



**COUNCIL FOR
Economic
Education**

*You're never too young
to learn about money*

THE CEE REPORT

SUMMER 2017

"Our nation has tough economic decisions to make about budget priorities, support for education and research, financial regulation, trade, immigration, and tax policy. Economic literacy is vital for all citizens. Educating young students about economics gives them a tool kit to assess opportunity cost and make choices, as well as developing a better understanding of personal finance. And economics is fun!"

—Glenn Hubbard

Dean and Russell L. Carson Professor of Finance and Economics, Columbia Business School
2016 CEE Visionary Awards Honoree

UPCOMING EVENTS

56TH ANNUAL FINANCIAL LITERACY AND ECONOMIC EDUCATION CONFERENCE

October 6–7, 2017

The New York Marriott, Brooklyn, NY

Featuring Guest Speakers:

- **Carmen Fariña** (Keynote Speaker)
Chancellor
NYC Department of Education
- **Beth Kobliner**, Journalist and New
York Times Bestselling Author
- **William C. Dudley**, President & CEO
Federal Reserve Bank of New York

12TH ANNUAL VISIONARY AWARDS

October 25, 2017

The Plaza Hotel, New York, NY

If you are interested in attending or would like more information on events, please contact Tarnisha Smart at 212.730.6704 or tsmart@councilforeconed.org.

CONTACT US

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New York, NY 10168

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2017 NATIONAL ECONOMICS CHALLENGE

In May, we hosted our signature event, the **17th Annual National Economics Challenge (NEC)** with emcee **Steve Liesman**, CNBC's Senior Economics Reporter. Over 11,000 students competed across 40 states for a chance to be one of 32 students (eight teams) to be in the NYC Finals. The Championship rounds were streamed live on CNBC.com and appeared live on CNBC's *Power Lunch* and *On Your Money*, and PBS's *Nightly Business Report*.

NEW AND NOTABLE IN 2017:

- **CEE's Economics Challenge: International Round** with two teams (eight students) from China. Team USA won both divisions.
- **New York State Finals:** The New York State competition had 37 teams with 148 students competing.
- **Joachim Herz Stiftung Foundation** sponsored two NEC finalists to attend a two-day Economy Camp in Hamburg, Germany.

SPECIAL THANKS TO OUR 2017 JUDGES:

- **Stephen Buckles**, Senior Lecturer in Economics, Vanderbilt University
- **Kristin Dickey**, Former Global Head of Index Equity, BlackRock
- **Michael Eckstut**, Founder & Managing Principal, MKE Bioservices
- **David Floyd**, Staff Writer, Investopedia
- **Russell Glass**, Managing Partner, RDG Capital Fund Management LP
- **Julie Heath**, Director, Economics Center and Professor, Alpaugh Family Chair in Economics, University of Cincinnati
- **Eric Johnson**, Executive Vice President & Co-head of the Investment Servicing & Reporting Group at PIMCO
- **Bruce Kasman**, Chief Economist, JP Morgan Chase Bank North America
- **Bruce Pflug**, Managing Director, Crestline Investors, Inc.
- **Colonel Dick Rankin**, NEC Award Winner, former Coach at Iolani School, Hawaii



CEE President and CEO Nan J. Morrison, and CEE Board Chair Barry Haimes with the First Place Mounds View team and their Coach Martha Rush



Russell Glass presenting his award to Michael Sawchuk with CEE Board Chair Barry Haimes and CEO Nan J. Morrison



"Fearless Girls" on Wall Street

THANKS TO OUR GENEROUS SUPPORTERS

Alfred P. Sloan Foundation
Russell Glass
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Joachim Herz Stiftung Foundation
SKT Education & Beyond

CEO CORNER

Note from Nan

CEE has had an exciting spring as we continue to invest in our resources and expand our reach to meet the teachers where they are with what they need.

