

Contact: Adena Whitman
League of Southeastern
Credit Unions
Phone: (205) 437-2134
Fax: (205) 991-2576

CENTRAL ALABAMA FINANCIAL EDUCATION COALITION



PRESS RELEASE

Conference Offers Training to Make Alabamians More Money Smart

Birmingham, November 4, 2009: Considering the economic roller coaster during the last eighteen months, there has never been a better time to teach financial education. The Central Alabama Financial Education Coalition (CAFEC), comprised of businesses and agencies across the state, is holding its second Annual Financial Literacy Education Summit on December 4th. Held from 8:30am-4:00pm at the Barber Vintage Motorsports Museum in Birmingham, the day-long panel discussion and lecture event will help those teaching financial education find the latest information, strategies and resources available.

"CAFEC realizes that the programs teaching financial education to consumers need support in coordinating services, marketing and awareness, and ongoing professional development," said Julie Beckham, Executive Director of The Literacy Council and Chairman of the CAFEC Steering Committee. "The coalition is a dedicated group of professionals from all segments of the community working to build that support system."

Educators, social workers, non-profit organizations, financial institutions, human resources personnel and others in a capacity to teach financial education will benefit from session topics, which include behavioral economics; cultural approaches to financial education; payday lending; financial education approaches for Human Resource Managers; school-based financial education; and financial social work.

"We are excited about the caliber of the industry professionals participating in the seminar," continued Beckham. "Our featured speakers include *Bob Allsbrook, Chief Economist, Regions Financial Corporation; Mindy Hernandez, Behavioral Economics Princeton University and Dr. Joseph B. Morton, Superintendent, Alabama State Department of Education. This is an educational opportunity that should not be missed.*"

For more information on the seminar or to register, please visit www.mymoneysmarts.org.

About CAFEC: The Central Alabama Financial Education Coalition is a partnership of organizations, corporations and associations with a purpose: To develop a continuum of financial education services and resources that reaches all ages, in all venues and all socio-economic literacy levels and enables persons to make informed financial decisions based upon accurate, accessible information.

###

FOR IMMEDIATE RELEASE