





The Federal Reserve Bank of Kansas City's Omaha Branch has been a partner with Conestoga Magnet School, a K-6 school with a focus on math and economics, since the magnet's establishment in 2001. The Federal Reserve Bank believes that students who learn about economics and personal finance at a young age will become better consumers, making wiser decisions that benefit our economy. The Federal Reserve Bank's mission is to provide economic resources and programs that are easy to understand and implement for educators and students.

Federal Reserve Bank employees have worked with Conestoga on a variety of academic projects in the economics and personal finance areas. "It Makes Good Cents," a book of personal finance tips, was the first book written by fourth, fifth and sixth graders and published by the Federal Reserve Bank in 2011. This second book, "Econ Superheroes Save the Day," was designed by the same grades after lessons were taught by Branch employees on economic problems and solutions. Students created original superheroes to solve these problems for the book, which was published in 2012.

Special thanks to Conestoga's principal, David Milan, and economics specialist, Erin Ruis, for partnering on this economic project with the Federal Reserve Bank.

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*We are pleased to recognize the following students for their contributions to the book:*

**GRADE 4:** Manuel; Kayahna; Ty'Leana;

Ryan; Sarah

**TEACHER:** Mary Cotton

Jocabed; Jesus

**TEACHER:** Kate Sharkey

**GRADE 5:** James; Subhranshu

**TEACHER:** Michelle Rodriguez

Johnathan; Alexander

**TEACHER:** Bill Dahlheimer

Deja; Taevon

**TEACHER:** Francie Smith

**GRADE 6:** Fernanda; Karahya; Maximiliano

**TEACHER:** Julie Pouncil

Tavion; Amaya; Leonardo

**TEACHER:** Peggy Madsen

# SMART CHOICE

WHEN THERE IS NOT ENOUGH FOR  
ALL WHO WANT IT

TO MAKE A DECISION

50% OFF OR  
\$10 CASH BACK

LIMITED SUPPLY  
1 DAY SALE!





**MY SUPERHERO'S NAME:**

Scarcity Eagle

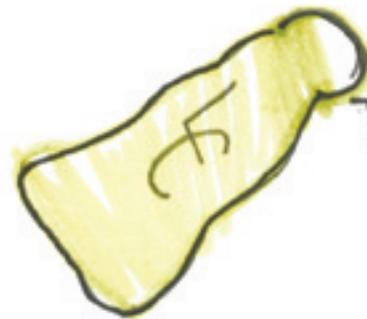
**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Using his teleporting mind to get places and make things that are scarce appear.



Goggles  
to hide  
Identity.

Thinking  
hat  
to think  
through.



Cape  
to help  
fly

**MY SUPERHERO'S NAME:**

Lady Choice

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people with her thinking hat. She tells them the best decision.



**MY SUPERHERO'S NAME:**

Needing Nelly

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people get what they need and make good choices when spending money to buy wants.



**MY SUPERHERO'S NAME:**

Mr. Choice

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people choose food and clothes. He helps them do the right thing and helps them choose great prices. His mask helps him see all the prices at the store.

# RESOURCES PRODUCER ENTREPRENEUR

THINGS USED TO MAKE GOODS  
AND SERVICES

SOMEONE WHO USES RESOURCES TO  
MAKE GOODS AND SERVICES

SOMEONE WHO TAKES THE  
RISK OF PRODUCING A  
PRODUCT OR STARTING A  
NEW BUSINESS



Superhero  
for hire \$



**MY SUPERHERO'S NAME:**  
Natural Resource King

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**  
Helping people plant trees to help provide more oxygen. He will also plant flowers, food, and help keep the water clean.



**MY SUPERHERO'S NAME:**

Resource Tank

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Going into people's houses when they sleep and sort paper and things from the trash into recycling containers to save resources.



**MY SUPERHERO'S NAME:**  
Powerful Producer Girl

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**  
Using resources to make goods and services. She points her finger and goods and services appear.



**MY SUPERHERO'S NAME:**

Ms. Entrepreneur

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people find the resources to start a business. She can fly over things or walk with the person to help them.

# SAVING MONEY

TO KEEP MONEY TO SPEND LATER



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**MY SUPERHERO'S NAME:**

Incredible Saver

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people save money so they will not spend their money on wants.



**MY SUPERHERO'S NAME:**

Money Man

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people save money, and stopping people from spending money on worthless things.



**MY SUPERHERO'S NAME:**  
Save Man/Save Girl

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**  
Hypnotizing villians to save and not to steal or spend.



**MY SUPERHERO'S NAME:**

Lucky Saver

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Giving people special advice on saving and investing their money. She helps them decide if they want to spend, invest, or save for the future.

