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## **NFCC President to Deliver Keynote Address at CCCS Annual Meeting Sept. 17**

**Winston-Salem, NC** -- The leader of the oldest and largest nonprofit credit counseling organization in the country will visit Winston-Salem on Friday, Sept. 17. Susan C. Keating, President and Chief Executive Officer of The National Foundation for Credit Counseling (NFCC), will deliver the keynote address at the 2009-2010 annual meeting and luncheon of Consumer Credit Counseling Service of Forsyth, Inc. The invitation-only event will be held at noon Friday at Allegacy Federal Credit Union, 1691 Westbrook Plaza Drive.

Keating oversees the NFCC and its 99 member agencies and nearly 820 offices in the U.S. Its certified financial counselors provide financial education to 4 million clients each year.

Before joining the NFCC, Keating spent 29 years in financial services and during her tenure was the highest ranking female CEO of a U.S. bank holding company. From 2000-2002 she was President and Chief Executive of Allfirst Financial Inc., the 43rd largest U.S. bank and the largest U.S. holding of Allied Irish Banks plc, or AIB Group. In 2002 Keating was named to the Group Executive Committee of AIB.

Among her numerous professional affiliations, Keating is a member of the Bank of America National Community Advisory Council. Previously, she was board chair of the USA Swimming Foundation; a board member of the Financial Services Roundtable; and a chairperson for the Alexis de Tocqueville Society of the United Way of Central Maryland.

In early August Keating, along with NFCC Board Member Jean Chatzky, was named among the Top 10 Women in Money by the largest online site dedicated to personal finance, WalletPop.com.

"We are thrilled and honored to have Susan deliver our keynote address," said Peter Laroche, CEO of CCCS of Forsyth. "With her vast experience and breadth of expertise in the financial realm, she will provide valuable perspectives to our board members, staff and supporters."

For more information, call CCCS at 336-896-1191, or visit [www.cccsforsyth.org](http://www.cccsforsyth.org).

**NOTE TO MEDIA: Ms. Keating will be available for media interviews on an appointment basis on September 17, 2010 between 9 AM and 11 AM at the Center for Homeownership 500 West Fourth Street, Suite 200, Winston Salem NC 27101. To schedule an appointment, contact Betsy Annese at 336-722-1921.**

### **About CCCS**

Consumer Credit Counseling Service of Forsyth County Inc.(CCCS) was established in Winston-Salem in 1972 as a non-profit educational organization to help families build wealth, achieve financial self-sufficiency, attain financial stability, and handle financial crises. CCCS offers its services to the community through the Financial Management & Debt Counseling Program, the Center for Home Ownership, the Homebuyer Education Center, the Center for Financial Education, and Senior Financial Care Program. Low or no-cost services include financial assessment counseling; budget review; financial literacy education; Senior Financial Care®; a debt management program to pay off unsecured (credit card) debt; credit report review; homeownership education and counseling; and mortgage default/foreclosure prevention counseling. CCCS partners with families, schools, religious organizations, businesses, government agencies, and other non-profits, serving residents of Forsyth and surrounding counties from offices in Winston-Salem, Kernersville and Mocksville. CCCS was reaccredited in 2007 by the Council on Accreditation (COA). It has 29 full and part time employees.. More information is available at [www.cccsforsyth.org](http://www.cccsforsyth.org)

### **About the NFCC**

*The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation's largest and longest serving national nonprofit credit counseling organization. The NFCC's mission is to promote the national agenda for financially responsible behavior and build capacity for its members to deliver the highest quality financial education and counseling services. NFCC Members annually help more than three million consumers through close to 850 community-based offices nationwide. For free and affordable confidential advice through a reputable NFCC Member, call (800) 388-2227, (en Español (800) 682-9832) or visit [www.nfcc.org](http://www.nfcc.org).*