

Nefe Digest

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A Publication of the National Endowment for Financial Education

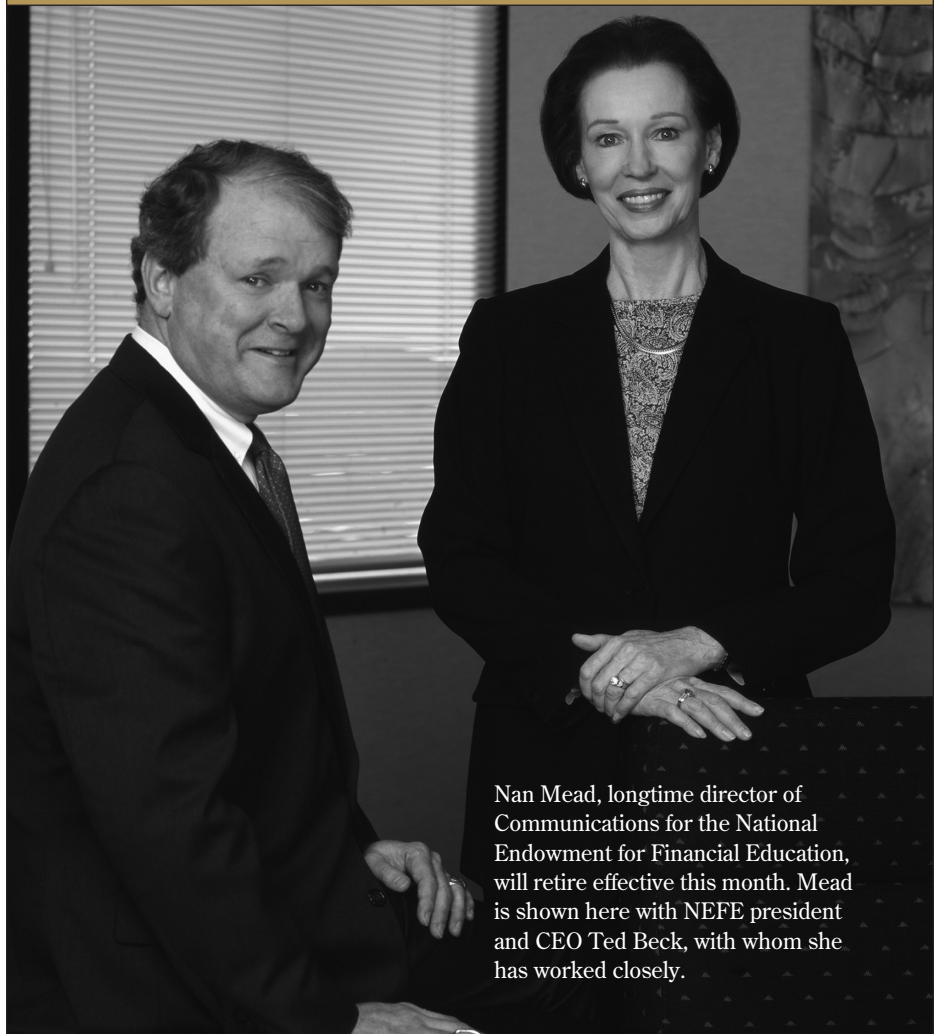
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Nan Mead, longtime director of Communications for the National Endowment for Financial Education, will retire effective this month. Mead is shown here with NEFE president and CEO Ted Beck, with whom she has worked closely.

New Members Join NEFE Board

The National Endowment for Financial Education® (NEFE®) recently appointed Sara M. Bentley and Hugh H. Makens, JD, to its Board of Trustees. The new Trustees were nominated by the current members of the 14-person board, which is the governing body responsible for setting the policies of the foundation. Board committees also oversee the NEFE Grants program and the foundation's investments, among other responsibilities.

In welcoming the new members, NEFE president and CEO Ted Beck said, "The skills and backgrounds of the new Trustees complement perfectly the already exceptional leadership of our current Board. The vision of this board, with its members' broad range of experience, interests, and professional affiliations, will help NEFE to further advance its mission of helping Americans acquire the knowledge and tools necessary to take control of their finances."

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Two New Members Join NEFE Board

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The new board members' backgrounds are summarized below.

Sara M. Bentley

Portland, Oregon

Sara Bentley currently serves as the Chief Operating Officer of the Oregon Catholic Press (OCP). At OCP, Bentley is responsible for strategic planning and new product development, as well as managing the daily operation of the organization. Founded in 1922, OCP is the oldest and largest Catholic nonprofit publisher of worship resources, such as programs, music, and a newspaper for the Catholic Dioceses of Oregon. Its materials are used in two-thirds of all Catholic churches in the United States. In addition to her current position, she also serves on the Ethics in Ministry Review Board for Mt. Angel Abbey.

