



Michigan Council for Economic Education

Status Report 2010

MCEE At Forefront of Michigan’s New Era in Education: VE3 Initiative and Invest In Michigan SMG Make Impact

Michigan’s new era in K-12 education begins with next year’s senior class and the new high school graduation requirements which include a semester of Economics. The Board of Education approved expectations of learning at each grade level. Economics, entrepreneurship, and financial literacy are integral components of the Social Studies expectations. State assessment testing will be based on these new expectations. In total, economic education (economics, personal finance, and entrepreneurship) is at the heart of Michigan education’s transformation. And MCEE is at the heart of Michigan’s economic education. MCEE served the Michigan Department of Education to establish and design the standards and curricular for economics, personal finance, and entrepreneurship education.

Along with MCEE’s major statewide program, MCEE’s impact of our VE3 Statewide Initiative has been significant. Through the generous support of the Rollin Gerstacker Foundation, two Excellence in Economic Education



**2009 MCEE Economic Educator of the Year
Dr. Tawni Ferrarini presents at Econ Expo**

grants through the Council for Economic Education, and the support of the 57 intermediate school districts MCEE has reached over 700,000 students.

Virtual Economics 3.0 is a virtual center for economic education. VE3 is over 1,200 lessons containing over 20,000 pages of economics, personal finance, and entrepreneurship lessons and activities for teachers to use in the classroom. The target audience for this initiative has been all the teachers who will be involved in teaching economics or personal finance under these new graduation requirements and K-12 Content/Course Expectations. This initiative will significantly improve the quality of economic, personal finance, and entrepreneurship education in Michigan. Side by side with the Michigan Department of Education as a lead partner, this major initiative has been the partnership of many organizations.

Experience and research has shown clearly classroom materials are significantly more effective when accompanied by teacher training. Consequently, teacher training is at the heart of this comprehensive, long term initiative. VE3 provides teachers instant visible relevance and support in their roles as economics and/or personal finance teachers. VE3, and the accompanying teacher training, will provide teachers the ‘security’ of knowing their lessons will have both economic content and educational quality.

MCEE by the Numbers, 2009-10

Statewide Network	10 regional centers
Students Impacted	750,000
Teachers Serviced	1,000
Professional Dev. Hrs.	2000+
Partnerships and Collaborations	110+



**Michigan Council
on Economic Education**

From MCEE Chairman, Bob Hoisington

Our world today is one filled with change. Our young students, parents, and citizens confront a world much different than the one we now know. The global economy continues to expand and impact us every day. In their adult years many of them will be responsible for their own retirement program. Education and how we teach must change so our future adults are not only competing, but leading the charge.

Michigan is in a transition from being heavily reliant on labor intensive economy to a state more diversified and a knowledge based economy. With this transition comes a significant change in the human capital needs of the state. Many of the MCEE strategic partnerships have been created to provide Michigan the impetus needed for a successful transition and development into a vibrant, productive Michigan economy with an economically educated citizenry.

Two education axioms drive the programming of the Michigan Council on Economic Education (MCEE). One, teachers cannot teach what they do not know. Two, students cannot learn what they are not taught. Economic education is at the core of economic development. Michigan citizens, young and old, need to be educated on what to do, what NOT to do, how to do what they need to do, and the why of what they need to do relative to their saving and investing for the future and being productive participants in the global marketplace.

The earlier our youth understand that education is a lifelong venture, the greater and rewarding the opportunities await them in the future. For Michigan educators, the critical barometer for Michigan schools in today's educational environment is the Michigan Curriculum Framework, including the new Grade Level and Course Content Expectations. New legislation by the Michigan Legislature also implements new high school graduation requirements, further highlighting the need for quality professional development.

