

CONSUMER FEDERATION OF AMERICA'S
54th ANNUAL



Awards
CELEBRATION

June 4, 2026

Program

SUSAN WEINSTOCK
CHIEF EXECUTIVE OFFICER
CONSUMER FEDERATION OF AMERICA

WELCOME AND
AWARD
PRESENTATION

SAMUEL A.A. LEVINE
COMMISSIONER
NYC DEPARTMENT OF CONSUMER AND WORKER
PROTECTION

PHILIP HART
PUBLIC SERVICE
AWARD

PRESENTED BY
DIRECTOR ROHIT CHOPRA
3RD DIRECTOR, CFPB, FORMER COMMISSIONER, FTC
2025 PHILIP HART PUBLIC SERVICE AWARD

LISA RICE
PRESIDENT AND CEO
NATIONAL FAIR HOUSING ALLIANCE

ESTHER
PETERSON
CONSUMER
SERVICE AWARD

PRESENTED BY
SHANNA SMITH
FORMER PRESIDENT AND CEO
NATIONAL FAIR HOUSING ALLIANCE

BARBARA ROPER
FORMER SENIOR ADVISOR, US. SECURITIES
AND EXCHANGE COMMISSION
FORMER INVESTOR PROTECTION DIRECTOR,
CONSUMER FEDERATION OF AMERICA

LIFETIME
ACHIEVEMENT
AWARD

PRESENTED BY
SUSAN ANTILLA
INVESTIGATIVE JOURNALIST AND AUTHOR
2017 BETTY FURNESS CONSUMER MEDIA SERVICE AWARD

MARCELINE WHITE
EXECUTIVE DIRECTOR
ECONOMIC ACTION MARYLAND

CONSUMER
CHAMPION
AWARD

PRESENTED BY
DELEGATE VAUGHN STEWART
MARYLAND HOUSE OF DELEGATES

2026 Award Recipient

PHILIP HART PUBLIC SERVICE AWARD

SAMUEL A.A. LEVINE

NYC DEPARTMENT OF CONSUMER AND WORKER PROTECTION

Samuel A.A. Levine has served as the Commissioner of the Department of Consumer and Worker Protection (DCWP) since January 2026. Under his leadership, the agency has helped drive the Mamdani Administration's affordability agenda by filing groundbreaking cases, implementing nation-leading consumer and worker protections, providing financial empowerment resources to thousands of New Yorkers, and delivering accessible licensing services that help small businesses open and thrive.

From 2021 until 2025, he served as Director of the Federal Trade Commission's Bureau of Consumer Protection, where he oversaw litigation, rulemaking, and market-monitoring initiatives across a wide range of industries. Under his leadership, the Bureau cracked down on junk fees and subscription traps, sharpened the FTC's tools against fraud and dark patterns, brought landmark cases addressing tech and privacy abuses, and advanced new protections for workers and small businesses. Levine also launched agency-wide initiatives around gig work, artificial intelligence, and renters' rights, bringing pioneering enforcement actions in each area.

Before leading the Bureau, Levine served as an Attorney Advisor to FTC Commissioner Rohit Chopra, working with him to promote vigorous enforcement on behalf of consumers and honest businesses. He previously served as an enforcement attorney in the FTC's Midwest Regional Office and as an Assistant Attorney General in Illinois, where he prosecuted predatory for-profit colleges. He clerked for Judge Milton I. Shadur of the U.S. District Court for the Northern District of Illinois, and in 2025 served as a Senior Fellow at the UC Berkeley Center for Consumer Law and Economic Justice.

CFA is pleased to present the Philip Hart Public Service Award to Samuel A.A. Levine in recognition of his distinguished career, his commitment, his leadership, and his advocacy work making significant advances for consumer interests and protections.

2026 Award Recipient

ESTHER PETERSON CONSUMER SERVICE AWARD

LISA RICE, NATIONAL FAIR HOUSING ALLIANCE

As President and CEO, Lisa Rice directs the National Fair Housing Alliance's (NFHA) mission to eliminate all forms of housing discrimination and ensure equitable housing opportunities for all people and communities. NFHA leads the fair housing movement has roughly 200 member organizations throughout the country.

