



General Membership Meeting Minutes

January 16, 2009- 9:30 AM to 12 Noon
NJEA Region 29 Headquarters, Hamilton Square, NJ

President Maryanne Evanko called the meeting to order at 9:30 am. All present introduced themselves.

Treasurer Becky Winters reported on the NJCFE financial. A copy of this report has been filed with these minutes. Norman will complete the 2007-2008 financial audits.

Evanko said with regrets, Mr. Todd Zartman is stepping down from his newly elected Vice President position. His employer the Philadelphia Federal Reserve Bank wishes to keep a low profile role due to financial crises. Teacher Education Program in Pennsylvania was also discontinued, according to Mr. Andrew Hill. Winters will assume the temporary new role as acting Vice President, and Secretary.

A correction to the Minutes of November 20 was made by Ms. Carole Glade to change paragraph #3 adding “the minutes of the September 19, 2008 meeting”: and correct the spelling of the name “Matheny”. Minutes moved by Ms. Carol Otis. The motion was seconded and passed.

Evanko congratulated Mr. Wendell Sternhouse and Ms. Joyce Powell for their relationship with NJCFE and the impact on grades K-12. Additionally she thanked them for hosting this NJCFE meeting. National Jumpstart and National Education Association are interested in Financial Education partnership and an affiliate with the NEA.

Dr. Barbara O’Neill updated the membership on the NJCFE Grant Report. She commented that the total grant accumulation was over \$250,000. Eighteen projects since 2002; six in progress; one application. She discussed the unrestricted funds from grant return. O’Neill handed out T-3 Conference “Financial Education Idol Contest” forms, along with a sign-up sheet for five minute presentation and exhibit volunteers. She discussed how the volunteers will be handled.

Evanko introduced Mr. Sean Murphy, Vice President, Methany School, formerly from the Association of School and Agency for the Handicap Children. Murphy said his goal was to open programs across the state to match NJCFE financial expertise of teachers to special education students. Evanko supported the interest from her job experience and that of working at the Symposium, suggesting it be the pilot program for 2009. O’Neill presented material content to be matched to individual special educational needs. She urged that we reach out to the community for volunteers to network in New Jersey. A discussion formed around NJCFE teachers to collaborate for the Methany Day of the NJCFE conference content and strategies for special education teachers, bringing together different learning experiences. O’Neill talked about NIFE check write and how



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Teachers from Matheny use “Big Check.com” to show savings as a reward. Evanko asked Murphy for a blurb for the NJCFE e-Newsletter and Website. Murphy and Mr. Ken Lee want to open a new workshop site just for discussion linking Matheny and NJCFE sites. There, teachers of financial education can answer and discuss the questions from parents and others concerning financial literacy. Evanko asked Sternhouse’s support in advertising via NJEA and NJDOE to identify interest in the parties.

Evanko passed around copies of flyers and posters with titles including “Some facts about children today in NJ”; “10 Ways you can make a difference for kids”; NJ Kid count 2008”.

On America Saves/ NJSaves Week, Mr. Steven Drulis reported the increasing sign up of Financial Institution and Events for this year’s campaign starting the Week of February 22 through March 1. O’Neill is the pioneer of NJSaves with the NJCFE in 2007. The program has increased two fold in interest and recognition of the goals of the NJCFE. Drulis announced NJSaves partnership with Newark Now Coalition and it’s joining forces with America Saves. He also explained the interests Middlesex County College in Edison has towards this Event and others like it on Campus. He urged members to sign on their companies as sponsors to NJSaves Week in support of NJCFE.

Ms. Stephanie Bitner formalized the announcement of the 2009 Financial Health Day, held in Camden at Medless High School on May 22, 2009. The grant of \$5000.00 allows select school districts for community participation. Eleventh and twelfth graders will be living scenarios in financial health and wealth. Evanko added this year teachers will be involved in the workshops to make the program their own. NJCFE will provide teacher content and assistance. Bitner passed around a sign up sheet for those interested in participating in this program. Evanko asked Bitner for a blurb about Camden Financial Health Day and the National Credit Counselor of the Year”.

