

arts
education
njpac



**daymond
john**

**the david g. berger
master class series**

about daymond john

Daymond John (born February 23, 1969) is an American businessman, investor and television personality. John is CEO and Founder of FUBU, a much-celebrated global lifestyle brand, and a pioneer in the fashion industry, and appears as an investor on the ABC reality television series *Shark Tank*. Based in New York City, John is also the founder of The Shark Group. An entrepreneur in every sense of the word, Daymond John has come a long way from taking out a \$100,000 mortgage on his mother's house and moving his business operation into its basement.

John is an award-winning entrepreneur and has received hundreds of awards including the Brand Week Marketer of the Year, Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, Ernst & Young's New York Entrepreneur of the Year Award and was named number two on LinkedIn's Top 20 Voices, a list of the top influencers, who are using their voice to help us analyze today's changing world of work, navigate our industries and find balance. His ability to build successful brands has made him a highly influential consultant and motivational speaker today.

John is also an author of five best-selling books including his *New York Times* best-selling books, *The Power of Broke* (2016) and *Rise and Grind* (2018). In 2020, John released his fifth book, *Powershift*, that walks through his tried-and-true process of how to transform any situation, close any deal and achieve any outcome. John's most recent book is his first for kids. *Little Daymond Learns to Earn* (March 2023) illustrates the process of starting a business and provides a glossary of financial literacy terms for kids four to eight years old. Finally, John is celebrating his 14th season on ABC TV's critically acclaimed business reality show *Shark Tank* by renowned producer Mark Burnett, which has reinvigorated entrepreneurship around the world. *Shark Tank* has now gone on to win five Emmy® in the US and millions of weekly viewers worldwide tune into the show as John demonstrates his marketing prowess and entrepreneurial insights.

about fubu

These days, Daymond John might be best known as one of the five savvy business executives from the ABC hit television show *Shark Tank*, but John started his entrepreneurial career in the early 1990's defining the urban apparel market with a company he named FUBU (For Us By Us). John started FUBU in his mother's house in Hollis, Queens. When John first had the idea for a clothing company for young men, his mother taught him how to sew and supported him by allowing her house to be taken over to grow the business.

Wool ski hats with their tops tied off with fishing line were popular at the time, and John noticed them being sold for \$20, which he considered overpriced. He went home and sewed about 90 hats with his next-door neighbor. They sold their homemade hats for \$10 each on the corner of Jamaica Avenue, in Queens, and made \$800 in a single day in 1992. After the hats, they began selling screen-printed t-shirts. To break into the market, they sold on consignment and at large events around the Northeast. To make ends meet, John held a full-time job at Red Lobster, working on the FUBU business in between shifts.

John recruited longtime friends J. Alexander Martin and Keith Perrin into the business, and began sewing the FUBU logo onto hockey jerseys, sweatshirts and t-shirts. They loaned about 10 jerseys out to rappers as apparel for their music videos for two years and got product placements in about 30 music videos. They were perceived as a large clothing brand, despite being a relatively small company and stores started requesting their brand. In 1993, he convinced LL Cool J, an old neighborhood friend, to wear a FUBU t-shirt for a promotional campaign. Later, while filming a 30-second advertising spot for The Gap, LL Cool J wore a FUBU hat in the commercial and incorporated the line "for us, by us" in his rapping. At its peak in 1998, FUBU grossed over \$350 million in annual worldwide sales. FUBU has received several honors for their entrepreneurial achievements. These include two Congressional Awards, two NAACP Awards, the Pratt Institute Award, the Christopher Wallace Award, the Online Hip-Hop Award and a Citation of Honor from the Queens Borough President.



teaching young people smart money habits

Starting your financial literacy journey is an important and critical step to building financial successes in the future. Learning the fundamental basics of financial prowess begins as kids — saving up allowances, controlling impulsive buys, and other tips. Having the proper skills and knowledge about what to do with money and how to use it wisely at a young age is key to a good financial grasp for the future.

1

Start Small

Money is a complicated topic, and it may take time to fully understand its value. Start small with something like an allowance can help you practice budgeting and making smart decisions. Board games that use a money system (like Monopoly) can be a great activity to learn how money works.

2

Understand the difference: Needs vs. Wants

A need is something a person requires to live or thrive. A want is something enjoyable but not necessary. Sometimes, young people can have a hard time distinguishing the differences. Thinking about these two categories can help approach money mindfully.

