

# Your La Crosse Money Smart Week Sponsors for 2017:

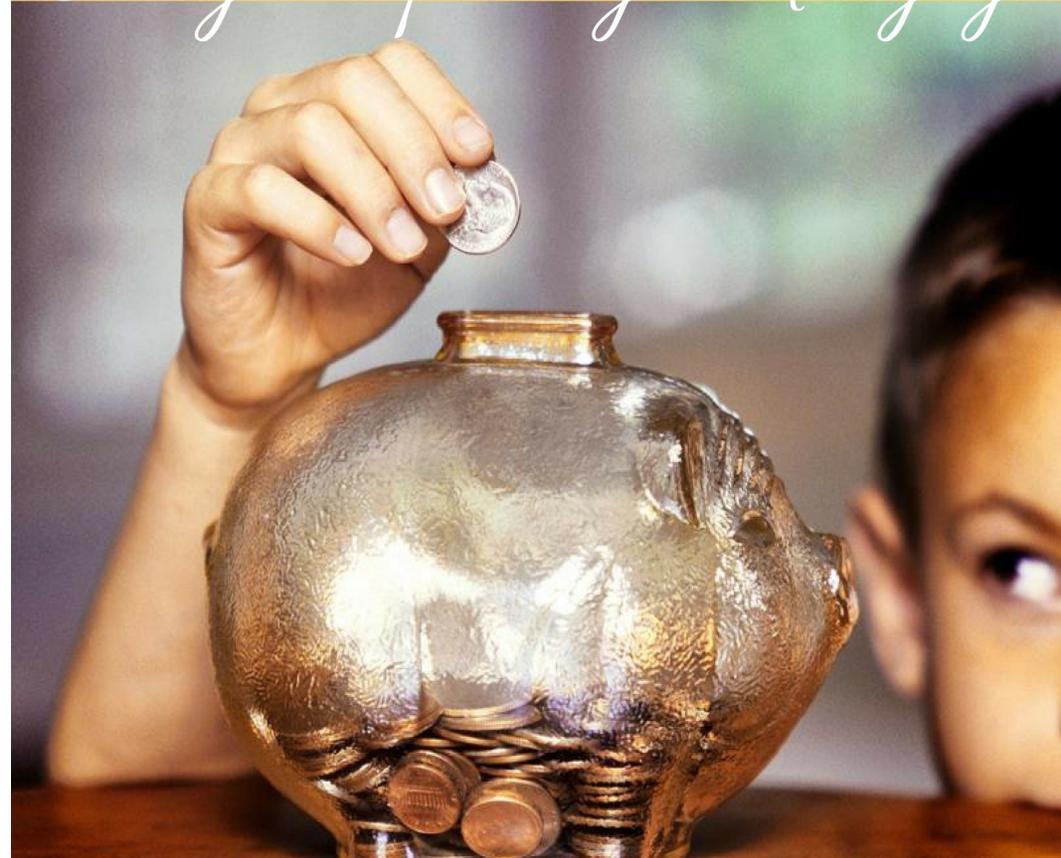


UNIVERSITY of WISCONSIN  
**LA CROSSE**



# YOU'RE INVITED:

*bring the family and enjoy*



Interested in getting involved or sponsorship opportunities? Please email us at [smartlacrossewi@gmail.com](mailto:smartlacrossewi@gmail.com)

Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration of hundreds of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media [www.moneysmartweek.org](http://www.moneysmartweek.org)

Find out more events taking place this week by checking out our La Crosse website:  
[www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

## Free financial education all week long



[www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

### MONEY SMART WEEK®

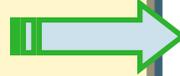
APRIL 22-29, 2017





Your community invites you to a week of **FREE** financial workshops in honor of National Money Smart Week. Let's learn and grow our financial health together!

April 22-29, 2017



Parents and Grandparents— this session is for you!

**Early Start-  
Money Smart**

Financial Literacy Program



LEARN HOW TO EQUIP CHILDREN WITH  
**MONEY MANAGEMENT SKILLS**

## *Accelerated Excel*

Hosted by La Crosse Public Library

Saturday, April 22nd

1:00 - 4:00 pm at La Crosse Library

800 Main St, La Crosse, WI



Want to learn some advanced skills in Microsoft Excel or need a refresher on the basics? This workshop is for you! **Call to register 608-789-7122 and save yourself a seat!**

## *Geocache for College Cash*

Hosted by UWL's It Make\$ Cents!

