

Report: Americans cutting back on driving

The Department of Transportation reported last week motorists drove 100 billion fewer miles between November 2007 and October of this year.

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|--|---|---|---|
| 65.15 | 32.38 | 46.06 | 0.69 |
|  |  |  |  |
| Dow | Nasdaq | NYSE | AMEX |
| 8,564.53 | 1,508.34 | 5,497.90 | 1,319.09 |

ON THE AGENDA

Business After Hours, 5:30 p.m. Thursday, Cafe Columbine and Bakery, 802 W. Drake Road. Early registration is \$13. To register, visit www.fcchamber.org.

APPLAUSE

Joe Menetre has been promoted to director of sales at New Belgium Brewing Co. Menetre is charged with overseeing all sales functions, including new and exist-

Businessmen examine financial literacy

Feature-length documentary to be released in May

BY CARI MERRILL
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Given the current upheaval of the nation's economy, there's no time like the present to make a documentary on financial literacy — or lack thereof — in America.

Three local businessmen have taken on the challenge.

Local author Braun Mincher, attorney Kevin Houchin and filmmaker David Himot are filming a feature-length documentary illustrating the lack of financial literacy education in schools across the country.

"We're examining why do schools teach math, English and science and not financial literacy," Mincher, executive producer, said Monday. "With the economic crisis, this is a very relevant, very timely topic."

Mincher and Himot will travel for two months, interviewing "real people," as well as financial literacy experts, educators, authors and more, trying to get insight into what people know about financial literacy, why it's not part of the education system and how that can change.

The two will spend a month on the East Coast,

hitting cities such as New York and Boston, and then head to the opposite side of the country to spend another month in places such as Los Angeles, San Francisco and Las Vegas.

Mincher expects to complete 100 to 150 interviews between now and the end of shooting with about one-third of those making the final cut.

While Houchin, creative director, is more involved with the legal aspect of the project, he said he frequently sees the need for increasing financial literacy education.

"I work with a lot of people who are creative and

Interested?

To get updates on filming and production, visit www.SecretsofMoneyMovie.com.

are trying to figure out how to basically follow their creative path and make a living doing what they love," Houchin said. "The financial literacy side is a big part of that."

Mincher came up with the idea after watching a documentary focused on the predatory nature of credit card companies. Combine the financial aspect of that film with the awareness of the "Super Size Me" documentary that

focused on the detrimental effects of eating fast food, add some objectivity and the idea for "The Secrets of Money" was born.

"We need to require financial literacy classes in the school system, and no one has a reason why we don't do it," Mincher said, adding he's not in this venture to make money. "Our goal, if we can sell it for what our production costs are, we'll be happy just to get it out there."

Because the topic is so timely, the trio is cramming a year's worth of work into 5½ months, Mincher said, expecting to release the film nationwide in May and entering it in the Fort Collins TriMedia Film Festival in the fall.