

Money
101 EDUCATION



MONEY 101 EDUCATION

Take the Fear Out of Finance

**Welcome
Package for
Program
Participants**

SEGMENTS

- Foundation
- Investments
- Taxation
- Real Estate
- Money & Life Cycles

www.money101education.com
Email: Diane.Drey@scorevolunteer.org

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WELCOME LETTER

I'm thrilled to welcome you to MONEY 101 EDUCATION. I will do my best to make increasing your financial literacy level a fun experience with lots of laughter, sharing life tales, and, most importantly, building confidence in financial matters.

Money 101 differs from many other Score workshops, and this Welcome Letter, is meant to prepare you for the experience.

LIVE INTERACTIVE CLASS –

Assuming you are enrolled in the LIVE CLASS (not AYOP) you can expect to meet 10-15 other participants from around the United States on ZOOM. The classes are NOT lectures, but discussions – and thus you are expected to participate with your video screen ON.



Enrolling is only appropriate if you can be in a quiet room for two hours to focus on our conversations.

Money 101 is NOT a time for multi-tasking; give yourself the gift of this experience, and so, please:

- Do NOT take the class – if you are at work and are expected to focus on work responsibilities.
- Do NOT take the class - while driving or commuting.
- Do NOT take the class - if you have family care responsibilities or are expecting deliveries, service personnel, or anything else that will interrupt the experience.

ADDITIONAL TIME COMMITMENT

To get value out of the experience, and retain the new concepts you will be learning, it is imperative that you must set aside 90-120 minutes weekly to do out-of-class assignments. If you don't do the work, it is as if you went to the gym to participate in a total body workout but stood at the back of the class and never picked up a weight or moved your feet. It is impossible to see results.

In the past, students have gotten together to work on the assignments which makes it more fun, and it is NOT cheating. If you are interested in working with others – email the instructor, who can then help you connect with others who are interested in the same.

NOT TO LATE TO OPT-OUT

I want you to succeed. Thus

- If you over-extended yourself or feel stressed, email me BEFORE class starts, and I will work to get you tuition credit, which you can use when you have more time.
- If you plan on not attending the live classes but learning from the videos, you can enroll as an AYOP student (see below). Otherwise, note videos are ONLY sent to those who attend the live classes or have completed the prior homework assignment.

CLASSES – At Your Own Pace (AYOP)

If you can't attend the live classes, consider the AYOP program which allows you to take the program "AT YOUR PACE" student. For details See: <https://money101education.com/at-your-own-pace-ayop/>

FIVE INDEPENDENT SEGMENTS

MONEY 101 EDUCATION has five segments, and each segment has five classes.

Participants register for a segment at a time, but to become a Money 101 Education graduate – you must complete all five segments (25 classes). The segments are:

FOUNDATION - Getting hired, understanding W-2 and 1099 earnings, creating a personal budget and personal financial statement, and how to improve your credit and chances of getting a loan.
<https://money101education.com/curriculum/foundation-segment-curriculum/>

INVESTMENTS: What are the piles of investments every individual needs to build? What is a stock? What is a bond? How can you create a diversified portfolio based on your withdrawal timeline? Understand fund metrics. Understand brokerage fees and costs and how to avoid or minimize fees. Make intelligent, fact-based decisions. <https://money101education.com/curriculum/investment-segment-curriculum/>

TAXATION: Our goal is to understand a 1040 Personal Tax Return so you can catch your accountant's mistakes! We will emphasize how to report business income and expenses on Schedule C and calculate your Home Office Deduction and Self-Employment tax. We will learn where to report interest and dividends, how to calculate your tax rate, and various tricks to avoid ever paying a penalty.
<https://money101education.com/curriculum/taxation-segment-curriculum/>

REAL ESTATE: Buying property for personal use or as an investment, shopping and qualifying for a mortgage, anticipating closing and selling costs, critical clauses in a real estate contract, home inspections, mortgage insurance, and how it can be avoided. <https://money101education.com/curriculum/real-estate-segment-curriculum/>

MONEY & LIFE CYCLES: – What you must do at every stage of life to set yourself up for a secure financial future from Birth through Death, including Marriage and Pre-Nuptial Agreements, Divorce, and Retirement.
<https://money101education.com/curriculum/money-life-cycles/>

We hope you continue to other segments if you enjoy the teaching style. Approximately 35% of enrollees are returning students and about 5% of enrollees have completed all five segments and are now Money 101 GRADUATES!