Lisa Rice is one of the nation's leading experts on fair housing, lending, and Responsible AI policies having played major roles in crafting sections of the Dodd-Frank Wall Street Reform and Consumer Protection Act, establishing the Office of Fair Lending within the Consumer Financial Protection Bureau, and implementing other legislative and policy initiatives. She also helped lead the investigation and resolution of precedent-setting fair housing and lending cases securing remedies for millions of people as well as the elimination of systemic discriminatory practices.

She created the NFHA's Tech Equity Initiative, now the Responsible AI Lab, helping to develop and advance research, frameworks, policies, products, and educational programming to promote solutions that ensure technological innovations benefit people and society. She also created NFHA's Keys Unlock Dreams Initiative which has served as the catalyst for increasing homeownership opportunities for thousands of underserved people.

Rice is a published author contributing to several books and journals addressing a range of fair housing issues including - *Creating Justice In A Multiracial Democracy*; *The Fight for Fair Housing: Causes, Consequences, and Future Implications of the 1968 Federal Fair Housing Act*; *Designed for the Future: 80 Practical Ideas for a Sustainable World*; *Discriminatory Effects of Credit Scoring on Communities of Color*; and *From Foreclosure to Fair Lending: Advocacy, Organizing, Occupancy, and the Pursuit of Equitable Credit*.

Rice serves on the Board of Directors of the Leadership Conference on Civil and Human Rights, Center for Democracy and Technology, Center for Responsible Lending, The Redress Movement, and FinRegLab. She is also a member of the JPMorgan Chase Consumer Advisory Council, Mortgage Bankers Association Consumer Advisory Council, Rocket Consumer Advisory Forum, and Berkeley's The Turner Center Advisory Council. She has received numerous awards including the National Housing Conference's Housing Visionary Award, was selected as one of TIME Magazine's 2024 'Closers' and named by Forbes as a 50 Over 50 Honoree.

Lisa Rice's commitment, leadership, and strong advocacy on critical housing issues make her an exceptionally worthy recipient of the Esther Peterson Consumer Service Award, which CFA is honored to present to her.

2026 Award Recipient

LIFETIME ACHIEVEMENT AWARD

BARBARA ROPER, SEC, CFA

Barbara Roper began working at CFA in 1986 and from 1996–2021 served as its Director of Investor Protection. In 2021 Roper served as Senior Advisor to Securities and Exchange Commission (SEC) Chair Gary Gensler. In that role, Roper advised the Chair on a wide range of policy, oversight, and enforcement matters affecting retail investor protection. She retired in January 2025.

While at CFA, as a leading consumer spokesperson on investor protection issues, Roper conducted studies on a wide range of issues including brokers' misleading marketing practices, mandatory shareholder arbitration, the potential for the Internet to improve disclosures, the information preferences of mutual fund shareholders, abuses in the financial planning industry, state oversight of investment advisers, state and federal financial planning regulation, the need for audit reform in the wake of the Enron scandal, the need for mutual fund reform in the wake of trading and sales abuse scandals, systemic risk regulation, and securities law weaknesses as a cause of the 2008 financial crisis.

She testified before Congress and supported federal and state legislative and regulatory initiatives on a broad range of investor protection issues.

Before joining the staff of CFA, Roper was a member of the steering committee of the Denver Food Bank Coalition, an ecumenical coalition of low-income assistance centers. She began her career as a newspaper reporter in Colorado Springs, where she later worked in the public information office of The Colorado College. She graduated in 1977 from Princeton University with a degree in art history.

Barbara Roper was a member of FINRA's Investor Issues Group and the CFP Board's Public Policy Council. She served on the SEC's Investor Advisory Committee, the Public Company Accounting Oversight Board's Standing Advisory Group as well as its Investor Advisory Group, the Investors Working Group, and the board of Fund Democracy. She is the 2018 recipient of the North American Securities Administrators Association (NASAA) Investor Champion Award, the 2017 recipient of the Frankel Fiduciary Prize, the 1991 recipient of the National Association of Personal Financial Advisors' Distinguished Service Award, the 1992 recipient of a Distinguished Service Award from NASAA, and a 2004 recipient of Consumer Action's Consumer Excellence Award. In 2020 she was recognized as one of the 100 most influential women in American finance by Barron's, and she was named a "Money Hero" by Money Magazine in 2012.

