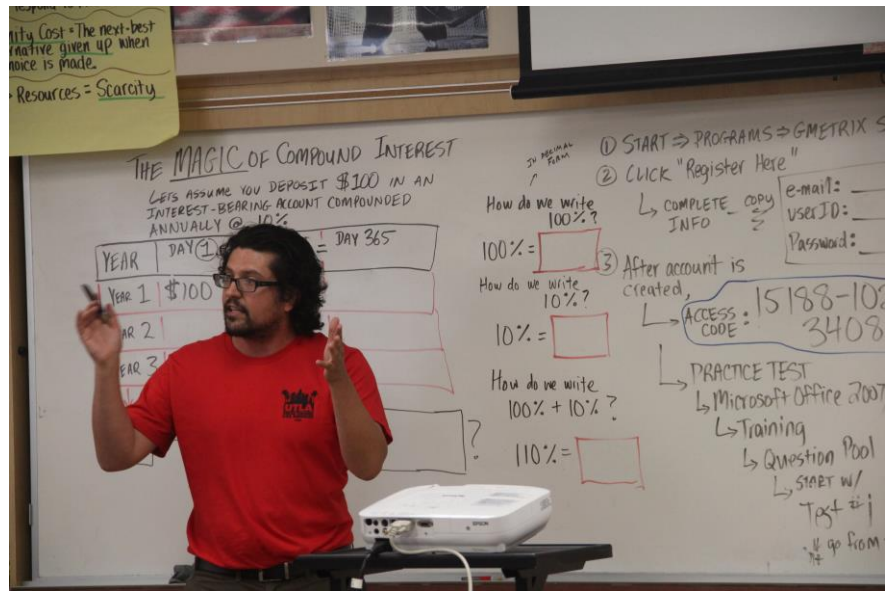
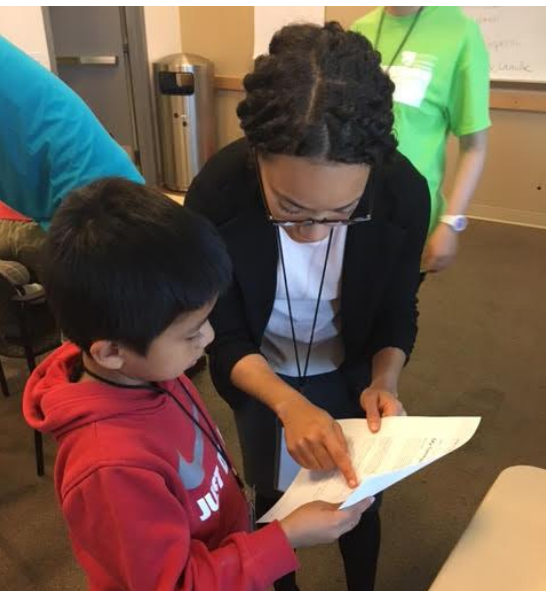




California
COUNCIL ON
Economic
Education

Affiliated With The Council for Economic Education

2018-2019 Media Kit



ABOUT

MISSION: The mission of the California Council on Economic Education (CCEE) is to improve California's economic future by teaching economics and financial literacy, especially in under-served communities.

- For almost 60 years, CCEE has led a network of economics educators and became a 501(c)3 in 1987. The CCEE Team fought to bring economics and financial curriculum into K-12 schools which resulted in the passage of legislation that requires all California high school seniors to complete at least one semester of economics to graduate. To strengthen the learning objectives, CCEE added personal finance to create a more robust financial curriculum.
- CCEE is headquartered in Los Angeles County in the city of Torrance, CA. To leverage resources, CCEE partners with universities throughout California. The California Department of Education also partners with CCEE to promote and implement changes and updates to standards-based K-12 curriculum throughout California.
- CCEE is a statewide organization governed by a 27-member Board, comprised of financial professionals, academic and non-profit experts in the areas of economics and personal finance.

