

## PROGRAM

Stephen Brobeck .....Welcome  
Executive Director  
Consumer Federation of America

Will Ogburn .....Introductions  
Executive Director, National Consumer Law Center  
President, Consumer Federation of America

Senator Jeff Merkley .....Philip Hart Public Service Award

*Presented by*  
Senator Carl Levin  
1995 Philip Hart Public Service Award

Brooksley E. Born .....Philip Hart Public Service Award  
Former Chairperson  
Commodity Futures Trading Commission

*Presented by*  
Sheila C. Bair  
Senior Advisor, Pew Charitable Trusts  
2009 Philip Hart Public Service Award

Larry Blanchard .....Esther Peterson Consumer  
Corporate & Legislative Affairs Service Award  
CUNA Mutual Group

*Presented by*  
Pete Crear  
Former CEO, World Council of Credit Unions  
2006 Esther Peterson Consumer Service Award

Marketplace .....Betty Furness Consumer  
Accepted by Nancy Marshall-Genzer, Senior Editor Media Service Award

*Presented by*  
Jack Gillis  
Director of Public Affairs, Consumer Federation of America

## PHILIP HART PUBLIC SERVICE AWARD

### SENATOR JEFF MERKLEY

Elected in 2008 as the United States economy was in crisis, Jeff Merkley entered the United States Senate at a critical time in our nation's history. Nearly four years later, Merkley stands as one of the Senate's most persistent and effective voices for financial reform and consumer protection. Merkley led efforts to include important new consumer and economic safeguards in the Dodd-Frank Act, including limits on risky trading by banks and a ban on mortgage practices that trap borrowers in unaffordable loans. Since then, Merkley has vigorously fought industry efforts to roll back Dodd-Frank reforms and to erode long-standing investor protections in the name of job creation. Merkley's low-key, analytical approach has allowed him to cross party lines and focus on solving problems throughout his career. He used this style effectively in the state legislature and as Speaker of the Oregon House of Representatives in 2007, leading successful efforts to curb dangerous payday loans and expand access to affordable prescription drugs. The first person in his family to attend college, Merkley carved out a career in public service long before entering electoral politics, most notably as a well-known advocate in Oregon for affordable housing. For his commitment to and achievements in protecting consumers throughout his career, CFA presents Senator Jeff Merkley with the Phillip Hart Public Service Award.

## PHILIP HART PUBLIC SERVICE AWARD

### BROOKSLEY E. BORN

As Commodity Futures Trading Commission Chair in the Clinton Administration, Brooksley Born warned that lack of transparency and regulatory oversight in the over-the-counter derivatives markets was likely to create grave risks to the financial system. In her efforts to bring responsible regulation to this vast and rapidly growing market, she met with stiff resistance, not only from financial services firms, but also from other members of the Administration. Despite intense pressures brought to bear on her, she refused to back down. Ultimately, Congress ignored Born's warning and in 1999 passed legislation blocking regulation that would have mitigated the recent crisis. As the crisis took hold, she returned to public service as a member of the Financial Crisis Inquiry Commission and helped to create the template for derivatives reform embodied in the Dodd-Frank Act. Before and after her stint at the CFTC, Born practiced law at Arnold & Porter, where she served as partner before retiring in 2003. A pioneer for women in law, she helped establish the National Women's Law Center, which she continues to serve as board chair. In recognition of her commitment to public service and her courage and persistence in acting on her convictions, CFA is honored to be able to recognize Brooksley Born.

ESTHER PETERSON CONSUMER  
SERVICE AWARD

LARRY BLANCHARD

For more than a half-century, Larry Blanchard has strengthened individual credit unions and the whole credit union movement through his committed, energetic, and skillful work. His first credit union job was as a clerk with the Newport News Shipbuilding and Dry Dock Company Employees Credit Union at age 17. He worked his way through college with another credit union and later held senior management positions at several other credit unions. At one, he created the first comprehensive policies and procedures manual. Blanchard then moved to Washington, DC, where he held senior staff positions at CUNA, NAFCU, and the National Credit Union Administration. For the past couple decades, he has worked for CUNA Mutual. Blanchard's contributions, however, extend well beyond outstanding work in these positions. More than anyone else in the past several decades, he has held the credit union movement together, most notably as leader of the successful Campaign for Consumer Choice. This is a principal reason that the credit union and consumer cooperative movements have honored him with all their top awards. However, Blanchard's bridge-building skills extend beyond the cooperative movement to other groups including CFA, on which Board he has served for decades. Esther Peterson, a strong supporter of consumer cooperatives, would have been pleased for him to receive an award in her name.

BETTY FURNESS CONSUMER MEDIA  
SERVICE AWARD

MARKETPLACE

As the most popular and informative radio program on business, Marketplace has played an important role in informing consumers about how the world of business impacts their lives. Created in 1989 and now produced and distributed by American Public Media, Marketplace programs are now broadcast by more than 500 public radio stations and are heard by more than nine million weekly listeners. The growing number of Marketplace programs — which now include Marketplace Morning Report, Marketplace Money, and the Marketplace Tech Report as well as Marketplace — feature thorough reporting, insightful interviews, and expert commentaries on numerous subjects relevant to consumers. And Marketplace Whiteboard videos explaining difficult financial issues, such as default swaps and toxic assets, enjoy great popularity. Marketplace reports on subjects, including drug company profitability, privacy, health care, funeral homes, and personal finance, have won many national awards. CFA is pleased to add another to a program that many at this dinner listen to avidly while riding to and from work.

MEMBERS OF THE AWARDS DINNER COMMITTEE

Katrinka Smith Sloan, *Chairman*  
Larry Blanchard

Regene Mitchell  
Charles E. Snyder

CONSUMER FEDERATION OF AMERICA'S

Forty-Second  
Annual  
Awards Dinner

June 13, 2012