The members of the Michigan Council on Economic Education envision Michigan citizens who understand the benefits of economic literacy and the high cost of economic illiteracy. They envision citizens who

are able to apply economic principles to be financially responsible, productive, participants in local, state, and world communities. MCEE fights economic illiteracy helping educators prepare students to become responsible citizens, productive members of the workforce, knowledgeable consumers, prudent savers and investors, effective participants in the global economy, and lifelong decision makers promoting standards, producing standards-based educational materials, training teachers, and assessing results.

MCEE is the state recognized leader in academically based economic, financial, and entrepreneurship education. Through the MCEE Network, we have devoted more than 30 years to the professional educator. The multiplier impact of teacher professional development leads to significant economic scales of efficiency and effectiveness.

MCEE has access to quality, standards-based materials developed by the most respected organizations in economic education. We want to thank the many corporations, organizations, and strategic partnerships including our national affiliate the Council on Economic Education (CEE), the Federal Reserve Bank of Chicago-Detroit Branch, the Foundation for Teaching Economics, SIFMA, Raymond James & Associates and Huntington Bank to name just a few. MCEE believes in the synergies of partnerships and collaborations. 2009 and 2010 were great examples of those synergies at work.

The MCEE core is the value of education on future generations to the future economic growth and impact of this state. Only MCEE has the academic and professional credentials to span all school environments and the different nuances and values of economics, financial, and entrepreneurship education.

MCEE has evolved into the gatekeeper for quality, standards-based economic education in Michigan. Join us in our fight against economic illiteracy as a corporate, institutional, or individual member. Please visit us at our website www.mceeonline.org and join the alliance to promote and advocate financial responsibility in the schools, workplace, and communities across Michigan.

Robert Hoisington, Chairman
MCEE Board of Directors

– MCEE Value Statement –

Education is essential to freedom. The blessings of freedom give us the right to make our own decisions, but citizens must be educated if they are to make those decisions wisely. In particular, economic literacy is central to our ability to function in a free market democracy.

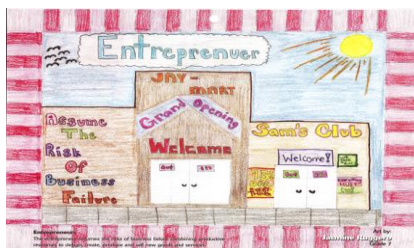
At the Michigan Council for Economic Education (MCEE), we are committed to the cause of economic literacy. We believe that economic illiteracy is a major cause of the social problems in our society. And we see economic education as the vehicle for helping people to improve their circumstances by making better economic decisions.

Our Council members share common values and aspirations for all people in our society:

- The opportunity for all citizens to share in the bounty of our free market system
- Good stewardship for personal and public resources
- The responsible management of personal and public debt
- Prudent saving and investment to achieve financial security
- The importance of entrepreneurs in helping to create a more prosperous society
- Our citizens' ability to understand their "enlightened self-interest" in public issues
- Reverence for our free market democratic system

Finally, we are proud of the Council and its important work in promoting economic education and literacy in our State. We believe that the Council, together with our associates in the educational community, is making a positive difference in the lives of Michigan citizens.

Adopted September 25, 2002



Your MCEE membership investment at work for Michigan education

- VE3 Statewide Initiative impacts 500,000 students
- International Academy, Birmingham Wylie Groves HS, Chelsea HS, De La Salle Collegiate HS medal winners in Economics Challenge, 2009-2010
- 2009 Economics Challenge Online Qualifier record number

of statewide high school student participants

- Foundation for Teaching Economics (FTE) Economics for Leaders at Hillsdale College
- 36 teachers participate in Right Start Institute, offered with FTE
- 2009 MCEE Economic Summit Dinner features Phil Power, 2009 Champion for Economic Education
- Invest In Michigan with Raymond James & Associates and Huntington Bank sponsors
- Mini-Society conducted at University of Michigan – Dearborn with UM-D Center for EE

