



Generation X  
& Y women,  
your financial  
future is at  
stake.

## EXPERTS

### Fiscal Year 2010

- 1) Experts will have knowledge of and experience in at least one of the topics to be covered by the Wi\$e Up Financial Education Program and must be committed to assisting and guiding women in financial matters.
- 2) Experts may provide a brief bio to be included on the Wi\$e Up website – <http://www.wiseupwomen.org>. Expert biographies and pictures may be attached to the application or sent separately. Electronic versions of the biography and picture are preferable. The primary purpose of the biography is for the participants to learn something about the experts' backgrounds and their careers. Experts may want to consider including information such as:
  - a) Any experiences they may have had that led to where they are now (especially as it pertains to money matters);
  - b) Family influences (past or present);
  - c) Education/degrees;
  - d) Any barriers they may have encountered and overcome;
  - e) Current career position; and
  - f) Success in any financial area of life.
- 3) Experts must be willing to keep Wi\$eUp updated on their email address so they may receive questions posted by Participants and forwarded by Wi\$eUp coordinator. Experts should be willing to provide feedback when topics touch upon their area of expertise or when special insight from a life experience can be shared with the participants. Responses require a two-working-day turnaround.
- 4) Experts must not promote their own or specific companies, products or brands. All mentoring should address the benefits/drawbacks of the products or activities in general.
- 5) Experts are to offer suggestions or examples of life situations to participants. Experts are not to take on the role of financial advisors or planners. (11/4/08)