

From: Dennis McKinney, State Treasurer
Date: Tuesday, October 26, 2010

Dear Steve,

October has been a busy month at the State Treasurer's Office. We have continued our brown bag lunch series on personal finances with stops in Pittsburg, Manhattan, Lawrence, Hays, and Emporia with one more scheduled for Washburn University. Our office also co-sponsored along with the Kansas Credit Union Association a Money\$mart camp for middle school students in Wichita. The concepts of hard work and careful saving are values that are very much a part of what it means to be a Kansan and through the Financial Education division in our office, we continue to work to provide Kansans of all ages with sound tips on managing their personal finances.

Treasurer's Office partners with NFL and Visa on Financial Football

Tackling the problem of financial education among Kansas teenagers head-on, I am proud to announce an effort to improve the money management skills of high school and middle school students. Working together with Visa Inc., the National Football League and the NFL Players Association, we introduced Financial Football, a free educational video game and classroom curriculum.

I kicked off this new financial education campaign earlier this month at Turner High School in Kansas City, Hayden High School in Topeka and Wichita Heights High School. At Turner, I was joined by Kansas City Chiefs quarterback Matt Cassell who helped demonstrate the game for students.

Financial Football is an interactive way to interest students in personal finances giving them a financial playbook they can use the rest of their lives. This is a valuable program promoting Kansas values of savings and responsible spending.

It takes the combined efforts of parents, teachers and mentors within the community to give teenagers a strong background in personal finance. Youth financial education is a serious and growing issue. According to a survey by Visa Inc., 93% of Americans believe all high school students should be required to take a class in financial education.

Available online, at www.kansas.financialfootball.com, Financial Football tests students' fiscal knowledge in an online simulation game environment combining the structure and rules of the NFL with financial education questions of varying difficulty. Visa also released the game as a free iPhone app on iTunes, along with an optimized HD iPad version.

The Kansas State Treasurer's Office partners with a number of private organizations, including credit unions, to provide personal financial education. The [Money\\$mart program](#) is designed for middle school students while the Tomorrows Money program assists high school and college students. We want to give students the financial skills that can help place them on the path to achieving their financial goals such as saving, investing, [reducing debt or buying a house](#). Tomorrowsmoney.org provides comprehensive, one-stop-shop browsing to help young

people get a handle on their personal finances. We also offer a [LIFE](#) (Lessons In Financial Education) reading list targeted at all ages.

Treasurer's website offers money saving ideas

Kansans now have a convenient one stop website to find a number of valuable ideas for stretching their money at the State Treasurer's website. As part of our office's role of providing financial education materials, we have created a [Penny Pincher's](#) website to provide ideas on making your money work harder for you. This site can be directly accessed at www.kansasstatetreasurer.com/pennypinchers

As a small business owner who has had to meet payroll and survive some pretty tough economic times I know the value of making every penny count. Consumers can find valuable information they need to help save money on groceries, gas and traveling, home energy, health care, college tuition, back-to-school savings and more.

This one stop shop serves as the launching point for discounts and services available from the private sector, news organizations, and state and federal governments. Examples include:

- Gas – learn valuable ways to save money on gas, the total cost of vehicle ownership, and maintain fuel efficiency.
- Groceries – find out how to slash grocery costs using several easy methods of saving.
- College – use the resources provided to seek out scholarships, apply for the [Learning Quest Education Savings Plan](#), and learn advantages and disadvantages of many different colleges.

The site also provides several resources dealing with comprehensive energy saving techniques, public transportation, and car-pooling systems.

We are open to adding additional links for savings which Kansans may wish to share with our office.

Winners of the State Fair \$529 Educational Savings Account giveaway named

Earlier this month I was honored to announce the winners of two \$529 [Learning Quest Education Savings Plan](#) accounts from entries received in a drawing at the Kansas State Fair.

Tara Smith of Parsons and Jason Lamprecht of Silver Lake each received a \$529 Learning Quest Education Savings account that they can continue to use to save for their children's future educational needs.

Encouraging Kansans to save for their family's future educational expenses is one of my top priorities as State Treasurer. With the Learning Quest program, Kansans have a wide range of investment options with below industry program fee costs and top quality investment performance. The Kansas State Fair is a great opportunity to communicate directly with Kansans about this tax advantaged method to save for the future.

Learning Quest helps Kansas families provide opportunities for their children no matter what path they take after high school. Since I took over as Treasurer, 3,000 additional Kansans have started to use a Learning Quest account to save for higher education, bringing the total to over

55,000. With a wide variety of investment options, low account minimums, and small overhead costs Learning Quest has been recognized as a leader within the industry. Currently over \$2.4 billion in educational savings are currently invested by account owners from across the country with Learning Quest.

The Kansas economy will require a more educated and highly skilled workforce in order to remain competitive in a global economy. Now is the time to start investing in that future. \$1200 a year invested each year over 18 years at a 5% rate of return can total over \$35,000.

To learn more about saving for a higher education please see call 1-800-579-2203.

It is a special honor and privilege to serve you as State Treasurer. If you would like to receive more information including our media releases and travel schedule please send me an email at dennis@treasurer.ks.gov. Please do not hesitate to contact me with your ideas or stop by if you are in Topeka.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dennis", with a stylized flourish at the end.

Dennis McKinney
Kansas State Treasurer