- During Financial Literacy Month our #MySavingsTip campaign featuring advice from Mark Cuban, Alexa von Tobel (founder of LearnVest), *New York Times Dealbook* editor and “Billions” co-creator Andrew Ross Sorkin, and others, earned over 130 million media impressions.
- Beth Kobliner, journalist and *New York Times* best-selling author, headlined our Women’s Breakfast, in discussion with Christine Romans (CNN).
- The National Economics Challenge (NEC) once again had terrific coverage on CNBC and PBS’ *Nightly Business Report* thanks to our wonderful emcee CNBC Senior Economics Reporter Steve Liesman. This year, the NEC also hosted its first-ever CEE Economics Challenge: International Round with two teams of students from China squaring off against the two winning U.S. teams.
- It’s all about DIGITAL: we partnered with Minecraft Education to create classroom lessons for the game; and we were thrilled to receive our second major grant from the Daniels Fund, for Phase II of our digital transformation with investments in EconEdLink, our teacher site.
- I was honored to speak at the Milken Conference on financial inclusion.

We of course continue to deliver on our core mission, serving our educators so that they can help your kids to gain the knowledge and tools to make better financial decisions in their lives.

We are excited to be hosting CEE’s 56th Annual Financial Literacy and Economic Education Conference in NYC (Brooklyn) this fall. We have planned special events for our friends and supporters, and we look forward to seeing many of you then!

Thanks so much for your support.



Nan J. Morrison
Nan J. Morrison
President & CEO

IN THE STATES

FOCUS ON CEE’S NATIONAL OFFICE, NYC

CEE’s National Center for Economic and Financial Education Grows and Innovates:

- Provided professional development to over 3,000 educators annually from public, private, charter and parochial schools in the greater New York metropolitan area.
- Reached almost 1,000 educators throughout the U.S. year-to-date through webinars.
- Launched an exciting and relevant new topic, Cybersecurity, with a module on EconEdLink and summer workshops.
- Held National Economics Challenge New York State Final from a pool of 37 teams and 148 students. The top eight teams competed in New York City at the Museum of American Finance. Paul D. Schreiber High School took first place with Stuyvesant High School coming in a close second.



First place team from Paul D. Schreiber High School: Danielle Elkins, Michael Nachman, Robert Konoff, Dylan Langone, and Teacher Craig Medico



Second place team from Stuyvesant High School: Max Bertfield, Ken Li, Stephen Nyarko, and Kofi Lee-Berman



New Rochelle High School Teacher Darren Gurney with Nicholas Khrishevsky, Sebastian Contreras, Amelia Calautti, and Anthony Colavito

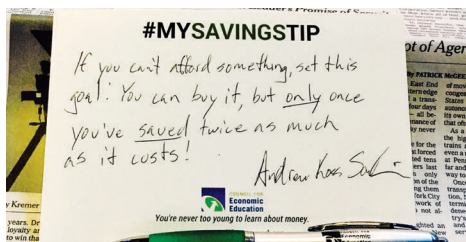
**CEE IS HOSTING THE
56TH ANNUAL FINANCIAL LITERACY
AND ECONOMIC EDUCATION CONFERENCE
IN BROOKLYN, NY!**
See page 4 for more details.

FINANCIAL LITERACY MONTH

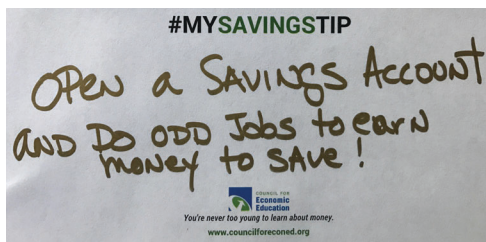
#MYSAVINGSTIPS

CEE'S FINANCIAL LITERACY MONTH SOCIAL MEDIA CAMPAIGN

Throughout **Financial Literacy Month**, successful leaders in different fields shared their best money-saving tips to inspire kids to save. The **#MySavingsTip** campaign was featured on *CNBC*, *CNBC Make It*, *Mashable* and *HuffPost*. The campaign garnered over 130 million media impressions. Special thanks to Mark Cuban, Randi Zuckerberg, Andrew Ross Sorkin, Alexa von Tobel, Dr. Annamaria Lusardi, and many others for their participation.