Previously, Bentley worked for the Gannett Company in Arlington, Virginia, as group president for the corporation. There, she managed the Northwest Newspaper Group, which consisted of eight daily newspapers and three weekly papers in seven states. Bentley also has worked as a publisher and advertising director for the Gannett Company. From the Gannett Company, she received the President's Ring for excellence in publishing and the Diversity Award for initiatives related to her newspaper work.

Her past leadership roles have included serving as president of the Mid-Willamette Valley United Way and the Pacific Northwest Newspaper Association, as well as having been a leader of an award-winning governmental relations committee within the Oregon Newspaper Publishers Association.

She earned a bachelor's degree in History from Cornell University.

Hugh H. Makens, JD

Grand Rapids, Michigan

Hugh Makens is of counsel with and formerly a partner of Warner Norcross & Judd, LLP, which is the largest law firm headquartered in West Michigan and the sixth largest in Michigan. As the chair of the Warner Norcross Securities Group, Makens specializes in securities and corporate law. He is also an adjunct professor of Law at Michigan State University.

Makens currently is a council member of the American Bar Association's Section of Business Law and sits on the Editorial Board of *The Business Lawyer*. He also serves on the Securities Board of Editors' Board of Trustees for the Lexis Nexis Publishing Company.

Makens has been involved in the securities industry for over 35 years as an attorney, regulator, and advisor. He was a director at the Michigan Corporation and Securities Bureau and president of the North American Securities Administrators Association. In addition, he was a trial attorney in the Enforcement Division of the U.S. Securities and Exchange Commission.

Makens is the previous chair of the State Regulation of Securities Committee, and the Meetings Committee and the Institutes and Seminars committees of the American Bar Association's Section of Business Law. He also is a co-author of *Michigan Securities Regulation* and has served as a member of the National Association of Securities Dealers Legal Advisory Board and the Nasdaq Market Operations Review Committee.

A frequent author, lecturer, and panelist for trade and professional associations, Makens is recognized in *The Best Lawyers in America*, *Michigan Super Lawyers*, *Who's Who in the Midwest* and *Who's Who in American Law*. In 2006, he was honored by the State Bar of Michigan for his lifetime contributions to the legal profession with the inaugural Stephen H. Schulman Outstanding Business Lawyer Award.

Makens graduated with a Bachelor of Science degree in Business Administration, cum laude, from Michigan Technological University. He received his Juris Doctorate from Northwestern University School of Law.

The new Trustees will participate in their first full Board meeting for NEFE in April.

Holiday Closings

NEFE will be closed on April 6, 2007 for Good Friday.

NEFE Collaboration Aids Survivors of Suicide Loss

Many suicide survivors feel more than just emotional pain related to the loss of a parent, spouse, or other family member who took his or her life. While they grieve, they also must deal with financial issues, which can be confusing, intimidating, and overwhelming.

To assist, the National Endowment for Financial Education collaborated with the American Foundation for Suicide Prevention (AFSP) to produce an award-winning 60-page booklet, *Surviving a Suicide Loss: A Financial Guide*.

sion, bipolar disorder, or substance abuse,” said Joanne Harpel, director of Survivor Initiatives for AFSP. “The person may not have been making good financial decisions. For example, people who are depressed may not bother paying their bills or even opening their mail. Someone with bipolar disorder who is going through a manic phase may be on a wild spending spree.”

Financial considerations in cases of a family suicide often go beyond the basics that people have to handle after the death of a loved one. The usual

to read as possible. “People who are bereaved often find it hard to concentrate,” Harpel explained. Accordingly, the booklet used short sentences and paragraphs with plenty of visual aids, such as charts, graphs, photographs, and sidebars, interspersed throughout.

Response to the booklet has been overwhelmingly positive. “People have been so grateful and appreciative of it because they feel it meets their unique needs,” Harpel noted.

Thousands of free copies of *Surviving a Suicide Loss* were sent to local suicide survivor support groups across the country. The booklet also is available to download from the AFSP Web site at www.afsp.org/financialguide.

“The AFSP serves ... as a nationally recognized authority on suicide issues with a solid network of local support groups around the country.”

—Brent Neiser

For NEFE, this was another in a series of collaborations with nonprofit organizations, such as the American Cancer Society and the National Kidney Foundation, that are focused on helping people cope with death, disability, and disease.

“In our collaborations, we look for national associations that are trusted sources of advice for their constituents,” said Brent Neiser, CFP®, director of NEFE Collaborative Programs. “The AFSP serves in this capacity, as a nationally recognized authority on suicide issues, with a solid network of local support groups around the country.”

“Often, when someone takes his or her own life, it’s the culmination of an extended period of erratic behavior caused by an illness, such as depres-

sion, bipolar disorder, or substance abuse,” said Joanne Harpel, director of Survivor Initiatives for AFSP. “The person may not have been making good financial decisions. For example, people who are depressed may not bother paying their bills or even opening their mail. Someone with bipolar disorder who is going through a manic phase may be on a wild spending spree.”