Monday, April 24th

9:00 am- 9 pm (start at 2103 Centennial Hall)

1725 State Street, La Crosse, WI



This event is FREE and open to the public. Take a small trip around UWL's campus by starting at the IMC! office and learn and unlock the mysteries behind budgeting and credit. There will be two winners of a cash prize raffle! **\$100** for first place, and **\$50** for second place.

## *Car Buying Seminar*

Hosted by CouleeCap

Monday, April 24th

5:30- 6:30 pm

Black River Beach Neighborhood Center

1433 Rose Street, La Crosse, WI



Drive away with the knowledge and tools to help you make the right purchase. This seminar covers everything from new, used, leasing, warranties, financing, etc.

**FREE  
Event!**

Saturday, April 29

8:30 am - 10:30 am

Viterbo University- Brophy 124



**MONEYSMARTWEEK**

APRIL 22-29, 2017

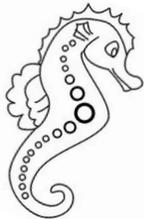
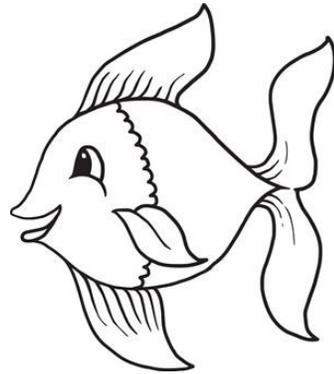
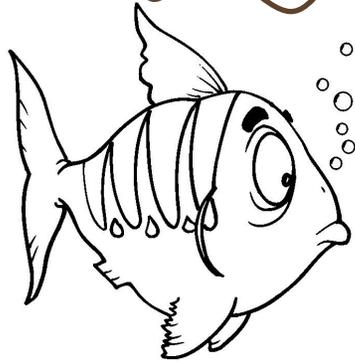


For more information:

[www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

WHERE PARENTS & GRANDPARENTS LEARN HOW TO TALK MONEY  
SMART WITH CHILDREN

# What do you treasure?



National Money Smart Week was created in 2002 by the Federal Reserve Bank of Chicago. Its Mission: Money Smart Week helps consumers manage their personal finances better. Programs are offered to all demographics and income levels, and cover all facets of personal finance.

[www.moneysmartweek.org](http://www.moneysmartweek.org)

## *Estate Planning*

**Hosted by Fehr Law Office**

Tuesday, April 25th

**5:30- 6:30 pm**

Black River Beach Neighborhood Center  
1433 Rose Street, La Crosse, WI



Attorney Lee Fehr will be speaking about basic estate planning issues. Specifically, he will be discussing Wills, Powers of Attorney, Trusts, Transfer on Death Deeds and Payable on Death Beneficiary Designations.

## *Home Buying Seminar*

**Hosted by Coulee Bank**

Tuesday, April 25th

**6:00 - 7:30 pm**

Hawkins Ash Conference Room, Suite 200  
500 2nd Street S, La Crosse, WI



Please join us for a session filled with tips and information about obtaining a mortgage for the first-time home buyer. Certified public accountants, title and home inspection professionals will also be on sight to answer any questions relating to potential tax situations, title work and inspections.

**RSVP to:** [mortgage@couleebank.net](mailto:mortgage@couleebank.net)

## *Digital Legacy & Decedent Accounts: What Happens When You've Logged Off Forever?*

**Hosted by Altra Federal Credit Union**

Tuesday, April 25th

**6:00 - 7:00 pm**

Altra Federal Credit Union Operation Center  
1700 Oak Forest Drive  
Onalaska, WI 54650



Don't leave your loved ones guessing their way through your digital history. Learn more about what happens to your email, social media, digital storage, and accounts after you are no longer able to access them. We'll also discuss what steps can be taken beforehand to make sure people have access to your stuff...or not...when you go up to the "big cloud in the sky."