Andrew Ross Sorkin, *The New York Times* Columnist/Editor, *CNBC Squawk Box* Co-Author, Author and Creator/Executive Producer of "Billions" on Showtime



Mark Cuban, Investor, Entrepreneur, Television Personality and Owner of NBA's Dallas Mavericks



Randi Zuckerberg, Founder and CEO, Zuckerberg Media

NYC-METRO STUDENT POSTER CONTEST

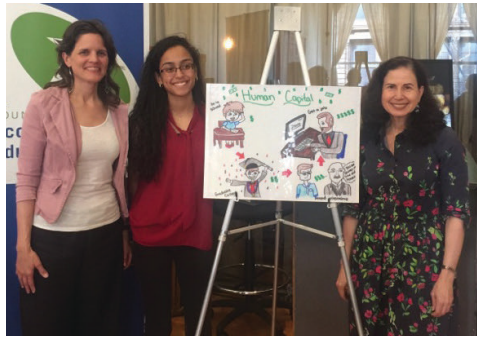
CEE's first **Financial Literacy Month Student Poster Contest** asked K-12 students to illustrate a personal finance or economics concept. We received hundreds of entries from across the five boroughs. Four winners and honorable mentions were selected from four grade levels, K-2, 3-5, 6-8, and 9-12. Nan J. Morrison, CEE's President and CEO, presented awards to the student winners and their teachers at a "viewing party" in SoHo.



CEE President and CEO, Nan J. Morrison speaks with our Grade K-2 Winner Charlotte Wachter from Ann MacArthur Primary School, Locust Valley, Long Island



Grade 3-5 Winner Ethan Esparrago from Saint Stephen of Hungary School, New York, NY pictured with his parents



Grade 6-8 Winner Erica Rotondi from St. Clare School, Staten Island, NY pictured with Teacher Theresa Valenti and CEE President and CEO Nan J. Morrison



Grade 9-12 Winner Senior Paige Leonard from Ann MacArthur Primary School, Locust Valley, Long Island pictured with her parents

