



PRESS RELEASE

Federal Deposit Insurance Corporation

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FDIC NAMES JUDY CHAPA SENIOR ADVISOR TO TARGET HISPANICS ON FINANCIAL EDUCATION

The Federal Deposit Insurance Corporation (FDIC) today announced that Judy Chapa, former Deputy Assistant Secretary for the Treasury Department's Office of Financial Education, has joined the FDIC Money Smart team as Senior Advisor for Financial Education Outreach to Hispanic Populations in the United States. Over the next year, Ms. Chapa will work closely with Michael J. Zamorski, Director of the Division of Supervision and Consumer Protection (DSC), and DSC Deputy Director Donna Gambrell to plan and promote a major financial education campaign with Hispanic business and community leaders across the country, using the FDIC's Money Smart Program.

The FDIC developed the Money Smart Program to help individuals enhance their money-management skills, understand basic financial services and build their financial confidence in order to use banking services effectively. The curriculum is specifically targeted to low- and moderate-income persons, as well as those outside the financial mainstream. Since the introduction of the FDIC's Money Smart Program in July 2001, more than 100,000 people have taken the course nationwide, and approximately 13,000 banking relationships have been formed.

"The U.S. Census Bureau reported recently that the country's Hispanic population increased by 58 percent from 1990 to 2000, making it the fastest growing minority group and underscoring the changing diversity of the United States," said the FDIC's Zamorski. "That is why we made translating Money Smart into Spanish one of our first priorities. Our Community Affairs staff is working at the grass-roots level to work with financial institutions and community-based organizations on Money Smart programs. Ms. Chapa's extensive experience with Hispanic markets will be invaluable in making



Congress created the Federal Deposit Insurance Corporation in 1933 to restore public confidence in the nation's banking system. It promotes the safety and soundness of these institutions by identifying, monitoring and addressing risks to which they are exposed. The FDIC receives no federal tax dollars — insured financial institutions fund its operations.

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sure - at a corporate level - that the FDIC is positioned as a leader in financial education in Hispanic communities."

Ms. Chapa has over 15 years of experience developing and managing marketing, public relations, and community relations programs. Prior to her position at Treasury, Ms. Chapa worked as a Manager for External Affairs and Corporate Relations at Miller Brewing Company in Milwaukee, as Executive Director at the Republican National Committee, and as Marketing Director at The Laredo National Bank in Houston.

While Director of Hispanic Marketing for Banc One Corporation in the mid-1990's, Ms. Chapa created and implemented national strategies and programs designed to increase penetration into the Hispanic marketplace.

"Ms. Chapa's breadth of experience will add tremendous value to the award-winning Money Smart Program," said the FDIC's Gambrell. "I look forward to working closely with her."