

Mary Ann Campbell, CFP

“An Entertaining Speaker with a Message”

Money Magic, Inc.
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PROFESSIONAL SKILLS:

SPEAKER-EDUCATOR: Professional speaker delivering keynotes to conferences, associations, and Chambers of Commerce, (1985-present); Currently part-time instructor in Economics and Finance Department of the University of Arkansas at Little Rock, teaching Personal Finance; Have also taught Employee Benefits and Fashion Merchandising at UALR; Presenter and trainer offering classes in personal finance to employees at corporations; Experienced in junior high, high school, and college teaching. Referred to as “entertaining educator” because lace all presentations with fun magic.

LEADERSHIP: Elected to National Advisory Council of the Association of Small Business Development Centers, (1999-2002); Arkansas Women’s Forum founding member (1995-present); Elected Co-Chair of the Arkansas Small Business Coalition, (1997-99); Presidential appointment to Chair the National Women’s Business Council, (1993-95); U.S. Congressional appointment to the NWBC (1989-93); Treasurer and Executive Board member of Arkansas Business and Education Alliance (1991-93); Selected to serve on the Southwestern Bell Five-State Small Business Advisory Panel, (1989-91.) Charter member and officer of the Arkansas Chapter of the International Association of Financial Planners (1984-present); Charter member and officer of the Arkansas chapter of the National Association of Women Business Owners (1986-1992); Member of the Greater Little Rock Chamber of Commerce, served on the Metropolitan Council, the Established Industry Committee, and Partners in Education (1987-’95.)

MANAGEMENT: Chair, National Women’s Business Council (1993-1995). Defined and implemented measurable shared goals resulting in a turnaround year. Managed fiscal budget of \$500,000, a professional staff of five, and five consultants. President/owner of Money Magic, Inc., provider educational and management training seminars (1985-present.)

COMMUNICATOR: A frequent motivational keynote speaker for professional business organizations and youth groups. Spoke with Oprah Winfrey and Hillary Clinton for Dillard’s Bridal Fair ’87; Seminars delivered to nationally known firms such as Wal-Mart, Stephens Inc., Holiday Corp, Federal Express, and Farmland Industries. Experienced on-air television personality as business and finance reporter, educator, and interviewer; also serve as talent in commercials, telethons, and public service announcements. Hosted a weekly radio show, Money Talk on KBIS and KARN.



WRITER: Write a weekly web page posted on www.moneymagic.com. Wrote a Money Magic newspaper column for Little Rock Life (1992-1993.) Developed notebooks and training manuals for financial seminars, Worthen Investment Advisory Services (1984-1985.) Wrote and produced weekly financial segments for local NBC affiliate KATV-TV (1981-'83) Wrote and produced video on Student-Aid Money Management for the UALR Student Aid Office with student vignettes (1982) Wrote and produced 26 thirty-minute "Money Magic" programs on personal money management which aired statewide for three hours college credit and won two national awards. Guests included Dr. Milton Friedman, Louis Rukeyser, Dr. Bessie Moore, Hillary Rodham Clinton, U.S. Senator Dale Bumpers, Tennessee Ernie Ford, Coach Lou Holtz, and Sidney Moncrief. (1979-81)

ORGANIZER: Set up and coordinated the state Literacy office (1988) Co-organized with the Arkansas Motion Picture Office, the world premier of Mary Steenburgen's movie, The End of the Line (1987) Managed the hostess committee for Arkansas' Sesquicentennial Favorite Sons and Daughters celebration (1986).

MAGICIAN: Featured in Those Beautiful Dames, Women in Magic by Frances Marshall of Magic, Inc. in Chicago (1984); President of local International Brotherhood of Magicians Ring #29 (1983); Featured in Money magazine as "The Woman with a Class Act" (July, 1980); and on the Wallpaper Journal as "Innovative Educator: The Professor with Magic Powers (1980); cover feature on the IBM Linking Ring (May, 1979).

COMMUNITY SERVICE: Volunteer annual presentation on Money Magic to senior medical students; Teach volunteer units of High School Financial Planning in public and private high schools. (1990-present); Coordinated guest hospitality for Mary Steenburgen's Toast and Roast as fund raiser for the Rep (1994); Served as fun raiser program director honoring Hillary Clinton for Arkansas Advocates for Children and Families (1992); Served on Arkla Gas Co.'s State Consumer Roundtable; State Director of David Copperfield's Project Magic services for local hospitals and Aldersgate summer Medical Camps for children (1983-1990).

HONORS: 2002 Award recipient of Friend of Extension by Cooperative Extension Service. One of Top 100 women in Arkansas by Arkansas Business Magazine, (1995); Best Program Series, ACTS TV Awards for segment containing "Window on Your Money," (1994); Women Business Owner Advocate by Arkansas Small Business Administration, (1991); Listed by Money Magazine as one of America's 200 best certified financial planners (1987); George Washington Honor Medal for Economic Education, (1980); Bronze Award by International Film and TV Festival of New York (1980) for Money Magic ETV Series.

EDUCATION: CFP 1985 College for Financial Planning, Denver, CO
M.S. 1973 Texas Woman's University, Denton, TX
B.S. 1967 Ouachita University, Cum Laude, Arkadelphia, AR

REFERENCES:

Available upon request.