



The Ingleside Hotel
2810 Golf Rd
Pewaukee, WI

Economics for Heroes: Wisconsin Veterans Seminar Syllabus

Day and Time

- Friday, March 22, 2019: 8:00 a.m.-5:00 p.m. (*Reception to follow*)
- Saturday, March 23, 2019: 8:00 a.m.-2:30 p.m.

Instructors

- *Kim Holder*, University of West Georgia
- *Ken King*, Consumer Credit Counseling Service and Family Service Association of Sheboygan, WI, retired
- *Scott Niederjohn*, Ph.D., Lakeland University

Objectives

The goal of this course is to improve the knowledge and skills of Wisconsin military veterans in making informed financial choices and improving their understanding of the basics of a market economy.

1. Identify and apply fundamental concepts and principles of personal finance that build financial independence and prosperous families.
2. Identify and apply the economic way of thinking and the principles of free markets to make more informed decisions as individuals and citizens.

Reading

Gwartney, J.D., Stroup, R.L., Lee, D.R. and Ferrarini, T.H. (2010) *Common Sense Economics: What Everyone Should Know About Wealth and Prosperity*. New York: St. Martin's Press

Evaluation

Participants are asked to complete a brief online evaluation at the close of the program.

Agenda

Friday, March 22, 2019

8:00 Registration and Breakfast

8:20 Pledge of Allegiance, Introductions, and Overview

8:35 Why Are Some People Rich? You Can Be a Millionaire Too!

Kim Holder

9:15 The Numbers – What Everyone Should Know About the Economy: GDP, CPI,
and the Unemployment Rate

Scott Niederjohn

10:15 Break

10:30 Why Are Some Nations Rich? Mystery Nations

Scott Niederjohn

11:15 You and Your Money: Why We Act the Way We Do about Money

Ken King

12:00 Lunch

12:45 Add to Your Bottom Line: Budget 101

Ken King

1:30 Break

1:45 Property Rights and the Tragedy of the Commons

Kim Holder

2:45 The Economic Way of Thinking: Solving Economic Mysteries

Kim Holder

Day 1 cont'd on following page

3:30 Break

3:45 Build a Better Future for Your Money
Kim Holder

4:30 Wrap Up

5:00 **Reception: Appetizers & Cocktails** – *families welcome!*

Saturday, March 23, 2019

8:00 Breakfast

8:15 Aha!
Kim Holder

8:45 Be Nice to the Price
Kim Holder

9:45 Smart Choices about Managing Credit
Ken King

10:45 Break/Check-Out of Rooms

11:00 Personal Planning & Taxes
Ken King

12:00 Lunch

12:45 Steps for Savvy Spending and Penny Pinching for Today
Kim Holder

1:45 Saving and Investing for the Long Term
Kim Holder

2:30 Q & A and Adjourn

Meet the Instructors

Kim Holder is the Director of the University of West Georgia's (UWG) Center for Economic Education and Senior Lecturer of Economics in the Richards College of Business (RCOB). She's an alumna of UWG and Georgia State University's Andrew Young School of Policy Studies.

Kim's passion for her students is notable both inside and outside of the classroom. Her work on campus has been recognized by the UWG Student Government Association's Faculty Member of the Year Award (2014), the UWG Alumni Association's J. Owen Moore Faculty Award (2016), and the UWG Athletic Foundation's Faculty Member of the Year Westpy Award (2016) which was created in recognition of her service. She is also the recipient of the RCOB Excellence in Teaching (2014), Service (2015), and Research (2016) awards, along with multiple faculty-sponsored undergraduate research awards for mentoring undergraduate research students.

Holder's academic research focuses on creatively teaching with media and social media to break down barriers to economics education. She created the National Rockonomix Contest (*Journal of Economic Education*, www.Rockonomix.com) along with other innovative techniques ("Putting Yourself in the Picture with an ECONSelfie," *International Review of Economic Education*, "Art of Econ: Incorporating the Arts through Active Learning Assignments in Principles Courses", *Journal of Economics and Finance Education*, and "The Economics of The Hunger Games", *International Journal of Pluralism and Economics Education*) in order to engage today's students. She is also the co-author of *The Ultimate Guide to Teaching Macroeconomics* (W.W. Norton) and the *Digital Implementation Guide for Mankiw's Principles of Economics* (Cengage), instructional resources for teaching economists.

Ken King is the past Executive Director of Consumer Credit Counseling Service and Family Service Association of Sheboygan, WI. Ken was the first Certified Consumer Credit Counselor in the State of Wisconsin; has served 10 years as a Trustee of the National Foundation for Credit Counseling (NFCC), was instrumental in the formation of and is the secretary of the Wisconsin Jumpstart Coalition, an avid supporter of Money Smart Week – Wisconsin and a true consumer advocate.

Ken served as an adjunct instructor at Lakeshore Technical College for over 20 years teaching data processing, accounting, and economics, has done corporate sales training and coaching for businesses, curriculum development and taught classes for the National Institute for Financial and Economic Literacy, Credit Union National Association and the National Foundation for Credit Counseling. He has worked with Wisconsin Department of Financial Institutions, University of Wisconsin-LaCrosse, Federal Reserve Bank of Chicago, and various Veterans groups throughout the State of Wisconsin. He has contributed to 10 books as well as assisting in the development of counselor certification programs of both CUNA and the NFCC. He has trained credit counselors and financial wellness coaches from around the United States.

In February of 2015, Ken was recognized by the Wisconsin Department of Financial Institutions and Governor Walker with the Governor's Financial Literacy Legacy Award for his work and commitment to financial education in the State of Wisconsin, in his community and the work place.

M. Scott Niederjohn is Dean of the School of Business and Entrepreneurship and Charlotte and Walter Kohler Charitable Trust Professor of Business Administration at Lakeland University in Sheboygan, Wisconsin. Professor Niederjohn is also the Director of Lakeland's Center for Economic Education. Dr. Niederjohn holds undergraduate and master's degrees from Marquette University and a Ph.D. in economics from the University of Wisconsin – Milwaukee.

Professor Niederjohn has published more than fifty articles, monographs, reports, and curriculum materials in journals such as *Applied Economics*, *Monthly Labor Review*, *Journal of Urban Affairs*, *Eastern Economics Journal*, *Journal of Private Enterprise*, and *Wisconsin Interest*. He co-authored the 2nd edition of *Economic Episodes in American History* with Mark C. Schug, William C. Wood and Tawni Hunt Ferrarini.

Professor Niederjohn's research is concentrated in the areas of economic education, public policy analysis, and applied microeconomics. He serves on the Governor's Council for Financial Literacy, and has received the Governors Financial Literacy Award in 2011, 2012, and 2015.

During the fall of 2013, Professor Niederjohn was awarded a Fulbright Scholarship to teach at the University of Luxembourg. He serves on the board of the (National) Association of Private Enterprise Education. Professor Niederjohn was recognized in the December 2014 issue of *Money Magazine* for his work in the shaping the landscape of financial education curriculum.

