

(LIFT NOTE)



May 28, 2018

Dear Future Budget Brainiacs Buyer:

One of our best people departed our regional Bank of America family a little over six months ago. I'm referring to Suzanne Holcomb Crenshaw, of course, who was one of our best Senior Financial Advisors for eight years.

But I've learned that the financial education program she designed almost single-handedly, Budget Brainiacs, is now on the market.

As a professional banker with years under my belt, I'm more than happy to endorse this program. It's the best online financial education program I've ever seen!

Come to think of it, it's the *only* such program I've ever seen, in a world that badly needs more financial education.

I've known Ms. Crenshaw for close to 30 years. We met at a conference in 1989. She was just a student then, Suzanne Holcomb, but she struck me as mature, poised, and knowing more about money and finance than 99% of her peers, definitely someone to watch as we've always been on the outlook for good future employees. I learned later that she'd gotten an internship with us while working on her MBA. When one of our tellers took maternity leave, she stepped into the role, and when we had a job opening, she was a shoo-in.

Three years later, Ms. Crenshaw was promoted to Branch Manager at one of our biggest branches. She did more than anyone to help our customers navigate our then-new online banking, and also helped us work the remaining bugs out of it.

Suzanne joined our Executive Division in 2006, and was made a Senior Financial Advisor four years later.

She and I talked several times about her biggest concern: the fact that so many people she'd counseled at the Branch had so little financial savvy, and their kids were growing up with even less, in an era with college tuition skyrocketing and a need no one was meeting.

She told me she had an idea for a program that would combine online games and contests with financial education to teach kids about money, bank accounts, budgeting, investments, and more.

I told her I thought it was a great idea, and to keep me posted.

That program became Budget Brainiacs.

She wrote most of it, and her husband Jim, a programmer and software developer with an MS in computer engineering, did nearly all the programming.

My wife and I bought four memberships for each of our grandkids at the discounted rate. We think it's the best investment we could make in their futures.

This program will take the country by storm if enough people get to hear about it and get their children involved with it.

I give Budget Brainiacs my highest possible recommendation.

Sincerely,

Robert R. Lewis  
Regional Director  
Bank of America

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