PRESIDENT & CEO



Allysunn Walker-Williams

Allysunn Walker-Williams, MBA, MPH, President & CEO, joined CCEE in 2014. Under her leadership, program delivery has expanded throughout California.

In prior roles, Allysunn provided management consulting services to Union Bank and Wells Fargo on their Community Reinvestment Act initiatives; led many successful efforts at the Fresno Housing Authority, Fresno County Economic Opportunities Commission and the Office of Community and Economic Development at California State University, Fresno.

Allysunn is an accomplished academic scholar, graduating with a BA from Harvard University; Master of Public Health at the UCLA School of Public Health and an MBA at California State University, Fresno's Craig School.

<https://www.linkedin.com/in/allysunn-walker-williams-1711a11/>

CHIEF PROGRAMS OFFICER



Joshua Mitton

After reading his first economics textbook in a single weekend, Joshua went on to obtain a B.A. in Applied Economics from Idaho State University. He relocated with his family to Southern California to pursue graduate studies at Cal State Fullerton, which he is due to complete this fall.

During his time there he worked as a graduate assistant for the Center for Economic Education and gained a taste for expanding others' understanding of economic and personal finance principles and concepts as well as apply it in their lives to their own success.

<https://www.linkedin.com/in/joshua-mitton-9b98aa79/>



WHO WE SERVE

California Market

- 27,000 K-12 Teachers (18,000 Math; 7,000 Econ & 2,000 Personal Finance)
- 6,200,000 K-12 Students
- 421,000 High School Graduates

CCEE Reach

- 7 University-Based Economic & Financial Education Centers
- 1,950 Teachers Annually
- 195,000 Students (1 teacher reaches an estimated 100 students)

Key Issues:

- 6 out of 10 high school students can't pass a basic financial literacy exam
- 1 semester of Economics is required for graduation from CA High Schools
- No Financial Literacy course is required for graduation in California



SIGNATURE EVENTS

- **National Economics Challenge:** The nation’s most prestigious high school economics competition, with more than 12,000 student contestants each year. It brings the excitement of an athletic competition to academic excellence providing students with the opportunity to apply their economics knowledge to questions in a multiple-choice test and then a critical question/presentation and finally an exciting buzzer round, with the winners receiving cash prizes. Teams from California high schools have won this national competition numerous times.
- **Personal Finance Challenge:** The nation’s most engaging competition for students learning about money and personal finance in the classroom. High school teams compete within their state, and those winners join their peers from around the country to compete in the National Competition to demonstrate their personal finance knowledge on topics such as earnings/income, savings, credit, debt, investing, and money management. Teams from California high schools have won this national contest numerous times.
- **Financial Advisors Contest:** CCEE partners with the CFA Society of Los Angeles to conduct this one-of-a-kind competition which allows high school students to demonstrate economic and financial literacy skills learned in the classroom and become “Mock Financial Advisors.” As such, students realize successful financial investment advising must be strategic, research-based, and risk-aware. Students learn to assess “mock” clients’ personal resources and goals and present a multi-faceted investment approach during the competition. The winning teams receive cash prizes.
- **Family Financial Fitness Day:** On school/college campuses, CCEE partners with organizations and volunteers to bring essential personal finance concepts to students and their parents in a fun, activity-based, engaging setting. A focus on household budgeting is primary, as are concepts such as saving and paying for college, managing credit card debt, filing tax returns, online financial security, homeownership, and avoiding payday lenders.
- **CCEE Annual Gala:** This Annual Fundraiser is being held for the 3rd year. The Gala celebrates champions of financial and economic literacy and gives Excellence Awards to corporate, academic, philanthropic, legislative, and volunteer partners and leaders. The Gala showcases teachers and students who have benefitted from and utilize CCEE’s services and curriculum.



KEY PARTNERSHIPS

Thanks to the efforts of so many dedicated partners, CCEE is able to bring its programs and services to a larger audience and subsequently impact the lives of a greater number of students. We want to acknowledge our network of key organizations, groups, and associations who work with us and are always eager to grow and form new partnerships.

