

LEADERS OF INFLUENCE
Wealth Management



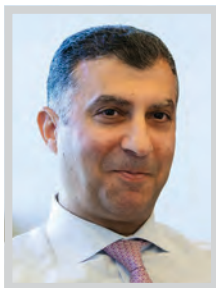
THE RIGHT WEALTH MANAGEMENT PROFESSIONAL DOES MORE THAN ADVISE YOU REGARDING HOW TO INVEST your money. He or she – and the financial institutions they represent – can genuinely prepare your entire family for financial stability and fiscal comfort for generations to come, and offer highly personalized plans for investing, charitable giving, and other specific needs.

There are some truly outstanding professionals making up the Los Angeles wealth management landscape. We've shone the spotlight on some of the very best of them here, along with information about their careers, practice and a quick look at what makes them so good at what they do.

Congratulations to the trailblazing professionals who made this list and thank you for your contributions to the local economy and the financial stability of the individuals and families that live here.

Methodology: The professionals featured in these pages did not pay to be included. Their profiles were drawn from nomination materials submitted to the Los Angeles Business Journal. Those selected for inclusion were reviewed by the editorial department and chosen based on a demonstration of impact made on the profession and on the Los Angeles community.

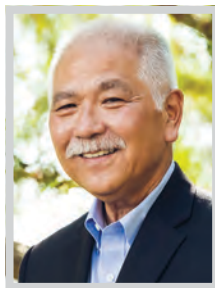
LEADERS OF INFLUENCE: WEALTH MANAGERS

**MICHAEL AMASH***President*

Westmount Asset Management

Mike Amash has distinguished himself as a trusted advisor to his clients and a respected leader behind the scenes. He has also played an important role in facilitating Westmount's transformation from a small independent advisor managing \$250 million in assets to one of Los Angeles' pre-eminent advisory firms overseeing nearly \$5 billion by the end of 2021.

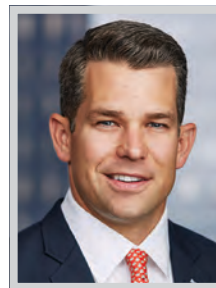
Amash's career parallels the evolution of the broader financial industry. He started out as a commission-based securities broker when the industry was on the cusp of shifting toward a fee-based model. He joined Westmount in 2002 as a senior portfolio advisor and quickly emerged as a rising leader and was named one of Westmount's first equity partners and senior vice president in 2010. As further recognition of his many contributions over the years, Amash was named president in 2022, cementing his status as a next-generation leader of the firm.

**GARY ARAKAWA***Chief Investment Officer*

Covington Capital Management

Gary H. Arakawa, CFA, CFP, co-founded Covington Capital Management, a Los Angeles based registered investment advisory firm, in 2004 and serves as the chief investment officer. Under his leadership, Covington has grown to managing over \$4 billion in assets. Arakawa is a member of the Management Committee where his responsibilities include developing long-term strategy, executing operating plans and cultivating client relationships. He is also a portfolio manager, principal and serves on the company's Board of Directors.

Arakawa has over 40 years of experience in the financial services. He is a member of the CFA Society of Los Angeles and the CFA Institute. A veteran of the U.S. Navy, he served during the Vietnam War in Adak, Alaska, and Guam, in the specialty field of satellite communications. Arakawa has applied the discipline and leadership skills he developed in the military to manage and grow the firm.

**MATTHEW AYERS***Vice President*

Alex Brown, Raymond James

Matthew Ayers started in the wealth management business at only 21 years old, after graduating a year early from UCLA's honors college with a degree in economics. He has been consistently successful helping entrepreneurs manage funds they've received after selling their businesses. In fact, his business has grown over 20% every year since he has been with the firm.

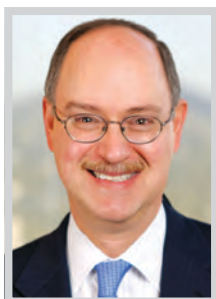
Ayers discovered early in his career that his greatest passion was to help individuals and their families behind their wealth. He was drawn to the private wealth management industry, not only to exercise his financial expertise, but to develop lifelong relationships while improving the financial lives of his clients and their families. This passion is clearly seen in his influence and involvement in the lives of many people in Los Angeles.

**DARNEL BENTZ***Senior Wealth Advisor*

Kayne Anderson Rudnick Wealth Advisors

Darnel Bentz is a senior wealth advisor at Kayne Anderson Rudnick (KAR) and has 21 years of experience in the investment management industry. He is a member of the KAR Wealth Advisor Team that has ranked among Barron's Top 100 Independent Advisors for 2021. This is the ninth consecutive year the team has been recognized by Barron's, including a four-year stretch from 2017-2020 in which they were ranked first overall.

Bentz focuses on the integration of alternative investment strategies and the customization of client financial plans. His ability to connect and build strong bonds with his clients allowed him to achieve a record year at KAR, adding \$100 million in client assets as of the end of 2021. Bentz's professional priority is for clients to experience the highest-quality service, gain valuable peace of mind, and have confidence that their life goals are obtainable and will be achieved.