Financial considerations in cases of a family suicide often go beyond the basics that people have to handle after the death of a loved one. The usual considerations after a death include arranging for a funeral, claiming various benefits, and contacting insurance agents or life insurance companies. Survivors may face additional financial stress, such as having lost the prime income earner or the person who kept track of the family’s finances.

Sensing that suicide survivors could benefit from a targeted financial booklet that addressed many practical issues, NEFE approached AFSP, which had recognized the need, but had not created anything at that point. “We knew the AFSP constituency would find this resource helpful,” Harpel said.

The American Foundation for Suicide Prevention is the only national nonprofit organization exclusively dedicated to understanding and preventing suicide through research and education, and to reaching out to people with mood disorders and those affected by suicide. To learn more about AFSP, visit www.afsp.org.

For additional information about the Collaborative Programs, log on to www.nefe.org.

The booklet’s writer, Linda Pohle, was recognized for her work by the International Association of Business Communicators (IABC). For the publication, Pohle received two IABC awards: a Bronze Quill and an Award of Merit for the Silver Quill.

Hits on the “Smart About Money” Web Site Exceed 10 Million

In September 2005, the National Endowment for Financial Education launched the “Smart About Money” Web site in conjunction with the country’s first large-scale financial education public awareness campaign. The campaign was created to help consumers gain control of their finances at some of the most critical moments in their lives by directing

them to the Web site and, there, supplying a wealth of financial information and tools. The “Smart About Money” Web site has become a trusted source on personal finance. As of late February, its total number of visitors surpassed the 10-million mark. For more information, visit www.smartaboutmoney.org.

Nan Mead, Director of Communications, Retires from NEFE after 22 Years

Following more than two decades of service with the National Endowment for Financial Education and its predecessor, the College for Financial Planning®, Nan Mead will retire this month. She has been a key figure in establishing NEFE's reputation as one of the nation's foremost authorities on all aspects of personal finance.

In commenting on Mead's retirement, Ted Beck, president and CEO, said, "Not only has Nan been instrumental in helping to establish NEFE as a leader within the financial literacy community, but she's also succeeded in positioning the foundation as a reliable and unbiased source of personal financial information and education for consumers." He added, "Because of her dedication, countless Americans are on their way to achieving financial well-being, or have already done so. That's an impressive legacy, and one that Nan can look back upon with a great deal of pride."

Mead joined the College for Financial Planning in 1984. While there, she worked with then-president and CEO William L. Anthes, Ph.D., to form the International Board of Standards and Practices for Certified Financial Planners (now called the Certified Financial Planner Board of Standards, Inc.). As director of Communications, she contributed to making the Certified Financial Planner Program® the largest curriculum of its kind in the U.S., as well as helping to launch a Master of Science degree program in financial planning and gain academic accreditation for the College. During the mid-1990s, Mead assisted with establishing the National Endowment for Financial Education as the parent entity of the College for Financial Planning and several other professional education divisions. She later played an integral part in NEFE's conversion from an educational institution for financial services professionals to a

foundation dedicated to improving the financial well-being of consumers.

Within the foundation, Mead carried responsibility for corporate communications, special projects, and NEFE's Multimedia Access action area, which included the development of several Web sites and the creation of financial education materials for the general public. She also helped launch the NEFE Grants Program and conceptualized and implemented the nation's first pro bono financial planning program, the Project for Financial Independence

interviewed by major consumer and trade outlets including *Time*, *Newsweek*, *US News & World Report*, *Associated Press*, *Reuters*, *The New York Times*, *The Wall Street Journal*, *The Washington Post*, and the CBS, NBC, ABC, and CNN television networks, among many others.

Most recently, she worked in partnership with USA TODAY on a survey leading to a series of articles to help "twenty-somethings" who are struggling with financial challenges unique to their age group. An award-winning

"I can't think of a better organization than NEFE, or a more worthwhile cause than financial literacy, to have been involved with for so many years."

—Nan Mead

(www.consultaplanner.org), with several influential financial planning organizations.

Early in 1999, Mead planned and organized NEFE's first think tank, titled "Retirement Planning in the 21st Century." Since then, she has organized think tanks on the dynamics of women and money, long-term care, and payday lending. The think tanks were conceived to explore core financial issues and, through the dissemination of white papers, contribute to the financial education community's body of knowledge.

Additionally, Mead has worked to raise the financial consciousness of Americans through the launch of the nation's first mass-media financial literacy public awareness campaign, titled "Smart About Money," and its companion Web site, www.smartaboutmoney.org. The Web site offers a wealth of practical information and helpful materials contributed by NEFE and numerous organizations from throughout the financial literacy community.

