



State of Wisconsin
Department of Financial Institutions

Jim Doyle, **Governor**

Lorrie Keating Heinemann, **Secretary**

Media release
February 16, 2010

Contact: Charles Evenson
608-266-2026

Winners of Governor's 2010 Financial Literacy Awards Announced

(Madison) Governor Doyle's Council on Financial Literacy (GDCFL) has selected six individuals and nine organizations to receive 2010 Governor's Financial Literacy Awards. The awards recognize excellence in promoting money management and financial skills. The winners will receive their awards at a ceremony at the Executive Residence. The GDCFL will announce the ceremony's date and time later.

"Financial literacy is critical to helping people manage their money, which is especially important in these tough economic times," Governor Doyle said. "I thank those being honored for helping develop financial and money management skills that strengthen families and enhance the state economy."

A GDCFL awards sub committee provided a list of nominees last week from which the full Council selected the winners. Four criteria formed the basis for the selections: innovative implementation, demonstrated measurable results, collaboration with partners and scope—either statewide or having the potential to be statewide or focused to need-based groups.

Winners of individual awards include:

- Dr. Gabrielle Banick, Coordinator, Career and Technical Education, Madison Metropolitan School District, Madison
- Jessica Doyle, First Lady of Wisconsin, Madison
- Lorrie Keating Heinemann, Cabinet Secretary, Wisconsin Department of Financial Institutions, Madison
- Cathleen J. Hunt, Instructor, Project Stay Senior Institute, Milwaukee
- LaDonna Leazer, Business and Economics Coordinator, Business and Economics Academy of Milwaukee, Milwaukee
- Meridee Maynard, Senior Vice President, Northwestern Mutual Financial Network, Milwaukee

Winners of organizational awards include:

- Edgewood College, Madison
- Educational Communications Board, Madison
- Financial Education Center, Madison
- Holmen School District, Holmen
- M&I Bank Community Education, Milwaukee
- Sokaogon Chippewa Community, Crandon
- Summit Credit Union, Madison
- UW Credit Union, Madison

- more -

Office of the Secretary

Mail: PO Box 8861 Madison, WI 53708-8861
Voice: (608) 264-7800

Fax: (608) 261-4DFI

Courier: 345 W. Washington Ave. 5th Floor Madison, WI 53703
TTY: (608) 266-8818
Internet: www.wdfi.org

- Wisconsin Credit Unions and the RP3 Project Team, (team includes Wisconsin Credit Union League; the Puelicher Center for Banking Education at the Wisconsin School of Business, University of Wisconsin-Madison; Investor Protection Trust; and Precision Information) Pewaukee

Governor Doyle formed the GDCFL in early 2005 to advise him how to improve financial literacy in Wisconsin. Four years ago, it launched the first-ever statewide campaign in the country to promote financial literacy—Money Smart Week Wisconsin. The GDCFL collaborates on the campaign with the Federal Reserve Bank of Chicago, which pioneered the concept in the cities of Chicago and Detroit. DFI provides coordination and administrative support for the GDCFL and Money Smart Week Wisconsin. For more information about the Governor's Financial Literacy Awards contact DFI's David Mancl, Director, Office of Financial Literacy at 608-261-9540 or email him at david.mancl@wisconsin.gov.

- end -