



California & Nevada Youth Involvement Network Newsletter



April 2007

First Annual Financial Training Intensive

April 25-28, 2007 ~ Santa Barbara, California

Designed for Anybody Teaching Financial Literacy

The Money Camp, a nonprofit organization in Santa Barbara, CA, in conjunction with BizWorld, a nonprofit in Northern California and Educational Innerprizes, an education company dedicated to uncovering the genius in every individual, is hosting it's first advanced training for everyone in the financial literacy arena. The goal of this advanced training is to better equip individuals who already teach financial literacy to kids and adults with advanced, effective teaching methods.

Would you like to make your existing programs more powerful? Have a bigger impact on your students? Then, you won't want to miss this program!

This new event will focus on solutions to the depressing financial literacy statistics we read almost daily in our local media. It will focus on what we are doing, what we can do and how we can do it more effectively. Come learn how to better teach kids and adults how to successfully manage and grow their money so we can continue working toward a population that is financially savvy and self-reliant.

For more information or to register, please visit www.themoneycamp.com/intensive or call **800-928-1932**.

Sponsored by:



Train the Trainer Roundtable

Learn how to prepare your own financial education presentations and the importance of reporting your results. The **all-new** NEFE High School Financial Planning Program® materials will be showcased.

Need help getting into the schools? You'll also learn successful techniques to achieve your goal.

To register, please contact

Maria Angelova at 310.643.5403 or Mangelova@kinecta.org.

Cost: Free to CNYIN Members! \$50 to non-members

Note: If non-members join the CNYIN, the \$50 will be applied towards the annual membership fee. Members are able to attend all roundtables for the year at no cost. Please see page 4 for details.

Southern California:

League Office, RMJ Training Room
9500 Cleveland Ave., Ste 200
Rancho Cucamonga, CA 91730

May 10, 2007

11:00am - 4:00pm



INSIDE THIS ISSUE:

<i>First Annual Financial Training Intensive</i>	1
<i>Train the Trainer Roundtable</i>	1
<i>CNYIN Youth Scholarships</i>	2
<i>Youth Financial Education Update</i>	2
<i>Youth Involvement Award</i>	3
<i>Youth Week Reminder</i>	3
<i>CNYIN & NEFE HSFPP National Launch</i>	3
<i>CNYIN Membership Benefits: Spread the Word</i>	4
<i>Featured CMN Item</i>	4
<i>Sammy Rabbit Program</i>	4

CALIFORNIA & NEVADA



Youth Involvement Network

California and Nevada Youth Involvement Network

Mission Statement

The California and Nevada Youth Involvement Network supports and heightens awareness of the credit union involvement, while promoting and preserving the credit union philosophy through a statewide coordinated youth involvement program that focuses on youth marketing, career opportunities and financial education.

CNYIN is an activity of the California Credit Union League, which serves the credit unions of California and Nevada.

www.cnyin.org



California Credit Union League

Serving Credit Unions in California and Nevada

NEVADA CREDIT UNION LEAGUE



CNYIN Youth Scholarships

This year, the California & Nevada Youth Involvement Network (CNYIN) will award three \$500 scholarships to CNYIN credit union members. Scholarships may be used at any accredited college, university or trade school. Please spread the word to your young CNYIN credit union members.



To be Eligible, Students Must be:

- equal to or less than the age of 25 years, with a minimum status of a high school senior,
- in good standing with their credit union and school,
- a member of their participating credit union.

Each student will be required to write an essay in response to the following question: **“How is your credit union different than a bank and how does the difference impact you and your family?”** The essay must be typed, double-spaced, and may not exceed two pages. A typed, one-page resume is also required outlining the student’s community involvement and/or extracurricular activities.

Judging: The California & Nevada Youth Involvement Board will score essays according to the following areas:

- Clarity of Expression
- Content
- Community Involvement/Extracurricular Activities
- Composition
- Creativity

Credit Union Deadline: Please submit your CU’s top 3 entries to Jenny Casselman by April 27, 2007.

Address: 451 Eagle Station Lane, Carson City, NV 89703

Fax: 775-334-8681 **Phone:** 775-334-8650 **E-mail:** Jcasselman@gncu.net

After judging, the credit unions submitting the winning entries will be notified by June 1st. Winners will be announced in the July CNYIN newsletter.