FREE REPEAT

Once you enroll in a segment, you may repeat that segment for FREE the next time the class is offered. Many enrollees find the repeat helpful, as it takes time to have the concepts sink in.

Returning students are asked to keep their screens off to allow the new participants more attention.

QUESTIONS?

It is always best to contact the instructor by email – Diane.Drey@scorevolunteer.org. A response can be expected within 48 hours.

ASSIGNMENTS - TO DO BEFORE THE FIRST SESSION

AYOP ENROLLEES ONLY

1. SET UP A PRE-PROGRAM MEETING WITH THE INSTRUCTOR

Set up a **meeting with** the instructor to get to know each other and your goals – use this link: <https://calendly.com/money101education/money-101-diane-drey-private-free-consultation>
The first video and assignment will be sent after the meeting.

AYOP AND LIVE CLASS ENROLLEES

2. COMPLETE PRE-CLASS QUESTIONNAIRE

At the latest, three days before the first class – follow the link below and complete the “Getting to Know You” questionnaire. AYOP students must do this before they are given

<https://www.surveymonkey.com/r/GMHT8JF>

Skip the survey if you previously completed it when you enrolled in another Money 101 segment.

3. DOWNLOAD ZOOM AND TEST THE LIVE CLASS LINK

<https://us02web.zoom.us/j/81481268036?pwd=N1I2QWFzNlV6dmhObFdVRUgxQkRRUT09>

Meeting ID: 814 8126 8036

Passcode: 031725

All Money 101 Educations, thus ALL segments and ALL classes use the same link. Students who will attend the live should test Zoom in advance. A message should appear saying, "The Host has not yet started the meeting," which is normal but shows you could connect.

Email me if you have never used Zoom, and we can set up a test session.

4. ZOOM NAME—Adjust your Zoom name to the first name you want to be called. You can keep your last name visible or change it to an initial.

5. DOWNLOAD HANDOUTS

Each Money 101 Education segment use 30-40 handouts/exercises/articles/forms. Each document is numbered and all are on www.money101education.com. Click on the HANDOUTS tab and then chose the segment in which you are enrolled - or use the links below:

Foundation Segment	https://money101education.com/handouts-foundation-segment/
Investment Segment	https://money101education.com/handouts-investment-segment/
Taxation Segment	https://money101education.com/handouts-taxation-segment/
Real Estate Segment	https://money101education.com/handout-real-estate-segment/
Money & Life Cycles Segment	https://money101education.com/handout-money-lifecycle-segment/

6. BEFORE THE FIRST CLASS – DOWNLOAD and READ HANDOUT 0.06 STEPS TO BUILDING WEALTH

Determine where you stand on the financial ladder; regardless of your current position by taking Money 101, you are beginning the upward climb – congratulations!

7. BE PREPARED TO INTRODUCE YOURSELF IN 1 MINUTE

Depending on the class size at some point, you will introduce yourself, so please think about what you want to say. If you need inspiration, pick ONE of these topics below.

- **Describe your day job**, how long you have been doing it, why you love (or hate) it, and any special training you had to qualify you for the position.
- **If you are starting a business** or running one, tell us about your service or product, your target customers, how you market your company, and whether you have used Score to help develop it.
- **Knowing where you are from would be great.**
- **Tell us about your interests**—belly dancing, scuba diving, speaking five languages, and artistic ventures—which are all fun to know.

But everyone has just one minute... otherwise, we won't be able to move on to the class material. My introduction would be:

"I am a happily retired businesswoman with three grown children (no grands yet). I am an exercise enthusiast and love long-distance biking, skiing, and CrossFit. I've been fortunate to travel the world and went to Mongolia in September 2024. I created Money 101 to empower people to increase their net worth. My greatest joy comes when women tell me my classes have positively changed their lives."