Education Partners

- Associated Administrators of Los Angeles (AALA)
- Bay Area Financial Education Foundation (BAFEF)
- California Association of African-American Supts and Administrators (CAAASA)
- California Association for School Economics Teachers (CASET)
- California Council for the Social Studies
- CA Jump\$tart Coalition for Personal Financial Literacy
- California Council for the Social Studies (CCSS)
- CFA Society Los Angeles
- Council for Economic Education
- El Segundo Unified School District
- Federal Reserve Bank System
- Hamilton High School (Los Angeles)
- Harts Academy of Los Angeles
- Hawthorne School District
- Jump\$tart Coalitions for Personal Financial Literacy
- Junior Achievement San Diego (JASD)
- Junior Achievement So Cal (JA SoCal)
- LA's BEST Afterschool Enrichment Program
- Los Angeles Unified School District (LAUSD)
- National Association of Economics Educators (NAEE)
- National Council for Economic Education (CEE)
- National Jump\$tart Coalition for Personal Financial Literacy
- Network for Teaching Entrepreneurship (NFTE)
- New Economics for Women (NEW)
- Next Gen Personal Finance (NGPF)
- San Bernardino City Unified School District
- San Diego Unified School District
- SIFMA Foundation Stock Market Game (SMG)



2017-2018 SUPPORTERS

\$100,000+

American Honda Finance Corporation

\$50,000-99,999

Bank of America
Confidence Foundation
ECMC Foundation

\$25,000-49,999

Cathay Bank Foundation
Chevron USA
John F. and Patty Nickoll*
Pacific Western Bank
Union Bank/MUFG
US Bank

\$10,000-24,999

Bank of the West
City National Bank
CTBC Bank
First Republic Bank
KPMG LLP
Opus Bank Community Foundation
Payden & Rygel Investments
Phyllis Thomas
State Farm Insurance
Wells Fargo Bank
Wells Fargo Capital Finance

\$5,000-9,999

Asha B. and Chan Joshi*
Barry and Carole Patmore*
CFA Society of Los Angeles (CFALA)
Comerica
Deutsche Bank
Farmers & Merchants Bank of Long Beach
Singleton Foundation for Fin Lit and Entrepreneurship
State Bank of India - California
Stephen E. and Kris Smith*

\$1,000-4,999

Accenture
Al Keahi*
Banner Bank
Bill and Virginia Coffin*
Cary and Will Singleton
Council for Economic Education
Georges and Germaine Fusenot Foundation
James Parks*
Jane Wells*
Dr. J. Mitchell Perry*
NAEE, Inc.
Next Generation Personal Finance
Oscar Montano
PIMCO Foundation

Rod and Susan Banks*
Rohn and Susan Trieglaff*
SafeAmerica Credit Union
Simone & Michael Branigan
TD Securities
Tracy D. and Mark Hensley*
Tracy O. and Christian Williams*

< \$1,000

Akila Jones
Alexander Toutant and Alice Newman
Allysun Walker-Williams*
Amazon Smile
Amy Ferraz
Beatrice H. Mandel*
Beverly Ann Gordon
Bob and Sandy Hill
Camille M. LaGrange
Daniel and Eugenie Adler
Darya and Mike Attar
David and Marci Paul
Dennis R. Canady
Dorrit Ragosine
Dorthea & Michael Montoya
Douglas Mancino
Gary and Lori Fan*
Gladys and Leo Alfaro
Ian Rhee
Jeffrey Cleveland
Dr. Jim and Linda Charkins*
Joshua and Amanda Mitton
Dr. Judith Blumenthal*
Julia and William Jaynes
Karen Anderson*
KBL LLP
Kessler Wyatt
Kevin and Wendy McKinney*
Kevin Smith
Kyle and Leanne Huebner
Lilian Ponce de Leon
Lorraine Haverkamp-Thayer*
Making It Happen, LLC
Matt Benidt*
Michele Broadnax
Michelle Hilyard
Nikki Sallie
Norman and Janet Cerswell
Paul Fugisawa
Rosita Chang
Rudy and Jezabel Salas
Russell and Nadine Gerns
Stela Oliveiro
Steve Lombardo
Stuart and Suzanne Gibbs
Suzanne and David Hampton
Tom and Dolores Meehan
Traci and Scott Davis
Yolanda Jasso

