

# Eastern Regional Conference on Reaching Unbanked People



Thursday, October 4, 2007  
8:30 a.m. to 4:30 p.m.  
New York, New York

## Eastern Regional Conference on Reaching Unbanked People

As part of *Taking Ownership of the Future: The National Strategy for Financial Literacy (National Strategy)*, the U.S. Department of the Treasury, the Federal Deposit Insurance Corporation, the National Credit Union Administration, the Office of the Comptroller of the Currency, the Office of Thrift Supervision, and the Federal Reserve Banks of New York, Philadelphia and Richmond – with the help of the New York City Office of Financial Empowerment – invite you to join them for the Eastern Regional Conference on Reaching Unbanked People.

Banks and credit unions along the East Coast are exploring ways to reach a new market – unbanked customers. Serving people outside of the financial mainstream takes creative thinking, and often involves partnerships among financial institutions, grassroots organizations, and other community leaders that have the access to and the trust of such individuals. At this meeting, you will hear from some of the most innovative financial institutions and other organizations working to reach underserved consumers in the East. The conference will also provide a forum to share observations and ideas with the convening agencies and other practitioners.

The *National Strategy* specifically recognizes the importance of private industry in developing innovative, market-based solutions for providing financial services and financial education to underserved populations. The Eastern Regional Conference is being held to publicize and build on these practices, and is the fourth of a series of conferences that has been held nationwide. Proceedings of the conferences will be compiled to provide a report on current and best practices for serving unbanked individuals.

## Agenda Highlights

(Subject to Change)

### Featured Speakers

- JoAnn Johnson, Chairman, National Credit Union Administration
- Anna Escobedo Cabral, Treasurer of the United States
- Dan Iannicola, Jr., Deputy Assistant Secretary, US Department of the Treasury
- Jonathan Mintz, Commissioner, New York City Department of Consumer Affairs

### Panels of Experts

- Overview of the Unbanked
- What Can We Learn from Alternative Lenders?
- Next Steps for Reaching the Unbanked

### Concurrent Session Topics

- Second Chance for Financial Services
- Reaching Youth
- Reaching Immigrant Markets
- Building Community Financial Institutions
- Asset Building and Financial Access

### Networking Session

## *Why You Should Attend*

- Learn about proven and innovative practices from financial institutions, community organizations, and resources.
- Share your ideas, challenges, and questions with practitioners and regulators.
- Network and build partnerships with financial institutions, community organizations, and government agencies.
- Provide feedback to policy makers about issues relating to reaching unbanked people.

## *Sponsors*

*U.S. Department of the Treasury*

*Federal Deposit Insurance Corporation*

*National Credit Union Administration*

*Office of the Comptroller of the Currency*

*Office of Thrift Supervision*

*Federal Reserve Bank of New York*

*Federal Reserve Bank of Philadelphia*

*Federal Reserve Bank of Richmond*

*New York City Office of  
Financial Empowerment*

## *Registration Information*

The Conference will be held at:  
**CUNY Graduate Center**  
**365 Fifth Avenue**  
**New York, NY 10016-4309**

The Conference is free, but advance registration is required as space is limited. On-line registration will open on approximately September 5 and will close on September 25 or when full.

Please visit [www.treasury.gov/financialeducation](http://www.treasury.gov/financialeducation) for information on how to register online when the registration opens.

### *More Information:*

If you are not able to register on line after September 5, or if you have other questions you may contact the Financial Literacy and Education Commission at [FLECSstrategy@do.treas.gov](mailto:FLECSstrategy@do.treas.gov) or (202) 622-7881 (not a toll free number) to obtain an alternative means of registration.

For a map and directions to the conference, visit: [http://www.gc.cuny.edu/about\\_gc/directions.htm](http://www.gc.cuny.edu/about_gc/directions.htm)

## *The Financial Literacy and Education Commission*

The Financial Literacy and Education Commission (Commission) was established under Title V of the Fair and Accurate Credit Transactions (FACT) Act of 2003 to improve financial literacy and education of persons in the United States. The Commission is chaired by the Secretary of the Treasury and composed of 19 other Federal agencies.

The principal duties of the Commission include encouraging government and private sector efforts to promote financial literacy; coordinating financial education efforts of the Federal government; identification and promotion of best practices; development of a national strategy to promote financial literacy; establishment of a website to serve as a clearinghouse and provide information about financial education programs and grants; and establishment of a toll-free hotline available to provide information about issues of financial literacy and education.

### *Taking Ownership of the Future*

On April 4, 2006, the Commission released *Taking Ownership of the Future: The National Strategy for Financial Literacy (National Strategy)*. Beyond meeting a statutory requirement, there are three major purposes to the *National Strategy*. First, it is designed to identify issues within the field of financial education. This will assist policymakers and practitioners alike as they assess the national level of financial literacy. Second, the *National Strategy* proposes solutions — in some cases by suggesting specific steps and in other cases by offering examples of programs with features that should be replicated. Third, the *National Strategy* seeks to advance the conversation on financial education. The *National Strategy* is designed to serve as an action plan, and, in time, a rallying point for those advocating for greater financial literacy in America.