

Jump\$tart Coalition

William E. Odom Visionary Leadership Award

Program Outline - 2020



Purpose: The William E. Odom Visionary Leadership Award recognizes individuals who have demonstrated visionary leadership or made substantial or groundbreaking contributions to the promotion of financial literacy among students across the United States.

Eligibility: Any worthy individual, other than awards committee members and previous winners.

Eligible to Submit Nominations: Employees or officials of Jump\$tart state or national partner organizations; officers of affiliated state coalitions; and the current awards committee.

Deadline: Nominations must be submitted by **November 5, 2019**

Selection: The honoree will be selected by a committee of Jump\$tart Board and Partner representatives.

Participation: The honoree will be invited to receive his/her award at the Jump\$tart Coalition Annual Awards Dinner on April 22, 2020. The honoree will be invited to address dinner guests, including leaders from the business, finance and education communities, as well as government agencies and the media.

Previous Honorees

- 2019: David Martin
- 2018: Tim Ranzetta
- 2017: Ted Beck
- 2016: Richard Ketchum
- 2015: Maxine Sweet
- 2014: Ted Daniels
- 2013: Annamaria Lusardi
- 2012: three Founders of the Ariel Academy
- 2011: Carrie Schwab-Pomerantz
- 2010: William E. Wilcox
- 2009: Barbara O'Neill
- 2008: Stanley Brietbard
- 2007: Elizabeth Schiever (posthumously)
- 2006: Jane Schuchardt
- 2005: M. Susie Irvine
- 2004: Lewis Mandell
- 2003: William L. Anthes
- 2002: John E. Clow
- 2001: H. Randy Lively, Jr.
- 2000: Rosella Bannister
- 1999: William E. Odom

Criteria

The committee will consider:

- The significance of the nominee's contribution(s) to personal financial education for students—how important, unique and/or widespread the contribution is.
- Nominee's demonstration of leadership and vision. How the nominee's contribution has altered the landscape of the financial literacy effort and/or has led to other individual/organizational achievements.
- Length of time the individual has "labored in the vineyard of personal financial education."

Background: The Jump\$tart Coalition for Personal Financial Literacy established the William E. Odom Visionary Leadership Award in 1999. Today, the Odom Award is the highest award given for

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individual contributions that further personal financial education/literacy among students in pre-kindergarten through college. Mr. Odom, former chairman of Ford Motor Credit Company, is both the inspiration for the award and its first recipient. While at Ford, he played a key role in starting "Credit Drives America," a program begun by Ford Credit in 1990 to educate community college and high school students about the importance of credit. A long-time supporter of consumer education, it was his central vision that led to the formation of the Jump\$tart Coalition.