



LifeSmarts

Learn it. Live it.

Notes from the Director

LifeSmarts Alumni Update, December 5, 2023

Dear LifeSmarts Alum,

This week we are featuring LifeSmarts alumni Brad Anderson (pictured below) as our Featured Alum from 2004. Brad was a LifeSmarts competitor, served as a member of the LifeSmarts Advisory Board, and spent several memorable National Championships as a volunteer Question Master famous for his unique entrance, running down the aisle, and high-fiving competitors! We are grateful for all our alumni who are telling their LifeSmarts story.

Program Updates

In the past month we:

1. Met the top 35 FCCLA teams who competed in the FCCLA/LifeSmarts Knowledge Bowl in Birmingham, AL, at FCCLA's fall conference. The top 16 teams advanced to compete next summer at the FCCLA National Leadership Conference in Seattle.
2. Received 18 applications for the Norton Wild Card bids. Ten teams from under-resourced schools and community organizations will be awarded these bids and \$4,000 in travel funding.
3. Applauded student-produced videos celebrating LifeSmarts turning 30! We will share these leading up to the National LifeSmarts Championship.
4. Posted and publicized new lessons on selecting a college and college major. These lessons, supported by Discover Student Loans, expand our resources on post-secondary education.
5. Announced the top 12 teams advancing to next summer's FBLA National Leadership Conference. Twelve more FBLA teams have the chance to qualify in February.



What did you learn in LifeSmarts that you still use today?
Two things stand out. Rule of 72 and the mind-boggling impact of exponential growth over time. And that credit card companies are liable for fraudulent unauthorized transactions if reported in a timely manner.

Where are you now?
I work in the enterprise tech transformation. My role is to be an expert who helps companies define strategy, select platforms, and implement changes on their finance, accounting, and supply chain software. One of my favorite aspects of this career field is the ability to work in many industries and meet clients around the world. I lived in Europe for a few years and have traveled to meet clients around the world.



Team: Coffee County 4-H, Tennessee

Have a great month!

Best regards,

Lisa Hertzberg
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