Michael S. Gutter

EDUCATION

1997 BS, The Ohio State University

2000 Ph.D., The Ohio State University
Family Resource Management, Specialization: Finance
Dissertation Title: Racial Differences in Risky Asset Ownership

POSITIONS HELD

1997-2000	Teaching Assistant, Consumer and Textile Sciences Department, College of Human Ecology, The Ohio State University
2000-2003	Assistant Professor, CFP™ Program Director, Department of Consumer Science, School of Human Ecology, University of Wisconsin-Madison
2003-Present	Assistant Professor, CFP™ Program Director, Department of Consumer Science, School of Human Ecology, University of Wisconsin-Madison, and Family Financial Planning State Specialist, University of Wisconsin-Cooperative Extension.

HONORS AND AWARDS

1998	Ohio State University Graduate Teaching Award (nominated)
1999-2000	Ohio State University Doris Risley Fellow
1999	Academy of Financial Services Texas Instruments Award for Outstanding Paper
2001	Co-winner 2001 American Council on Consumer Interests Dissertation Award
2003	Madison Money Conference Distinguished Service Award
2003	School of Human Ecology Excellence in Outreach Service Award
2004	UW Graduate School Research Service Award
2004	Nominated for UW Madison Distinguished Teaching Award

RESEARCH AND PUBLICATIONS

Research and Other Scholarly Papers

1. Gutter, M.S., Hayhoe, C. & Wang, L. (2006) Examining Participation Behavior in Defined Contribution Plans using the Transtheoretical Model of Behavior Change Financial Counseling and Planning

2. Gutter, M.S. and Fontes, A. (2006). Racial Differences in Risky Asset Ownership: A Two-stage Model of the Investment Decision Making Process. Financial Counseling and Planning. 17(2), 64-78.

3. Yao, R., Gutter, M.S., & Hanna, S.D. (2005). The financial risk tolerance of Blacks, Hispanics and whites. Financial Counseling and Planning, 16 (1), 51-62.

4. Gutter, M.S. & Saleem, T. (2005) Financial Vulnerability of Small Businesses Owners: Portfolio Composition. Financial Services Review. 14, 133-147

5. Lyons, A.C., Cude, B., Lawrence, F.C. & Gutter, M. (2005) The Challenges of Online Surveying What Should Family and Consumer Researchers Know? Family and Consumer Sciences Research Journal. 31(10) 1-16.

6. Gutter, M.S. & Hanna, S.D. (2002). Applying a needs based approach to disability insurance planning, Journal Of Personal Finance, 2, (1), 78-88

7. Hanna, S.D., Gutter, M.S., & Fan, J. (2001). A measure of risk tolerance based on economic theory. Financial Counseling and Planning. 12(2), 53-60.

8. Gutter, M. (2000). Human wealth and investment ownership. Financial Counseling and Planning 11(2), 9-20.

9. Gutter, M., Fox, J., & Montalto, C.P. (1999). Racial differences in investor decision making. Financial Services Review 8 (3) 149-162.

Under Review

10. Wang, L. and Gutter, M.S. (2006). A Cohort analysis of contribution rates in defined contribution plans Journal of Family and Economic Issues
    Submission: revise and resubmit 7/02/2006

11. Gutter, M.S. and Hatcher, C.B. (2006). Racial differences in the demand for life insurance.
    Status: Revise and Resubmit (minor revisions) Journal of Risk and Insurance on 12/01/06

12. Gutter, M.S. & Zhu, D. (2007). Are Perceptions of Retirement Financial Resource Adequacy Consistent with Estimated Ex Ante Financial Resource Retirement Adequacy?
    Status: Under review for 2007 AFCPE

13. Gutter, M.S. and Mountain, T.P. (2007). Racial and Ethnic Differences in Investment Socialization and Definition of Investing: Results from Focus Groups
    Status: Under review for 2007 AFCPE

14. Mountain, T.P. and Gutter, M.S. (2007). Impacts of Race and Ethnicity on Retirement Adequacy, Life Insurance Adequacy, and Dual Adequacy.
    Status: Under review for 2007 AFCPE