# EARNING SPENDING

TO RECEIVE MONEY FOR DOING WORK

TO USE MONEY TO BUY  
GOODS AND SERVICES





**MY SUPERHERO'S NAME:**

Mrs. Earn

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Earning money to give schools that need help with books and pencils. She also donates to charity.



**MY SUPERHERO'S NAME:**

Super Spend Boy

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Helping people spend money wisely. For example, helping someone to buy a good TV.



**MY SUPERHERO'S NAME:**

Miss Price

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Looking into stores using super vision to see the prices. She finds the lowest prices on items you want to buy.



**MY SUPERHERO'S NAME:**

Fancy Finance Girl

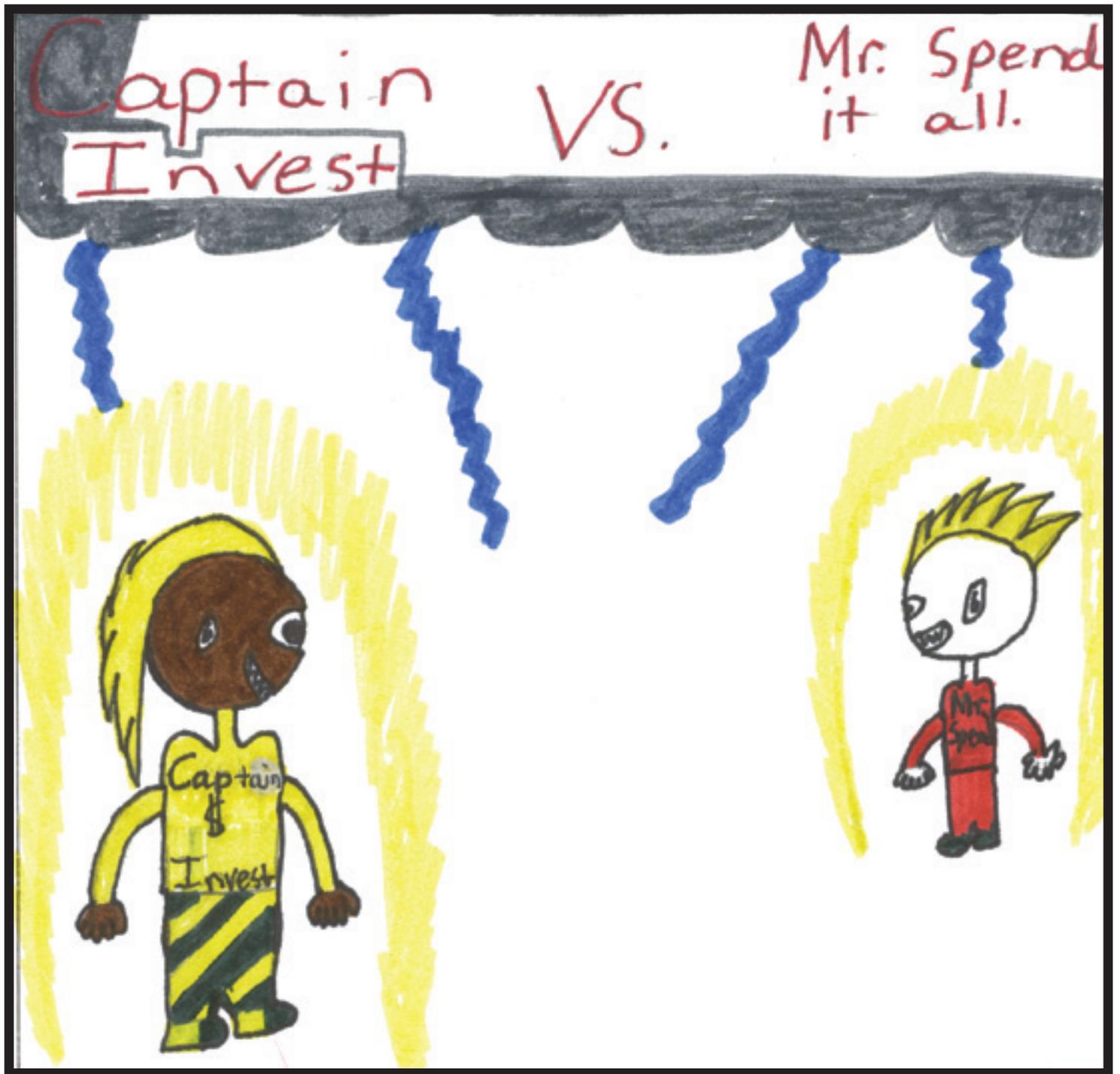
**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Using her fancy clothes to hypnotize people into being more careful with their financial problems.