WHAT YOU NEED FOR A SUCCESSFUL EXPERIENCE

- **COMPUTER with VIDEO CAMERA for Zoom** – PLEASE do NOT take this class using your phone or an iPad. It should be taken on a stationary computer with a CAMERA. If you do not have a computer – let the instructor know beforehand. Participation requires you to keep your video ON the whole time, and if you use a phone or iPad, it jiggles. Also, we will be screen sharing, which is challenging to view on a small device.
- **LIGHTING** - Set up a light so it shines ON your face. This will make it easier for us to see you. Having a bright window behind you makes it hard to see your smile.
- **A calculator (we do a lot of math), Scrap Paper, and a pencil – with an eraser**
- **TIME AND FOCUS** – two hours a week for class, two hours a week for the Assignments.

ZOOM LINK

All Money 101 Education segments and classes use the same link. The Zoom link **never** changes. Please copy and save the link and store it in an easily accessible place.

<https://us02web.zoom.us/j/81481268036?pwd=N1I2QWFzNlV6dmhObFdVRUgxQkRRUT09>

Meeting ID: 814 8126 8036

Passcode: 031725

GROUND RULES

1. **LIVE CLASSES - BE ON ZOOM by 4:25 PM Eastern Standard Time (five minutes before class starts.) We always start class ON TIME – If you come late, it is disruptive to others.**
2. **QUIET ROOM - NO INTERRUPTIONS** - Please set yourself up in a calm room, silence your phone, and be sure others won't disturb you. I would prefer that you NOT mute your microphone, but that requires everyone's vigilance in eliminating background noises (rustling papers, barking dogs, and crying toddlers).
3. **VIDEO ON** - Keep your video on THROUGHOUT class - we want to see your beautiful face.
4. **NO EATING** - I request what should be obvious: that you do **not** eat during the class; eating distracts me. Having something to drink is fine; I usually require a glass of wine during the last session!
5. **BREAKS**—If you need a quick break, turn off your video for the few minutes you are away. This will alert me not to ask you a question.
6. **ABSENCES** – If you registered for the live classes, please do not miss ANY classes because the knowledge is cumulative. In case of an emergency, always view the recording of the missed class before the next session.

7. **CONFIDENTIALITY** - During the sessions, we may share sensitive information. Please respect each other and keep the information confidential. It is critical that we trust each other and can share openly.
8. **ASSIGNMENTS** - All Money classes have assignments (Homework) which will take 90-120 minutes. Students taking the live classes, should return the assignment 48 hours BEFORE the next class if you want the instructor to comment on your work. (AYOP students can do it at their own pace.). Answer sheets are sent to those that complete the assignment (they are not posted on the web).

When submitting Assignments, PLEASE start a NEW email with your name in the subject line. *i.e.*, **Assignment #3 from Mary Johnson.**

The Homework reinforces what we discuss in class and completing it will give you a much more valuable experience. However, life gets busy, so before you start the program, please **make an appointment with yourself and book the time when you will work on the Assignment. It makes us both winners.**

9. **PERSONAL MEETINGS** Students can schedule a FREE private appointment to review an assignment or discuss an individual situation. New students should wait until they have attended three live classes before booking an appointment. This will give the instructor the opportunity to get to know them in class.

The offer for a private appointment extends after the segment ends; some students have contacted me a year or so later. Private appointments can be used to discuss ANY financial matter, even if not related to the segment in which you enrolled.

You can also invite partner/spouses/parents/children (or anyone else) to attend the private session, provided you are comfortable sharing with them the financial matters we will discuss. It can be beneficial to have all parties hear the information if you are working with others on improving your finances. To learn more and schedule, click: <https://money101education.com/home/private-appointments/>

10. **POST-CLASS SURVEY** -The not-for-profit that sponsors the program may send a survey at the end of the series – PLEASE respond!

However, please don't wait to give me your opinion. If, for any reason, you are not getting value from the class, please tell me. I want to hear your comments to make the material more meaningful.

