



For Immediate Release

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Successful Financial Education Series for Women Offered Monthly in San Luis Obispo
Economics of Being a Woman program supports local women and the Women's Legacy Fund

SAN LUIS OBISPO, CA – A successful four lecture series designed to help women empower themselves through financial education will now be held monthly in San Luis Obispo through October 2013. Led by [Andrea Wasko](#), topics include an examination of women's attitudes toward money, a development of financial skills and vocabulary, learning the questions to ask to a financial advisor and the creation of strategies necessary to succeed financially.

Drawing on her own personal experience of challenges and successes, Wasko guides participants through the myths surrounding women and money. With 90 percent of women becoming completely responsible for their own financial welfare at some point in their lives, Wasko stresses the need for women to have a foundational knowledge of financial concepts and management.

"Women will come away with an improved understanding of their finances and what they can do to better manage their money and their finances at all stages of their lives," Wasko says. "Even in today's world, women are financially disadvantaged. On average, women make 82 cents for each dollar made by a man. It's important for women to be able to effectively manage their money."

The Economics of Being a Woman program was created by financial advisor [Libbie Agran](#), who has more than 35 years of experience in financial planning and investment management. Agran is senior advisor at [Libbie Agran Financial Services](#) in Santa Monica.

Agran encouraged Wasko to take over the educational series and to offer it to the women in San Luis Obispo after reading the "[Report on SLO County Women and Girls](#)," which was developed by the [San Luis Obispo County Community Foundation](#) (SLOCCF) through its Women's Legacy Fund. The report found that "money, money-related issues and the current poor economy are significant barriers to improving the lives of women and girls." This report motivated Wasko to make the program available locally and to donate a portion of the educational series to the Women's Legacy Fund, which supports organizations dedicated to the issues of women and girls in San Luis Obispo County. For more information on the Economics of Being a Woman series, visit www.economicsofbeingawoman.com and click on "[Upcoming Lectures](#)."

About Economics of Being a Woman:

Andrea Wasko has over 20 years of leadership and consulting experience. She has held executive positions in Business Development, Finance, Operations, Marketing, Manufacturing and Sales for a variety of companies including Eli Lilly and Guidant Corporation. In 1996, Wasko started Connoisseur Creations, Inc., a gourmet and natural product development company that evolved into an international food and body care brokerage firm. She received her MBA from Golden Gate University and her BS degree from Youngstown State University. Due to her own successful life planning, Wasko was able to retire from corporate life in her mid-30s. Today, she enjoys educating others, volunteering, hiking and traveling.

Libbie Agran, Senior Advisor at Libbie Agran Financial Services, developed the *Economics of Being a Woman* series in 1978 to demystify the world of finance for women and has offered this series for over 30 years in the Los Angeles area. She found that women often came to her seminars when there was a change in their own financial status. New employment, marriage, career changes, divorce, aging parents, inheritance, widowhood or the uncertain economic climate were compelling a closer look at their personal money affairs. Agran found that there was a profound difference in the way that women approached money as opposed to men. To date, over 22,000 women have attended the *Economics of Being a Woman* educational series.

About the Women's Legacy Fund

The Women's Legacy Fund was established in 2003 to help San Luis Obispo county women and girls to move out of poverty, establish safe relationships, choose healthy behaviors, build communication skills, master non-traditional occupations, and strengthen their physical, emotional, intellectual and financial well-being. To date, The Women's Legacy Fund has raised nearly \$277,000—well on the way to its initial goal of \$500,000. For more information about the Women's Legacy Fund, contact the San Luis Obispo County Community Foundation at 543-2323 or log onto www.slocfwlf.org.