Air Force

#### WEDNESDAY – NOVEMBER 17

7:00 AM - 6:00 PM Imperial Foyer Registration

7:00 AM - 1:00 PM Mount Sopris **Cooperative Extension Pre-Conference** 

8:00 AM - 1:00 PM Grand Ballroom Military Pre-Conference

## **CONFERENCE SCHEDULE**

#### WEDNESDAY – NOVEMBER 17

<b>2:00 - 5:00</b> PM Imperial Ballroom	Welcome General Session - New Credit Card Laws Jeanne Hogarth, Ph.D., Federal Reserve Board Presider: Gordon Genovese, AFCPE Executive Director
<b>5:30 - 6:30 PM</b>	Welcome Reception
Imperial Foyer	Exhibits Open

6:30 - 8:30 PMOpening DinnerImperial BallroomYoram Bauman, The Standup EconomistPresider: Joyce Cavanagh, AFCPE President

#### **THURSDAY – NOVEMBER 18**

7:00 AM - 5:00 PM Imperial Foyer	Registration
8:00 - 9:15 AM Imperial Ballroom	Breakfast & Business Meeting
9:30 - 10:45 AM Imperial Ballroom	General Session - Understanding the Unbanked: Connecting Unbanked Households with Better Financial Services Tammy Edwards, Assistant Vice President and Community Affairs Officer Federal Reserve Bank of Kansas and Barbara Ryan, Ph.D., Deputy to the Vice Chairman Federal Deposit Insurance Corporation Presider: Rebecca Travnichek, AFCPE Treasurer
10:45 - 11:00 AM Imperial Foyer	Break Exhibits Open

#### **THURSDAY – NOVEMBER 18 CONTINUED**

#### 11:00 - 11:45 AM Concurrent Sessions 1

#### **TOUGH TIMES**

Mount Sopris Presider: Ann Gifford, Cornell Cooperative Extension

#### Financial Education Strategies for the Changing Economy

Educating Adults to Make Legal and Advance Health Care Decisions

As families move from crisis to adjustment from the last three years of economic tumult, Tennessee Extension is focused on helping them make the transition to a new type of economy—one in which jobs are not so readily available and highly paid, credit is tight and spending is constrained. Attend this session to learn what specialist and agents are doing to help individuals and families respond proactively to issues created by unemployment or income-reduction and understand the new long-term economic realities.

Ann Berry, Dena Wise, Jane Gault, and Christopher Sneed, The University of Tennessee Extension

#### LEGAL PLANNING

Mount Evans Presider: Jeanette Tucker, Louisiana State University AgCenter Unexpected end-of-life situations can happen at any age, yet many Americans die without a will or advance health care directives. *Secure Your Future* is an educational program that teaches adults ways to safeguard their family's financial and legal future. Presenters will explain seminar formats, content, funding sources, how to access free course materials, marketing techniques and evaluation data. You'll learn how financial and life planning practitioners can implement similar educational

Marilyn Bischoff, Beverly Healy, Lyle Hansen, and Karen Richel, University of Idaho Extension

#### AUTHORSHIP How to Get Published

programs.

Mount Elbert Presider: Sara Croymans, University of Minnesota Extension Anyone who would like to learn more about submitting to a journal should attend the panel "How to Get Published." Jan Garkey will moderate the panel consisting of Fran Lawrence, Sharon DeVaney, Carole Makela, Kristy Archuleta, and Barbara O'Neill (for Laura Hoelscher). *Sharon A. DeVaney, Purdue University; Frances C. Lawrence, Louisiana State University; and Jan Garkey, Credit Union National Association* 

#### **NEUROSCIENCE**

Grand Ballroom Presider: Todd Christensen, Debt Reduction Services Inc.