**JAMES BERLINER***Chairman*

Westmount Asset Management

Jim Berliner began his career practicing law following his graduation from Harvard Law School. For most of this period, he was a federal prosecutor in the U.S. Attorney's Office. There he prosecuted a wide range of federal criminal cases and conducted numerous grand jury investigations. By the end of his tenure, he had been promoted to assistant chief of the Criminal Division and in this role, supervised the training of all new prosecutors in the office.

Berliner went on to co-found Westmount Asset Management in 1990, serving as its president and chief investment officer. Under his leadership, Westmount has grown into one of Southern California's leading wealth management firms (managing nearly \$5 billion in assets) and one that is particularly well-known for its alternative assets expertise. He was named chairman in early 2022, in recognition of his numerous contributions to the firm and leadership over the years.

**KARA BOCCELLA***Partner*

Camden Capital

Kara Boccella has successfully advised and managed her clients' portfolios and affairs throughout her 30-year career. She currently manages approximately \$630 million and is continuing to grow organically through a robust referral base. Her retention rate is above 99%. She works hard to create a trusting and transparent relationship with all of her clients.

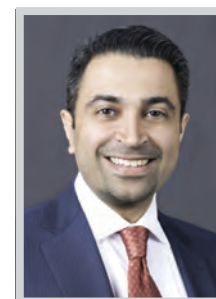
Throughout her career, Boccella has also focused on supporting her community. She has made time to provide unpaid financial planning advice to those in need due to the loss of a loved one or other life-changing circumstance. She currently manages the financial affairs of seven widows and widowers on a pro-bono basis and am available to provide guidance, both financial and personal, as they navigate these unexpected, and oftentimes traumatic, changes in their lives.

**MICHAEL CANNONE***Partner*

Westmount Asset Management

Since joining Westmount, Mike Cannone has established himself as a leader both inside and outside the firm, guiding its business development strategy and serving on the boards of numerous nonprofit organizations across Los Angeles. Over the course of his tenure at Westmount, Cannone has been directly responsible for originating nearly \$450 million in new client assets, as well as for accelerating the pace of assets under management growth at the firm, hiring additional team members, expanding the firm's business development and marketing efforts, and broadening its geographic footprint.

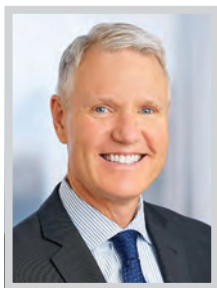
Cannone joined Westmount in 2011 as a senior portfolio manager responsible for sourcing and advising new clients. He found a way to expand his role at the firm behind the scenes, laying the groundwork for what would become Westmount's marketing, business development and long-term growth strategies. As recognition for these contributions, he was named an equity partner of Westmount in 2018.

**AVI COHEN***Managing Director, Private Client Advisor*
Bank of America Private Bank

Avi Cohen is a managing director and private client advisor with Bank of America Private Bank in Los Angeles. He has worked in the financial industry for over 25 years, advising ultra-high net-worth clients and nonprofits across the country on comprehensive wealth management solutions including personalized investment management strategies, income and estate planning, as well as custom credit and banking solutions.

Cohen specializes in working with entrepreneurs, real estate investors, art collectors, operating charities and foundations. He also works with clients, their families and their advisors to understand their specific financial goals and objectives while leveraging and coordinating with subject matter experts within Bank of America Private Bank to deliver strategies for the clients. He consistently ranks as a top wealth manager nationwide amongst over 450 peer advisors in the Private Bank for 16 consecutive years.

LEADERS OF INFLUENCE: WEALTH MANAGERS

**RANDY CONNER***President*

Churchill Management Group

Since 2000, Randy Conner has been president of Churchill Management Group, a nationally recognized, award-winning firm providing investment advisory services for over 50 years. During that time, he has helped grow the firm's AUM from under \$400 million to \$7.9 billion as of 12/31/21. Conner has played a large part in the firm's success, which stems from a commitment to communication, service, and a unique blend of tactical and fully invested strategies.

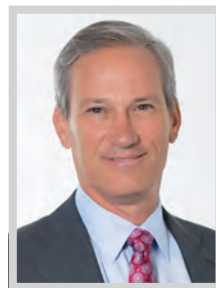
In addition to his duties as president, Conner is also a member of the Investment Management Team, where he is the lead portfolio manager on several of Churchill's award winning strategies. Conner has served on several investment and education boards/committees including the Investment Advisor Association of America, the RIA Institute, the UC Irvine CE Customer Experience Advisory Board, and as a member of the Foundation Board at Vanguard University.