15. Renner, C. and Gutter, M.S. (2007). Exploring Perceived Norms, Financial Education and College Student Behavior
    Status: Under review for 2007 AFCPE

Manuscripts Research in Progress

16. Zhu, D. & Gutter (2007). An Exploration of the Relationship of Debt and Retirement Planning for Full-Time Workers
    Status: Accepted for Presentation at 2007 AFS

17. Gutter, M.S. and Li, J. (2006). Examination of Consistency of Perceived Retirement Adequacy versus Estimated Retirement Adequacy, <u>Journal of Family and Economic Issues</u>
    Submission: Reviewed by JFEI, revise and resubmit 6/22/06,

18. Gutter, M.S. and Mountain, T.P. (2007). Understanding Minority Preferences for Investor Education: Results from African-American and Hispanic Focus Groups
    Status: Accepted for Presentation at 2007 AFS

19. Gutter, M.S., Yao, R., & Han, D. (2007) Gender difference in willingness to take investment risk and actual portfolio behavior: Implications for risk perception.

20. Gutter, M.S., Lindamood, S. D., Mountain, T. & Hanna, S.D. (2007) Investor Education Reaching out to Minority Households: Implications for Program Design and Evaluation

21. Gutter, M.S., Renner, C. (2007). Exploring the Influence of Perceived Peer Behavior on College Students Own behavior

22. Gutter, M.S., Jasper, C.R., & Wang, L. (2007) Charitable Giving and the Allocation of Lifetime Income.

23. Gutter, M.S., Zhu, D., Fontes, A.; & Saleem, T. (2007) Identifying the Path to Financial Security (Research in progress, exploring different options for data)

Minor Publications

Gutter, M.S. & Mountain, T.P. (2006) Your Financial Future [DVD]

Terry, K. (deceased); Gutter, M.S. Fulleylove-Krause, F. (2005) Get Checking Workbook (Revised). UW Extension Publication

Gutter, M.S. & Entenmann, R. (Eds)(2002) Employee Benefits Guide. Department of Workforce Development Division of Workforce Solutions

Gutter, M. (2002). Individual retirement accounts. In Ekerdt, David J., Robert A. Applebaum, Karen C. Holden, Stephen G. Post, Kenneth Rockwood, Richard Schulz, Richard L. Sprott, and Peter Uhlenberg, (Eds.). Encyclopedia of Aging. New York: Macmillan Reference USA, 2002. MacMillan Encyclopedia of Aging.

Gutter, M. (2002). Retirement Planning. In Ekerdt, David J., Robert A. Applebaum, Karen C. Holden, Stephen G. Post, Kenneth Rockwood, Richard Schulz, Richard L. Sprott, and Peter Uhlenberg, (Eds.). Encyclopedia of Aging. New York: Macmillan Reference USA, 2002. MacMillan Encyclopedia of Aging.

Hanna, S., Gutter, M., & Gibbs, R. W. (2003). Life insurance math. In Garman, E. T., Xiao, J. J., & Brunson, B. G. (eds.) The mathematics of personal financial planning: Using calculators and computers, Third edition, pp. 256-280 Cincinnati, OH: Thompson Learning/Dame Publications.

Hanna, S., Gutter, M., & Gibbs, R. W. (2000). Life insurance math. In Garman, E. T. & Xiao, J. J. (Eds.) The Mathematics of Personal Financial Planning: Second Edition (pp. 256-280). Cincinnati, OH: Thompson Learning/Dame Publications.

Conference Proceedings

Peterson, B.J. & Gutter, M.S. (2005) An Examination: Racial Differences in Mortgage Rates. *Presented at 2005 AFS.*

Peterson, B.J. & Gutter, M.S. (2005) Are households in more complex situations more likely to be using professionals? *Presented at 2005 AFCPE.*

Gutter, M.S., Jasper, C.R., & Wang, L. (2004) Charitable Giving and Lifetime Income

Gutter, M.S. & Clement, P. (2004) Racial Differences in the Use of Information on Investment Decisions Presented at 2004 ACCI

Hanna, S. D., Gutter, M. S., & Fisher, P. J. (2003). Risk aversion and the elasticity of marginal utility with respect to consumption, Consumer Interests Annual, 49.