#### **Discoveries in Neuroscience About Money**

Recent research on the human brain has revealed a great deal about how the brain influences our thoughts, actions, and emotions, and impacts our financial decisions. Discoveries in how the brain processes events, especially those which are traumatic, help to reveal how past events impact our emotions and behaviors around money. Powerful childhood memories are "stored" in the brain causing an unconscious recall when similar stressful events occur as adults, creating reactive behaviors that appear irrational and illogical, but make perfect sense to our brain given our history. This session will present recent findings and share how financial counselors can utilize this knowledge to help their clients understand and transform their relationship with money. *Deborah Price and Steven S. Shagrin, The Money Coaching Institute* 

#### GENDER

Grays Peak Presider: Ivan Beutler, Brigham Young University This study utilizes social learning and gender role theories as a basis for exploring gender differences in financial socialization as they relate to financial risk-taking. Four dimensions of financial socialization are examined: discussions with parents, discussions with peers, observations of parents' financial behaviors, and observations of peers' financial behaviors. Parallel logistic regressions were used to examine the relationship of social learning opportunities on willingness to take risks by gender.

Gender Differences in Financial Socialization and Willingness to Take Financial Risks

Selena Garrison and Michael Gutter, University of Florida

#### THURSDAY – NOVEMBER 18 CONTINUED

11:45 AM	Lunch on your own Exhibits Open
<b>1:00 - 2:00 PM</b> Imperial Ballroom	<b>General Session - Twenty Years of the Journal</b> Frances Lawrence, Ph.D.
	Presider: Sharon Cabeen, AFCPE President Elect
<b>2:00 - 3:00 PM</b> Imperial Foyer	Poster Session Exhibits Open
	Household Analysis of Money Behaviors during a Period of Economic Recession Jennifer L. Hunter and Claudia J. Heath, University of Kentucky
	<b>Parents' Roles in the Human Capital Accumulation of their Children</b> Samantha J. Nelson, Utah State University
	<mark>Knowledge and Skills of Financial at Risk Young Adults in Malaysia</mark> Mohamad Fazli Sabri, Iowa State University; Maurice MacDonald, Kansas State University; and Jariah Masud, University Putra Malaysia
	Financial First Aid: A Guide for Working with Individuals with Financial Problems Alena C. Johnson, Utah State University
	<b>The Lasting Legacy Program: Facilitating Communication on End of Life Issues</b> <i>Cole Ehmke, University of Wyoming</i>
	<b>Testing of Malaysian Financial Well-Being Scale</b> Jariah Masud, University Putra Malaysia; Mohamad Fazli Sabri, Iowa State University; Laily Paim, University Putra Malaysia
	Evaluation of Community Mentorship Program in Financial Management Education
	Seohee Son, Jean W. Bauer, Patricia Olson, and Norman Barrett Wiik, University of Minnesota
	Measuring the Benefits of Online Newsletter Distribution Luke Erickson and Lyle Hansen, University of Idaho Extension
	Low-income Families Seek Financial Management Education Rebecca Travnichek, University of Missouri Extension
	The Relationship between Household Wealth and Householders' Personal Financial and Investing Practices
	David W. Eccles, Florida State University; Paul Ward, Michigan Technological University; and Elizabeth Goldsmith, Florida State University
	<b>Outcomes from a Kids' Savings Project in Three Public Elementary Schools</b> <i>Michael Cheang, University of Hawaii at Manoa</i>

#### **Poster Sessions Continued**

Charting Your Course to Home Ownership Jeanette Tucker, Deborah Hurlbert, and Krisanna Machtmes, Louisiana State University AgCenter

Who Stole the American Dream: College Students, Social Learning, and Credit Card Behavior Kristin Jackson and Michael Gutter, University of Florida

Does Parental Discussion About Personal Finances Make a Difference in the Amount of Credit Card and Student Loan Debt Incurred by Undergraduate Students? Nancy C. Deringer and Colleen Robbins, University of Idaho

## Perceived Probability of Financial Goal Attainment by Low-Income Consumers

Aimee D. Prawitz, Northern Illinois University; Judith Cohart, Personal Finance Employee Education Foundation; Julie Kalkowski, Financial Stability Partnership, United Way of the Midlands

#### **Family-Based Financial Education**

Kristin Jackson, William Parker, University of Florida; Michael Gutter, University of Florida and Anita McKinney, University of Florida Extension

#### Self Indulgence...Competition for the Relational Dollar

Ivan F. Beutler, Jeff S. Finch, and Keshia Lai, Brigham Young University

#### Retirement Savings and the Baby Boomers Aged 51 to 60

Samantha J. Nelson and Yoon G. Lee, Utah State University

## The Relationship between Financial Confidence and Financial Knowledge among College Students

William C. Bailey, University of Arkansas

## Partnering to Train Idaho Teachers to offer a Financial Literacy Program to Students

Lyle Hansen, University of Idaho Extension; Marilyn Bischoff, University of Idaho Boise; Luke Erickson, Beverly Healy, and Karen Richel, University of Idaho Extension