**RUSSELL EVANS***Managing Principal*

Avitas Wealth Management

Russell Evans has been a financial advisor since 1992. His interest in investing goes back to his early entrepreneurial days. He got his start in this industry as a consultant at Merrill Lynch vetting money managers and writing Investment Policy Statements. At the same time, he crafted his own investment strategy and began managing portions of clients' portfolios. After much success, he continued adding strategies and is now an enthusiastic proponent of in-house asset management and accountability.

A student of behavioral finance, Evans is astute at helping clients navigate volatile markets and keeping them on track. His investment strategy provided him with the strength to transition from a single advisor to a team that has grown over the years from his transition to UBS Wealth Management to most recently in 2017 opening his own RIA with a team of 14 professionals.

**GREG HELLER***Founder & CEO*

HCR Wealth Advisors

After starting his career at a brokerage firm, Greg Heller, CFP, founded HCR Wealth Advisors based on core company principles that still support the company today. Established in 1988, the firm has spent decades earning a reputation for objectivity and empathy in the financial planning and investment management space. By providing truly independent comprehensive services, underpinned by extensive experience and a commitment to cultivating lifelong relationships with clients, HCR has proven itself as an exceptional advisor in both life and wealth.

Heller has steered the phenomenal growth of the company over the last 30 years, from a two-person, family-operated financial services boutique to a multi-faceted, SEC-registered investment advisory firm managing over a billion dollars. Under his leadership, HCR has expanded the client roster to include many high-net-worth individuals in the entertainment, sports, and technology sectors, as well as private corporations and non-profit organizations.

**BRIAN HOLMES***President, CEO*

Signature Estate & Investment Advisors, LLC (SEIA)

Brian D. Holmes, MS, CFP, AIF, is the president and CEO of SEIA. As of December 31, 2021, SEIA and its affiliates manage \$17 billion of assets. He is one of SEIA's four founding partners, who have shared over two decades of teamwork together and he currently sits on SEIA's investment committee. Holmes has been in the investment management business for over 35 years, maintaining a successful independent private practice with his team for over 300 clients.

Holmes was named to the Barron's Hall of Fame in 2019, as one of 145 advisors nationwide. Each member of the Hall of Fame has appeared in ten or more Barron's Top 100 Advisor Rankings. He is the only advisor from Los Angeles and Orange Counties to make the elite Barron's Top 100 Independent Advisors from 2008-2018. Worth Magazine ranked him among the nation's Top 250 Financial Advisors of 2008.

We congratulate **Spuds Powell** and **Darnel Bentz** for being recognized among the **2022 Leaders of Influence: Wealth Managers** by the Los Angeles Business Journal. Spuds and Darnel personify the firm's values of honesty, integrity, and transparency.

**Spuds Powell, Managing Director**

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<https://kayne.com/wealth-management/people/spuds-powell/>
**Darnel Bentz, Senior Wealth Advisor**

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<https://kayne.com/wealth-management/people/darnel-j-bentz/>
“Do the right thing”

At KAR, we believe the right thing is helping clients make the most of their wealth.

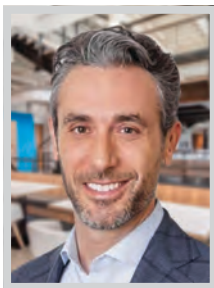
KAR

Kayne Anderson Rudnick
Wealth Advisors

www.kayne.com/wealth-management [800.231.7414](tel:800.231.7414) info@kayne.com <https://www.linkedin.com/company/kayne-anderson-rudnick/>

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LEADERS OF INFLUENCE: WEALTH MANAGERS

**STUART KATZ**

Senior Managing Director
Lido Advisors, LLC

Stuart Katz is a senior managing director with Lido Advisors. He leads Lido's national Private Client business, which provides customized investment, planning, and family-office solutions for entrepreneurs, executives, and high net-worth families. Prior to joining Lido, he spent 10 years with Bernstein Private Wealth Management, most recently as the managing director responsible for running the firm's Private Client business in Southern California. Katz previously worked as an attorney at national and international law firms advising early- and later-stage companies on a variety of issues.

Katz received a Bachelor of Science degree from Cornell University and a Juris Doctor from Northwestern University School of Law. Before attending law school, he was a legislative intern for Senator Edward M. Kennedy and played professional basketball for Hapoel Holon in the first division of the Israel Professional Basketball Association.

**MICHELLE KATZEN**

Managing Director
HCR Wealth Advisors

Michelle Katzen, CFP, CDFA, has over a decade of experience in the financial services industry. Prior to joining HCR, she served as an interest rate derivatives trader at Union Bank and as a financial advisor at UBS. She was also a capital markets specialist at Toyota Financial Services, where she was on the groundbreaking team who was responsible for issuing the world's first green bond in 2014. The \$1.75B bond's net proceeds were used to finance new Toyota and Lexus gas-electric hybrid vehicles and various other green initiatives.

After developing her remarkable track record in socially responsible investments, Katzen brought that expertise to HCR Wealth Advisors, and has helped to increase the amount of alternative investments used for client portfolios. Katzen continues to keep her finger on the pulse of relevant financial trends and educates herself and the team on emerging issues.

