

**Thursday, November 3, 2011**

**Fear of Finance | Day 1**  
**Mountbatten Ballroom, Delta Chelsea**

8-9am	Registration and Breakfast
9	Official Welcome   Frank Iacobucci, HEQCO
9:05-10:05	Breakfast Keynote   Dan Iannicola, Jr., The Financial Literacy Group <i>Introduced by Harvey Weingarten, HEQCO</i>
10:10-11:35	Session 1

<b>A   Financial Literacy: The Broader Story</b> Facilitator   Mary Catharine Lennon, HEQCO	<b>B   Low-Income Students: What the Data Say</b> Facilitator: Christine Arnold, HEQCO
Sandra Huston, Texas Tech University	Ross Finnie, University of Ottawa
Jennifer Robson, Carleton University	Abigail Payne, McMaster University
Marc Frenette, Social Research and Demonstration Corporation	Sandy Hudson, Canadian Federation of Students – Ontario

11:35-11:55	Break
11:55-1:05pm	Session 2

<b>A   Changing Attitudes about PSE</b> Facilitator: Ken Norrie, HEQCO	<b>B   Student Perceptions of Financing PSE</b> Facilitator: Christine Arnold, HEQCO
Reuben Ford, Social Research and Demonstration Corporation	Miriam Kramer, Higher Education Strategy Associates
Phil Oreopoulos, University of Toronto	Jean-Pierre Voyer, Social Research and Demonstration Corporation
	Suzanne Tyson, Studentawards Inc.

1:05-2:30	Lunch Keynote   David Hughes, Pathways to Education, Canada <i>Introduced by Harvey Weingarten, HEQCO</i>
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2:35-4	Session 3
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<b>A   Student Assistance as a Tool for Low-Income Students</b> Facilitator: Mary Catharine Lennon, HEQCO	<b>B   Using Curriculum to Foster Financial Literacy</b> Facilitator: Beth Brown, Ministry of Education
Noah Morris, Ministry of Training, Colleges and Universities	Tom Hamza, Investor Education Fund
Sam Andrey, Ontario Undergraduate Student Alliance	Zenobia Omarali, Toronto District School Board
Shelley Clayton, University of New Brunswick	Bill Schoenhardt, York Region District School Board

4:05	Day 1 Closing Remarks
6-8	Reception

**Friday, November 4, 2011**

**Fear of Finance | Day 2**  
**Mountbatten Ballroom, Delta Chelsea**

9am

Day 2 Opening Remarks | Harvey Weingarten, HEQCO

9:05-10:05

Breakfast Keynote | Dilip Soman, University of Toronto

*Introduced by Harvey Weingarten, HEQCO*

10:05-10:20

Break

10:25-11:50

Session 4

<b>A   Saving for PSE: Raising Awareness</b> <b>Facilitator: Ken Norrie, HEQCO</b>	<b>B   Innovative Interventions for Increasing Financial Literacy</b> <b>Facilitator: Angelika Kerr, HEQCO</b>
May Wong, Omega Foundation	Sandra Huston, Red to Black, Texas Tech University
Fairy Wong, Career Trek	Lisa Chambers, University of Toronto
	Kristan Venegas, University of Southern California

11:55-1pm

Lunch

1:05-2:25

Session 5

<b>Where to From Here?</b> <b>Facilitator: Alison Griffiths, Financial journalist</b>
Mike D'Abramo, Freshly Squeezed Ideas
Andrew Potter, Ottawa Citizen
Angela Self, Smart Cookies™

2:30-3

Adding it All Up | Alison Griffiths, Financial journalist

3:05-4:10

Small Group Discussions

4:15

Closing Remarks + Adjournment