



NATIONAL FOUNDATION FOR
CREDIT COUNSELING

*Knowing the difference can
make all the difference.*

NFCC PRESS RELEASE

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NATIONAL FOUNDATION FOR CREDIT COUNSELING NAMES NEW CHIEF OPERATING OFFICER

Silver Spring, MD – The National Foundation for Credit Counseling (NFCC) is pleased to announce that effective immediately Robert Ensinger will assume the position of Chief Operating Officer (COO).

Ensinger had previously served as Senior Vice President, Director of Brand Development and Communications for the NFCC, a position he held since September 2005. Under his leadership in the communications area, the NFCC brand has become much stronger, and his efforts to differentiate the NFCC have contributed to increasing brand recognition with stakeholders and consumers. This is particularly critical now as consumers are in search of legitimate financial counseling and education to assist them in addressing significant personal finance challenges. Most recently, Ensinger played a major role in transitioning the NFCC into a new governance model.

Ensinger will manage the ongoing day-to-day operations of the organization, working to further develop the NFCC as the Gold Standard in credit counseling and financial education, help the NFCC meet the continuing need for services within a down economy, and continue to align the NFCC priorities to achieve the goals set by the Membership.

“This organizational change comes at a particularly important time for the NFCC, as consumers face increasingly difficult financial times, and look for substantive and legitimate help resolving their financial concerns,” said Susan C. Keating, president and CEO of the NFCC. “The NFCC is fortunate to have someone of Bob’s talent and commitment in a leadership role. His overall experience in managing initiatives, his interpersonal style, and grasp of the NFCC’s mission and vision will bring much to identifying opportunities and managing the broader operations going forward.”

Ensinger came to the NFCC from Paralyzed Veterans of America where he served as Director of Communications. He has spent 22 years in the communications field, the last 16 years within nonprofit organizations representing a number of diverse constituencies. He has a Masters degree in Public Administration and a BA in Journalism from Indiana University, Bloomington.

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The NFCC is the nation's largest and longest-serving network of community-based nonprofit credit counseling agencies. Founded almost 60 years ago, today the NFCC has 100 Member Agencies with 830 physical locations in the U.S. and Puerto Rico. In 2009, the NFCC Member Agencies assisted close to four million consumers, providing financial counseling around budgeting, debt issues, housing concerns including foreclosure prevention and reverse mortgage, as well as the mandated pre-filing counseling and pre-discharge education associated with bankruptcy.

- 30 -

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 four million consumers through close to 830 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. Visit us on Facebook at <http://www.facebook.com/NFCCDebtAdvice> and on Twitter at <http://twitter.com/NFCCDebtAdvice>.