**EDWARD MCGLASSON**

Director
Camden Capital

Edward McGlasson joined Camden Capital four years ago and has made significant contributions to the firm, including increasing AUM by bringing on new key client relationships, leading strategic business development initiatives, hiring world-class talent, and transforming the digital client experience. McGlasson began his career in finance in 2012 after spending four years competing worldwide as a member of the PGA Tour's affiliated developmental tours.

At Camden Capital, McGlasson is focused on establishing and deepening relationships with families who desire a multi-family office solution for themselves. At the core of his client service philosophy is listening and learning how clients' envision reaching their goals. His passion is then tailoring advice and delivering an unmatched service. McGlasson has made significant contributions to the \$1.5 billion in AUM growth since he started adding \$125 million in AUM. McGlasson has also been instrumental in the digital client experience.

**EDWARD MOYZES**

Chief Executive Officer
Strategic View Advisors

Originally a solo advisor, Ed Moyzes was a leader among his peers from day one, finishing first in the country among new advisors during three of his first four years. As his practice grew, he saw an opportunity to expand his impact beyond his own ability to meet with clients, and over the last five years, his team – Strategic View Advisors – has more than doubled from five to thirteen team members, including six certified financial planners.

Moyzes' investment in creating a team of professionals aligned around a common purpose has meant that communication can happen with real-time data and from a variety of caring, expert voices. Clients know that if they have an urgent need or concern, there is a team in place that can work with them to meet their need or assuage their fears.



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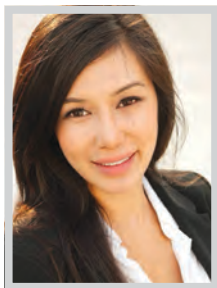
Our team proudly congratulates Lauren Wood, CFA, CFP®, and the impressive advisors recognized by Los Angeles Business Journal. Lauren leads our Los Angeles office, building strong community among Southern California professionals and helping each of our clients to expertly navigate the complexities of significant wealth.



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LEADERS OF INFLUENCE: WEALTH MANAGERS



MICHELLE NGUYEN
Managing Director
 First Foundation Advisors

Michelle Nguyen, CFP, is responsible for developing and managing investment portfolios for high net worth individuals, families, and endowment funds. She specializes in working with affluent families and their advisors, to identify and attain their financial, legacy, and philanthropic goals, while maximizing after-tax returns using an appropriate asset allocation.

Nguyen is First Foundation Advisors' top-performing advisor and business development officer, bringing in \$100 million in new assets under management in 2021, and \$60 million in 2020. She genuinely cares for her clients and provides the highest, utmost service to them – a true testament to her success as the youngest advisor in the firm over the last 32 years. She is thoughtful and intentional and provides excellent care to our multi-generational families, giving sound asset allocation and tax/estate planning advice with her team of specialists.



JASON OZUR
Senior Managing Director, Chief Executive Officer
 Lido Advisors, LLC

Jason Ozur is the CEO of Lido Advisors and co-chairman of Lido's investment committee. He is responsible for the management of Lido Advisors' alternative investments. He is an integral part of the firm's due diligence on real estate orientated strategies utilized in its clients' portfolios. Jason's talent for scrutinizing investments such as real estate, hedge funds and other alternative investment strategies in today's volatile market, has made him an integral part of the Lido team and a valuable resource for his clients.

This past year in May 2021, Ozur led the key strategic partnership with Charlesbank Capital Partners, a middle-market private investment firm. Charlesbank, which initially oversaw private investments inside the Harvard University endowment before becoming an independent firm in 1998, will become a significant investor in Lido alongside the founders and management team. The partnership allows both partners to accelerate its organic growth and M&A strategy.



JOHN PETRICK
Senior Managing Director
 Perennial Financial Services

John Petrick started Perennial Financial Services in 2004 at 24 years old. He has since been able to grow the company by sharing a vision of mutual support and joint success utilizing an iron sharpens iron mentality with other likeminded advisors. He created Perennial Financial Services to offer clients a specialized approach to total wealth management by adhering to the belief that no single advisor can specialize in all facets of financial planning.

At the heart of Petrick's and his founding partner's philosophy is the fundamental belief that specialized knowledge and expertise will ultimately produce a superior and higher quality total wealth management strategy. In just the last five years the firm has grown assets nearly six times and has grown from five to 19 advisors in three different states and growing assets under management to over \$1 billion.



KEVIN PHILIP
Partner
 Bel Air Investment Advisors

Kevin Philip began his wealth management career at Bel Air in 2002 when he was recruited from Stanford. He went on to become the youngest investment advisor in the history of the firm. Over the past 20 years, he has emerged as a leader of the next generation of advisors at Bel Air. Philip heads the firm's Strategic Initiatives Committee, which identifies and expands the firm's investment offerings to clients and seeks to keep Bel Air as an innovative leader in the wealth management industry.