## Women's Financial Program: A Profile of Participants with Implications for Educators and Counselors

Jean M. Lown and Samantha Nelson, Utah State University

#### **THURSDAY – NOVEMBER 18 CONTINUED**

#### 3:00 - 4:30 PM

#### **Concurrent Sessions 2**

#### MOTIVATING LEARNING I

Mount Sopris Presider: Stacey Pennington, Survivor Outreach Services United States Army

#### Present with Power and Pop

You will leave this workshop with tools to improve your presentations by demonstrating bestpractice design techniques, dos and don'ts for presentations and instructional tools, and tips for effectiveness that include tools to motivate, facilitate and evaluate, without creating more work for the trainer.

Madeleine Greene, Steve Hannan, and Jo Ann Linck, The Money Team LLC

#### Dynamite Ways to Get Adult Financial Learning Started

You'll leave this workshop absolutely energized with a dynamite dozen financial workshop starters that you, too, can put to use. Come and enjoy seeing the attention getters in action! The presenters will also share some tips for working even more effectively with adult learners. *Cynthia Crawford and Janet LaFon, University of Missouri Extension* 

#### **RESOURCES** Tools to Implement the New US Strategy for Financial Literacy

Mount Evans Presider: Scott Miller, University of Virginia Find out how the new national strategy for financial literacy and education was developed and how your organization can be a critical part of the implementation phase. Get ideas and a planning tool to build a plan specific to your organizaton and the needs of your learners and clients. See how national leadership by the US Financial Literacy and Education Commission strategically linked to on-the-ground application can result in positive financial action by individuals and families. *Jane Schuchardt, Consultant, Personal Finance Education and Research* 

#### **Resources to Help Practioners Work with Their Clients**

The National Endowment for Financial Education wants to help all Americans take control of their financial destiny and does so by creating financial education programs to be used by volunteers, non-profits, and other groups to provide a strong financial education for their community. NEFE focuses on important personal finance education topics including budgeting, savings, banking, managing credit, home ownership, identifying needs and wants, building an emergency fund, and avoiding money traps.

Mary Jeannette Schultz, National Endowment for Financial Education

**Teaching and Evaluating Personal Finance Outreach Using Twitter** 

#### **TECHNOLOGY**

*Mount Elbert* **Presider:** Gearldean Johnson, Tennessee State University This workshop will begin with a discussion of social networking in general and the need for financial counselors and educators to include it in their "toolkit" of outreach methods. It will also discuss the impact of Twitter and the process of tweeting. Participants will write a "Twitter Mission Statement" and discuss types of financial information that can be included in tweets. At the

conclusion of the workshop, various techniques to evaluate the impact of Twitter-based outreach will be explained.

Barbara O'Neill, Rutgers Cooperative Extension

#### Utilizing Technology in Counseling

Are you using the right tools to help your clients? Technology can be your friend, honest, it can. Together we'll look at some ways to make you more productive and more successful. Covering the gamut from "thinking about getting a computer" to "serious geek" you'll leave this session with something new.

John Gann, Independent Counselor

#### CREDIT

#### Payday Loans: Goals for Counselors, Educators and Researchers

Grand Ballroom Presider: William Bailey, University of Arkansas Financial counselors and educators often work with clients who use these financial tools. The widespread availability of payday loans and the resulting problems for families and communities make them a timely research topic. This paper provides a discussion of payday loans and suggestions about actions financial counselors, educators and researchers can take to help consumers and to influence public policy.

Irene E. Leech, Virginia Tech

#### **Counseling Delinquent Student Loan Borrowers**

Making Sense of the Mandated Student Loan Counseling

I'm behind in my student loan payments! Why am I receiving phone calls and letters about this from so many different entities? What are my options and how can I take care of this? This Practitioners' Forum will focus on an overview of federal student loans and counseling student loan borrowers including role play and a knowledge check.