Gutter, M.S. and Saleem, T. (2003) Are there gender differences in risk tolerance: subjective vs. objective measures? *Presented at 2003 ACCI*

Hatcher, C. & Gutter, M.S. (2002). Racial differences in the propensity to protect human wealth using life insurance. *Presented at 2003 ACCI*

Hanna, S.D., Gutter, M.S. & Fisher, P. (2002). Risk aversion and the elasticity of marginal utility with respect to consumption *Presented at 2003 ACCI*

Chrenka, J.; Gutter, M.S.; & Jasper, C. (2002) Gender differences in the decision to give time or money. *Presented at 2003 ACCI*

Gutter, M.S. (2002). Examination of differences in risky asset ownership between hispanic and non-hispanics. *Presented at the 2002 Academy of Financial Services Conference*

Hanna, S.D. & Gutter, M.S. (2002). Your money or your life: implications of variations in willingness to pay to reduce the risk of death. (2002, July). Proceedings of the International Household & Family Research Conference 2002: CONSUMERS AND FAMILIES AS MARKET ACTORS, National Consumer Research Centre, Helsinki, Finland, 60.

Gutter, M. & Kim, M. (2001). Measuring the Level of Indebtedness and Financial Strain of College Students. Proceedings of the Association for Financial Counseling and Planning Education, *In Press*

Fox, J.J., S. Bartholomae and M. Gutter. (2000). What do we know about financial socialization? Consumer Interests Annual, 46, 217.

Hanna, S., Gutter, M., Lovett, S., & Yao, R. (2000). Estimating the value of financial planning. Proceedings of the Association for Financial Counseling and Planning Education, p. 37.

Hanna, S., & Gutter, M. (2000). Needs based retirement planning applied to client households. Retirement Income Security: Current Practices and Emerging Issues, Preconference of Association for Financial Counseling and Planning Education, pp. 9-10

Gutter, M. & Hanna, S. (2000). Estimating the disability insurance needs of client households. Consumer Interests Annual 46, 220.

Fox, J., Bartholomae, S., & Gutter, M. (1999). Socialization factors impacting the financial competency of college students. Proceedings of the Association for Financial Counseling and Planning Education, 197.

Hanna, S. & Gutter, M. (1999). Using real client households in a financial planning class. Proceedings of the Association for Financial Counseling and Planning Education, 193.

Hanna, S., & Gutter, M. (1999). How well do client households estimate expenses? Proceedings of the Academy of Financial Services, 9.

Gutter, M., Fox, J., & Montalto, C. (1999). Racial differences in investing. Proceedings of the Academy of Financial Services, 2.

Funded Research Projects

Economic and Psychological Determinants of Savings Behavior

Specific research questions: (1) How do psychological factors such as efficacy, perfectionism, and impulsivity; socioeconomic variables including demographics, education/financial literacy relate to an index of savings behaviors? (2) How does the impact of these factors on savings differ by race, ethnicity, age, and gender? This project is a multistate project, which has received approval from the USDA, funded Agricultural Experiment Stations of the North Central Region. A pilot study is planned for spring and summer of 2004. Following this, a national scale sample would be obtained to test the hypotheses. The results can be used to improve education and intervention oriented programs related to family finances. (Project Status: Preliminary funding proposals have been drafted and are in development) **Pilot funded @ 32,000 from Northwestern Mutual Foundation. Data collection complete and report to funding agency is in progress.**

Examining the Effects of Financial Education Course on Behavior Change in College Students: A pilot

There is currently a need for a broadly available course to college students on both the UW Madison and UW Milwaukee campuses that prepares them with essential skills and knowledge to make prudent financial choices in college as well as after. The proposed course would be a more application based version of CS 275 that emphasizes personal skills and access to resources. This would be in addition to a version of the course being offered now that is currently tailored to the needs of the CFP® Board Registered Personal Finance Program. While the need for a course such as the one proposed has been identified for some time, resource constraints have prevented its development. Increasing the number of available seats in CS 275 is also not possible given the additional support required to take on additional students in this CFP oriented course, as such a separate course not oriented to the financial planning profession is needed. .