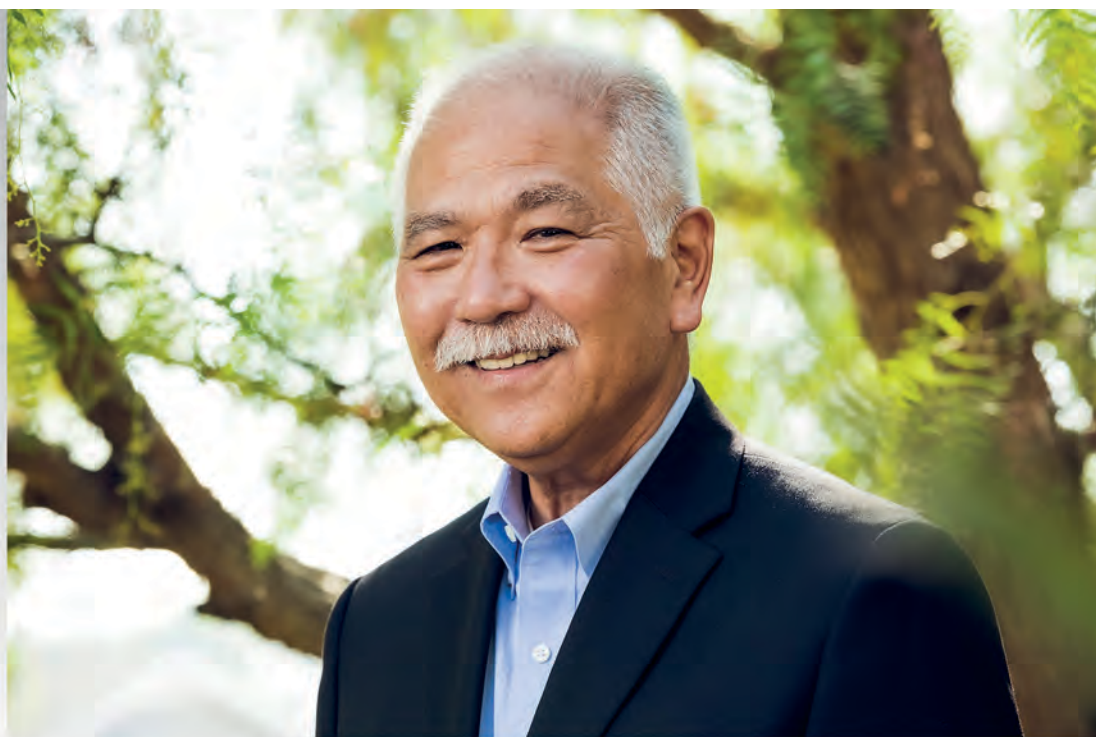
Philip is a regular contributor to financial media outlets and is leading the firm's efforts to employ next-generation technology to better communicate with clients. He has also deepened the firm's already strong relationships within the entertainment community across Los Angeles and is expanding the firm's reach into the New York market. Perhaps his greatest accomplishment, however, is the depth and breadth of his client relationships.



Imagine what's possible

Congratulations Gary Arakawa, CFA, CFP®, Founder and Chief Investment Officer for being selected as one of the Los Angeles Business Journal's **Leaders of Influence: Wealth Managers**.

We salute your leadership and tireless dedication in serving your clients and community.



When you have wealth, you have options. You can live your dream. Safeguard your future. Provide for your family. Project your values. With our deep investing and wealth planning intellect, we'll show you how.

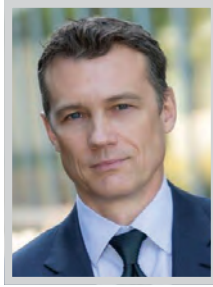
LEADERS OF INFLUENCE: WEALTH MANAGERS

**SPUDS POWELL***Managing Director*

Kayne Anderson Rudnick Wealth Advisors

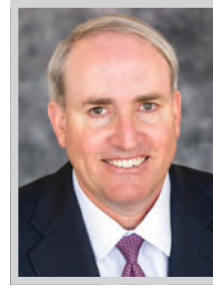
Spuds Powell is a managing director and wealth advisor with Kayne Anderson Rudnick (KAR). Approaching nearly 18 years with KAR, Powell leads a six-person team that manages more than \$2.2 billion in client assets as of the end of last year. Clients value his focus on trust and his ability to develop meaningful relationships to achieve financial goals and ongoing guidance. Above all, clients value his ability to provide them with counsel to successfully navigate inevitable market turbulence and the anxiety it may create.

Powell also is recognized as a wealth manager who advocates for “playing great defense” during challenging economic environments. Clear communications with clients to define risk and their comfort giving a little upside in periods of volatility and high market risk is a strategy that Powell’s clients say they greatly value.

