

RISE: DO YOU KNOW THE FIVE MOST IMPORTANT FINANCIAL CONVERSATIONS TO HAVE IN TWENTY TWELVE? I'M RISE JILL MILLER.

MONEY IS THE IT FACTOR OF OUR LIVES. IT ENABLES US, LIMITS US, OPENS DOORS FOR US AND CREATES OPTIONS FOR US. BUT HOW OFTEN DO WE TALK ABOUT IT?

NOT ENOUGH ACCORDING TO CITIBANK, WHICH HAS JUST MADE ITS WOMEN & CO. RESOURCE AVAILABLE TO THE PUBLIC. WITH A ROLE THIS BIG, MONEY SHOULD HAVE A PLACE IN OUR DAILY CONVERSATIONS.

MORE FROM WOMEN & CO. CEO LINDA DESCANO:

LINDA: AT WOMEN & CO. WE BELIEVE THAT HAVING FINANCIAL CONVERSATIONS IS A GREAT WAY TO STRENGTHEN YOUR FINANCIAL FUTURE. WE RECOMMEND HAVING A MONEY TALK WITH YOURSELF, YOUR PARTNER OR SPOUSE, YOUNG CHILDREN, AGING PARENTS AND FRIENDS. AT WOMEN & CO., THE GO-TO PERSONAL FINANCE SOURCE FOR WOMEN, WE WON'T JUST HELP YOU THINK ABOUT MONEY, WE'LL GET YOU TALKING ABOUT IT.

RISE: FOR MORE TIPS, HOW TO GUIDANCE, AND CONVERSATION STARTERS CHECK OUT WOMEN AND CO DOT COM.