



2017-2018 Personal Finance Theme

Creative Ideas Pay Off

The theme this year is “Creative Ideas Pay Off.” This series allows librarians and educators to give students an overview of how entrepreneurs tap into their creativity and planning skills to achieve financial success.

In *The Bridge of the Golden Wood*, by Karl Beckstrand, students will learn about how entrepreneurs channel their creativity into ideas and solutions, how goods and services are interrelated, and the correlation between expenses and sales. This short story provides an opportunity to brainstorm how students can turn their ideas into a profitable business venture.

Barbara deRubertis’s book, *Count on Pablo*, tells the story of a young person and his grandmother as they develop a strategy to market their products for sale. Students will have the opportunity to brush up on their counting skills, learn about goods and services, and consider how sales relate to profit.

In *The Soda Bottle School*, by Laura Kutner and Suzanne Slade, students will learn about evaluating wants and needs and opportunity cost. The book encourages creative thinking and provides a reminder of how anyone can put their skills to work to achieve a goal.

Here are some ideas to promote Reading is an Investment:

1. Access materials from past years’ programs!

The 2017-2018 Reading is an Investment guide is the 8th edition of the annual program. You can still access great resources from the previous seven years of content, including curriculum, books, games, and worksheets. To do so, visit <http://www.vermonttreasurer.gov/content/lesson-archive>.

2. Pair Reading is an Investment with the Be Money Wi\$e Poster Competition!

The Vermont State Treasurer’s Office annually partners with the Vermont Bankers Association to promote a poster competition. This year’s poster theme is “Big Ideas Pay Off!” The competition is open to all 3rd-12th grade Vermont students. The three top-placing students and their teachers win \$100 cash prizes and will be recognized at a ceremony in Montpelier on April 12, 2018. The deadline for submissions is March 15, 2018.

A flyer describing the contest is enclosed with the Reading is an Investment program materials. You can learn more about the competition and its rules by visiting: <http://www.vermonttreasurer.gov/content/financial-literacy/poster-contest>

