



California Council on Economic Education

QUARTERLY

Preparing today's student for tomorrow's economy

Spring 2007

Volume 3, Issue 1

In This Issue



Message from the President

CFALA Announces California
Economics Teacher
of the Year

Upcoming Events

Board Member Profile

MoneyWiseTeen Website
Presented Prestigious
Marcom Creative Award

Executive Academic Center

California Council on Economic
Education
5500 University Parkway
San Bernardino, CA 92407
909-537-5494
800-845-9799
www.ccee.org

Academic Office

California Council on Economic
Education
10960 Wilshire Blvd.
Suite 2050
Los Angeles, CA 90024
310-477-8900

Staff

William F. Coffin
Chairman

R.J. Charkins
Executive Director

Justin Phillips
Director, Development

Bernard Mauricia
Program Manager

Donna Derbish
Administrative Support Assistant

April 2007, California Financial Literacy Month

"If California's youth is going to play a leading role in the global economy of tomorrow, we must teach them powerful economic lessons today." NCEE

Recently California Governor Arnold Schwarzenegger proclaimed the month of April 2007 as Financial Literacy Month.

This proclamation focuses attention on the growing importance of financial literacy and economic reasoning as a platform to build one's own financial stability and wellbeing. Solid financial decisions are not made in a vacuum. Economic reasoning is the secret ingredient that provides young people clearer roadmaps to navigate the increasingly complex and rapidly changing economic and social environment.

- "What type of job should I pursue?"
- "Should I complete high school? Should I defer short term choices such as marriage or major purchases to further my education?"
- "Should I accept and use the credit that is being offered to me?"
- "How much time should I spend understanding voting and policy choices that might affect my future?"

These and many other decisions confront young people every day. One organization, the California Council on Economic Education (CCEE) works with teachers throughout the state of California to give our students a better understanding of economics and personal financial decision-making.

To further amplify our message we are introducing today our new and expanded "e-newsletter". This newsletter will be circulated in the future on a quarterly basis to our growing constituency of Partners, Teachers, Lawmakers and other parties engaged in the campaign to improve economic reasoning and financial literacy in California.

In addition to our great staff in Los Angeles and San Bernardino I would like to also thank talented volunteers who have helped design and write the copy that you will see in this and subsequent newsletters. They include Louis D'Esposito, a frequent contributor to the CCEE and the principal of Listen&Look, a marketing and consulting firm, Robbie McKay a Los Angeles based writer and Joanne Benjamin, a retired teacher and long time supporter of the CCEE. A final thanks to Robert Hahn, featured in this our first newsletter under our new format. As you will see from the article, the CCEE owes much to Bob's support and generosity.

Very Truly Yours;

William F. Coffin
Chairman of the board
California Council on Economic Education



CFALA Announces California Economics Teacher of the Year

The Chartered Financial Analyst Society of Los Angeles (CFALA) was proud to honor Mr. Maury Zapata of Abraham Lincoln High School as the 2006 California Economics Teacher of the Year. The award was presented at the annual Economic and Investments Forecast Dinner, hosted by the CFALA at the Wilshire Grand Hotel in Downtown Los Angeles on February 1st.

In addition to the award presentation, attendees were treated to a distinguished panel that included Goldman Sachs' CIA, Abbey Joseph Cohen, Stanford Economist, John B. Taylor and PIMCO's Managing Director, Paul McCulley.

It was a special evening for the CFALA and Mr. Zapata who was selected from a field of 300 distinguished educators in the Los Angeles area. Beyond Mr. Zapata's dedication to the classroom, he continues to improve his ability to help his students by pursuing a master's degree from USC, and participating in a variety of programs and activities geared towards advancing economic education.



Upcoming Events:

Teacher Guide Workshop this summer at the LA Branch of the Federal Reserve Bank of San Francisco

August 22nd and 23rd – If you are a high school economics teacher in the Los Angeles area, save these dates for an exciting, interesting, and useful workshop that will help you implement the 12th grade Economics Standards. Participants who attend both days receive \$300 stipends or sub fees up to \$150 per day, \$300 worth of materials, great lessons that can be used immediately, and 23 PowerPoint presentations.

2007 California Association of School Economics Teachers (CASET) 12th Annual Conference at the Federal Reserve Bank of San Francisco

October 26th – Come to the Fed and enjoy a day of first rate presentations by expert teachers, have a great lunch, and support your peers who will receive the Adam Smith Award for outstanding dedication to economic education in California. Last year's speakers included Jack O'Connell, California Superintendent of Public Instruction and Paul Krugman, Princeton University economist and textbook author.