Bill Kohl, National Student Loan Program

#### COUNSELING

*Grays Peak* **Presider:** Elizabeth Speck, United States Army Student loan borrowers must participate in the required activities of entrance and exit counseling. During this session, participants will be updated on the information student borrowers are provided as well as provide an explanation of what the information really means. During this session repayment options will be explored and discussed. *Janet Dodson, National Student Loan Program* 

#### Behavioral Finance in Financial Counseling: Blunders and "Whys"

Through the creative use of scenarios, common problematic financial behaviors that arise in the remedial financial counseling setting will be illustrated and analyzed. The presenters will highlight the role that behavioral finance plays in the financial counseling process. In addition, effective financial behaviors have roots in behavioral finance as well and will be discussed.

Kimberlee Davis, Texas State University – San Marcos and Ryan Halley, George Fox University



#### **2011 AFCPE CONFERENCE HOTEL RATES**

**Hyatt Regency Jacksonville – Riverfront** 225 E Coastline Drive Jacksonville, FL 32202

Single and Double Occupancy \$149/night Triple Occupancy \$169/night Quadruple Occupancy \$179/night

Reservations numbers (904) 588-1234 or (800) 233-1234

#### FRIDAY – NOVEMBER 19

7:00 - 8:00 AM	Continental Breakfast
Imperial Foyer	Exhibits Open
8:00 AM - 3:00 PM Imperial Foyer	Registration

8:00 - 9:30 AM

**Concurrent Sessions 3** 

#### COLLEGE STUDENTS

Mount Evans Presider: Robyn LeGrand, National Student Loan Program This presentation begins with a look at the current college generation, their characteristics, why they are ill-prepared in fiscal matters, the consequences of their actions on the economy, and how colleges and universities are taking a proactive approach to teach students money management in effective methods conducive to their learning styles. Pedagogical challenges will be examined in an attempt to identify effective teaching methods to this generation. This discussion will then transition to an interactive financial education game and learning module that Sam Houston State University is currently using which teaches students through electronic channels, allowing students to access valuable financial information anytime, anywhere.

Jacki Brossman-Ashorn and Kristy L. Vienne, Sam Houston State University

**Transforming Financial Literacy Education Delivery** 

and Outreach in Higher Education

#### Money Power:

#### Wise Decisions About Your Money and Your Life for College Students

A program designed to provide introductory financial education to incoming college freshmen, other college students, high school seniors, and parents of college students. The program assists students in making wise decisions about their money, financial resources required for their college education and other related matters including budgeting, credit, and identity theft. *Joanne Bankston, Kentucky State University Cooperative Extension* 

#### PSYCHOLOGY

#### Relational Financial Therapy: An Interdisciplinary Approach

*Grays Peak* **Presider:** Celia Hayhoe, Virginia Tech and Virginia Cooperative Extension This session will introduce an interdisciplinary intervention model referred to as Relational Financial Therapy. This model combines treatment aspects from couples therapy with financial planning strategies, and was initially designed to help couples increase individual, marital, and family stability, and increase their financial well-being. The presenters will discuss opportunities and challenges associated with this model, including the model's use as a pedagogical tool for students majoring in financial planning, family therapy, and related academic areas. *Joseph Goetz, Jerry Gale, Maria Bermudez, Lance Palmer, and Lee Johnson, University of Georgia* 

#### Change in Self-esteem Over Time: Does Financial Success Matter?

The principle of social comparison has been found by Rosenberg as one way to develop selfesteem. This research looks into the question, Does self-esteem increase after wealth increases? The research finds self-esteem increase is related to age, health, human capital, psychological state, and income; but is not effected by an increase in wealth. Self-esteem is often used as a proxy for happiness, therefore this research could explain some of the factors associated with change in happiness.

Tim Griesdorn, Texas Tech University

#### INCOME Should I Be Working?

#### Mount Elbert

Presider: Jeffrey Halstead, United States Air Force Should I Be Working? is a new curriculum to engage and train youth, ages 14-19, in workforce readiness. It consists of four units: Job Personality, Job Search, On the Job, and Making My Own Job. This program is a module in the national award-winning Money Talks for Teens program from the University of California Cooperative Extension. The program can be delivered by staff and volunteers in schools, community-based organizations, and nonprofit agencies.