**DALE REED***Managing Director,**Merrill Lynch Private Wealth Management*
Merrill Lynch

After beginning his career as a CPA in mergers and acquisition consulting for KPMG, Dale Reed took an opportunity as CFO/CIO for a prominent Los Angeles family, where he helped manage various business ventures as well as the family’s portfolio of investments. In 2002, Reed joined the JPMorgan Private Bank to advise ultra-high net worth families, building an \$8 billion practice over 16 years being named vice chairman of the Private Bank.

Based on his demonstrated success at JP Morgan, Reed was recruited by senior management of Bank of America Merrill Lynch to move his practice to Merrill Private Wealth Management in 2018. Since making the transition, Reed reached his five-year growth targets in less than two years. His practice is one of the fastest growing within Merrill, achieving consistent revenue and AUM growth of more than 35% in each of the last four years.

**ERIK RIDGLEY***CEO & Chief Investment Officer*

Salem Partners Wealth Management

Erik Ridgley, CFA is CEO & chief investment officer of Salem Partners Wealth Management, a fiduciary registered investment adviser (RIA) firm that combines institutional investment expertise with customized portfolios and personalized financial planning to protect and grow the wealth of its clients.

Prior to joining Salem Partners, Ridgley was managing director of Citigroup Private Bank, where over 12 years he served as head of investments for the Western U.S. Region and senior investment counselor supervising \$1.2 billion of assets under management for wealthy families, during his distinguished and successful tenure. He began his investment career as a buy-side equity research analyst and portfolio manager for pension plans and mutual funds at Provident Investment Counsel. He led hundreds of in-person due diligence meetings with CEOs and CFOs of publicly traded companies of all industries and sizes, plus hundreds of consultations with sell-side market strategists and research analysts.

**DAVID SADKIN***President and Partner*

Bel Air Investment Advisors

Since becoming president of Bel Air Investment Advisors in 2017, David Sadkin has overseen a transformation of the business to bring in best-in-class investment solutions and services. This includes a significant expansion of the firm’s alternative investment platform, with an emphasis on tax-efficient strategies and trust and estate planning. He has overseen a period of rapid growth as the firm surpassed \$10 billion in assets under advisement.

Over the past few years, Sadkin has guided the firm and his clients through COVID challenges and the remote work environment by building a culture based on collaboration, personal connection, individual empowerment, and client engagement. His most important recent accomplishment, however, may have been orchestrating the return of Bel Air to private ownership which consequently created ownership opportunities for the next generation of the firm’s investment professionals and continuity for the firm’s clients.

Congratulations to all those in our industry who are making a positive difference, and especially to our very own:

**Michelle Nguyen, CFP®***Managing Director*

First Foundation Advisors

Leaders of Influence: Wealth Managers


firstfoundationinc.com/private-wealth-management


Together, We Are Exceptional

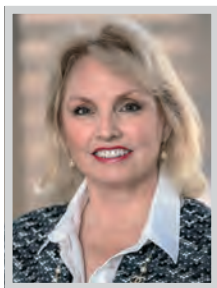
ECF sends our thanks and well wishes to our business partners and donors for their creativity, service and commitment to caring for children and adults with special needs.



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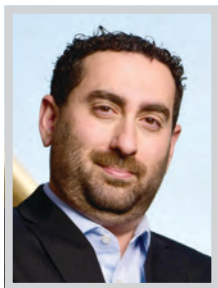


NAN SALLEY-GUDAITIS

Managing Director, Private Client Advisor
Bank of America Private Bank

Nan Salley-Gudaitis, CTFA, CAIA, is a managing director and private client advisor with the Private Bank for Bank of America. She has been catering to the needs of business owners, corporate executives, their families and foundations throughout Southern California since 1996. To aid her in addressing their often-dynamic situations, she works with a dedicated team of specialists with experience in trust and estate planning services, wealth structuring, sophisticated credit and lending solutions, investment management, and philanthropic guidance.

Having served multiple generations of families, Salley-Gudaitis has the knowledge, resources and experience to help clients transfer their wealth, fulfill philanthropic goals, minimize wealth transfer taxes, and handle their trusts and estates with the highest level of professionalism and sensitivity.



GABRIEL SHAHIN

Founder and CEO
Falcon Wealth Planning

Gabriel Shahin is the visionary, heart and soul of Falcon Wealth Planning. His commitment and goal to bring his perspective to clients of wealth accumulation and management are an inspiration to his peers and clients alike. He brings in extreme tax planning with CPAs on staff to help his clients save money which in turn has a true fee-only model.

In the last 18 months, Falcon Wealth has gone from 159 million in AUM to 475 million in AUM as of 2/4/2022. Under Shahin's stewardship, the firm has increased its staff from 11 associates to 32 associates and bought a 40,000 sq ft building in Ontario, California to accommodate the extreme growth. An expert in his field, Shahin has been published over a dozen times within industry publications based on his process, knowledge, and vision to grow in the industry.



