

JOHN LANZA

a family company...
snigglezooTM
entertainment



BIOGRAPHY

John Lanza is on a mission to help families raise money-smart, money-empowered kids so that they can live happier, more fulfilled lives. To that end, he has written *The Art Of Allowance* along with three other children's picture books. John is the creator and Chief Mammal of The Money Mammals, an award-winning DVD and youth savings account program for credit unions nationwide, all built around the core Money Mammals Mantra; "We'll Share & Save & Spend Smart Too!"

John's mission began with a simple question "How can we raise our kids to be money smart?" He and his wife quickly realized that financial literacy was vital not only for their own six-month-old but for all families and The Money Mammals were born - a pioneering program to get kids excited about becoming money smart.

Then The Great Recession hit. It further underscored the need for financial literacy learning for all Americans and it provided the backdrop for John to begin testing out the basic tenets of what would become *The Art of Allowance: A Short, Practical Guide to Raising Money-Smart, Money-Empowered Kids* with his kids, now fifteen and thirteen. With so many families falling prey to the dangers of our consumer-oriented society, John found that his message was resonating, including the importance of teaching kids the impermanence of *stuff*, the things we own. Because children are targeted at such a young age with messages to spend, it's now clear that parents should start early in order to raise money-smart, money-empowered children.

SUGGESTED TOPICS

- TEACHING KIDS ABOUT MONEY
- BRINGING TOGETHER CREDIT UNIONS AND FAMILIES
- ESTABLISHING A FRAMEWORK FOR MONEY SMARTS
- COMMON ALLOWANCE FACTS AND MYTHS

SUGGESTED QUESTIONS

- How can credit unions connect with children, parents, and families through money-smart learning?
- What are the building blocks to learning about money?
- What are the biggest mistakes that people make when it comes to teaching kids about money?
- What are some of the other things that kids can do with money besides spend it?
- How early do children start learning about being a consumer?
- What are some of the myths about giving an allowance? Is it a handout? Should it be tied to chores? How much should a parent give?
- What is the best age to start teaching kids about money?
- How can I teach my kids to view money as tool rather than a goal?
- How can I teach my children to distinguish between needs and wants?
- What can I do if I've waited to start until my child is a tween or teen?

CONNECT WITH JOHN LANZA

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