- Picture is Worth 1,000 Words Poster Contest records record number of entries
- New Center established at University of Detroit Mercy
- Stock Market Game shows growth with SIFMA Foundation partnership
- Dr. Tawni Ferrarini; 2009 Economic Educator of the Year
- World Fest at University of Michigan – Flint Center with Excellence in Economic Education Grant
- MCEE cooperates with MDE to create new expectations for learning economics and personal finance

Who We Are, What We Do

Established in 1979, MCEE is a non-profit non-partisan private/public partnership to promote economic literacy to all Michigan citizens. MCEE state headquarters are located at Walsh College in Novi. Ten Centers for Economic Education are hosted by CMU, EMU, Ferris State, Kalamazoo College, NMU, SVSU, U of D Mercy, UM-Dearborn, UM-Flint, and Walsh College.

VISION

The Michigan Council for Economic Education (MCEE) envisions Michigan citizens who understand the benefits of economic literacy and the high cost of economic illiteracy. They are able to apply economic principles as responsible, productive participants in the local and world communities.

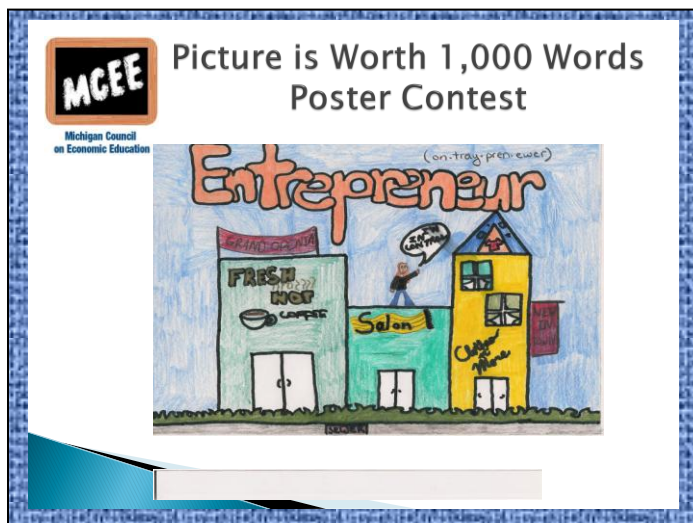
MISSION

The mission of MCEE is to promote economic skills for life. Everyone benefits from economic education. Economic literacy provides critical life skills to be responsible and productive citizens, knowledgeable consumers, prudent savers and investors, and effective participants in the global economy. Economic illiteracy is a major cause of social and personal problems in our society.

GOAL

Michigan Council for Economic Education's primary focus is working with teachers and administrators to:

- Provide comprehensive professional development for teachers
- Develop and distribute standards-based curriculum materials
- Build excitement for learning through student competitions
- Offer guidance to school systems seeking advice on standards-focused curriculum development
- Recognize teachers and school systems for outstanding endeavors



What Teachers and Students Say About Michigan Economics Challenge

"My students absolutely loved their experience with the Econ Challenge. . . . It was the best motivator I have seen in my 10 years of teaching."

Economics Challenge teacher

"It was an excellent opportunity . . . to expand my knowledge. I have gained tremendous insight. . . and truly developed a passion. . . outside of the classroom."

Economics Challenge high school student



2009-2010 MCEE TEACHER HONOR ROLL

2009 Economic Educator of the Year
Dr. Tawni Ferrarini, Northern Michigan University

WINTER 2009 SMG WINNERS

Tim Taylor- Lansing CHR Secondary School, Lansing
 Mark Martin- Boulan Park Middle School, Troy
 Mary Stevenson- Marquette Senior High School
 Jonathan TenElshof- Plymouth Christian High School
 Mary Aspinwall- Kennedy School, Oak Park
 Donald W. Lucky Jr.- Inland Lakes Middle School
 Hank Leverette- St. Therese Elementary School, Wayland
 Holly Rivest- CLK Elementary School, Calumet
 Gail Yax- Troy High School
 Rich Corbin- Reeths-Puffer High School

