



## ***1<sup>st</sup> Financial Literacy Conference***

***April 17, 2015***

*8:00 a.m. – 11:45 a.m.*

*Tennessee State University  
Avon Williams Campus  
330 10<sup>th</sup> Avenue North  
Nashville, TN 37203*



A Center at Tennessee State University



A program of the office of Mayor Karl Dean  
In partnership with United Way of  
Metropolitan Nashville.

This Conference on Financial Literacy promotes the effective delivery of consumer financial products, services and education by hosting a community-wide event. The Conference is offering attendees proven strategies, tips and techniques to achieve intended outcomes, funding goals and program sustainability.

# Tennessee State University



## About CEED

The objective of the Center of Entrepreneurship and Economic Development is excellence in fostering economic and business development in the urban and rural areas throughout the State of Tennessee, the United States and the world.

The mission of CEED is to promote entrepreneurship and economic development through learning experiences, training and education. It includes academic research, education, training, service, and collaborations.

The CEED is an umbrella entity which oversees and coordinates the operations of the Nashville Business Incubation Center (NBIC) and the Small Business Development Center (SBDC).

### CEED Staff:

Ruthie Reynolds, Executive Director  
Paula Roberts, Research Associate  
Martha Cowan, Administrative Coordinator

### SBDC Staff:

John Ordnung, Director  
Gregory Jones, Small Business Specialist  
Thomas Tate, Small Business Specialist  
Nicole Vaughn, Administrative Assistant

### NBIC Staff:

Angela Crane-Jones, Director  
Allyson McIntyre, Assistant to Director



## About Financial Empowerment Center

The Financial Empowerment Center is a program of the Mayor's Office operated in partnership with The United Way of Metropolitan Nashville. The program has been funded for three years (2013 – 2015) by the Cities for Financial Empowerment Fund through support from Bloomberg Philanthropies. Nashville was one of five cities chosen to replicate the evidence-based Financial Empowerment Center model, which began in New York City in 2008. The other four replication cities are Lansing, San Antonio, Denver and Philadelphia.

The Center provides free, professional one-on-one financial counseling to residents of Davidson County, integrating financial counseling with core social services, such as workforce development, homelessness prevention, utility and rent assistance, Head Start, and public housing. Financial counseling is focused on banking, credit, debt and savings. Quantified, measurable outcomes are tracked for each service plan.

From March 2013 to March 1, 2015 the Center's counselors have delivered over 8100 personal financial counseling sessions to over 2800 clients in Davidson County. Clients in Nashville have reduced their debt overall by over \$1,500,000 working with the program. They have increased their overall savings by over \$300,000.

Each client's financial progress and goals are tracked in a software program called Efforts to Outcomes (ETO). More program details, site locations, and news stories can be found at <http://fec.nashville.gov>

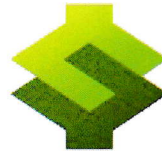
# 1<sup>st</sup> Conference Agenda

## Friday, April 17, 2015

8:00 – 8:30	<b>Registration</b>
8:30 – 8:35	<b>Welcome/Introduction of Mayor Dean</b> <i>President Glenda Glover</i>
8:45 – 8:55	<b>Opening Remarks</b> <i>Karl F. Dean, Mayor, Metropolitan Government of Nashville &amp; Davidson County</i>
8:55 – 9:10	<b>Real-World Testimonies</b>
9:10 – 9:30	<b>Importance of Financial Literacy</b> <i>Erik Cole, Director, Nashville Financial Empowerment Center</i>
9:30 – 10:30	<b>Presentations</b>
	<b>Budgeting and Saving</b> <i>LeAnne Nowlin, Field Manager, Nashville Empowerment Center</i>
	<b>Understanding your Credit Report</b> <i>Kathy Payne, Financial Counseling Specialist, Nashville Empowerment Center</i>
	<b>Financial Education with New Americans</b> <i>Terry Horgan, Financial Counseling Specialist, Nashville Empowerment Center</i>
10:30 – 10:45	<b>Break/Announcements</b>
10:45 – 11:00	<b>Tips on Starting a Business</b> <i>John Ordnung, Director, Small Business Development Center</i>
11:00 – 11:15	<b>Tax Saving Tips</b> <i>Ruthie Reynolds, Executive Director, Center for Entrepreneurship &amp; Economic Development</i>
11:15 – 11:30	<b>Questions and Answers</b>
11:30 – 11:35	<b>Closing Remarks</b>
11:35 – 11:45	<b>Visit Exhibitors</b>



# Tennessee State University



**Financial  
Empowerment  
Center**

*Free One-on-One  
Financial Counseling*



Metropolitan Government of  
Nashville and Davidson County



*A Center at Tennessee State University*

*A program of the Office of Mayor Karl Dean  
In partnership with United Way of  
Metropolitan Nashville.*

## ***Exhibitors:***

***CCSI – Christian Community Services Inc.  
Fifth Third Bank  
FSNB – Fort Sill National Bank  
Interfaith Education Center for Community Dental Care  
Knowledge Bank  
New Level CDC  
Regions Bank  
Suntrust Bank  
TN Credit Union***

## **Contact Us:**

***Center for Entrepreneurship and Economic Development (CEED)***  
*Tennessee State University  
330 10<sup>th</sup> Avenue North, 4<sup>th</sup> Floor, Suite I-400  
Nashville, TN 37203-3401*

***Office:*** (615) 963-7130  
***Fax:*** (615) 963-7203  
***Email:*** [mcowan@tnstate.edu](mailto:mcowan@tnstate.edu)  
***Website:*** <http://www.tnstate.edu/ceed>

Tennessee State University is an AA/EEO employer and does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies:  
Tiffany Baker-Cox, Director of Equity and Compliance. 3500 John A. Merritt Boulevard, Nashville, TN 37209, (615) 963-7435