Patti Wooten Swanson, Karen P. Varcoe, Margaret C. Johns, Shirley S. Peterson, and Connie Costello, University of California Cooperative Extension

#### **Retirement Income Satisfaction of American Retirees and Workers**

We used the 2007 Survey of Consumer Finances to study which factors affect the retirement income satisfaction of retirees and of current workers from what they expect to receive from job pensions and other retirement accounts. Our contribution is that we examined the influence of life expectancy, and the work status and health status of spouses on retirement income satisfaction in addition to the characteristics of the respondents. Practical suggestions for financial advisors and educators will be discussed.

Chungwen Hsu, Virginia Tech and Sophia T. Anong, University of Georgia

#### EDUCATION 1 Learning Style and Multiple Intelligences

Mount Sopris Presider: Rosemary Heins, University of Minnesota Learn teaching methods to support students' ability to use financial knowledge and the teaching of financial concepts. Consider incorporating learning styles and multiple intelligences with a variety of learning activities. Educators can create a learning environment to nurture, motivate, and complement student learning.

Becky Hagen Jokela, Lori Hendrickson, Sara Croymans, and Jan Gilman, University of Minnesota Extension

#### **Resistance Is Futile: Financial Education Momentum Building**

With the economic downturn already threatening to become a blip in the rearview mirrors of many economists and politicians, our "teachable moment" as financial educators and counselors is in jeopardy of being relegated back to "optional" status. The goal of this presentation is not just to sustain but to increase Financial Literacy Momentum nationwide in 2011. This presentation provides real-life practical tips and suggestions for working within small towns and large communities to build relationships and associations that promote financial education with self-sustaining energy.

Todd R. Christensen, Debt Reduction Services Inc. and Karen Richel, University of Idaho Extension

MOTIVATING LEARNING II Mount Columbia Presider: Alena Johnson, Utah State University

#### **Motivating Money Management**

Because women more often do household shopping and shop as a social activity or an emotional outlet, they have many opportunities to make many small spending decisions that can have significant financial consequences. If they want to spend less, they must become aware of their behavior, catch themselves and substitute new behaviors. Experience a simple interactive, hands-on activity that can help provide a relevant daily motivational reminder to break old habits and establish new ones.

Syble Solomon, LifeWise

#### **Financial Literacy for College Students**

Hear about the successes and challenges of a student-initiated and student-lead campus financial literacy program. This program differs from others because of the role of students. Instead of being an audience for a program defined and lead by faculty, staff or administration, students are actively involved as volunteers in all phases of the program's operation. This session will focus on the program's three-prong partnership, the program's intensive marketing campaign, web-based education, on-campus events, peer-to-peer mentoring by volunteers student mentors, and future program directions.

Kathy Prochaska-Cue, University of Nebraska-Lincoln; Erin Mcdermott, University of Nebraska-Lincoln Student Money Management Center; Justin Solomon, Association of Students of University of Nebraska-Lincoln; Juan Franco, University of Nebraska-Lincoln; and Emily Burr, University of Nebraska-Lincoln Student Money Management Center

**X**17

#### FRIDAY – NOVEMBER 19 CONTINUED

9:30 - 10:00 AM	Break
Imperial Foyer	Exhibits Open

10:00 - 11:30 AM

#### **Concurrent Sessions 4**

#### FINANCIAL DISTRESS

#### Financial Distress and Health of Turkish Families

*Mount Evans* **Presider:** Virginia Solis Zuiker, University of Minnesota This presentation discusses the general relationship among financial distress, health, and financial behaviors using data from the neighborhood of Dr. Halil Ulgen Health Center (Mamak-Ankara-Turkey, N = 600) through a systematic sampling of health center household evaluation forms during summer of 2009. The presentation will discuss the results from means comparisons which showed significant differences in financial distress levels by various socioeconomic factors and financial behaviors. It will also highlight regression analysis, which showed that saving and self-reported health status were significantly related to financial distress when controlling for socioeconomic characteristics, whether finance was discussed with parents, negative financial events, and risk tolerance.

Michael S. Gutter, University of Florida; Zeynep Copur, Hacettepe University; Sibel Erkal, Hacettepe University

#### **Building Emergency Savings**

Because we cannot predict the future, families need to protect themselves against future financial shocks by planning and saving for emergencies. The purpose of this student paper presentation is to identify potential saving options in which low- and moderate-income families can build and maintain emergency funds. Existing savings programs and methods will be presented as well as insights from behavioral economics on how to motivate and improve the financial well-being of low- and moderate-income families.

