

2019 Nicholson Award

Robert Wynn: Leading Community Financial Education

by Adam Ritt, Editor in Chief

Robert L. Wynn II, a former member of the BetterInvesting board of directors who has led significant investment and financial education efforts both within and outside the organization, was this year's recipient of the George A. Nicholson Jr. Distinguished Service Award in Investment Education.

Bob, an attorney, was instrumental in seeing the organization through a time of change in the mid-2000s, but his career might be best characterized by his dedication to programs that have introduced everyday Americans, including our youth, to sound principles of building wealth and managing personal finances.

Bob created several financial education programs as the financial education officer at the Wisconsin Department of Financial Institutions. He also founded a number of programs for community development and financial empowerment, including Asset Builders of America, which was created for teaching youth and families about the importance of saving and investment.

As Danelle McNeill said in a 2013 article, "Bob genuinely cares about the growth and development of youth."



The George A. Nicholson Jr. Distinguished Service Award in Investment Education. From left, Beth Hamm, George Nicholson's daughter, presents Bob Wynn with the award. Next to Bob is his wife, Millie Jones. Bob is the founder and owner of Akamai, a community education firm in Milwaukee.

Another project he led, CLIMB, had a goal of establishing 100 investment clubs in Milwaukee. More recently Bob is the founder and owner of Akamai, a community education and business development consulting firm.

In his acceptance speech at the BetterInvesting National Convention in May, Bob called on attendees to bring BetterInvesting's message to others who could benefit from it:

"Our challenge, and I contend our obligation, is to double down on our efforts to share our good fortune of being Better Investors with others beyond our easy reach. George Nicholson, Tom O'Hara and the visionary BI founders did indeed plant some very fertile acorns.

"And while many have sprouted to become prosperous millionaires, there are many more acorns to seed and sprout." **B**

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