WHAT ARE YOU  
SAVING YOUR  
MONEY FOR?

*Kids Coloring Sheet 3-10 years = \$15.00*

To print full-scale pages go to: [www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

*Adult Coloring Sheet 18 + years = \$50.00 Prize*

Full page print out available at: [www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)



DO NOT SAVE  
WHAT IS LEFT AFTER

*Spending*

SPEND WHAT  
IS LEFT AFTER

*Saving*

WARREN BUFFETT

# BOOKS TO BUCKS

Teaching Financial Literacy  
to Little Earner\$



Thursday, April 27 @ 6 pm  
at Viterbo University  
in Murphy Center 316

MONEY SMART WEEK<sup>™</sup>  
APRIL 22-29, 2017



All educators welcome for this FREE  
session!

[www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)



**Calling All Early Educators— this session is for you!** Books to Bucks takes reading, writing, listening, speaking, and math standards and integrates financial literacy through the use of developmentally appropriate children's literature. Learn how to weave standards such as coin and bill identification and counting, earning, spending, saving, donating and other early finance and economic themes into your language arts block or Reader's and Writer's Workshop.

# Coloring Contest Rules

To print full-scale pages go to: [www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

## Entry:

- ◆ Contest open to children, teens & adults ages 3– 17 yrs. and 18 and older.
- ◆ One (1) entry per person per contest, please.
- ◆ Entries can be scanned and emailed to: [smartlacrossewi@gmail.com](mailto:smartlacrossewi@gmail.com)

## Entries can also be mailed to:

Money Smart La Crosse  
1725 State St., 2103 Centennial Hall  
La Crosse, WI 54601

## Prizes:

Age Groups and gift card amount.

- ◆ 3-10 years = \$15.00
- ◆ 11-17 years = \$25.00
- ◆ 18 and up = \$50.00

## Contact Information:

Name: \_\_\_\_\_

Age: \_\_\_\_\_

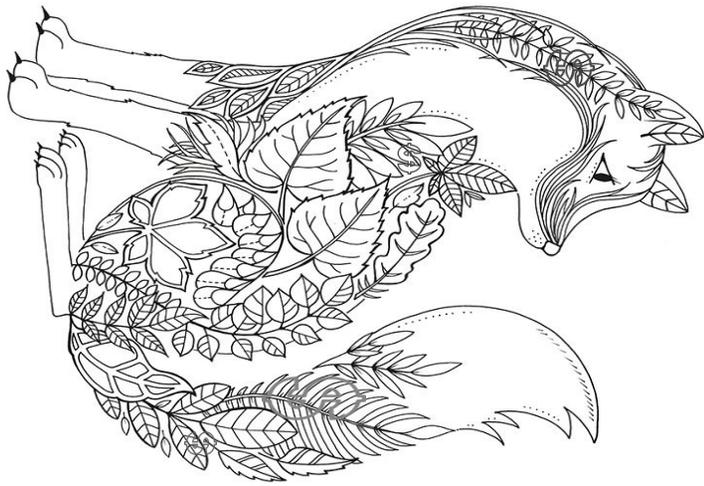
Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

