



**PRESS RELEASE: Cruze to Speak about Student Finances at Career and Leadership Conference**

**Sandy C Gholston** to: Archive

10/10/2012 10:57 AM

Included below is a press release regarding the upcoming on-campus appearance of Rachel (Ramsey) Cruze, an activist for financial literacy for young Americans. Cruze will be speaking as part of the Professional Career and Leadership Conference at Ferris State University on Saturday, Oct. 27 beginning at 5 p.m. in the Rankin Student Center Dome Room. Organizers believe that the appearance of Cruze will complement the current University efforts to reduce student loan debt. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.

Read the online version of the story here:

<http://www.ferris.edu/HTMLS/news/archive/2012/october/cruze.htm>

For Immediate Release  
Oct. 10, 2012

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**Cruze to Speak about Student Finances at Career and Leadership Conference**

BIG RAPIDS – As concern about student loan debt becomes increasingly important to families across the country, Rachel (Ramsey) Cruze is excited to bring her message of financial literacy and best practices to Ferris State University.

Cruze will speak at the Professional Career and Leadership Conference on Saturday, Oct. 27 in the Rankin Student Center Dome Room beginning at 5 p.m. The daughter of popular financial commentator Dave Ramsey, Cruze learned the basic principles of money responsibility at an early age. Her father and her mother, Sharon, taught her the fundamentals of how to save, spend and give – lessons she continues to apply to her life on a daily basis.

Because of her financial background, and with Ferris' commitment to strengthening financial literacy among its students, university officials believe Cruze is a perfect speaker to address students and staff as a 5-Star campus event.

The university's Financial Aid Office has created a Financial Literacy website to help equip students with the knowledge to become more financially sound at a younger age, here: <http://www.ferris.edu/HTMLS/admission/financialaid/FinancialLiteracy/>. Angela Roman, director of Career Services and Student Leadership and Activities, is excited about the messages of financial literacy that Cruze will bring to complement current university initiatives to reduce student debt.

“Mrs. Cruze is able to connect with college students to re-evaluate their values with regard to money,” Roman said. “She will talk about how you spend money, student debt, credit history, civic engagement and overall money management.

“The audience will learn about how they currently use money and then new ways to think about money with regard to education, careers, charitable giving and debt,” Roman added.

Cruze travels nationwide to offer words of wisdom on ways to eliminate debt, increase wealth and live a full life. A seasoned communicator, Cruze has been speaking to audiences as large as 10,000 people since her teen years. In 2010, she joined her father’s team and travels around the country to speak to teens, young adults and others about budgeting and cash-flow planning as well as stewardship.

“I feel very strongly about reaching my peers with this message,” said Cruze, who is on a mission to change the way her generation views money and financial lifestyle. “I can use the platform my dad has built to reach even more teenagers and young adults. People always tell my dad ‘I wish I had known this stuff when I was a young adult,’ so I’ve taken that to heart.”

Cruze has a bachelor’s degree in Communication Studies from the University of Tennessee, and lives in Franklin, Tenn. with her husband, Winston.

Fans can follow Cruze on Twitter by using: @RachelCruze

Under the banner of the Student Affairs division, the offices of Career Services and Student Leadership and Activities, organizers of Career Week at Ferris earlier this month, are sponsoring the Cruze visit and the conference.

Register for the Professional Career and Leadership Conference here:

<http://ferris.orgsync.com/PCLConference>

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