FALL 2009 SMG WINNERS

Robert Caruana- East Detroit High School, Eastpointe
 Mike Powers- Borland Elementary School, Imlay City
 JoAnn Steenstra- Grandville Christian School
 Brian O'Connor- Harbor Beach Middle School
 David Andrews- Iroquois Middle School, Macomb
 Emily Manoogian- International Academy East, Troy
 Julie Morgan- Romeo Engineering Technology, Romeo
 Mary Stevenson- Marquette Senior High School

What Teachers Say About MCEE Professional Development Programs

*"The Econ Expo was fabulous. I will be creating my H.S. Econ class for this fall and really feel confident after the Expo . . . I know the students will learn much more, and actually enjoy econ with the inclusion of the activities!
 First year Economics teacher attending Econ Expo*

*"Great practical lessons. I will use the materials this year..."
 Teacher attending Virtual Economics workshop*



WINTER 2010 SMG WINNERS

Calvin Merritt- East Elementary School, Grandville
 Mary Aspinwall- John F. Kennedy, Oak Park
 Mark Martin- Boulan Park Middle School, Troy
 Phil Aho- Kinawa Middle School, Okemos
 Elizabeth Ralbusky- Grand Blanc Middle School, Grand Blanc
 Gary Raczak- Sterling Heights Senior H.S., Sterling Heights
 Rich Corbin- Reeths-Puffer High School, Muskegon

2009 Poster Contest Winning Teachers (for 2010 Calendar)

Kimberly Bachelder – Newaygo Middle School, Newaygo
 Alyjah Byrd-Goode – Red Cedar School, East Lansing
 Sharon Hyde – Lincoln Middle School, Warren
 Darryl Lindquist – Rapid River Elementary, Rapid River
 Tina Martzke – Bath Elementary, Bath
 Pat Mattlin – List Elementary, Frankenmuth
 Curtis Wallace – Grand Blanc East Middle, Grand Blanc
 Vickie Weiss – City School, Grand Blanc
 Pat Winter – McGregor Elementary, Rochester

2009-2010 Economics Challenge Winning Teachers

2009
 David Ricardo Division– Steve Eschrich – International Academy, Bloomfield Hills
 Adam Smith Division– Jason Wagner – Birmingham Wylie Groves HS, Beverly Hills

2010
 David Ricardo Division- Steve Eschrich- International Academy, Bloomfield Hills
 Adam Smith Division- Steve Eschrich- International Academy, Bloomfield Hills

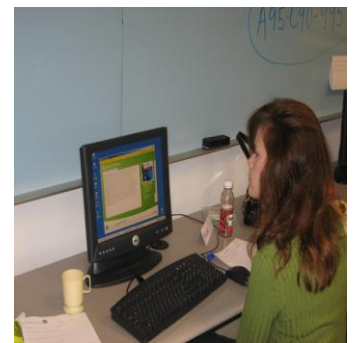


2009 Crystal Apple Recipients



MAJOR PROGRAM SPONSORS during 2009

- Allegra Network
- Amerisure Insurance Companies
- Council for Economic Education (CEE)
- HSBC-North America
- Michigan Higher Education Student Loan Authority
- National City Bank
- Raymond James & Assoc.
- Rollin Gerstacker Foundation



Teacher explores VE3 during workshop

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Phil Power stresses a point during
2009 MCEE Economic Summit dinner

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SEPTEMBER 1, '09 THROUGH AUGUST 31, '10

As of 4/22/10

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MCEE REVENUE SOURCES, 2009-2010

Program Sponsors	20%
Grants- Corporate	1%
Grants- Fdns, NGO's	37%
Program Services-Publications	3%
Program Services-Registrations	0%
Education Consulting Services	3%
Memberships- Individual	3%
Memberships- Corporate	4%
Memberships- Director Investment	2%
Interest Income	0%
Special Events	8%
In-kind	17%
Other	2%



