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Joanne Seymour Kuster, an author and entrepreneur, helps businesses and organizations develop unique financial education products, programs and content. In carving her niche of leading others to build personal finance and entrepreneurial skills, Joanne developed Money Smart Week™ in Iowa for the Federal Reserve Bank of Chicago, built that initiative across the state, and created several products the Chicago Fed continues to use nationally for tens of thousands of participants annually. She writes the Money Godmother® blog and is author of several games and books, including the award-winning Stock Market Pie: Grandma Helps Emily Make a Million. Joanne launched her educational products business at age 25, with a children's book and a board game. She has served on several boards and foundations, has received several awards for community leadership, and has been recognized as SBA's Midwest Home-Based Business Advocate of the Year. As a first-generation college grad, the mother of three and grandmother of four, Joanne understands how developing financial skills at all ages paves the path to success.