The Council for Economic Education Presents

THE 56TH ANNUAL FINANCIAL LITERACY & ECONOMIC EDUCATION CONFERENCE

NEW YORK MARRIOTT AT THE BROOKLYN BRIDGE, BROOKLYN, NY
OCTOBER 6 - 7, 2017

MEET THE KEYNOTE & GUEST SPEAKERS



Beth Kobliner

Journalist and *New York Times*
Bestselling Author



Carmen Fariña

Chancellor, New York City
Department of Education



William C. Dudley

President and
Chief Executive Officer,
Federal Reserve Bank of New York

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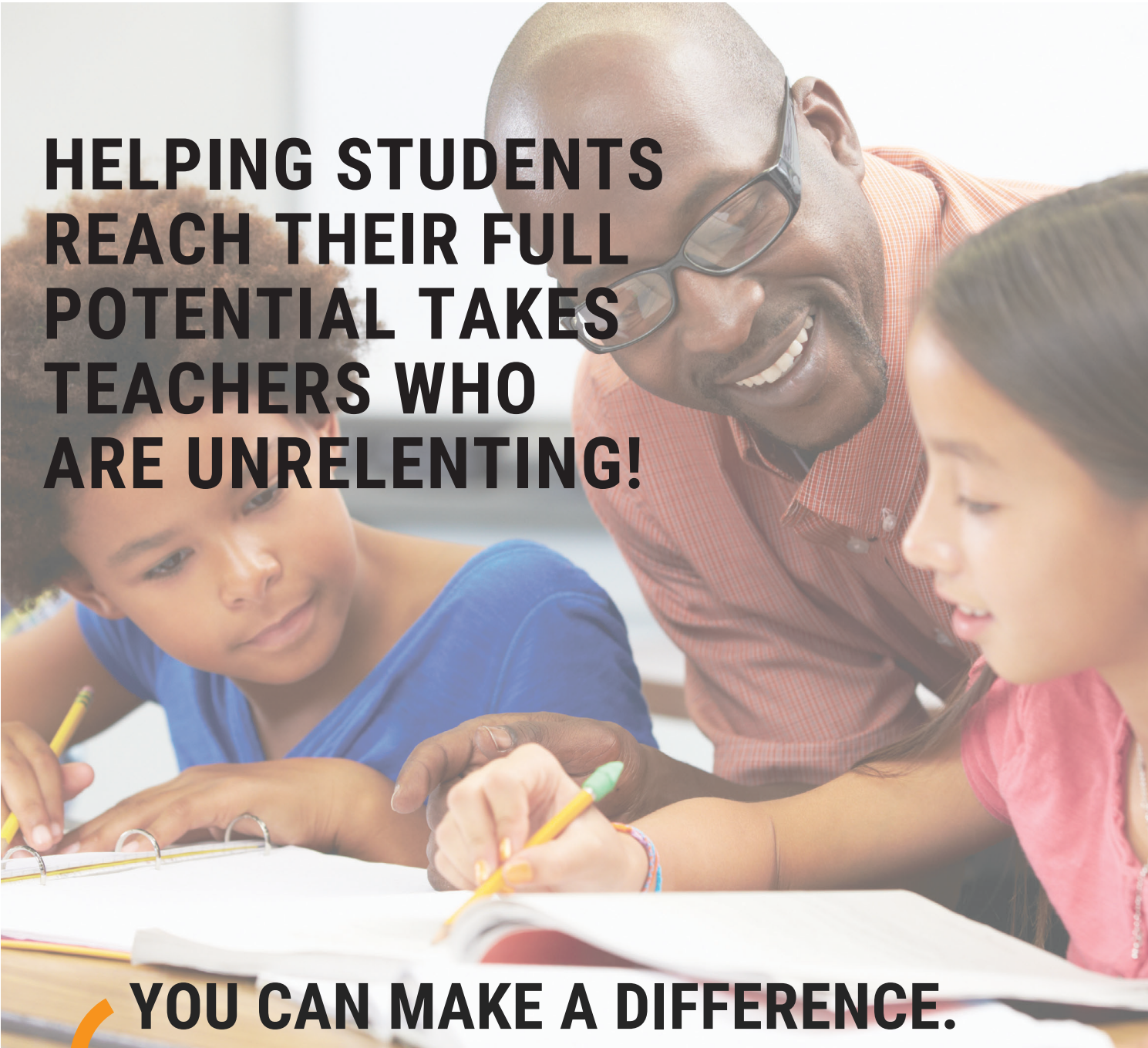
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Thank you to the Federal Reserve System
for their ongoing partnership with
the Council for Economic Education.

Learn more about the Conference: www.councilforeconed.org/Conference



**HELPING STUDENTS
REACH THEIR FULL
POTENTIAL TAKES
TEACHERS WHO
ARE UNRELENTING!**

YOU CAN MAKE A DIFFERENCE.



**Sponsor a teacher to attend the Council for Economic Education's
56th Annual Financial Literacy & Economic Education Conference in
Brooklyn, NY.**

\$1,000 will sponsor a NYC-Metro Teacher

\$1,750 will sponsor a NY Regional Teacher

\$2,500 will sponsor a National Teacher (outside of the NY Region)

Teachers receive two days of professional development with over 100 sessions to choose from, and gain invaluable experience.

To learn more, contact: Tarnisha Smart, tsmart@councilforeconed.org, 212-730-6704

MEETING THE NEEDS OF 21ST CENTURY EDUCATORS

USING MINECRAFT TO TEACH ECONOMICS

Most children would rather play an online game than do schoolwork, so why not combine the two? We collaborated with **Minecraft Education** to co-publish two lessons based on the Minecraft game which has sold over 100 million copies. In these lessons, students learn economic concepts such as costs, benefits, and productive resources by playing Minecraft. If you are interested in supporting more lessons, please contact Tarnisha Smart at 212-730-6704 or tsmart@councilforeconed.org. To learn more, visit www.econedlink.org/Minecraft.