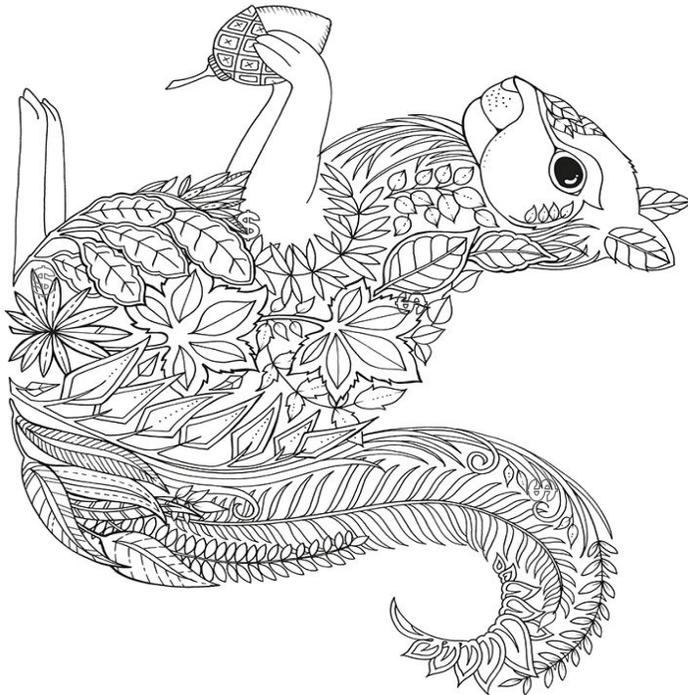


Contest Winners will be notified via phone and email by Friday, May 5th, 2017.

GOOD LUCK!!! Deadline for submission is Wednesday, May 3rd 2017.



Can you find all ten dollar signs?



## Creating a Budget You Can Stick To

Hosted by Wells Fargo

Thursday, April 27th

5:30- 6:30 pm

305 5th Ave. S, La Crosse, WI



Join Wells Fargo's Home Mortgage consultant, Carey Shilts, in learn better ways to balance your income and expenses to meet your current and future financial goals.

