

For immediate release — Tuesday, March 21, 2023

## **New endowed scholarship honours alumna**

Family members of the late Claire Goodman (BA '03) are honouring their sister and daughter through the establishment of a new endowed scholarship in her name.



Goodman, aged 41, passed away suddenly and unexpectedly in May 2022 in Chicago, where she lived and worked as a financial advisor. As a director at PFM Financial Advisors LLC, Goodman worked with leading borrowers in the Midwest. Her colleagues and those who knew her called her a smart and skilled professional who cared deeply about her

clients and acted as a mentor to younger professionals.

“We are proud to be entrusted with honouring Ms. Goodman’s memory,” says Kathy Greenwood, vice-president external relations. “This scholarship will reward exceptional academic achievement for undergraduates studying economics or finance and ensure Claire Goodman’s legacy benefits students far into the future.”

Born in Lethbridge, Goodman graduated from Lethbridge Collegiate Institute and studied economics at the University of Lethbridge. Following the completion of her bachelor’s, she earned a master’s in economics at the University of Georgia. She worked in strategic planning for non-profit organizations while conducting research and teaching at the University of Georgia. She became a published author in game theory, risk management and market competition.

Goodman moved to Chicago to pursue a career in finance. She joined Scott Balice Strategies and later Public Financial Management. She established her career in public finance and, by all accounts, was a multi-talented individual who used her considerable analytical skills and ability to dive deep into complex areas of finance to best serve her clients. In return, they recognized her unique skills and sang her praises.

Away from work, Goodman loved to travel and would plan yearly trips to exotic locations. She collected cookbooks as she travelled and would often use them to cook for her loved ones and friends. Goodman was an animal lover as well and she doted on

her pit bull rescue named Hot Sauce. She also had a particular penchant for ballet flats, daring to wear them even in winter.

In honour of Goodman, Women in Public Finance — a national organization devoted to advancing women’s leadership opportunities — renamed their Rising Star Award to the Claire Goodman Rising Star Award.

The University of Lethbridge Board of Governors will match the donation to establish the Claire Goodman Scholarship as part of its \$10-million pledge in matching funds to establish new endowed scholarships. In addition to significantly increasing the sustainability of its student awards program, the University aims to build a base of support to remove barriers, increase accessibility and unlock opportunities for future generations of students.

This news release can be found online at [Claire Goodman Scholarship](#).

—30—

Contact:

Caroline Zentner, public affairs advisor

University of Lethbridge

403-394-3975 or 403-795-5403 (cell)

[caroline.zentner@uleth.ca](mailto:caroline.zentner@uleth.ca)

*Our University’s Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.*