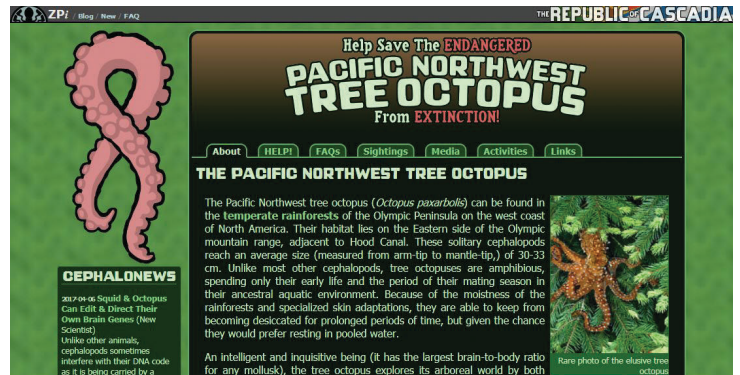


CYBERSECURITY

Our new topic module, *Cybersecurity, Economics and Personal Finance*, sponsored by **Experian** hits the nail on the head when it comes to helping students safely navigate the cyber world. Students learn how to protect themselves from identity theft, to limit their digital footprints, to be responsible on social media, and how NOT to spend hundreds of dollars of their parents' money on a freemium app. To learn more, visit: www.econedlink.org/topics/31.

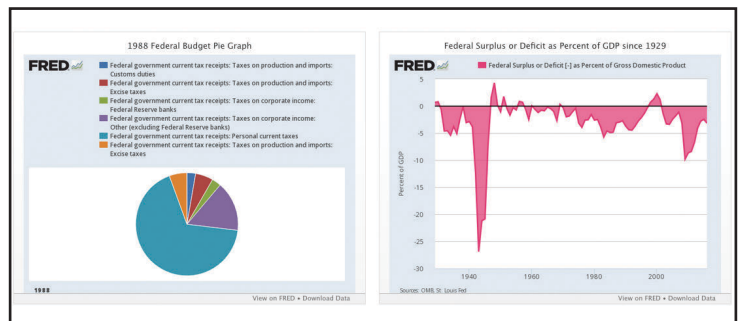


One of our new lessons, *Evaluating and Responding to Websites*, begins with students going to the Pacific Northwest Tree Octopus website to learn about the tree octopus's status as an endangered species and how to help save it. As you may have guessed, there's no tree octopus—a fact that students are allowed to discover on their own. In a world where issues concerning “fake news” are raised every day, this lesson is essential to helping students check their sources and protect themselves against fraud. That said, if you want an amusing experience, check out the website at zapatopi.net/treeoctopus/.



ANALYZING FEDERAL RESERVE DATA

Another new topic module, *Analyzing Federal Reserve Data*, strengthens students' key 21st century skills including critical thinking, data analysis, and problem solving. These lessons help students to analyze the health of the economy using real-time data. They can explore major indicators such as unemployment, GDP, and inflation that influence our economy every day. To learn more, visit www.econedlink.org/topics/30.



VANTAGE POINT: ECONOMISTS ON THE ECONOMY



President and CEO Nan J. Morrison with Professor Olivier Blanchard

Key players in the New York City financial community gathered on February 1st for CEE's "Vantage Point - Economists on the Economy: Perspectives on the Path Forward," featuring **Professor Olivier Blanchard**, Fred Bergsten Senior Fellow at the Peterson Institute for International Economics.

7TH ANNUAL WOMEN'S BREAKFAST



CEE President and CEO Nan J. Morrison, Christine Romans, and Beth Kobliner

On April 26, CEE hosted its annual Women's Breakfast "Families & Money: Starting Children on a Lifetime of Financial Fitness" featuring **Beth Kobliner**, personal finance commentator and New York Times bestselling author, in conversation with **Christine Romans**, CNN Chief Business Correspondent and Co-Author of "Early Start". Ms. Kobliner spoke about the things we can do to help families thrive financially.

