

FHCA 2019 Annual Conference & Trade Show

CE Session #42 – Mega Session - Fireside Chat: Life is Good – The Power of Optimism

Wednesday, August 7 – 12:00 to 2:00 p.m.

Windermere YZ

Seminar Description:

Life is Good! Bert Jacobs, co-founder of the Life is Good Company will show you how optimism can transform your mindset in all aspects of your life. Bert and his brother launched the Life is Good Company with only \$78 in their pockets, selling T-shirts on the streets of Boston and in college dorms up and down the East Coast. Today, Life is Good is a \$100-million, socially-conscious lifestyle brand that positively impacts over 1 million kids annually through the Life is Good Kids Foundation. To inspire others to choose optimism and grow the good in their lives, Bert and John wrote “Life is Good: The Book/How to Live with Purpose and Enjoy the Ride” published by National Geographic. Their inspiring business story, along with powerful stories from the growing, diverse Life is Good community, will demonstrate how optimism can transform your mindset, your business, and take you anywhere.

Presenter Bio(s):

Keynote speaker **Bert Jacobs** is co-founder and CEO (Chief Executive Optimist) of Life is Good, which spreads the power of optimism through inspiring art, a passionate community, and groundbreaking nonprofit work. Bert and his brother John launched their business with \$78 in their pockets, selling T-shirts in the streets of Boston and at college dorms up and down the East Coast. Today, Life is Good is a \$100 million positive lifestyle brand sold by over 2,000 retailers across the US and Canada. Early on, Bert and John were inspired by stories of people, mainly children, facing great adversity. These stories illustrated that optimism is most powerful in the darkest of times and inspired the creation of a fully integrated business model dedicated to helping kids in need. Life is Good donates at least 10% of its annual net profits to the Life is Good Kids Foundation to positively impact over 1 million kids every year facing poverty, violence, and illness. Bert focuses his energy on guiding overall vision and creating the art and message for the brand across categories.