# INVESTING MONEY

TO USE MONEY TO GAIN A PROFIT



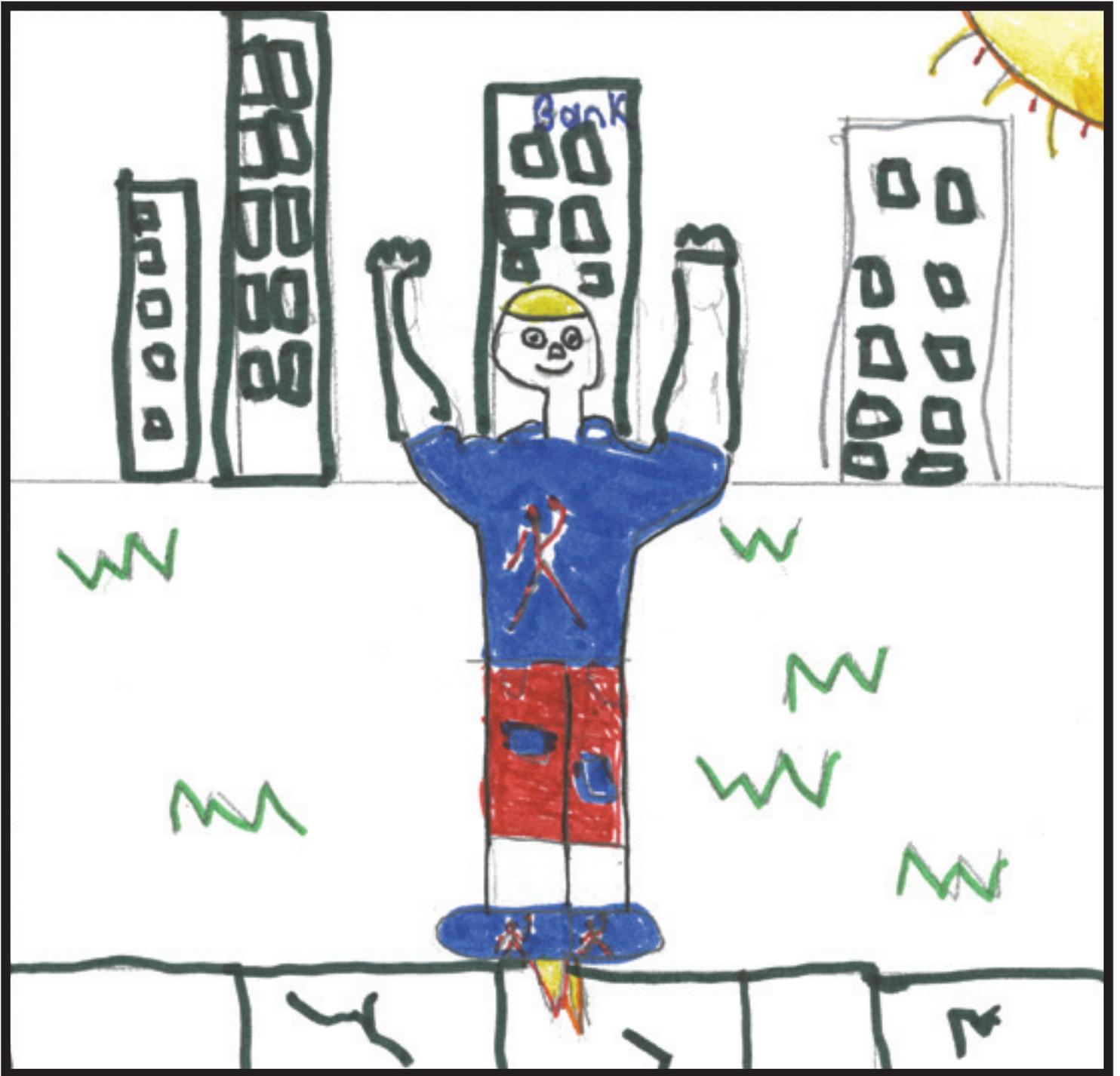


**MY SUPERHERO'S NAME:**

Captain Invest

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Giving people advice on how to invest to make money with his super mind and heat vision.