CFA's Lifetime Achievement Awards are given to individuals who have dedicated their careers to protecting consumers and whose work has had a profound impact on public policy, consumer protection, and marketplace fairness. This award recognizes Barbara Roper's commitment, leadership, and lifetime of effective advocacy on pivotal investor protection issues.

2026 Award Recipient

CONSUMER CHAMPION AWARD

MARCELINE WHITE, ECONOMIC ACTION MARYLAND

An award-winning, nationally-recognized consumer advocate, Marceline White serves as the Executive Director of Economic Action Maryland where she leads the coalition's 12,000 supporters in promoting economic rights, equity, and housing justice throughout Maryland. White has led the coalition's efforts in passing five first-in-the-nation bills related to for-profit colleges, medical debt, and debtors prisons. She's authored three first-in-the-nation state-level reports on for-profit colleges, debt settlement, and debt collection practices and served as the co-chair of the Consumer Protection committee of former Attorney General Frosh's COVID-19 Task Force.

In 2020, White received the inaugural Woodside Award from the CASH Campaign, given to an individual for their work on addressing systemic economic equity issues. In 2017, White won the National Association of Consumer Advocates' "Advocate of the Year" award for her work advancing economic rights and consumer protection at the state level. In 2017, she also received an Excellence in Advocacy award from the tri-state Common Cents Conference, as well as the Lorraine Sheehan Award for Excellence in Advocacy from the Community Development Network (with the CASH Campaign of Maryland) for her work ending predatory payday loans in Maryland. In 2014, White won a national award for best community film from the National Community Reinvestment Coalition for her work as producer of the consumer education film "Stealing Trust."

Marceline White has served on the CFA board of directors in various roles from 2016 to 2022 and as a member of the board of the National Community Reinvestment Coalition. She holds a Masters of Public and International Affairs from the University of Pittsburgh and a Bachelor's in Journalism from the University of Missouri-Columbia.

The Consumer Champion Award recognizes CFA members who have demonstrated exceptional commitment to advocating for consumer rights and protections. This award honors those who passionately work to empower consumers, promote transparency, and enhance the overall quality of life for consumers within their communities. Marceline White truly embodies what it is to be a consumer champion, and we are thrilled to honor her with this award.

Betty Furness

Consumer Media Honors

Your Credit History Could be Costing You More to Drive

In this compelling piece, NPR's Robert Benincasa examines how insurers use credit history to set auto insurance premiums, often resulting in significantly higher costs for drivers with lower credit scores. The reporting highlights how this practice disproportionately impacts low-income consumers and communities of color, raising serious concerns about fairness and transparency in insurance pricing. The story identifies personal experiences and provides a state by state breakdown to underscore how systemic factors outside of a individual's driving record can make essential insurance protection less affordable and deepen existing inequities.

Meta is Earning a Fortune on a Deluge of Fraudulent Ads, Internal Documents Show

In this explosive investigation, Jeff Horwitz of Reuters reveals how Meta has earned billions from a flood of fraudulent advertisements across its platforms. Internal documents show Meta projected that roughly 10% of its revenue, about \$16 billion, would come from scam and illicit ads, with users exposed to an estimated 15 billion high-risk scam ads daily. The reporting highlights how Meta's systems often allow suspicious advertisers to continue operating, sometimes charging them higher fees rather than removing these ads, while users who engage with scams are shown even more of them. By exposing how financial incentives can outweigh consumer safety, this story underscores the urgent need for stronger oversight and accountability to protect consumers from a rapidly expanding scam economy.

Instacart's AI-Enabled Pricing Experiments May Be Inflating Your Grocery Bill

In this revealing investigation, Derek Kravitz of Consumer Reports, in collaboration with Groundwork Collaborative and More Perfect Union, exposes how Instacart used artificial intelligence to test different prices on identical grocery items, often charging shoppers significantly different amounts for the same products at the same time. The analysis found price differences of up to 23 percent per item, with many consumers unknowingly enrolled in large-scale pricing experiments designed to gauge how much they are willing to pay. The reporting underscores how this lack of transparency and consistency makes it harder for consumers to budget for essential goods like food, raising serious concerns in a moment when grocery costs are already a top worry for many American households.