**Denotes CCEE Board Members*

BOARD MEMBERS

Officers *Chairperson:* Asha B. Joshi, CFA
Vice-Chairperson: Stephen Sherline, CFP
President and CEO: Allysunn Walker-Williams
Secretary: Tracy D. Hensley
Treasurer: Stephen E. Smith

Directors

Karen Anderson
Programs Committee Chair
klainla@gmail.com

Matt Benidt,
VP, Retail Banking Services
Safe America Credit Union
mmbenidt@gmail.com

Judith Blumenthal, Ph.D.
University of Southern California
Marshall School of Business
blumenth@marshall.usc.edu

Jim Charkins, Ph.D.
Director, Center for Economic Educ.
CSU San Bernardino
jcharkins@csusb.edu

Cathy Choe
VP and Deputy CRA Officer
Cathay Bank
cathy.choe@cathaybank.com

William F. Coffin
Chairman, Retired
CCG Investor Relations
bill.coffin@outlook.com

Keith Drake
SVP, Commercial Banking
Torrey Pines Bank
kdrake@torreypinesbank.com

Mary Ellerson
Compliance/CRA Manager
State Bank of India (California)
mellerson@sbical.com

Greg Fisher
Principal
Humanities & Arts Academy of LA
Mrgf32@hotmail.com

Alexander Golberg
Community Development Officer
First Credit Bank
alexgolberg@sunsetsierra.com

Tracy D. Hensley
Board Secretary
Audit Partner, KPMG
thensley@kpmg.com

Asha B. Joshi, CFA
Board Chairperson
Managing Principal, Payden & Rygel
ajoshi@payden.com

Al Keahi
Management Consultant (retired)
akeahi@amisvcs.com

Wynne Lum
Senior Vice President
Bank of America
wynne.lum@bankofamerica.com

Bonnie Mizrahi
SVP, Community Relations
CTBC Bank Corp. (USA)
bonnie.mizrahi@ctbcbankusa.com

John Nickoll
President (retired)
Wells Fargo Foothill
johnwff@yahoo.com

Jim Parks, CEO
CBIZ MHM, LLC Tax and Services
jparks@cbiz.com

Barry Patmore
Managing Partner, Accenture (retired)
abpatmore@msn.com

J. Mitchell Perry
President
JM Perry Learning
drjmperry@jmperry.com

Stephen Sherline, CFP
Board Vice Chairperson
National Managing Director, Union Bank
Stephen.Sherline@unionbank.com

Stephen Smith
Board Treasurer
Senior VP (retired), Honda Financial Svcs
ssmith@ccee.org

R. K. (Rod) Spackman
Government & Public Affairs Manager
Chevron Corporation
RSpackman@chevron.com

Lorraine Thayer
District Manager
Federal Reserve Bank of SF
lorraine.thayer@sf.frb.org

Allysunn Walker-Williams
President and CEO
awilliams@ccee.org

Tracy O. Williams
Marketing Committee Chair
Olmstead-Williams Communications, Inc.
Tracy@olmsteadwilliams.com

Irwin Wong, COO and SVP
Cathay Bank
irwin.wong@cathaybank.com

STAFF & CONTACT INFORMATION

Allysunn Walker-Williams, President & CEO

E: awilliams@ccee.org

Josh Mitton, Chief Program Officer

E: jmitton@ccee.org

Gladys Alfaro, Program Manager, Community Financial Education

E: galfaro@ccee.org

California Council on Economic Education

23430 Hawthorne Blvd., Suite 280

Torrance, CA 90505

T: 310.373.2483

E: information@ccee.org