Evanko reported 11,977 hits on NJCFE Web site in July, 2008; and 14,916 hits in September, 2008. She requested a brochure update for next meeting’s agenda.

Evanko talked about creating a “Quarterly Online Classified Listing” newsletter to services, etc available in financial literacy. All listing would be sent to Evanko. She requested editors or writers for the Newsletter. She has also added a personal touch to all e-Newsletter blasts.

Guest speaker Ms Artie Collins, Vice President Community Development Banking Consultant, PNC Bank talked about the “Donors Choose.Org” where national organizations work with school districts to get donors to contribute money to cover personal expenses put out for funded projects. She spoke how the NABC (Newark Asset Building Coalition), is in the process of becoming a 501c3. Together with its affiliate ACNJ (Association for Children of New Jersey) they are growing awareness of self sufficiency to families. Newark Now is part of NABC. They are planning their



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NEWARK SAVES EVENT as a sub-site to NJSaves Website in celebrating America Saves Week 2009. Newark Saves is setting up VITA (Volunteer Income Tax Assistance) sites for free tax preparation and free workshops through out the City that week. NJCFE was invited to attend the kick-off ceremony with the Mayor at City Hall for this Event scheduled during America Saves Week February 22 through March 1. Evanko mentioned “Seeding” for tax season 13 Vita Sites in Newark and East Orange. One thousand returns done in 2006; and 2668 returns in 2007. As a Member of the Coalition, Ms. Denise Perry of the IRS, shares in these Events.

Guest Speaker Mr. Alan Chokov, Founder/CEO, Efinanceportal of NJ talked about the importance of financial literacy, and how his industrial driven website www.efinanceportal.com acts as a proponent to Financial Literacy and a supporter of the New Jersey Coalition for Financial Education. His program is a patent-pending, interactive, multicultural Financial Business and Educational Portal, exclusively developed for New Jersey. Membership is complimentary and it will give NJCFE members, associates and supporters the ability to create their personal profile and management account to individually submit their business, and relevant financial literacy content. His program provides consumers the ability to select their content interest from the “Providers” of the information that suits their requirements. The site received 2.5 million inquisitive visitors and counting. Chockov addressed interests and concerns of the members. He then welcomed the opportunity to discuss further detail in hope of creating an alliance with the NJCFE. Evanko encouraged members to look at The Portal and asked for feed back next meeting, inviting Chokov to come. She also asked Mr. Michael Drulis to link Chokov’s efinancilportal to our website as a means of expanding the awareness of NJCFE.

Announcements:

Evanko ask that the website keep current Financial Education Literacy Resources for teachers and community, i.e. PNC products like FDIC link Web. Evanko said product endorsement is prohibited in the Financial Education Literacy Resources. Evanko gave materials to Mr. Michael Drulis to include on Web site.

The 02/01/09 Core Curriculum revised standard 9.2 Personal Finance mandated as standard by itself. NJDOE Web for Public Comment. Evanko said to go to www.state.nj.us/ed for Revised Standards” open to public comment.

Projects funded by grants involve NJCFE directly. Other projects such as Ocean County Junior Achievement and United Way, Toms River School District are not limited to indirect involvement.

O’Neill talked about the America Saves/New Jersey Saves options to the American Saver as means of cutting back and saving. Evanko said to put WHY SAVE NOW on the NJSaves Website.



O'Neill announced her Event "Real American for Life" on February 10, Tuesday, 8:30 AM. An inarguable meeting with Sussex County opportunity to present Diane. A Sussex County Financial Education Committee. Other Events to follow are "Small Steps to Health and Wealth" and "Money Smart" on 17 and 23.

O'Neill also discussed Opra's interview with Susie Orman. She shares a link with the interview on her site.

Evanko proudly announced O'Neill's nomination to the William Odem Award by USDA College.

Evanko was requested by Jumpstart to write an NJCFE Annual Report. She requested input from the Membership.

Evanko adjourned the meeting at 12:00 Noon.

.Respectfully Submitted,

Steven Drulis
NJCFE Executive Staff