## Free Movie Friday: Margin Call

Hosted by UWL's It Make\$ Cents! & Campus Activities Board

Friday, April 28th

Noon- 1:50 pm

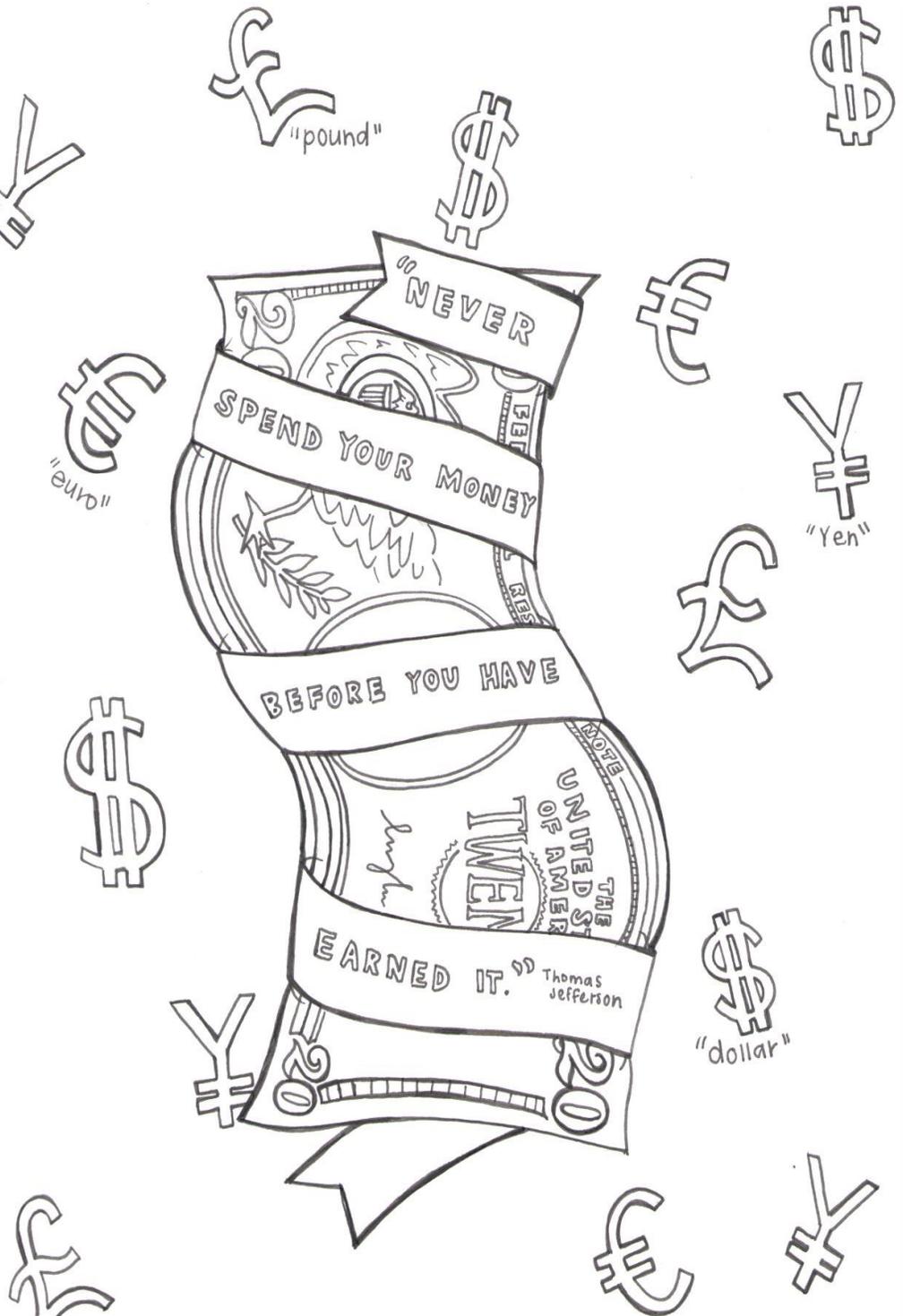
UWL's Student Union Theater

521 East Ave. N, La Crosse, WI



Inspired by a true story which takes place over a 36-hour period at a large Wall Street investment bank and highlights the initial stages of the financial crisis of 2007-08. In focus are the actions taken by a group of employees during the subsequent financial collapse. The cast: Kevin Spacey, Paul Bettany, Jeremy Irons, Zachary Quinto, Penn Badgley, Simon Baker, Demi Moore and Stanley Tucci. Rated R





*Teen Coloring Sheet 11-17 years = \$25.00 Prize*

Full page print out available at: [www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

## *Housed to Homeless: How far away are you?*

**Hosted by Catholic Charities**

Wednesday, April 26th

**5:30 - 7:30 pm**

Catholic Charities  
3710 East Ave. S, La Crosse, WI



Take a peak into your own financial status to determine just how far away from homelessness you truly are. The results may shock you! Will include a tour of the Catholic Charities Warming Center and free pizza. Limited to the first 20 people. **Please call to RSVP 608.519.8011**

## *Student Loan Repayment*

**Hosted by UWL's It Make\$ Cents!**

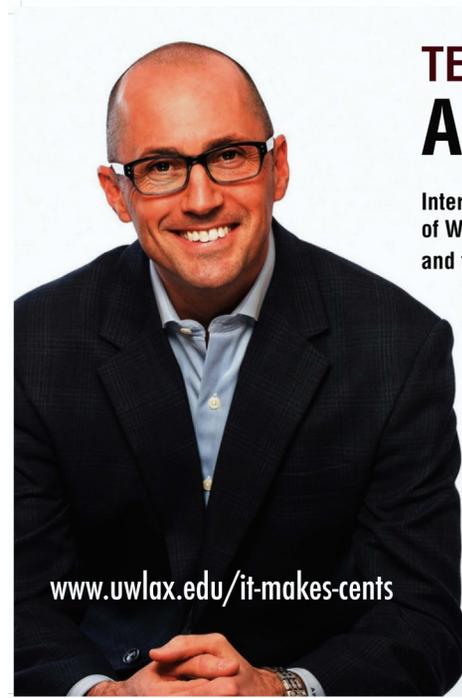
Wednesday, April 26th

**6:00 - 7:00 pm**

UWL- Student Union Room 3110  
521 East Ave. N, La Crosse, WI



Student loans are a common way to fund education. However, many college graduates are left with a diploma and an enormous financial burden of student loan debt. Come learn the basics on how to navigate the complicated world of student loan payments, consolidation, and even potential forgiveness and discharge.



## **TEDXUWLACROSSE SALON Adam Carroll**

Internationally recognized financial literacy expert, author of *Winning The Money Game*, a two-time TED talk speaker and founder of [MoneySavvy.com](http://MoneySavvy.com).