BARON CAPITAL EVENT



Mark Zandi, Ron Baron, CEE President and CEO Nan J. Morrison, and CEE Board Chair Barry Haimes

On June 6, CEE held a breakfast at Baron Capital featuring **Mark Zandi**, Chief Economist, Moody's Analytics. Zandi provided perspectives on current economic trends. Special thanks to CEO **Ron Baron** and CEE Volunteer Executive Council Member, **Stephanie Gisriel** for graciously hosting this event at Baron Capital.

CEE WELCOMES NEW BOARD MEMBERS



Peter Chaffetz is a business trial lawyer who has first-chaired more than 30 trials and arbitrations. While his cases have come from a range of industries, he is particularly well known in the field of reinsurance, where he has been listed as one of Who's Who Legal's Ten Most Highly Regarded Individuals. After heading the litigation department at one of the world's largest international law firms from 2004-08, he and four other partners founded Chaffetz Lindsey LLP in 2009 to grow their cross-border dispute resolution practice. The firm now has 25 lawyers. Peter graduated from The University of Chicago Law School in 1978 and Harvard College in 1974.



Loretta J. Mester is President and CEO of the Federal Reserve Bank of Cleveland. She participates in the formulation of U.S. monetary policy, and oversees 950 employees in Cleveland, Cincinnati, and Pittsburgh who conduct economic research, supervise banking institutions, and provide payment services to commercial banks and the U.S. government. Dr. Mester is an adjunct professor of finance at the Wharton School of the University of Pennsylvania and is a fellow at the Wharton Financial Institutions Center. She is a member of the American Economic Association, the American Finance Association, the Econometric Society, and the Financial Management Association International. Dr. Mester graduated summa cum laude with a BA in Mathematics and Economics from Barnard College of Columbia University. She earned an MA and a Ph.D. in Economics from Princeton University, where she was a National Science Foundation Fellow.



Duncan Young is the CEO of Envision Experience, the country's leading provider of career exploration and leadership programs for students from elementary school through college. In this role, he leads a dedicated team focused on helping over 20,000 students annually make their career and life aspirations a reality. Prior to Envision, Duncan spent almost ten years as an executive at Scholastic in numerous roles, including leadership of Scholastic Achievement Partners, the company's professional development, educational consulting, and school improvement arm. Duncan has also spent time as a management consultant at Bain & Co. and served as a meteorology and oceanography officer in the U.S. Navy. Duncan has a BS from the University of North Carolina at Chapel Hill, and an MBA from The Wharton School at the University of Pennsylvania, where he graduated as a Palmer Scholar and Siebel Scholar.

You are cordially invited to attend the

Council for Economic Education's 2017 VISIONARY AWARDS DINNER

*Honoring leaders who promote economic and financial literacy
to create a better-informed society*

WEDNESDAY, OCTOBER 25, 2017

THE PLAZA HOTEL
Fifth Avenue at Central Park South
New York, New York

Cocktail Reception 6:15 pm Dinner and Program 7:00 pm

HONOREES

Prof. Gregory Mankiw



Robert M. Beren
Professor of Economics
Harvard University

Michael A. Peterson



President and CEO
Peter G. Peterson Foundation

Daniel H. Schulman



President and CEO
PayPal

Honorees will participate in a fireside chat with



Master of Ceremonies

Steve Liesman
CNBC Senior Economics Reporter

The 2017 Alfred P. Sloan Foundation Teaching Champion Awardees to be announced

We would like to thank our sponsors as of July 17, 2017:

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If you are interested in purchasing tickets, table sponsorships or journal ads, please contact Tarnisha Smart, Senior Director of Development, at 212-730-6704 or tsmart@councilforeconed.org or visit our website at <http://councilforeconed.org/events/visionary-awards/>.