

## Registration Information

*Attendance at the conference is free and lunch is included.*

RSVP by April 24 to:

Mariann Rapp at

Mariann.Rapp@chi.frb.org or

(312) 322-2353

Getting there:

- The Federal Reserve Bank of Chicago is located at 230 South LaSalle Street in downtown Chicago.
- Public transportation is recommended. The Bank is easily accessed by CTA bus and rail (blue or red line to Jackson). Chicago Transit information can be found at: [www.transitchicago.com](http://www.transitchicago.com).
- There is no parking on site, but parking facilities are available nearby.
- Please bring photo identification.

Questions:

Louisa Quittman,

Department of the Treasury at

Louisa.Quittman@do.treas.gov or

(202) 622-8103 or

Alejo Torres, Federal Reserve Bank of

Chicago at Alejo.Torres@chi.frb.org

or (312) 322-2287

## 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 on 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.

# Midwest Regional Conference

on

*Reaching Unbanked People*

*Making Business Sense of  
Serving the Unbanked*



May 1, 2006

10:30 a.m. to 4:30 p.m.

Federal Reserve Bank of Chicago

230 South LaSalle Street

Chicago, Illinois

## Making Business Sense of Serving the Unbanked

As part of *Taking Ownership of the Future: The National Strategy for Financial Literacy (National Strategy)* and Chicago Money Smart Week 2006, the US Department of the Treasury, the Federal Deposit Insurance Corporation, the National Credit Union Administration, the Office of the Comptroller of the Currency, and the Federal Reserve Bank of Chicago invite you to join them for the Midwest Regional Conference on Reaching Unbanked People.

Banks and credit unions across the Midwest are exploring ways to reach a new market—unbanked customers. Serving people outside of the financial mainstream takes creative thinking, and often involves partnerships between financial institutions and community organizations 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 partner organizations working to reach underserved consumers in the Midwest. 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 Midwest Regional Conference is being held to publicize and build on these practices, and is the first of a series of conferences that will be held nationwide. As described in Call to Action 8-1 of the *National Strategy*, the proceedings of the conferences will be compiled to provide a report on current and best practices for serving unbanked individuals.

## Agenda Highlights

### Speakers

- Anna Escobedo Cabral, Treasurer of the United States
- The Honorable Judy Biggert, US House of Representatives
- Chairman JoAnn Johnson, National Credit Union Administration
- Dan Iannicola, Jr., US Department of the Treasury
- Bert Otto, Office of the Comptroller of the Currency

### Panelists

- Margaret Henningsen, Legacy Bancorp
- Ed Jacob, Northside Community Federal Credit Union
- James Maloney, Mitchell Bank
- David Marzahl, Center for Economic Progress
- Moderator: Dory Rand, Sargent Shiver National Center on Poverty Law

### Networking Lunch

### Practitioner Roundtable Discussions

*Topics may include:*

- Serving immigrant markets
- Using stored value cards and other new technology
- Working with your regulators
- Providing financial education to help new and potential customers
- Reaching youth customers

## Why You Should Attend

- Learn about proven and innovative practices from other financial institutions and community organizations in the Midwest.
- Share your ideas, challenges, and questions with other practitioners and regulators.
- Network and build partnerships with financial institutions, community organizations, and government agencies.
- Participate in providing information to Federal policy makers about issues facing the field.

## Sponsors



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