BRETT SIFLING

Investment Advisor Representative
Gerber Kawasaki Wealth Management

Brett Sifling started trading before he could take his driver's test, and from there he has taken the financial world by storm. Sifling has brought modernization into the world of finance, being from the tech generation, he quickly saw the benefit of spreading financial education via Twitter and other social platforms. While studying at Loyola Marymount University, Sifling was handed a piece of the school's endowment portfolio to invest and manage. He is now the youngest person to take on a managerial role at Gerber Kawasaki.

Sifling has created the "Get Invested" group at Gerber Kawasaki which seeks to help educate the younger generations about the financial world as well as get their portfolios open early. He views his career not only as a way to better himself but also as a way to alleviate the financial stress, of everyone, he comes in contact with.



MARK UDIS

Partner
Camden Capital

Mark Udis joined Camden Capital in 2005 and has spent his entire career as a financial advisor with the firm. Udis was instrumental in growing the firm from under \$100 million AUM in 2005 to greater than \$4 billion AUM in 2022. He is a member of Camden Capital's Investment Committee and a key member of the Family Office practice.

Udis' clients reside all across the country and range from attorneys and doctors to Fortune 500 CEOs and tech founders, as well as a few professional athletes. Udis has taken this unprecedented environment in the markets as an opportunity to prove the strength of his clients' portfolios. He has enhanced communication with his clients and is dedicated to educating them on how the discipline in portfolio positioning prepares them for moments of intense market volatility, as well as gradual shifts in underlying market and economic fundamentals.

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BANKING & FINANCE SPOTLIGHT

ALIGN YOUR BUSINESS WITH OUR EXTENSIVE **BANKING & FINANCE** PORTFOLIO

The **Los Angeles Business Journal** recognizes the crucial role the banking and finance industry plays in the community of business. Don't miss these opportunities to strategically market your business to key decision-makers.

LISTS

- Executive Compensation/Highest Paid CEOs/Highest Paid Executives
- Largest Public Companies
- Local Banks
- Fastest Growing Private Companies
- Largest Private Companies
- Financial Institutions
- SBA Lenders

LEADERS OF INFLUENCE

- Women in Banking
- Wealth Managers
- Women on Corporate Boards
- Investment Bankers
- Lenders

SPECIAL EDITIONS

- Money Book
- Wealthiest Angelenos
- 2023 Book of Lists

SPECIAL REPORTS

- Banking & Finance Quarterly
- Executive Compensation
- Fastest Growing Private Companies

EVENTS

- Economic Trends
- DEI Symposium & Awards
- Black Business Matters
- Women's Leadership Symposium & Awards
- CFO of the Year Awards
- Disruptor Awards



For more information and to secure space, please contact **Ellen Mazen at emazen@labusinessjournal.com**

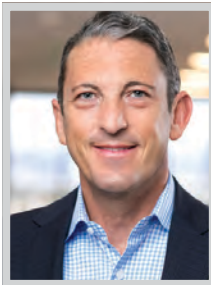
LEADERS OF INFLUENCE: WEALTH MANAGERS

**JAMES VERZINO**

Managing Director & Wealth Management Advisor
Northwestern Mutual

As a wealth management advisor, James Verzino has impacted the lives of hundreds of clients, striving to build lasting bonds and human connection in a world of uncertainty. As a leader and managing director of Northwestern Mutual's downtown Los Angeles office, he upholds the highest standards of success within the largest district office in the country. With over a decade under his belt, he has developed and influenced dozens of new financial advisors, while maintaining a thriving wealth management practice.

Verzino often partners with affluent families, small business owners, entertainment professionals, and successful attorneys to help steer them toward financial success. Adhering to the "power of now" philosophy, he helps his clients plan for tomorrow, so they can spend their life living for today. He also frequently collaborates with fellow advisors to educate clients on wealth management strategies and solutions.

**MICHAEL WAXBERG**

Private Wealth Advisor
Northwestern Mutual

Michael A. Waxberg is a private wealth advisor and a founding member of the Private Client Group at Northwestern Mutual Wealth Management Company. Waxberg is a certified financial planner and has spent over two and half decades building a nationally recognized investment advisory and financial planning practice. He is deeply rooted in the legal, entertainment and business communities advising on investment, retirement, and estate planning strategies.

Waxberg's extensive background in capital markets has led him to play an integral role within the Los Angeles office. As a director with the firm, he is also involved in the growth and development of the organization. In addition to his local involvement, he has served nationally on the Investment Committee, Field Compensation Committee, and the Sophisticated Advisor & Ensemble committee. His commitment to clients is deeply rooted in developing enduring relationships by helping them identify the simplicity amongst the complexity.

**ALYSSA WEINBERGER**

Chief People Officer, Senior Managing Director
Lido Advisors, LLC

Alyssa Weinberger joined Lido Advisors in 2004. She is the firm's second longest tenured employee and was the firm's first female partner. She previously ran Lido's Operations and Marketing team, which led to her current role as senior managing director and chief people officer. In addition to her executive position at Lido Advisors, Weinberger serves as president of Lido Consulting, a related firm focused on the family office industry.