As a spokesperson for NEFE, Mead worked through the media to increase the foundation's visibility to consumers and stress the importance of financial education to the public. She has been

writer and editor, Mead has authored numerous consumer financial publications and provided advice on topics ranging from teaching children about money to debt management to saving for retirement.

In speaking about her retirement, Mead said, "I can't think of a better organization than NEFE, or a more worthwhile cause than financial literacy, to have been involved with for so many years. It's been an extremely rewarding experience from start to finish, one enhanced by the many passionate, caring, and dedicated people I've had the privilege of knowing and working with throughout my career." She continued, "Under the forward-thinking leadership of Ted Beck and our Board of Trustees, I see even greater accomplishments ahead for NEFE than the organization has, without question, achieved thus far. I have no doubt that the foundation will someday be *the* most influential force in making financial security a reality for the vast majority of men, women, and children in this country."

Following her retirement, Mead will relocate from Denver to Syracuse, New York, where her husband accepted a new position last November.



In Memoriam: Elizabeth Schiever, 1939-2006

The success of the curriculum, which has exposed 4.6 million young adults to the principles of sound money management, is due in large part to Schiever's dedication and belief in the value of financial education. She was named director of the HSFPP in 1987 when the program was reaching approximately 18,000 students each year. That number increased more than thirty-fold, to 600,000, under her leadership.

Elizabeth Schiever, who was the life and soul of the NEFE High School Financial Planning Program® (HSFPP) for many years, passed away recently after a brief struggle with cancer. In total, Schiever had worked for NEFE and its predecessor, the College for Financial Planning, for 25 years.

Until her retirement from NEFE in 2004, Schiever guided the High School Financial Planning Program as it evolved into one of the most successful and highly recognized youth financial education curricula in the country. She cared deeply about young people and worked tirelessly to create and improve financial education for teens. Her efforts produced an effective and high-quality program that is fun to study and easy to implement.

Schiever not only expanded the HSFPP in terms of student use, but she also extended the program's reach by helping to establish partnerships with the Cooperative State, Research, Education, and Extension Services (CSREES), USDA, and participating Land-Grant University Cooperative Extension Services, and the Credit Union National Association (CUNA). In addition, Schiever worked to promote the program through collaborations with hundreds of other organizations, including the Junior Reserve Officers Training Corps (JROTC), the National Academy Foundation, and the Jumpstart Coalition.

Schiever advanced the HSFPP in new and creative ways. She oversaw the development of a Web-based teacher-training course and the NEFE High School Financial Planning Program Web portal. Schiever also organized

the conversion of the HSFPP to a Spanish-language and Australian version. Additionally, she managed every aspect relating to the program's refinement, evaluation, implementation, and remarkable growth.

In commenting on her considerable contribution to the program and America's young people, John Parfrey, current HSFPP director, said, "As I follow Elizabeth's footprints, I am aware that whatever success the program achieves in the future, it would not have been possible without her enormous dedication. We owe so much to her and all that she did to bring comprehensive financial education to millions of teens across America. Few people can claim to have directly affected so many lives in such a positive way."

In recognition of her commitment to youth financial literacy through the HSFPP, Schiever received a USDA Honor Award for Personal and Professional Excellence, among numerous other honors and achievements.

Colleagues and friends alike who knew Schiever continue to express thanks for her vision, warmth, enthusiasm, and perseverance. She was an important part of the NEFE team and the larger financial literacy community, and she will be missed.

Grant Awarded to the Institute for Socio-Financial Studies

One of the first programs to be approved under the new NEFE Grants initiative, announced in May 2006, has been given to the Institute for Socio-Financial Studies (ISFS) and lead researcher Lois A. Vitt, Ph.D. With the NEFE grant of \$65,950, ISFS will review current research from various disciplines—such as neuroscience, psycho-social sciences, and behavioral economics and finances—to develop a better understanding of how people make

financial decisions. The project ultimately aims to help financial educators and planners work with the information that the study uncovers on financial behaviors to inspire their students and clients to become more savvy consumers. In addition, the resulting findings will be published to create a basis for financial behavior theory on which later research can build.

The Institute for Socio-Financial Studies takes a cross-disciplinary approach to its research and education by illumi-

nating human and social concerns within finance and business. ISFS works in the areas of financial literacy education, health care financing, the finances of aging, employee workplace financial education, and investing in the environment, among other issues. To learn more about the ISFS, visit www.isfs.org.

For additional information about the NEFE Grants program, go to www.nefe.org and click on the Grantmaking section.



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All questions regarding *NEFE Digest* may be addressed to the Communications department, *Editor: Ayelet Drori*. NEFE is open Monday through Friday, from 8:30 a.m. to 5:00 p.m. Mountain Time. The main telephone number is (303) 741-6333; the fax number is (303) 220-0838. Visit the NEFE Web site at www.nefe.org.

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