Credit is available for both programs. For more information, or to register for either of these programs, contact Bernard Mauricia, bmauricia@ccee.org or 909.537.5494.

Images at left are from *The Fed Gallery: Your Central Bank in Focus* a permanent installation at the Los Angeles Branch that uses interactive technology and vivid graphics to highlight the Federal Reserve's role in the United States economy.



2007 State Economics Challenge Highlights



Dos Pueblos and Ponderosa High School face off in the Adam Smith Division Quiz Bowl.



The 2007 State Economics Challenge Finalists.



Students from Ponderosa High School compete against Lincoln High School in the 2007 Economics Challenge at CSU, San Bernardino. Ponderosa High School would hold on for a victory.

Board Member Profile: K. Robert Hahn



In his nearly half-century of service to CCEE, board member K. Robert Hahn has seen firsthand the evolution the organization as undergone over the years. "When I first got involved in 1965, the situation was critical," says Mr. Hahn. "Now, with all the progress we've made, it's clear we've had an incredibly positive effect on the state's educational system."

In 1965, Mr. Hahn moved to California from Cleveland, Ohio, only a few years after the inception of CCEE. It wasn't long before he met W. Anne Reynolds, former Chancellor of Cal State University and CCEE Board Member. "During those years there was very little State funding, and by the early 70's the State had dropped the funding completely," remembers Hahn. It was then that the drive to raise private funds was undertaken. "With some hard work from Ann and many others, we were able to stabilize the situation and move forward."

Within a few years, progress was being made and leaders within the business community were eager to lend their support. Then, in 1985, CCEE helped to draft and spearhead the passing of legislation that required all California students to successfully complete a one-semester economics course before graduating from high school. The passing of the legislation was a historic step for the State and gave CCEE and their mission some beneficial exposure.

Less than ten years later, with the advent of CASET, the campaign for economic literacy would grow even stronger. "With CASET you have all these educators and teachers coming together with a dedicated goal of promoting economic literacy within the school system," says Hahn. "From that comes so many creative ideas involving students and teachers that have really reshaped the way business leaders and sponsors can get involved." Today, the results of that involvement can be seen in programs such as the Capital Markets Contest, Living the American Dream and MoneyWiseTeen.

When asked to reflect on the current state of CCEE, Mr. Hahn couldn't be more pleased. "Under the leadership of Chairman Coffin and Dr. Charkins the organization has grown considerably," adds Hahn. "Their efforts to better market the organization and maintain strong academic leadership have taken sponsor involvement to an unprecedented level. Today we're financially solidified and poised to have an even stronger impact on California's students." Encouraging words from a man who's played a major role in making CCEE what it is today.

Mr. Hahn is currently retired and living in Southern California. He remains an active Board Member of CCEE as well as a contributing sponsor.



MoneyWiseTeen Website Presented Prestigious Marcom Creative Award

The 2006 Marcom Creative Awards, a world-renowned competition honoring outstanding achievement in marketing and communications, has presented the MoneyWiseTeen web site (insert link) with its highest honor, the prestigious Platinum Award.

With a generous grant from HSBC-North America, the CCEE in collaboration with E Factor Media developed and designed the award-winning site. Featuring ten animated modules illustrating basic economic and financial principles, the site helps enhance the reasoning skills necessary for economic self-reliance, in a manner that's relevant to teenagers.

"We congratulate CCEE and E Factor Media for this honor," said Donna Funk, vice president of community & philanthropic services for HSBC-North America. "HSBC is proud to support the MoneyWiseTeen program and is pleased with the lifelong educational benefits the web site provides."

Dr. Jim Charkins, Executive Director of the CCEE noted, "We're delighted with the national recognition of our partnership with HSBC-North America and E Factor Media. Our goal is to use media with which our audience is familiar to help them master basic economic and financial analytical skills. This award suggests we're on the right track."

Added Bill Coffin, CCEE Chairman, "communication is a vital tool in the campaign for economic literacy, and the web site's been invaluable in helping to get our message across."

For more information on the MoneyWiseTeen web site, HSBC-North America or the Marcom Awards please visit:

- www.moneywiseteen.org
- www.hsbc-na.com
- www.marcomawards.com