This would be a two year project including development, piloting, evaluation, and replication. The primary objectives include:

1. Establish a survival-skills course (curriculum completed)
2. Evaluate change in knowledge, awareness, and habits during the course of the semester (Data collection under way)

3. Evaluate any positive behaviors exhibited 6 months later (and possibly 2 years later, till year post graduation) that may be attributable to their experience within the course.
4. Do their financial behaviors provide evidence of wiser choices compared to students who did not take the course?

Pilot Funded: $150,000 Great Lakes Guaranty Corporation

Risk tolerance and portfolio choices of Black and Hispanic households: Integration of research on financial behavior and the evaluation of educational materials to develop and test investment education programs targeted at Black and Hispanic households.

The project will utilize an integrated, multi-dimensional approach to develop recommendations for financial investment education efforts targeted at Black and Hispanic households. The project will (1) use rigorous methods of meta-analysis to integrate 20 years of research on the effects of race/ethnic group on investment decision-making; (2) analyze a new survey dataset to ascertain recent changes in investment behavior of Blacks and Hispanics; (3) review existing investment education materials targeted at Blacks and Hispanics in terms of content and delivery to determine if they adequately reflect research findings; and (4) incorporate the responses of focus groups comprised of the target audiences along with the results of the meta-analysis to determine optimal content and delivery for investment education programs. The project will assess any evaluation studies of investment education programs, develop specific, research-based guidelines for investment education, recommend methods to evaluate materials and curricula targeted at Blacks and Hispanics, and integrate the findings from focus groups comprised of the target audiences to assess needs and preferences for investment education. These research results will be used to develop guidelines to maximize the effectiveness of the investment education programs. **Funded NASD Foundation- $140,880; UW as subcontractor with Ohio State as lead.**

Financial Management Practices of College Students from States with Varying Financial Education Mandates
P.I. Michael Gutter
Co-PI: Wendy Way
PA: Lingling Wang

This two-year, two-phase project will a) analyze existing data from a web-based survey of credit practices of nearly 30,000 Midwest college students (Lyons, 2003) to compare financial knowledge and credit practices (including credit risk) of college students from states with varying high school financial education mandates and b) use this model of data collection and analysis to design and implement an expanded national study which will contrast a broader array of financial practices among college students exposed to varying financial-education policy mandates. Results will be disseminated through publication of referred journal articles and presentations at conferences for financial affairs and education professionals. This Project is funded ($112,000) 2006-2008 by a grant from the National Endowment for Financial Education.

Other Presentations

2001	Co-chair Textbook selection session at the 2001 Annual CFP Program Directors Meeting
2002	"Racial Inequalities in Wealth and Investing" 33rd Annual Meeting of the Urban League of Greater Madison.
February 19, 2002	"Credit cards on campus and Efforts by FOCU$ to address the Problem". Governor's Task Force on Financial Education General Session
October 6, 2003	Financial Literacy and Peer Education on College Campuses. Wisconsin Association of Student Financial Aid Administrators
August 23, 2006	Presentation to Michigan State Administration on the impact of our Personal Finance Course (275) on Student Behavior

Media Interviews

June 30, 2004	Interest Rates and the Consumer (Tom Ortloff Show WKONP Washington State)
June 10, 2004	Student Credit Card Debt (AP)
January 20, 2004	Bankruptcy in Wisconsin (ABC 27)
November 18, 2003	Student Debt and Debt Management after the Holidays (NBC 15)
Novemeber 2003	EdVest
October 5, 2004	Financial Illiteracy (George Hesselberg, Wisconsin State Journal)
November 14, 2004	Holiday Spending (Channel 3 10PM news)
November 2005 – Present	Almost Weekly Segment on Channel 27 Money Matters Series

Press Releases

March 2004	Investing for College: EdVest vs. Coverdell Education Savings Accounts
April 2004	Putting together your financial team

November 2004 Boosting Financial Literacy of Young Adults

February 2005 Get More of Your Money Back: Helpful Tax Tips

Support for Research, Teaching, and Outreach

Grants Awarded
Title: DoIT WebGrant
Agency: Division of Information Technology, University of Wisconsin-Madison
Period: 2002
Amount: $1000
PI: Michael S. Gutter