3

Practice Budgeting Together

Teaching young people how to save money can help them avoid habits that lead to debt problems later on. Challenge yourself to save money for something you will really enjoy instead of buying small things whenever the mood strikes.

4

Encourage Saving

Avoid the patterns of instant gratification. Usually young people spend money as soon as they get it. Developing saving goals early and encouraging planning on how to spend that hard-earned allowance, birthday money, or holiday check from grandma before the money arrives.



vocabulary

Brand

A product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed.

Consignment

An arrangement in which goods are left with a third party to sell. The party that sells the goods on consignment receives a portion of the profits, either as a flat rate fee or commission. Selling via a consignment arrangement can be a low-commission, low-time-investment way of selling items or services.

Dyslexia

A learning disorder that involves difficulty reading due to problems identifying speech sounds and learning how they relate to letters and words, which is called decoding. Dyslexia is considered a learning disability as it affects the areas of the brain that process language.

Financial Planning

A document that details a person's current financial circumstances and their short and long-term monetary goals. It includes strategies to achieve those goals.

Marketing

Planning and executing the development, pricing, distribution and promotion of products and services to satisfy the needs of your customers. The main role of marketing is to deliver customer value to attracting new customers and keeping existing ones.

Product Placement

A practice in which manufacturers of goods or providers of a service gain exposure for their products by paying for them to be featured in movies and television programs.

resources

Website

Daymond John | Wikipedia
en.wikipedia.org/wiki/Daymond_John

FUBU | Wikipedia
en.wikipedia.org/wiki/FUBU

The Yale Center for Dyslexia and Creativity:
Daymond John, Entrepreneur
dyslexia.yale.edu/story/daymond-john

The Shark Group: Daymond John
thesharkgroup.com/speaking/daymond-john

About FUBU
fubu.com/pages/about

Daymond John website
daymondjohn.com

9 Tips for Teaching Kids About Money
schwab.com/learn/story/9-tips-teaching-kids-about-money

8 Financial Tips for Young Adults
investopedia.com/articles/younginvestors/08/eight-tips.asp

Want to teach your kids about money?
Start by including them in the conversation
npr.org/2021/07/27/1021262899/finance-money-tips-kids-families-conversations

The Education Plan:
Tips for Teaching Kids about Financial Literacy
theeducationplan.com/The-Education-Plan-Blog/December-2021/Tips-for-Teaching-Kids-About-Financial-Literacy

Videos

I Lost \$1 Million on *Shark Tank* & Took Out A Mortgage
on FUBU. | Marie Forleo Daymond John Interview
youtu.be/SoTyAQjy-gM

Why I Like Investing In KID Entrepreneurs on *Shark Tank*!
youtu.be/HgXZCAelm-Q

Daymond John Shares How FUBU Got Started +
The Power Of Broke
youtu.be/3zOm6CIsDwI

The Gap LL Cool J Commercial
youtu.be/i3L04ry7a4o



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NJPAC Arts Education performances team:

Treasure Borde, Randal Croudy, Kendall Lipham, Rosa Hyde.

the arts in your school

In-School Residencies: NJPAC teaching artists come right to your school to teach the performing arts to your students. Our super-flexible in-person residencies are designed to meet your needs and you'll have a dedicated program manager to help you every step of the way. It's the perfect program to keep your students creating, connecting and expressing themselves through the magic of the arts.

Professional Development: Calling all educators! Expand your teaching skills, deepen your curriculum and give yourself a creative boost in NJPAC's forward-thinking professional development workshops. Our virtual PD programs are for teachers all the way from pre-K to high school and include hip hop, dance, storytelling, theater, music and more. Not only will you learn something... you'll also have fun and be inspired.

For more information or to schedule an appointment, please email our education sales team at artseducation@njpac.org. Or visit njpac.org/education

study the arts at njpac

Saturday Programs: NJPAC's Saturday programs are geared towards students at every level — from those who dream of starring on Broadway to those who are still learning their scales. Students work with professional artists to build technique and develop their own creative style in hip hop, jazz, theater, musical theater and symphonic band.

Summer Programs: Want to begin to explore the arts? Or immerse yourself in the study of one genre? Then join us at NJPAC next summer in one of seven programs that spark the creativity in every child through the study of music, dance and theater.

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