DIANE DREY – FUN AND CASUAL - BUSINESS BACKGROUND

When I was 12, my father woke me early and told me three things I had to learn. I expected considerable philosophical discussion, but he said typing, taxes, and accounting!

He taught me how to type, having me do exercises at 7 AM before school. He hired a CPA to give me private lessons on double-entry bookkeeping (debits and credits), calculate depreciation, and complete a business tax return ... thus beginning my financial education. (I was only 12!!!)

However, he got me started down a great path of financial awareness. In college, I studied accounting (in addition to my art major). I became a Volunteer Income Tax Assistant (VITA), taking an IRS training program. It was a fun exposure to a topic most people dread.

Following undergraduate work, I went for an MBA in Finance and joined my family's bottled water manufacturing business (SnowBird). We made water in five-gallon bottles and rented water coolers. Our primary clients were schools, hospitals, and government entities. We delivered all of our products in our fleet of 35 trucks.



starting early in the family business

As part of my early training, I rotated through almost every position in the company, working on the bottled water assembly line, fixing water coolers, handling customer service calls, and making collection calls. I was also involved in our end-of-the-year accounting and preparation of the tax returns.

In 1989, my father unexpectedly died, and I took over the firm. I was 33 years old, and we had 140 employees.

Over the next three decades, I faced MANY challenges running the "family business."

I changed the company's name, created a logo, started developing a brand, and became more marketing savvy.

When our company employees became unionized, I learned to negotiate with the union and ultimately established a great working relationship with them.

I lived through several recessions, where sales evaporated, and I experienced gaining and losing significant customers, all of which taught me how to adjust my expenses to meet the challenge.



Being a woman in the bottled-water business was still relatively novel when I got started in the 1980's

Most significantly, our industry began to change in the last decade of our company's existence. Suddenly, water coolers imported from China became available in big-box department stores, and our "rental income" evaporated. I started selling additional coffee and office refreshment products to compensate for the decline in rental income.

On a positive note, I formed an Advisory Board to help me get outside influence and wisdom.

In 2000, my major accomplishment was relocating the company from a six-story Manhattan loft building to New Jersey. I bought an abandoned warehouse, borrowed a lot of money from the bank, rehabilitated the building, and installed a new bottling plant.

SnowBird Corp.
Front of Liberty State Park Building



We operated out of our Jersey City facility starting in 2000 so that a year later, we were able to see first-hand the World Trade Center collapse on 9/11.

Our new factory and its proximity to Manhattan were key reasons Nestle purchased my company in 2008 and allowed me to retire (at age 52).

Making a real estate purchase takes a lot of legwork –
I looked at 46 buildings and 23 pieces of land before I fell in love with this site in Jersey City

I love construction, and this gut renovation of a 66,000 sq. ft building was a year effort –
We had 800 people at our opening party,



Subsequently, in 2008, I joined Score as a volunteer in the New York City chapter.

Since then, I have mentored over 1,000 aspiring and in-business entrepreneurs.

I was Score NYC Chapter Chair from 2014 to 2016. I founded Score's New York City Business Owner Roundtable and Advisory Board Service, now run by other Score mentors.



My latest VOLUNTEER project is developing Money 101, a financial literacy program. The program has five segments, each with five two-hour classes. Segments include Foundation, Investments, Taxation, Real Estate, and Money and Life Cycles.



Since 2019, over 400 people have participated in at least one segment of Money 101.

It makes me smile from ear to ear when they say the experience has changed their lives and helped them "Take the Fear out of Finance."

In 2023, we held our first Money 101 graduation party for the women who had completed all five segments of the program (25 classes and many hours of homework).

You can hear me talking about the program and its origins in this six-minute video:

<https://www.youtube.com/watch?v= QlxTCxkwug>

I hope they inspire you to stick with these classes and be part of the next graduating class!



Money 101 participant comments can be found on my LinkedIn profile under Score.

<https://www.linkedin.com/in/diane-drey/>

And in this six-minute video. https://www.youtube.com/watch?v=5k_5R-U-4xY

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