**Thursday, April 27 | 3:30-5 p.m.  
Murphy ICE classroom**

**MONEYSMARTWEEK**  
APRIL 22-29, 2017



Earn **3 IMC!**  
incentive points

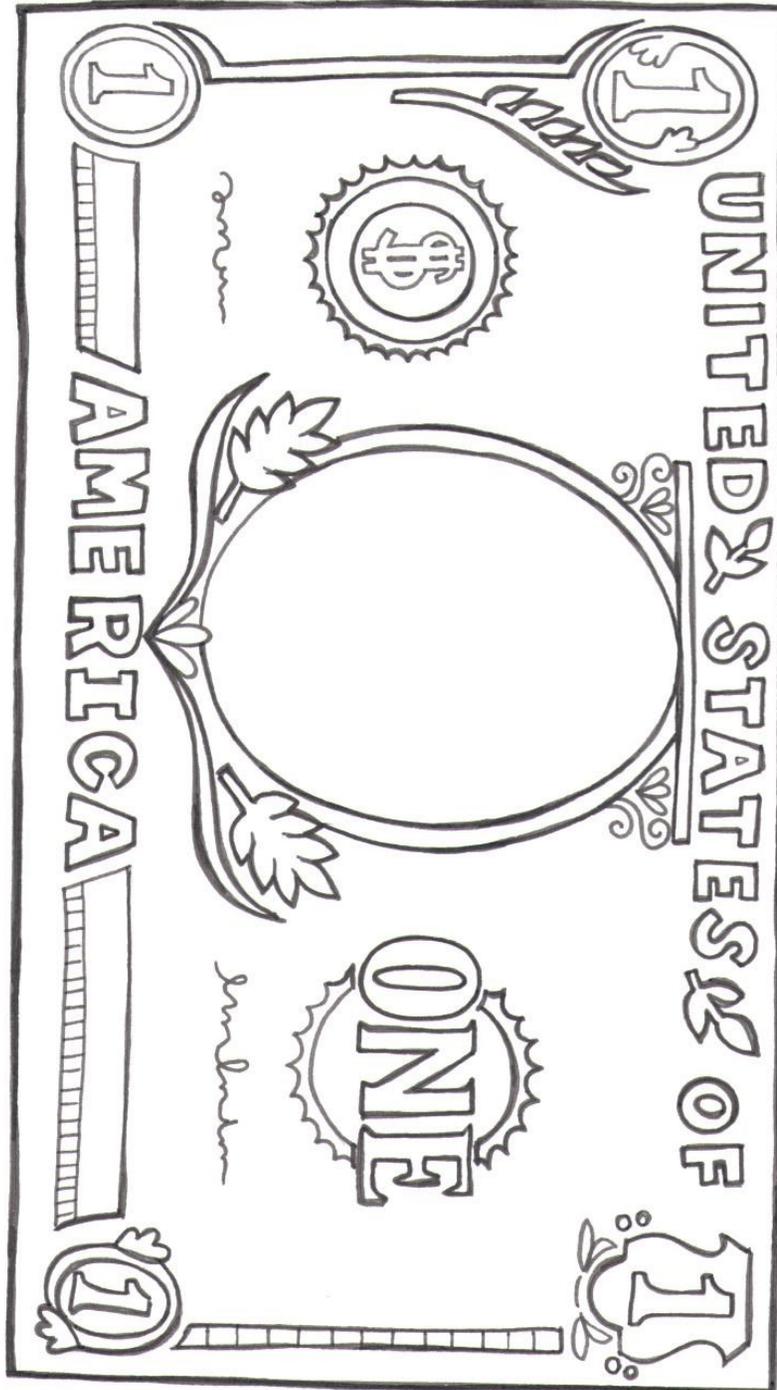


[www.uwlax.edu/it-makes-cents](http://www.uwlax.edu/it-makes-cents)

## Money Word Search

CHANGE    BILLS    COINS    SAVING    DOLLAR    MONEY  
 CREDIT CARD    PIGGY BANK    CASH    ALLOWANCE

C	H	V	A	R	I	O	P	E	H	A	P	L	N
E	Y	D	T	N	P	R	O	C	E	A	I	S	A
R	G	N	R	A	N	O	A	H	S	N	G	N	I
R	A	L	L	O	D	C	N	A	C	M	G	R	N
C	H	S	I	M	A	A	S	N	W	S	Y	A	K
Y	E	N	O	M	R	S	L	G	V	C	B	A	D
A	C	O	I	N	S	H	A	E	E	K	A	S	A
N	G	I	V	L	C	S	S	A	V	I	N	G	T
I	G	E	C	N	A	W	O	L	L	A	K	C	G
I	L	I	D	E	K	I	N	E	S	L	L	I	B
A	I	N	N	H	O	M	I	E	A	N	S	I	T
C	R	E	D	I	T	C	A	R	D	L	N	G	S
V	I	R	A	O	L	G	O	C	L	M	T	I	I
T	K	Y	G	I	R	N	G	B	O	N	C	A	K



DRAW YOUR FACE IN THE DOLLAR BILL!

