

JOHN LANZA

John is a well-known expert with over a decade of experience talking to parent groups and credit unions about the importance of raising money-smart kids. John teaches the value of starting money-smart conversations early and empowering youth and families to be wise about their finances. John is an award-winning speaker and long time member of the Downtown Los Angeles Toastmasters.

POPULAR TOPICS

These keynote/breakout topics can be helpful for your group.

Growth Through Financial Literacy

The fight for the teen market is a fierce one. Members in their teens and early twenties are vital to any credit union. They are the members looking for their first credit card, car loan, and eventually home loan. What is the best way to capture the teen market? To win the hearts and minds of members BEFORE they become a teenager. Learn the secret to building a solid pipeline of young members and fulfilling the credit union principal of providing member education.

Raising a Money-Smart, Money-Empowered Child

John shares practical and time-tested advice and techniques from his new book, *The Art of Allowance*, to help parents teach their kids to make smart money choices, set and save for goals, and avoid becoming materialistic. This presentation is geared toward parents, but can be used as a "Train the Trainer" for credit unions who want to offer financial education to their members.

BIOGRAPHY

Author of *The Art of Allowance* and creator of The Money Mammals and Saving Money Is Fun Kids Club for credit unions, John is a well-known expert on youth financial literacy. John and his materials have appeared in the NY Times, LA Times and The Wall Street Journal. John has also been a featured guest on popular podcasts like *The His & Her Money Show* and *The Money Jar*. In his free time, John hosts *The Art of Allowance* podcast.

WHAT PEOPLE ARE SAYING

"Blazin' bananas! John was an excellent addition to Youthify! Michigan. He worked closely with us in the weeks leading up to the event to ensure the content he delivered was the right fit for our audience. His presentation was engaging and relevant, and provided our attendees a uniquely personalized approach to cultivating their own youth programs! John was extremely professional and very well received by the audience."

— Jeremy Cybulski; Event Organizer, Youthify! Michigan Team

"Thank you so much for coming and sharing your amazing information. The feedback we've received was so positive and really has got us all thinking! And thanks for the resources. We'd love to have you back again in the future to reach more parents."

— Rebecca Butala How, Monterrey Hills PTA



CLIENTS

Paramount Studio
Monterrey Hills PTA
Youthify! (Extra Credit Union)
Cornerstone Credit Union League
The National Youth Involvement Board
Los Angeles Public Library
Dad's Edge Alliance
Larchmont Charter School
F&A Federal Credit Union
Service Credit Union

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