



**TFC Sponsors Behavioral Finance Seminar
at the Federal Reserve Bank of Boston
October 10, 2014**

On Friday, October 10, 2014, in conjunction with **Learning Economics and Finance Network, Inc.** (LEAF), TFC sponsored a Behavioral Economics seminar at the Federal Reserve Bank of Boston. This seminar was a “professional development day” geared for high school teachers in Massachusetts to introduce Behavioral Economics into the classroom. TFC provided each participant with a copy of Jack Bogle’s book, *The Little Book of Common Sense Investing*. As you probably know, Jack Bogle is the founder of The Vanguard Group, the largest mutual fund management company in the US (\$3.0 Trillion AUM).

Following an introduction by Alice Cornish White, President of LEAF, the program was turned over to TFC’s Chairman & CEO, Jim Joslin, who commended the teachers for focusing on creative ways to make the subject of Economics more relevant to students. Jim recounted his personal experience in bringing personal financial literacy into the classrooms of his high school alma mater, Edina High School in Minnesota (the number one rated high school in Minnesota according to US News & World Report). During the past five years, Edina teachers have introduced a Behavioral Economics curriculum into their full-year mandatory 9th grade Economics course, as well as the upper level AP Economics course. Jim also provided the participants with a piece he wrote entitled “The Psychology of Investing” which touches on what drives our personal investment decision process. Also noted are other resources on the subject matter.

Then followed the keynote speaker, David Laibson, the Robert I. Goldman Professor of Economics at Harvard University. Professor Laibson is a recognized authority on the practical application of the findings and discipline of Behavioral Economics, in particular the subject of financial market bubbles. Laibson is also a member of the National Bureau of Economic Research and holds degrees from Harvard

University (AB in Economics, Summa), the London School of Economics (MSc in Econometrics and Mathematical Economics), and the Massachusetts Institute of Technology (PhD in Economics).

The seminar which included a catered luncheon was well-attended and the subject matter well-received. Should you wish to receive a complimentary copy of Jack Bogle's aforementioned book or "The Psychology of Investing" piece, please contact Susan Frodigh (sfrodigh@tfcfinancial.com or phone 617-210-6711).