



Financial Literacy Expert Brings Resources Home

*Local Author, Speaker Leverages National Sources
to Share Information with Syracuse and Central New York Consumers*

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Sharing a passion for the products and services offered by their companies is business as usual for most entrepreneurs. Me'Shae Brooks-Rolling, founder and president of **Just the Basics Financial Literacy** and author of ***How to Save Money & Organize Your Finances: Tales of an Urban Consumer***, is no different. She writes, speaks, and teaches on financial literacy because she is passionate about motivating consumers toward achieving upward socio-economic mobility, increasing their savings, and ultimately, giving back to their communities.

But Brooks-Rolling, a nationally sought-after speaker in the field of financial literacy, also believes that giving back comes in many forms. One way of giving back is by helping to train other financial literacy educators. For example, last spring Brooks-Rolling was a conference presenter at the [Annual Conference on Financial Education](#), a nationally recognized financial education and wellness conference, where she provided important new information to key leaders in the field of financial literacy who were in attendance.

Yet to Brooks-Rolling, one of the most satisfying forms of giving back is bringing back. Having recently returned from Charlotte, North Carolina where she was a guest panelist at the [National Foundation for Credit Counseling 47th Annual Leaders Conference](#), Ms. Brooks-Rolling makes a point to come back to Syracuse with information that will strengthen the base of financial literacy education in her adopted home town as a Syracuse University alumna.

“It makes perfect sense that I would bring back what I learn from some of the country’s leading and most influential leaders in financial literacy,” she said in a recent interview. “What makes attending these conferences especially valuable is meeting high level executives in organizations like Experian, who often share knowledge about changes in industry direction that have the potential to make an immediate difference in people’s lives. When I have that information, I want to share it directly with my network as quickly as I can.”

Speaking on the national scene gives Brooks-Rolling access to time-sensitive information the Syracuse public might otherwise not be exposed to until it is too late to fully capitalize upon. At the National Foundation for Credit Counseling conference in Charlotte, Brooks-Rolling learned that credit rating companies are publishing credit history rankings for cities nationwide. This can help consumers choose best places to live in regard to the collective credit histories of a city or region. At the same conference, Brooks-Rolling also learned that Experian and other credit rating companies are now reporting positive payment histories for renters who pay on time, an action that will help millions of consumers build better credit scores for good payment records.

“This simple modification in reporting has the potential to make a huge difference in the credit history lives of people struggling to improve their credit score,” said Brooks-Rolling. “I want people in Central New York to know about this information sooner than later.”

Brooks-Rolling makes it her mission to get the best financial literacy information in the hands and heads of Syracuse residents who need to know it most. “I am a Syracusan, ‘one of our own’ if you will, who wants to benefit my community with information and resources from the best sources available.”

To further that pursuit, Ms. Brooks-Rolling has been invited to participate in two national conferences this fall. She moderated a discussion on “Financial Education and Economic Strategies for Senior Adults” at [The Society for Financial Education and Professional Development, Inc. Fifth Annual Financial Literacy Leadership Conference](#) in Washington, DC on October 15-16th, and will present “Asset Development and Accumulation Resources for Low-to-Moderate Income Consumers” at the [Consumer Action National Conference](#) in Chicago on November 14-15th.

Ms. Brooks-Rolling has been a featured presenter on the topic of financial literacy at more than 100 venues since 2007. She is a certified FDIC MoneySmart Trainer, has completed the Bridges Out of Poverty national training program, and is a Contributing Writer for the Syracuse Post-Standard's *MoneyWise* supplement, among other CNY publications.

For more information about Me'Shae Brooks-Rolling or Just The Basics Financial Literacy, visit www.JTBFinancialLiteracy.com, call (315) 908-BOOK (2665), or e-mail PR@rollingenterprises.com. Ms. Brooks-Rolling is available for keynote speaking engagements, workshops, and other presentations on the topic of financial literacy education, including developing economic strategies for diverse populations.

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Just The Basics Financial Literacy, a division of Rolling Enterprises, Inc., produces community workshops, seminars, tele-conferences and webinars centered on financial literacy education.