### *Did you know...*

that our concept of money and how it works was learned at a very young age? As children, we received messages about money by observing how our parents, media and advertising displayed it. Most of us never had a formal education about handling our personal finances. That is why it is so important to begin learning today and to teach our children positive & intentional financial skills. Skills that give more insight than distant observations.



How much money is in this picture?



Total amount: \$ \_\_\_\_\_

## BE *MONEY SMART*

Pay yourself first.

Start saving today.

Don't spend more than you make.

Budget your money.

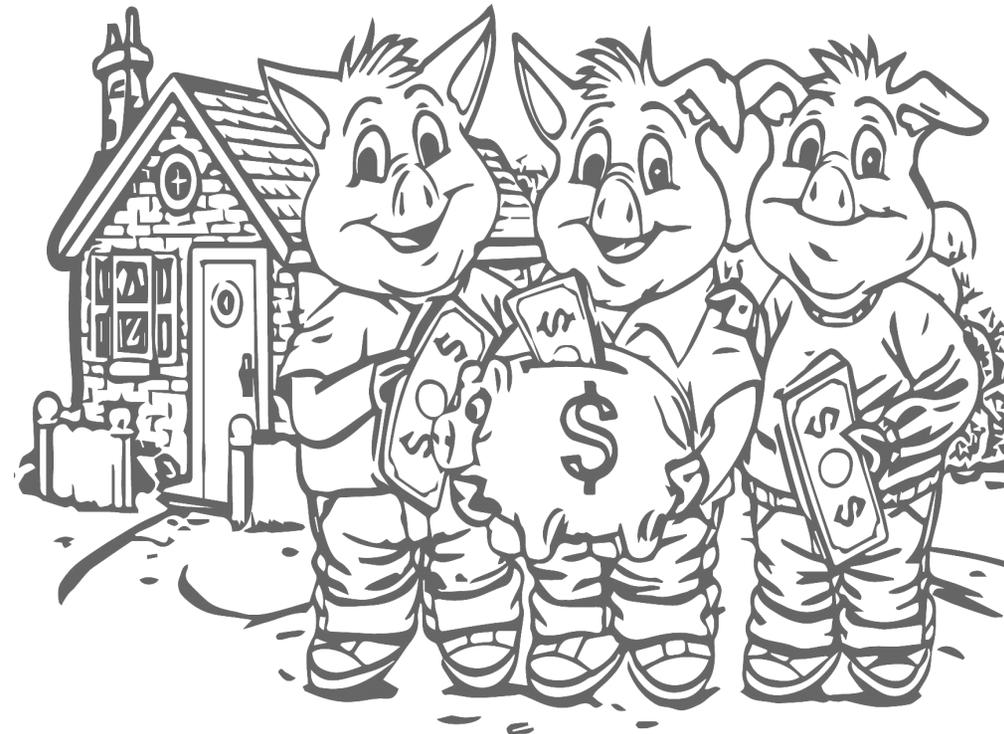
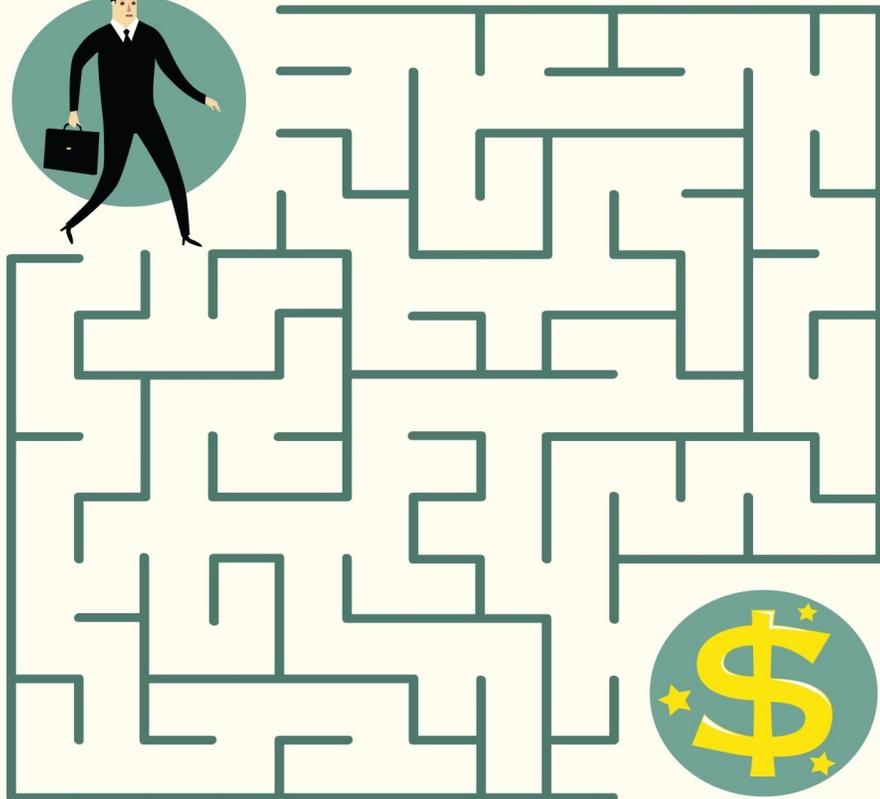
Your credit past is your credit future.

