

FOR IMMEDIATE RELEASE:

LOCAL AUTHOR PENS FINANCING BOOK BASED ON LIVES OF GREENWICH TEENS

Stamford, CT, December 17, 2008 -- Former Greenwich resident and local author, Stacia Morris, pens *Teen Money 101* to educate teens on how to manage everyday finances. A former IBM employee for 17 years, Morris recently helped a retired friend to un-retire after reviewing her financial situation. While on vacation, Morris realized that she and others like her did not receive any formal training on finances as kids, and yet were expected to grow up and maintain their livelihood for the rest of their lives. Sitting at an airport in the Cayman Islands, Morris decided to write a practical teen money workbook to introduce teens to money management.

“What’s great about the book,” says Morris’ publisher and sister, “is that she managed to make the workbook fun, interesting, and totally informative. I wasn’t sure if she could pull it off, not making it too deep, but she uses story telling in a demonstrative and engaging way that allows teens, or young adults, to completely follow what she is talking about. It’s impressive because it reads like a book; and yet it definitely teaches about finances.”

Morris conducted focus groups for her book with teens in Norwalk and Stamford, CT. She also used her niece and nephew as teen consultants, in addition to telling some of their stories. The invaluable feedback from the teens helps the tone of the book tremendously. It stays in a place where teens can understand the teaching and it encourages them to look ahead and plan for their futures too. There are funny sections in the book like when Morris’ nephew, Dan in the book, borrows money from his sister Bria and doesn’t repay. She gets to review his assets: ipod, video games, guitar, soccer shoes, etc. to see if she wants anything until he can repay. Coming at teens like this helps them to understand terms and examples in the book.

The book was published in December in commemoration of Morris’ late father who was a principal and educator in St. Vincent and the Grenadines, W.I. Stanley McLean Morris, Sr. was also a recipient of the Greenwich Time’s Father of the Year Award. The timing of the book intentionally coincides with the 10th anniversary of his death. Publishing the book is a celebration of a life, well lived, and to honor Morris’ father’s legacy.

Morris herself was a former high school teacher in the West Indies before coming to the U.S. to work on her MBA. She was snatched up by IBM, before graduation, and worked on developing leasing methodology in the Latin American countries. She later went on to receive Financial Advisor designations for the Series 6, 63, and 65 and has worked for Fortune 500 companies during her 26 year business career, but has never lost her passion for teaching. Morris looks forward to speaking to teens and adults about financing and will be at the Greenwich Library on Saturday, December 20, for an open book signing between 11:00 a.m. – 3:00 p.m. Details at www.yourmoneytrek.com.

The book was done in collaboration with Morris’ sister, Sherry-Ann Morris, who she interviewed when deciding on a publisher. Sherry-Ann had recently moved back to the area to start an innovative marketing and business strategy firm, McLean Enterprise, now based in Stamford. The firm services clients in graphic design, web development, business solutions and now book publishing. “It has been an exciting family affair to come together to publish the book,” says Morris. “It’s generated a lot of interest already, including a partnership with ACES to conduct a teacher’s workshop, using *Teen Money 101* and the Connecticut Curriculum standards as a base. Teachers will pilot their learning in 10 schools, with a vision to promote financial and economics learning among students in the middle schools.”

Morris wrote the book while between consulting assignments earlier this year when she had some extra time on her hands. Local teens from Greenwich and surrounding areas are on the cover of the book, contributed illustrations, and volunteered as photographers. “Coming together to publish the book has been great fun,” says Sherry-Ann. “I think teens are going to get that it’s not some dry book to torture them that we’re offering here, but a fun way to learn about something that’s essential to everyday living, really, for the rest of their lives.”

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