Title: Money Talk$ Program
Agency: Direct Selling Education Foundation
Period: 2003
Amount: $8500
PI: Michael S. Gutter

Title: Money Talk$ Program
Agency: UW Credit Union
Period: 2003
Amount: In Kind (laptop, savings bonds for prizes)
PI: Michael S. Gutter

Title: Money Talk$ Program
Agency: Southwestern Publishing
Period: 2004-2005
Amount: $15,700
PI: Michael S. Gutter

Title: Money Talks
Agency: Direct Selling Education Foundation
Period: 2005-2006
Amount: $1,000
Agency: Southwestern Publishing
Period: 2005-2006
Amount:
Agency: Cutko
Period: 2005-2006
Amount:

Title: Household Financial Security
Agency: School of Human Ecology
Period: Summer 2004
Amount: $4500

PI: Michael S. Gutter

Title: The Path to Financial Security
Agency: UW Graduate School
Period: Summer 2005-Spring 2006
Amount: $7,428
PI: Michael S. Gutter

Title: Dislocated worker's Interactive Financial Management Resource
Agency: Dept. of Workforce Development
Period: Winter-Fall 2005
Amount: $5000, DVD Production costs ($60,000 In-Kind)
Agency: Beckner Outreach Grant
Period: Winter-Summer 2005
Amount: $12,000
PI: Michael S. Gutter

Title: Employee Benefits Guide and Usage
Agency: Dept. of Workforce Development
Period: Winter-Summer 2005
Amount: $10,000
Project Manager: Michael Gutter

Title: Mass Mutual Model Internship
Agency: Strategic Wealth management
Period: 2004-05 Academic Year
Amount: $11,700
PI: Michael S. Gutter

Title: Economic and Psychological Determinants of Household Savings Behavior
Agency: Currently Seeking Funding
Period: 2005-2006
Amount: $950,000 (Seeking funding)
P.I.: Michael S. Gutter

Title: Establishing an Online Presence for the Personal Finance Courses: CS 275
Agency: SOHE Credit Outreach
Period: 2005
Amount: $13,145
Course Author: Michael S. Gutter

Title: South Madison Financial Education Center
Agency: CBM Credit Foundation
Period: 2004-2009
Amount: $250,000
P.I. Pat Ludeman

Project Consultant: Michael S. Gutter

Title: Assessing the Effect of a Personal Finance Class on College Students' Knowledge and Behavior
Agency: Great Lakes Higher Education
Period: 2005-2007
Amount: $150,000
P.I.: Michael S. Gutter

TEACHING

Resident Teaching

Consumer Science 275:

Consumer Science 275: Introduction to Personal Finance

	dept-all courses		Gutter	
	mean	#students	**mean**	#students
Fall 2000	3.88	188	4.19	41
Spring 2001	3.48	257	4.2	93
Fall 2001	3.42	307	3.56	111
Spring 2002	4.13	277	4.01	107
Fall 2002	3.55	390	3.84	130
Spring 2003			4.42	95
Fall 2003			4.17	86
Fall 2005			4.3	70
Spring 2006				

Consumer Science 501: Family Tax Planning; Family Estate Planning

Family Estate Tax Planning

Semester taught	Scores/size			
	dept-all courses		Gutter	
	mean	#students	**mean**	#students
Fall 2003*			3.06	33
Fall 2004	3.53	128	4.31	**17**

* Taught as Course Overload

Consumer Science 627: Family Investment Planning

Consumer Science 627: Family Investment Planning

	dept-all courses		Gutter	
	mean	#students	mean	#students
Fall 2000	3.88	188	3.98	22
Fall 2001	3.42	307	3.92	37
Fall 2002	3.55	390	3.61	145
Fall 2003			4.10	42
Fall 2004			4.11	22

Consumer Science 675: Financial Planning Applications

CS 675: Financial Planning Capstone

Semester taught	Scores/size	
	dept-all courses	Gutter

	mean	#students	mean	#students
Spring 2002			3.6	26
Spring 2003			3.97	32
Spring 2004	4.13	112	4.09	35
Spring 2005			4.43	21
Spring 2006				

