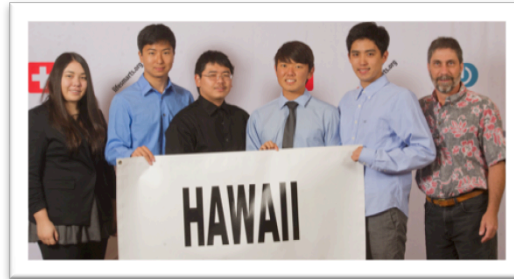




LifeSmarts
Learn it. Live it.

Faces of LifeSmarts | Jim Rubasch

LifeSmarts Coach of the Year



Educating the next generation of savvy consumers

LifeSmarts students are hard at work in Hawaii

Hawaii's 'Iolani School in Honolulu sits a half mile from the beautiful, vast Pacific Ocean. After the final school bell sounds, many of the school's 1,800+ students rush out to the beach for relaxation or to catch a few waves. Jim Rubasch's students, however, can be found in the classroom, huddled around buzzers, frantically preparing for the next LifeSmarts championship.

Rubasch deserves much of the credit for propelling his team to back-to-back-to-back state titles. A Wisconsin boy transplanted to Hawaii, Rubasch has been a teacher at the 'Iolani School for 19 years. Over a decade ago, he was looking for additional teaching materials to supplement his personal finance class when he received an informational packet from Hawaii's Department of Commerce and Consumer Affairs.

"There was a LifeSmarts packet in there," says Rubasch. "I went to the Web site, checked it out, and thought, 'Wow, this is perfect.' The personal finance questions in the LifeSmarts program are directly related to my curriculum."

In order to prepare his students for competition, Rubasch encourages his fellow faculty to compete against his LifeSmarts team in the ultimate battle of student vs. teacher. The LifeSmarts team has beaten

the teachers the last two years, he says with a chuckle.

Despite considering himself a smart consumer, Rubasch says he continues to learn new things every year participating in the LifeSmarts program.

"Sometimes I think I learn more things than the students," says Rubasch. "I believe in LifeSmarts, my kids love it, and we are all learning. This is the stuff you need to know if you are going to survive in this world."

Rubasch hopes his team will make it to their fourth consecutive LifeSmarts National Championship next year.

"It's just a great opportunity for my students to learn important life lessons," says Rubasch. "They have a great time on the trips and in the end the whole group is so much closer."

The 21-hour round trip flight from Hawaii to the East coast and back, which they've done in the years they've made it to Nationals in Philadelphia, Miami, and Atlanta, will certainly bring a team together.