Attend a **FREE** event during

**LA CROSSE MONEY \$SMART WEEK**

[www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com)

### Money Maze



*Announcing this week's featured event...*



**MONEY SMART WEEK**  
APRIL 22-29, 2017



# Economics & Sports: Managing Money to Win

Friday, April 28 | 4-8 p.m.  
Hesprich Auditorium  
260 Graff Main Hall

**KEYNOTE SPEAKERS:**  
**Russ Sobel**, Professor of Economics at The Citadel  
**Adam Carroll**, Financial literacy expert and founder of MoneySavvy.com  
**Craig Benzel**, VP of Sales/Marketing for Green Bay Packers, UWL Alum  
**Billy Corben**, ESPN producer of 30:30 Broke

In partnership with  
**UWL Economics Department**



Earn **8** IMC!  
incentive points

**Chance to Win Autographed Packer Apparel!**

Must be present to win.

[www.uwlax.edu/it-makes-cents](http://www.uwlax.edu/it-makes-cents)



Join us for Economics & Sports: Managing Money to Win, presented by the University of Wisconsin-La Crosse. This evening symposium will feature four interactive presentations by nationally renowned speakers. Come learn about the Green Bay Packers as a business; why 78 percent of NFL players are bankrupt within two years of football retirement; and personal finance tips that you can use in your everyday life to become happier and more financially secure. The joint-sponsored program by the UW-L Economics Department, the Wisconsin Initiative for Economic Research, It Make\$ Cents!, and the La Crosse Money Smart Week includes Russ Sobel, Professor of Economics at The Citadel; Craig Benzel, UWL Alum and currently VP of Sales/Business Development of Green Bay Packers; Adam Carroll, financial literacy expert and founder of MoneySavvy.com, writer of Winning the Money Game, and creator of Broke, Busted, and Disgusted documentary; Billy Corben, ESPN Director and Producer of 30:30 Broke.

**The event is free and open to the public.** It will be held in the Hesprich Auditorium in Graff Main Hall (room 260) on the UW-L campus on April 28th from 4:00pm-8:00pm. The presenters will offer a free memorabilia and book signing following each presentation. Each attendee will be entered to win FREE signed Packers memorabilia at the conclusion of the program. For more information, visit [www.moneysmartlacrosse.com](http://www.moneysmartlacrosse.com) or email [itmakescents@uwlax.edu](mailto:itmakescents@uwlax.edu)