Youth Financial Education Update

Top 3 States for Youth Reached:

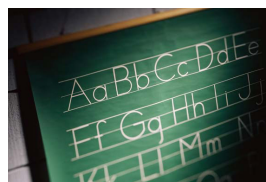
- 1. Virginia**
289 presentations to 14,644 youth
- 2. Michigan**
601 presentations to 13,103 youth
- 3. Texas**
631 presentations to 12,028 youth

California # of Youth Reached:

- 1. Joy Tafarella** Cal Poly CU 5,554
- 2. Angelica Reyes** Bay FCU 1,341
- 3. Michelle Lawrence** American First CU 1,187

Nevada # of Youth Reached:

- 1. Kellie George** ClearStar Financial CU 1,750
- 2. Crista Hagness** Silver State Schools CU 587



The school year is almost over, but it’s not too late to make a classroom presentation. Let’s keep our numbers growing! Keep in mind that you can hold a financial seminar at your credit union anytime and still report it on the NYIB website. Need ideas for presentations? Have questions? Don’t forget to utilize the CNYIN’s Listserv. Just e-mail your inquiries to cnyin@lists.ccul.org.

Have you made a financial education presentation lately? Please report it on the National Youth Involvement Board’s website, www.nyib.org. Or, you may forward your information to Jenny Ketchepaw to report for you: Jenny.Ketchepaw@telesiscu.org.

We're Accepting Nominations for the CNYIN Youth Involvement Award!

The recipient of the award will receive a **scholarship to the National Youth Involvement Board Conference!** This year's conference will be held July 31st to August 3, 2007 in San Antonio, Texas. The conference provides excellent networking and learning opportunities for CU professionals around the country. Designed to help improve your youth education and marketing efforts, the conference, "Got Youth?" is perfect for your credit union's financial education presenter. For more information, please visit www.nyib.org.



Nominees must be a member of the California & Nevada Youth Involvement Network (CNYIN) for the 2007 year, registration dues must be paid and current. Nominee must also be a current employee or volunteer of a credit union within the CNYIN.

Nominees will be selected based on:

1. Roundtable attendance
2. Short essay on "Why you want to attend" (written by nominee)
3. Classroom presentations
4. Youth Involvement activities

For an information packet, please contact Mike at 559-442-3901 or MikeJ@eecufresno.org.

Please fax or mail your application by May 11, 2007.

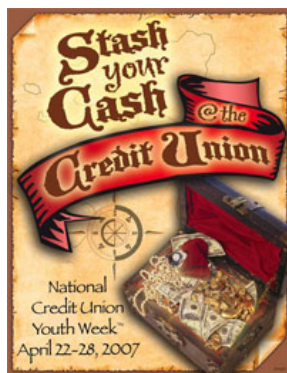
Fax: 559-485-3007

Address: 2222 W. Shaw, Fresno, CA 93711

Youth Week is Almost Here!

April 22-28, 2007

If you have a great youth event planned for Credit Union Youth Week, the CNYIN would like to share it with others in our newsletter! If you would like to share your youth week story, please e-mail your event summary and pictures to Sumerc@cdfcu.org.



Need celebration ideas? Visit www.cuna.org for activities, success stories and great ways to celebrate on a tight budget.

The CNYIN Joins NEFE's HSFP National Network Launch Team!



+



The California & Nevada Youth Involvement Network (CNYIN) has joined the National Endowment for Financial Education (NEFE)'s High School Financial Planning Program National Network/Launch Team! The CNYIN, having used and promoted the NEFE financial education materials since 1992, is committed to sharing the NEFE *revised* High School Financial Planning Program (HSFP) with California teachers and students!

CNYIN will partner with the California & Nevada Credit Union Leagues, the University of California Cooperative Extension (UCCE), the University of Nevada Cooperative Extension (UNCE) and the California Society of Certified Public Accountants (CalCPA) in order to achieve wide spread, state, dissemination of the fantastic, newly updated NEFE High School Financial Planning Program. The updated NEFE HSFP curriculum is now linked to education standards in 50 states, and to several national subject-area standards.

