Agenda

8:00 – 9:00  Continental Breakfast and Registration

9:00 – 9:15  Opening Greetings & Overview of the Day
  ▪ Richard Ratcliffe
    Chairman, Board of Directors
    Federal Reserve Bank of Kansas City, Oklahoma City Branch

9:15 – 9:45  Innovation in Financial Education: New Directions and Opportunities
  ▪ Brent Neiser
    Director of Strategic Programs and Alliances
    National Endowment for Financial Education (www.nefe.org)

9:45 – 10:45 Innovations in Action
  ▪ Dilsey Davis
    Director of Media, Community Reinvestment Association of North Carolina
    (www.cra-nc.org/nuestrobarrio_press.htm)
  ▪ Scott Klososky
    Managing Partner, Shryk, LLC (www.shryk.com)
  ▪ Dr. Debra Pankow
    Family Economics Specialist, North Dakota State University and
    National Team Leader, eXtension Financial Security for All
    (www.extension.org/personal+finance)
  ▪ Steve Paris (moderator)
    Public Information Officer, Oklahoma Council for the Advancement of
    Science and Technology

11:00 – 12:00 Concurrent Sessions I
  ▪ Financial Markets in Our Time: An overview of market developments and
    their implications for financial educators
    Chad Wilkerson, Federal Reserve Bank of Kansas City, Oklahoma City Branch
    Margo Mitchell, Consumer Credit Counseling Service of Oklahoma
- Get on Board! Partnership opportunities to support Oklahoma’s Passport to Financial Literacy
  
  Dr. Sue Lynn Sasser, Oklahoma Council on Economic Education

- Financial Education: Are we backward in our means and methods?
  
  Dr. Glenn Muske, Oklahoma State University

- Financial Education for Youth: Making financial education engaging and relevant for 14 to 21 year olds
  
  Inger Giuffrida, Financial Educator and Asset Building Consultant
  Felecia Freeman, Citizen Potawatomi Community Development Corporation
  Twyla Gable, Community Action Agency of Oklahoma City

- Financial Security for All: Integrating eXtension resources into your programs
  
  Dr. Debra Pankow, University of North Dakota

- Exploring Elderly Financial Services: Long-term care financing and estate planning
  
  Rhonda Godwin, InvesTrust, N.A.
  Louise Shroeder, Personal Financial Solutions, Inc.

12:00 – 1:15 Lunch with Presentation
Welcome by the Oklahoma Jump$tart Coalition

- Pamela Gutel
  President, Oklahoma Jump$tart Coalition

  The Young American’s Bank: Hands-on experiences in financial education services for youth

- Richard Martinez, Jr.
  President and CEO, Young Americans Bank & Young Americans Center for Financial Education (www.yacenter.org)

1:30 - 2:30 Concurrent Sessions II

- iTry: A New Community Based Concept for Teaching Financial Literacy
  
  Scott Klososky, Managing Partner, Shryk, LLC

- Using Media to Reach New Markets: The case of Nuestro Barrio
  
  Diksay Davis, Community Reinvestment Association of North Carolina

- FDIC Money Smart for Young Adults: Putting the curriculum to work in schools
  
  Linda Gabriel, FDIC

- Measuring Impact of Financial Education Classes
  
  Inger Giuffrida, Financial Educator and Asset Building Consultant

- Building Financial Strength: Serving women in crisis
  
  Sandy Lackey, Oklahoma Cooperative Extension Service
  Brenda Miller, Oklahoma Cooperative Extension Service

- Financial Education Tools and Resources at the Federal Reserve
  
  Pamela Gutel, Federal Reserve Bank of Kansas City, Oklahoma City Branch
### Concurrent Sessions III

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenters</th>
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<tbody>
<tr>
<td>2:45 – 3:45</td>
<td>Reality Check: Welcome to the Real World!</td>
<td>Pam Shelton, Yukon Public Schools</td>
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<td>2:45 – 3:45</td>
<td>Developing a Financial Empowerment Team</td>
<td>Cynthia Campbell, Tinker Federal Credit Union</td>
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<td>2:45 – 3:45</td>
<td>Linking Oklahoma’s TANF and Low-income Families to Free Tax Sites and Asset Development Programs</td>
<td>Patricia Auberle, Oklahoma Association of Community Action Agencies</td>
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<td>2:45 – 3:45</td>
<td>Maximize Your Web Presence</td>
<td>Lacy Myers, Oklahoma Money Matters, Jennifer Smith, Oklahoma Guaranteed Student Loan Program</td>
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<td>2:45 – 3:45</td>
<td>HB 1476 Resources: University of Oklahoma High School and Invest Ed™ STARS (Students Tracking and Researching the Stock Market)</td>
<td>Randy Doerneman, Oklahoma University’s Center for Independent &amp; Distance Learning, Jo Ann Murray and Amy Sanders, University of Oklahoma/Oklahoma Securities Commission</td>
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