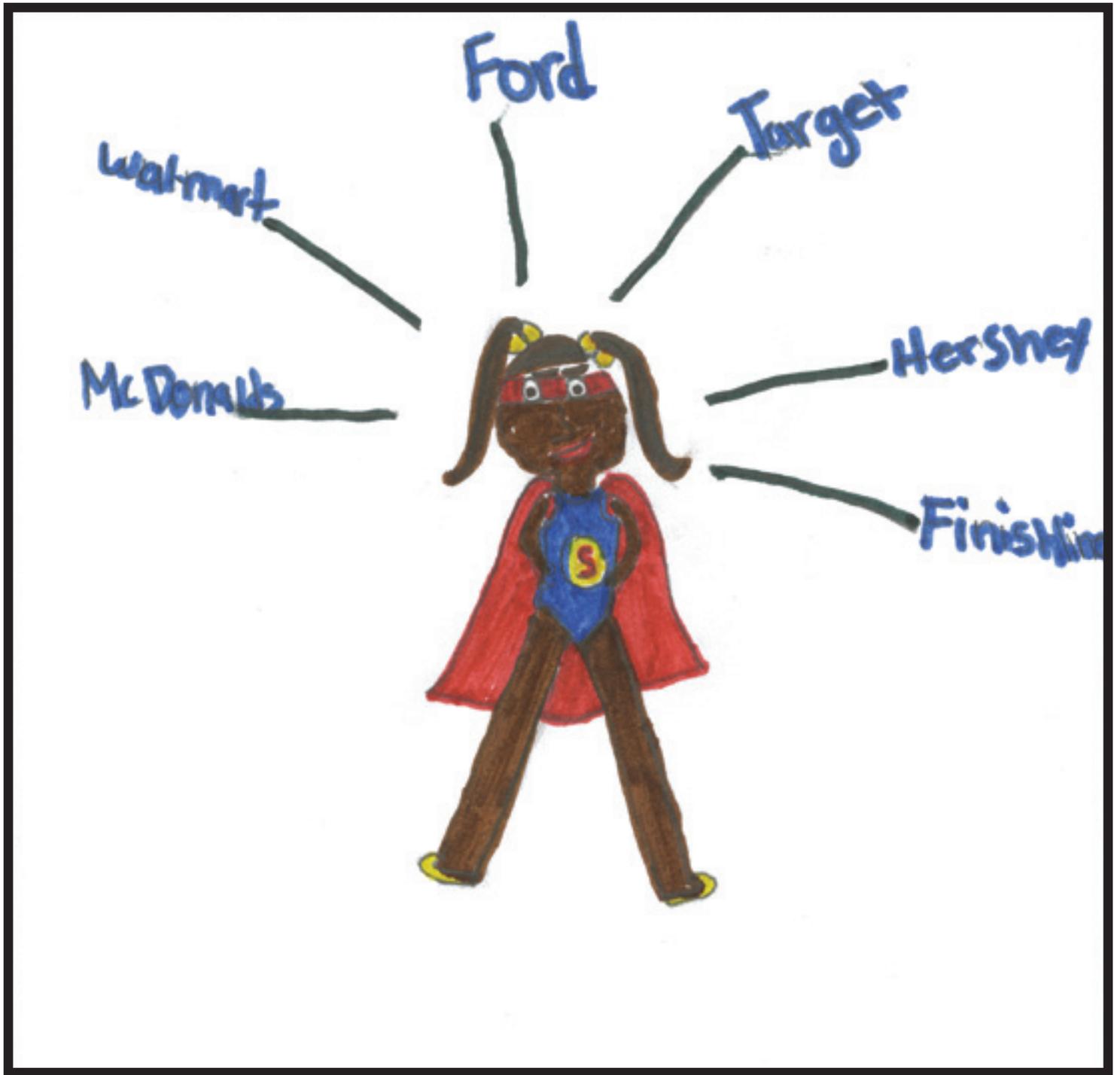


**MY SUPERHERO'S NAME:**

Investo

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Teaching the poor to invest in stocks so they will become rich.



**MY SUPERHERO'S NAME:**

Stocks Girl

**MY SUPERHERO WILL SOLVE PROBLEMS BY:**

Flying around and listening for people who are buying stocks. She flies to them and gives them advice about what stocks to buy!

## CONCEPT DEFINITIONS

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**Scarcity:** when there is not enough for all who want it

**Choice:** to make a decision

**Resources:** things used to make goods and services

**Producer:** someone who uses resources to make goods and services

**Entrepreneur:** someone who takes the risk of producing a product or starting a new business

**Save:** to keep money to spend later

**Earn:** to receive money for doing work

**Spend:** to use money to buy goods and services

**Invest:** to use money to gain a profit

## FAMILY FINANCIAL ACTIVITIES

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*Try these activities after reading the book with your child:*

- Ask your child to choose his/her favorite econ superhero and explain why.
- Discuss some of the economic problems shown in the book (such as scarcity) and how the problems were solved.
- Draw a comic panel highlighting one or more of the superheroes in action.
- Write a short story about a superhero and his/her economic adventure. Read the story to a family member.
- Role-play the actions of one of the superheros using powers to solve an economic problem.
- Compose a song about the abilities of a superhero and sing it aloud.
- Create an original superhero! Use an economic concept from the book to think of a superhero name, super powers and how this hero could solve problems. Design a colorful costume for your new hero.
- Visit our website at [www.kansascityfed.org/education](http://www.kansascityfed.org/education) for more activities, or our national educational website at [www.federalreserveeducation.org](http://www.federalreserveeducation.org) for additional economic and financial resources and information.



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