Diana Burk, Utah State University

#### **EDUCATION II**

Grays Peak Presider: Eileen St. Pierre, Oklahoma State University

#### Students Teaching Peers About the Stock Market

In this presentation participants will learn about a five-session lesson plan designed to teach middle and high school students about investing. The lessons culminate in a simulation during which the students teach their peers (students from other classes) about the stock market. Participants will learn how to implement a stock market simulation in their own communities. *Jennifer Abel, Virginia Cooperative Extension* 

#### Financial Education and Volunteer Income Tax Assistance

The infrastructure to reach hundreds of thousands of low and moderate income households with one-on-one financial education currently exists. This presentation looks at how financial education can be effectively integrated into existing tax preparation infrastructures in order to expand and improve the delivery of personalized financial education. This presentation is applicable to military and non-military educators alike.

Lance Palmer, Joan Koonce, Whitney Robinson, and Joseph W. Goetz, University of Georgia

#### OUTREACH

#### Incorporating Experiential Learning into Outreach

Mount Elbert Presider: Beth Middleton, United States

Marine Corps

Entertaining while educating provides another level of learning and retention that lecturing alone can miss. In this session, participants will "experience" valuable teaching resources, games, and tools to increase behavior change in the people they serve. Warning: This workshop is not advised for the overly-serious.

Karen Richel, University of Idaho Extension

#### **Financial Literacy Program Innovations: Conception to Execution**

This session will walk attendees through the creation and implementation of effective financial literacy education events at the collegiate level, and explain how these special programs can be implemented into any financial literacy outreach program. Special attention will be given to assessment, logistics, marketing, and budgeting for both large and small scale events. Timelines, strategic planning, and goal setting will also be covered.

Jacki Brossman-Ashorn and Kristy L. Vienne, Sam Houston State University

#### BEHAVIOR Trust and Financial Behavior Change

CHANGE Mount Sopris Presider: Y. Jeannie Relaford, United States Army "How we do what we do is critical," says Stephen M.R. Covey, "Trust is the one thing that changes everything." This session will help you apply Covey's new paradigms and key behaviors on trust to be even more effective in your financial education and counseling work. *Cynthia Crawford and Janet LaFon, University of Missouri Extension* 

#### Using Stages of Change in Military Financial Counseling

The objective of this forum is to expose attendees to the transtheoretical model of change, also known as stages of change, in a practical setting oriented towards the military. An overview of the stages of change will be provided, along with the opportunity for attendees to determine their own stage of change. Lastly, processes of change that can enable someone to move through the stages of change will be discussed.

Brian R. Korb and Dottie Durband, Texas Tech University

**Teaching Personal Finance Using New Technology** 

#### MOTIVATING LEARNING III

Mount Columbia Presider: Rebecca Travnichek, University of Missouri Extension This workshop will discuss two new instructional methods that have produced positive impact indicators: student-created PowerPoint games and an online challenge to track daily performance of recommended financial practices. Participants will learn how to create PowerPoint games from available game templates, view examples of student-created PowerPoint games, and receive a free CD containing 40 student-created financial PowerPoint games. They will also learn about the methodology and impact of the online *Small Steps to Health and Wealth* <sup>™</sup> Challenge. *Barbara O'Neill, Rutgers Cooperative Extension* 

#### Motivating Women to Adopt Positive Financial Behaviors

This focus group research reports on women who self-identified as having made financial improvements in their lives. The women shared their financial success stories and their motivations for financial behavior change. Participants progressed through Prochaska's Transtheoretical Model Stages of Change and were motivated to change by life crises and transitions. Implications for policy and practice will be discussed.

Megan E. Rowley, Jean M. Lown, Kathleen W. Piercy, and Cathy L. Hartman, Utah State University

11:45 AM - 1:30 PM Grand Ballroom	Awards Luncheon Presider: Leslie Green-Pimentel, AFCPE Awards Committee Chair
1:45 - 3:00 PM Imperial Ballroom	<b>General Session - Through the Crystal Ball: Personal Finance in 2015</b> Sharon Burns, Ph.D. <b>Presider:</b> Joyce Cavanagh, AFCPE President
3:00 - 4:00 PM	Exhibits Open