California and Nevada Credit Union Leagues' liaison to the CNYIN and NEFE launch team contact, said "we are very excited about our role in the NEFE launch, the CNYIN has a unique opportunity to affect not only the future of credit unions, but also the future economic well being of the nation through educational efforts that produce financially literate adults."

The CNYIN will begin their NEFE launch efforts by hosting a booth at the California & Nevada Credit Union League's Big Valley Educational Conference March 25-27, 2007 followed closely by a Train the Trainer roundtable, May 10th 11-4 pm at the League's offices, for CNYIN members, UCCE county advisors, and other teachers that use the NEFE financial planning program in their schools. More information about the roundtable can be found on page 1.

For more information about the new launch, please contact **Cathy Arra at 800.472.1702, ext.3486.**

Share the Benefits of CNYIN Membership with Someone You Know



About CNYIN

The California & Nevada Youth Involvement Network was organized in 1992 to promote financial education, credit union philosophy, and credit union products and services to young people in California and Nevada. CNYIN Members have joined to help their credit unions develop or maintain various ongoing youth programs.

Membership* fees are \$75 per member or \$50 per member for Shapiro credit unions. When 4 employees from a single credit union join the CNYIN, the 5th membership from the same credit union is free. The CNYIN welcomes donations and sponsorships.

Annual membership includes:

- **Quarterly Newsletter** — To keep you informed with tips and trends of youth financial literacy throughout the credit union community in California and Nevada.
- **ListServ** — Become part of the listserv which allows you to ask questions and gain ideas on youth financial education and other youth-related topics.
- **Roundtable Admission** — Roundtables are held throughout the year in California and Nevada with key topics and speakers that are related directly to youth education and marketing.

You may download a membership application form on www.cnyin.org or e-mail **Cathy at catherinea@ccul.org**.

*Member's CU must be a member of the California Credit Union League.

Your Members Will Love This!

Give them the opportunity to support the Children's Miracle Network (CMN) by purchasing a nice tote bag! The tote bags cost \$5.50 each, but can be sold for \$10.00 each. This would generate \$4.50 to be donated to the CMN for every bag sold!



To participate, simply log onto www.wishbook.cmn.org and type "tote bag" in the search box to choose one your members will like. Your CU can donate the proceeds to your local Children's Miracle Hospital. If you have any questions, please contact Sumer at Sumerc@cdfcu.org.

Saving with Sammy Rabbit

How do you teach young kids about money, inspire them to save, and make it fun? Answer – Sammy Rabbit music, books, and live appearances!



Sammy is the creation of the Los Angeles based "It's a Habit!" Company and has garnered national recognition for his imaginative and innovative way of encouraging young kids, ages 3 and up, to practice good habits, like saving money.

The company's 15 song music CD "Mission 1 – Celebrate Saving!" is an example of its ground breaking approach to financial education. The CD is infectious and offers parents, grandparents, educators, and trainers a totally unique, inexpensive, and easy way of connecting with kids on money, character, and leadership.

The CD includes a variety of genres of music: Pop, Rock, Rap, Reggae, Latin, and Country. And, it covers a wide range of money topics: Saving, Planning, Budgeting, Debt, Compound Interest, etc.

It's a Habit! also offers two vividly illustrated Sammy books for kids to read. *It's a Habit, Sammy Rabbit!* emphasizes the importance of making saving a habit; and, *Will Sammy Ride the World's First Space Coaster?*, shares the importance of planning, earning, saving, and sharing.

Additionally, Sammy and author, Sam X Renick, tour the country making live appearances at elementary schools, book fairs, trade shows, etc. Sammy and It's a Habit! have been featured in: Kiplinger's, MSN Money, Yahoo Finance, the Boston Globe and more.

You can learn more about them, their products, services, and mission to change children's and family's lives one habit and dime at a time, at: www.itsahabit.com.

Sammy Rabbit CD Sale!

Is your credit union looking for a way to get more involved with the youth market? Why not offer a CD to your membership encouraging kids to save? For a limited time only, the Sammy Rabbit **Mission 1 Celebrate Saving! CD is on sale!**



CD's are only \$2.99 each, including shipping with a minimum order of 100. Delivery time is 3-4 weeks. Hurry, offer expires 4/30/07! To view a song list and lyrics, visit www.itsahabit.com. To order CD's at the special rate, please call **323.223.1522** or e-mail sammy@itsahabit.com.