Consumer Science 699: Undergraduate Independent Study

- Get Focu$ed Counseling oversight: Fall 2002-present
  - Counseling experience, developing marketing strategies
  - Money talks campus seminars
- Second Chance Partnership with YWCA
- VITA oversight: Spring 2002, 2003
- Projects and research: Spring 2001-present
- no evaluation done

Consumer Science 999: Graduate Seminar

- Fall 2001 no evaluation done

Consumer Science 999: Graduate Independent Study

- Fall 2004 (Clement)
- Spring 2005 (Peterson, Mountain)
- Summer 2005 (Li)

Campus Seminars and Guest Lectures

Fall 2001 Guest lecture in Interdisciplinary Studies in Human Ecology 150: Critical Perspective in Human Ecology

Summer 2001 Guest lecture in CS 501: Women and Philanthropy

Fall 2002 The Culture of Money. Guest Lecture in Consumer Science 960

Fall 2002 Guest lecture in Interdisciplinary Studies in Human Ecology 150: Critical Perspective in Human Ecology

Summer 2002 Guest lecture in CS 501: Women and Philanthropy

Spring 2003 Guest lecture in Inter-Ag 375 Special Topics Careers in Biology, Natural Resources, and Life Sciences

Summer 2003 Guest lecture in CS 501: Women and Philanthropy

Fall 2003 Economics, Psychology, and Savings Behavior Guest Lecture in Consumer Science 960

Fall 2004 Economics, Psychology, and Savings Behavior Guest Lecture in Consumer Science 960

Graduate Advising

- Lingling Wang
    - Completed MS Thesis and admitted to PhD program
- Travis Mountain, MS Student
- Brandon Peterson, MS Student
- Weijun Fan, MS student (withdrew)
- Angela Fontes, PhD student (transfer to Holden)
- Wendy Paler MS (withdrew)

Project Assistants

- Dan Zhu – Path to Financial Security
- Travis Mountain – Money Talks, DVD project,
- Brandon Peterson – TA CS 275 research project (external funding)
- Christine Renner – PA CS 275 research project
- Jye-Ming Yang – TA CS 275 Research Project

Committee member, Hung-Tai Lin, PhD, completed

Committee member, Dan Zhu, MS, completed

Committee member, Jason Chrenka, MS, completed

Mentor for Undergraduate Research Scholars, Leu Gilliam, 2000-2001

Mentor for Undergraduate Research Scholars, Dexter Daniels, Fall 2001

Mentor for Undergraduate Research Scholars, Tabassum Saleem, Fall 2001-Spring 2004

Undergraduate advising load averages to be 20 students per semester

Outreach Teaching, Workshops, and Training

August 2001 Madison Money Conference. Sessions on investment planning and planning for education

March 2002 Milwaukee Money Conference. Session on investment planning

August 2002 Madison Money Conference. Sessions on investment planning, credit management, and planning for education

2002 Credit and Debt Management. Statewide ETN for Family Living/Personal Finance coordinators

2002	Saving and Investing. Statewide ETN for Family Living/Personal Finance coordinators
March 2003	Beloit Money Conference. Session on using financial services
August 2003	Madison Money Conference. Session on investment planning
2003	Practice Standards 100: Building the Client Relationship, Approved Continuing Education seminar for South Central Financial Planning Association
2003	Money Talk$ Conference – One day introduction to the curriculum and the program.
2004	Extension In-Services (3)
June 2004	Academic Director Wisconsin Institute on Financial and Economic Education: Financial Milestones and Entrepreneurship (Prepares teachers to integrate personal finance into their classes)
June 2005	Academic Director: National Institute on Financial and Economic Literacy (formerly WIFEE): Paychecks and Entrepreneurship
June 2006	Academic Director: National Institute on Financial and Economic Literacy

Financial Education for Youth

2001 – "Investing Basics" - Module for Enterprise Youth Academy, Edgewood College

2002 – "Investing Basics" - Module for Enterprise Youth Academy, Edgewood College

2003 – Guest Lecture on Savings and Investing for Millionaires' Club, Boys and Girls Club of Dane County

2003 – "Teaching Personal Finance". Session at the Wisconsin Business Educators Association

SERVICE

Service to University

UW Madison

2001-2002	Reviewer for Hatch and McIntire-Stennis Proposals Grant (5 hours)
2001-Present	Founder and faculty manager for Get Focu$ed Peer Financial Counseling Office within Office of Student Financial Services. Students counsel other students on money and credit management. Initially required about 40 hours of work to get this launched and now requires about an hour per week of oversight.