Economics Challenge State Champions

MICHIGAN COUNCIL FOR ECONOMIC EDUCATION DIRECTORY

STATE OFFICE
WALSH COLLEGE
41500 Gardenbrook
Novi 48375

STAFF

President

David A. Dieterle, Ph.D.
Phone: 248.596.9560 x1003
Fax: 248.596.9562
E-mail: david@mceonline.org

Office Manager

Suzanne Buck
Phone: 248.596.9560 x1000
Fax: 248.596.9562
E-mail: suzanne@mceonline.org

Workplace Financial Literacy

Ted Lakkides
Phone: 248.673.2900
Fax: 248.673.5312
E-mail: tedl@financialfreedomhouse.com

Personal Finance Education

Lois Gibbons
Phone: 248.437.9702
E-mail: loisg2@charter.net

Stock Market Game Program Statewide
Coordinator

Chris Anderson
Phone: 877-979-4999
E-mail: chris@mceonline.org

Webmaster

Michele Lietz
Phone: 248.596.9560
Fax: 248.596.9562
E-mail: michele@mceonline.org

CENTERS FOR ECONOMIC EDUCATION:

Director

TBD
Central Michigan University
Mt. Pleasant 48859

Director

David Leopard, Ph.D.

Eastern Michigan University
122 Sill Hall
Ypsilanti 48197
Phone: 734.487.4330
E-mail: dleopard@yahoo.com

Co-Director

Abdi Ferdowsi, Ph.D.
Ferris State University-Big Rapids
Business 342 Department of
Accounting,
Economics, and Statistics
Big Rapids 49307
Phone: 231.591.2465
E-mail: ferdowsa@ferris.edu

Co-Director

Michelle Johnston
Ferris State University-Big Rapids
College of Education & Human
Services
606 B-H, 1349 Cramer Circle
Big Rapids 49307
Phone: 231.591.3650
E-mail: johnstom@ferris.edu

Director

Chuck Stull, Professor
Kalamazoo College
Department of Economics and
Business
Kalamazoo 49006
Phone: 616.337.7023
E-mail: Charles.Stull@kzoo.edu

Director

Tawni Ferrarini, Ph.D.
Northern Michigan University
Department of Economics
1401 Presque Isle Ave.
Marquette 49855-5360
Phone: 906.227.1218
E-mail: tferrari@nmu.edu

Director

TBD
Saginaw Valley State University
7400 Bay Road
Saginaw 48710

Director

Joseph A. Weglarz
University of Detroit Mercy
Department of Economics
44575 Garfield Road, UC-1
Clinton Township 48038-1139
Phone: 586.263.6276
E-mail: weglarz@udmercy.edu

Director

Martha Rowland, Professor
University of Michigan-Dearborn
Fairlane Center South
19000 Hubbard Drive
Dearborn 48126
Phone: 313.583.6489
Fax: 313.271.9837
E-mail: mrowlan@umd.umich.edu

Director

Paula Nas, Ph.D.
University of Michigan-Flint
Economics Dept., 350 French Hall
303 E. Kearsley St.
Flint 48502
Phone: 810.762.3280
E-mail: pnas@umflint.edu

Director

David A. Dieterle, Ph.D.
Walsh College
41500 Gardenbrook
Novi 48375
Phone: 248.596.9560 x1003
Fax: 248.596.9562
E-mail: david@mceonline.org

PROFESSOR ASSOCIATES:

Gary Wolfram, Ph.D.

Hillsdale College
George Mason Professor of
Political Economy
Hillsdale, MI 49242
Phone: 517.437.7341
E-mail: gary.wolfram@hillsdale.edu

Brad Stamm, Ph.D.

Cornerstone University
1001 E. Beltline NE
Grand Rapids 49525
Phone: 616.949.5300x1364
E-mail: brad_stamm@cornerstone.edu

