

20 THINGS YOU DIDN'T KNOW ABOUT BRUCE III UNTIL NOW



Bruce J. Smith III
Founder and President
Author, Media Host



What are 3 words people use to describe you?

Genuine, Driven, Integrity

If happiness was the national currency, what kind of work would make you rich?

Helping people exceed their expectations both financially and in their lifestyle. (What I have done for my entire career and LOVE IT!)

Name one thing not many people know about you.

Served In The Nuclear Engineering Department Aboard Fleet Ballistic Missile Submarines in the US NAVY

What did you want to be when you were a child?

Aeronautical Engineer

What are you most grateful for in your life?

My wife Monica who has not only been my soulmate for over 40 years but my business partner as well.

What is the best advice you've ever been given?

That limitations are only created by your mind. "Whatever The Mind Can Conceive and Believe, It Can Achieve!"- Andrew Carnegie

What are your Top 3 all time favorite movies?

The Fifth Element, The Hunt For Red October, Caddyshack

What is your greatest achievement and how has it shaped you?

US NAVY Nuclear power Program and serving on Submarines. It presents a unique environment that demands excellence and efficiency in all areas of operations.

What book has influenced you the most and why?

How To Raise Your Own Salary. It contains the actual transcripts between Napoleon Hill and Andrew Carnegie showcasing a common-sensical and ethical path to achieving success and fulfillment.

“ I have the privilege
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What one thing have you not done in your life that you really want to do?

Road trip From Germany To Scotland with Monica.

What is your favorite quote and who said it?

“Whatever The Mind Can Conceive and Believe, It Can Achieve!”-
Andrew Carnegie

If you could have dinner with any one person, living or dead, who would they be and why?

Elon Musk. I like his limitless approach to solving complex issues.

What words of wisdom would you pass on to your childhood self?

The key to a successful life is not measured in money, but in relationships with your family and happiness.

List one thing you wish you could change about yourself?

Slow down my thinking at times...

If you could speak to everyone in the world at the same time, what would you say?

We all need to slow down a notch or two and think about how each of us can make a small contribution to bettering our world.

Who is one of your heroes and why?

My Dad. He came from the greatest generation and was at ANZIO, NORMANDY and several other key battles of WW2. When he finally talked about it, it was no big deal, just what was expected of him. Extraordinary actions from true heroes.

What is your most treasured memory?

My firstborn son was born on the first day of a submarine patrol. Seeing him after two-and a-half months underwater on the submarine.

If you could have the answer to any one question, what would that question be?

The right universal message to help us all get along and appreciate all that we have been given.

If you were to die tomorrow, what would be your biggest regret?

Losing the happiness that my wife, my children, and grandchildren give me every day!

If you could live in a book, TV show or movie, what would it be and why?

Big Bang Theory because my wife always says I am such a nerd and would fit right in!

20 THINGS YOU DIDN'T KNOW ABOUT CHRIS UNTIL NOW



Chris Heaster, CFP®
Director For Portfolio Design



What are 3 words people use to describe you?

Knowledgeable, dependable, trustworthy

If happiness was the national currency, what kind of work would make you rich?

Spending time with friends and family

Name one thing not many people know about you.

I was born in south carolina

What did you want to be when you were a child?

I don't remember...probably a baseball star or a doctor

What are you most grateful for in your life?

My health, my family, having a rewarding career that allows me to help people and learn from them.

What is the best advice you've ever been given?

Don't wait until you're older to do things

What are your Top 3 all time favorite movies?

I have 2 young daughters, so I've been watching a lot of Disney films lately. I almost always rewatch *A League of Their Own*, any of the JRR Tolkien films, and *Star Wars*.

What is your greatest achievement and how has it shaped you?

Becoming a father has grounded me and made me more focused because it isn't just about me anymore.

What book has influenced you the most and why?

Tuesday with Morrie. Filled with life lessons

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What one thing have you not done in your life that you really want to do?

See more of the world.

What is your favorite quote and who said it?

“The most important thing is to enjoy your life—to be happy—it’s all that matters.” —Steve Jobs

If you could have dinner with any one person, living or dead, who would they be and why?

My grandparents to learn more about who they were.

What words of wisdom would you pass on to your childhood self?

Be yourself and find what makes you happy.

List one thing you wish you could change about yourself?

To stop procrastinating and just get stuff done.

If you could speak to everyone in the world at the same time, what would you say?

Relax and take the time to see both sides of every story.

Who is one of your heroes and why?

My parents for the sacrifices they made raising my brother and I

What is your most treasured memory?

The birth of my children

If you could have the answer to any one question, what would that question be?

Have I done all I could for my family?

If you were to die tomorrow, what would be your biggest regret?

Not spending enough time with those that mean the most

If you could live in a book, TV show or movie, what would it be and why?

Seinfeld

20 THINGS YOU DIDN'T KNOW ABOUT BRUCE IV UNTIL NOW



Bruce J. Smith IV

Vice President



What are 3 words people use to describe you?

Handsome, Intelligent, Humble

If happiness was the national currency, what kind of work would make you rich?

Stay at home father, trophy husband.

Name one thing not many people know about you.

I run a very successful sneaker business.

What did you want to be when you were a child?

Motorcycle Racer

What are you most grateful for in your life?

My family and my creativity and the lifestyle that affords me to help as many people as I can.

What is the best advice you've ever been given?

Treat every moment as a treasure with your children, because someday you will look back and you don't want to do it in regret.

What are your Top 3 all time favorite movies?

A League of Their Own, Tommy Boy, Shawshank Redemption

What is your greatest achievement and how has it shaped you?

My kids. They have made me level-headed and responsible. My life changed the day I became a father and has gotten better every day since.

What book has influenced you the most and why?

Not really a major influence from books, but most recently 'Lead it Like Lasso' because it focused on how to properly lead and work with others showing empathy, kindness and posi-

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tivity. Focus on the positive side of things and make yourself more result driven than focusing on pitfalls.

What one thing have you not done in your life that you really want to do?

I want to go to the Masters to watch the tournament.

What is your favorite quote and who said it?

“Talent wins games, but intelligence and teamwork wins Championships” -- Michael Jordan

If you could have dinner with any one person, living or dead, who would they be and why?

I’d choose one of both of my grandfathers because I missed a lot of their advice.

What words of wisdom would you pass on to your childhood self?

Buy Apple stock

List one thing you wish you could change about yourself?

Weight

If you could speak to everyone in the world at the same time, what would you say?

I have no idea.

Who is one of your heroes and why?

My brother. He struggles with adversity every day of his life, but is still the hardest working person I know and would give people the shirt off his back if they asked for it.

What is your most treasured memory?

When we brought my son home and he got to meet his big sister for the first time.

If you could have the answer to any one question, what would that question be?

Why shot Kennedy?

If you were to die tomorrow, what would be your biggest regret?

I spent too much time on Politics and Religion.

If you could live in a book, TV show or movie, what would it be and why?

The Office, because it’s a dynamic I would welcome in my everyday life.