Fall 2001 Money Talk$ workshops given in one dorms (20 hours)
Fall 2002 Money Talk$ workshops given in 5 dorms (25 hours)
Fall 2003 Money Talks workshop on two dates in the Memorial Union (40 hours including written curriculum development)
Fall 2004 Money Talks workshop on two dates in the Memorial Union (40 hours including written curriculum development)

School of Human Ecology

2000-2001 Member of Undergraduate Program Council

2003-04 Member of Centennial Committee

Consumer Science

2000-Present CFP™ Program Director Program which requires the development of the financial planning curriculum and renewal of registration with the CFP Board of Standards every three years, the most recent renewal was in Spring 2002. this renewal took about 40 hours to complete. In additon time is spent weekly on issues relating to recruitment, correspondence with the CFP™ Board, curriculum review, discussions with advisory board, and responding to inquiries about the program. These duties require an average of 2.5-3 hours per week.

2000-Present Founder and Faculty advisor to the Financial Occupations Club for University Students (FOCU$) (monthly meetings, trips average about an hour per week for general FOCU$ issues with additional hours for FOCUS initiatives)

2000-2001 Member of Undergraduate Committee which is responsible for reviewing course changes and making admissions decisions for Retailing, Consumer Affairs, and Personal Finance

2001-Present Chair of Undergraduate Committee. One of the primary duties of this position is admissions which occurs every February. This process includes reviewing applications, coordinating committee efforts and leading committee meetings. Overall this required approximately 18 hours. Regular duties including special admissions issues and curriculum issues require an average of ½ hour per week.

2002 Member of Consumer Behavior Search Committee

UW Extension
2003-Present: Co-Chair Family Financial Education Team

Provide support to Family Living agents on issues relating to family financial planning and management.

2004-Present: South Madison Financial Education Center Planning and Advisory Committee

Reports on Financial Literacy Programs

2002 Assessment of the Wisconsin Institute on Financial Education Series 1

2003 Assessment of the Wisconsin Institute on Financial Education Series 1

2004 Assessment of the Wisconsin Institute on Financial Education Series 1

Service to Public

2001-2005 Steering committee member for The Madison Money Conference, which has included the responsibilities of curriculum planning, speaker selection, and arranging student volunteers. Asset Builder of America, Wisconsin Department of Financial Insitutions, and others with funding in part by CBM Credit Foundation puts on the conference. The conference also takes place in several other cities.

2002 Member of Governor's Task Force on Financial Education. On the subcommittee charged with determining the status of financial education in Wisconsin. This committee had day-long meetings each month during most of 2002.

2002-2005 Member of Volunteer Income Tax Assistance (VITA) Steering Committee for South Madison and the Financial Education CenterThis effort is brought about from cooperation among Dane County Extension, Department of Revenue, Internal Revenue Service, and the Mordrige Center. The site using students and others as volunteers has been recognized nationally and is among the largest serving almost 3000 taxpayers in 2003.

Service to Profession

Committees

*2001-2*001 Member Academy of Financial Services Scholarship Committee

2001-Present Member CFP Board Textbook Review

2001-2003 Member-at-Large ACCI Awards Coordinating Committee

2001-2004 Education Chair for South Central Wisconsin Chapter of Financial

Planning Association (resigned in 2004). This chapter has been renamed Southern Wisconsin Chapter of FPA as a result of a merger of two chapters

2002 Academy of Financial Services/CFP Board Model Curriculum Committee

2005-2006 Member ACCI Dissertation Awards Committee

Reviewer

2000-Present Reviewer for Financial Counseling and Planning

2003 Reviewer for 2002 Conference for the American Council of Consumer Interests

2004 Reviewer for 2005 Conference for the American Council of Consumer Interests

2005 Reviewer for Financial Services Review, 2006 ACCI Conference

2005-Present Reviewer for Journal of Consumer Affairs