Wall Street Loots Federal Loans Meant for Affordable Housing

This sharp piece, by the The Lever's Sam Pollak, published in Jacobin, shows how private equity firms are exploiting loopholes to tap billions in publicly supported funds from the Federal Home Loan Bank System, a government-sponsored enterprise originally established to encourage affordable mortgage lending. Using personal examples, the story highlights how private equity firms are acquiring insurance companies that are accessing Federal Home Loan Banks' government-subsidized loans to invest in their own business portfolios, rather than in affordable housing.

Scan here to read the stories:





Broadridge congratulates
Barbara Roper on her
Lifetime Achievement Award
and extends congratulations
to all of this year's honorees.

Broadridge.com

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CFP BOARD

A Tribute to Barbara Roper

With gratitude and admiration

Thank you, Barb, for a lifetime of service as a steadfast advocate for financial services consumers. Your leadership, integrity, and clear-eyed focus on the public interest have strengthened investor protections and elevated the expectations we place on the financial planning profession.

We are also deeply grateful for your generous service to CFP Board as a volunteer—bringing your expertise and principled voice to the **Commission on Standards, the Public Policy Council, and the Standards Resource Commission**. Your contributions helped shape and advance standards that promote competent, ethical financial planning.

Today we celebrate your extraordinary career and tireless advocacy on behalf of the public. Your work has made the marketplace fairer, the rules stronger, and the promise of trustworthy advice more real for millions of Americans.

Congratulations—and thank you for all you have done.

- With appreciation, your friends at CFP Board



FINRA Congratulates *Barbara Roper*

CFA LIFETIME ACHIEVEMENT AWARD

FINRA commends Barb Roper for receiving this year's Lifetime Achievement Award. For decades, Barb has championed investor protection and been a powerful voice for retail investors.

Her tireless advocacy and principled leadership have shaped reforms that strengthened market integrity and expanded access to fair, transparent financial services for all Americans.

FINRA has been privileged to work alongside Barb, learning from her expertise and commitment to ensuring our markets work for everyone.

FINRA

Congratulations Barb Roper on your Lifetime Achievement Award from CFA!

You are so deserving of this honor, and we feel fortunate to have worked with you over the years and count you as a treasured friend.

With love and admiration,

The Women Warriors

Mary Ellen Fise

Mary Griffin

Mern Horan

Laura Polacheck

Cleo Stamatatos

Maureen Thompson



Congratulations to Lisa Rice

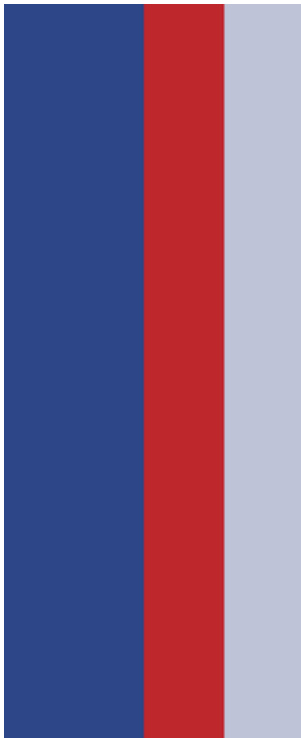
2026 Esther Peterson Consumer Service Award Honoree

The Center for Responsible Lending (CRL) extends its congratulations to Ms. Lisa Rice on this well-earned recognition. Ms. Rice is an inspiring leader known for her integrity and commitment to public service. We are honored to have her on our Board of Directors and value her significant contributions to fair housing, consumer protection, and equitable lending.



responsiblelending.org





The Consumer Federation of America would like to congratulate all of our awardees for their exceptional work, relentless dedication to protecting consumer rights, and for fighting for fairness.

Thank you for providing a powerful voice for everyday people and driving real, positive change in the world.

Members of the CFA Board Awards Committee

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About CFA

CFA is an association of non-profit consumer organizations, established in 1968 to advance the consumer interest through research, advocacy and education. Today, almost 250 of these groups participate in the Federation, working to protect consumers on the national, state, and local level. CFA's broad range of activities include AI & Privacy, Competition & Regulation, Consumer Protection, Energy, Financial Services, Food & Agriculture, Housing, Insurance, Investor Protection, Product Safety, and the America Saves & Veterans Saves programs.

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