

# April Fool's *ish* Financial Decisions

In celebration of Financial Literacy Month, here's a look at what *not* to do with your millions. Go ahead and have a laugh at someone else's expense, but don't stop there. Visit HawaiiUSA and learn how to be money smart, otherwise the joke's on you.

**\$35**



The amount Carolyn Davidson, a novice graphic designer in Oregon, charged Nike for the Swoosh logo in 1971. The brand now has an estimated net worth of \$19 billion.

"How Nike Got an Insane Deal on the 'Swoosh' Logo." Business Insider. 25 Jul 2014. Web. 9 Mar 2015.

**\$24 million**

The amount John DeLorean didn't make from his suitcase full of drugs...and his motor company failed too. At least his car is immortalized in "Back to the Future."

"The 25 Worst Business Failures in History." Business Pundit. 14 Jan 2009. Web. 9 Mar 2015.

**\$750,000**

The price at which Google was willing to sell to Excite in 1999. Excite's CEO decided against it. Never heard of Excite? ...Exactly.

"Excite could have bought Google for \$750,000 in 1999." Geek. 29 Sep 2010. Web. 9 Mar 2015.

**\$5 million**

The amount of Netflix's proposal to join forces with Blockbuster in 2000. Blockbuster rejected the opportunity, and Netflix is now valued at more than \$20 billion.

"10 Worst Business Decisions Ever Made." HowStuffWorks. n.d. Web. 9 Mar 2015.

**\$181 million**

The amount that a man in England threw away in 2010 when he accidentally tossed his winning lottery ticket into the trash. Talk about a bad day.

"The 25 Worst Mistakes in History." Business Insider. n.d. Web. 9 Mar 2015.



**\$250 million**

The amount Mike Tyson earned and blew throughout his boxing career. It wasn't just his frivolous spending on cars, a bathtub, and a white Bengal tiger. He made bad decisions that resulted in him losing every major endorsement and landed him \$38 million in debt. Maybe he bit off more than he could chew...

"How Mike Tyson Lost \$250,000,000 and How You're About to Lose It All Too." FNResearch. n.d. Web. 10 Mar 2015.



**Forty million dollars**



What Nicolas Cage doesn't have after a shopping spree including dozens of cars, four luxury yachts, 15 homes across the globe, including two European castles and an island in the Bahamas. At the end of the spree in 2009 he did have a \$6.2 million tax lien from the IRS.

"9 Celebrities Who Went Broke." AARP. 29 Mar 2013. Web. 9 Mar 2015.

**THOUSANDS**

How much you could save on a loan if your credit score is 720 or above versus 599 or below. Establishing good credit habits is one of the most un-foolish moves you can make. Some may even call you smart!

Chris Garnett, HawaiiUSA FCU Assistant Vice President Consumer Credit



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For more financial tips, please visit [leapwithhawaiiusa.com](http://leapwithhawaiiusa.com), HawaiiUSA FCU's financial education community resource.

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