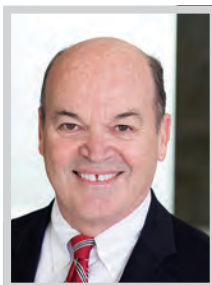
Weinberger works closely with family offices, high net-worth individuals, and entrepreneurs. She believes in consistent and frequent communication as the best way to serve clients. She strives to meet with clients no less than quarterly to hear about changes in their life that could affect their investment portfolio and financial plans. During these meetings, she addresses how Lido's outlook on the investment markets might suggest changes in a client's individual portfolio based on their own specific goals.

**STEVE WEINBERGER**

Senior Managing Director
HCR Wealth Advisors

After graduating with his MBA from Pepperdine with an emphasis in finance, Steve Weinberger joined HCR Wealth Advisors in 1998. While initially a boutique firm, HCR has grown to over \$1 billion in assets under management largely in part due to Weinberger's leadership and efforts. With over 20 years of experience in the financial services industry, he specializes in helping clients develop personalized investment portfolio strategies that are continuously monitored and geared toward navigating the markets.

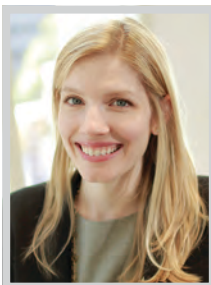
Weinberger is particularly skilled at working with clients who are navigating life transitions such as retirement, selling a business and widowhood. After spending time with each client to develop their strategy, he points out financial risk and exposure and ensures that clients are prepared for any unexpected curveballs based on their upcoming circumstances. Under Weinberger's guidance, one of HCR's core competencies is helping clients achieve financial competency.

**PAUL WETMORE**

Managing Director and Wealth Management Advisor
Merrill Lynch

Paul Wetmore is a managing director and wealth management advisor at Merrill Lynch. A 40-year veteran of the financial services industry (36 years at Merrill), he leads the Wetmore group of five diverse wealth specialists based in downtown Los Angeles, who together have more than 80 years of Merrill Lynch experience. Wetmore manages more than \$1 billion in client assets and liabilities with a focus on cash management, financing and retirement programs for public, private and nonprofit organizations, assisting the principals of those organizations to achieve their wealth management goals.

Wetmore graduated from Dartmouth College and is designated as a certified financial planner and a certified investment management analyst, awarded by the Investment & Wealth Institute, taught in conjunction with the Wharton School. He was also the first to receive the David Brady award from Merrill, awarded to those individuals that served as an essential partner to their clients.

**LAUREN WOOD**

Wealth Manager & Shareholder
Wetherby Asset Management

Originally trained as an engineer, Lauren Wood, CFA, CFP, brings a deep analytical and problem-solving rigor to her work with clients, and she thrives in tackling the complexity that comes with significant wealth. Coupled with a deep sense of caring and a client-first focus, stories of how she serves clients have become local legend at our firm.

After years of planning an LA office, Wetherby Asset Management was ready to move by early 2020 and chose Wood for her exceptional leadership to lead these new regional efforts. She is classically impressive in the wealth management field, her efforts and work with clients has earned her recognition as a Forbes Top Next Gen Advisor and she skillfully earns the respect and trust from some of the firm's largest and more complex clients – always with a warm sense of humor, an infectious optimism, and a radiant kindness.

"When money realizes
that it is in good hands, it wants to
stay and multiply in those hands."

- IDOWU KOYENIKAN

Retirement Planning: Baby Boomers Only Slightly Ahead of Millennials

According to recent data, more than half (59%) of millennials haven't considered their options for retirement. However, this trend is not limited to younger Americans. According to a survey from the National Association of Personal Financial Advisors (NAPFA), one in three baby boomers — Americans who are nearing or starting retirement — hasn't done any financial planning in the last two years.

The survey — which assessed the financial health of Americans — found that stress around finances transcends generational differences. In fact, 74% of respondents said they want a financial planning do-over.

"As we move into a new decade, consumers continue to be pessimistic about their retirement options, with almost half of all respondents lacking confidence in Social Security," said Geoffrey Brown, NAPFA CEO. "More than one-third of millennials and Gen Xers don't think they'll ever be able to retire. While these results are troubling, you can gain a greater sense of control and certainty over your financial future by having a financial plan that's tailored to your life stage."

The different generations are consistent in their goals regarding money, which include planning for retirement (61%), achieving greater savings (52%), and paying off debts (50%). Yet, their priorities for planning differ by age and proximity to retirement. For example, millennials put a higher emphasis on increased savings (59%), with one in three worried they will need to support their parents financially. Meanwhile, planning for retirement is top of mind for 69% of baby boomers.

"Luckily, there are strategies each generation can use to start 2020 off on the right foot," explained Brown.

TIPS FROM NAPFA ADVISORS: APPLICABLE TO ALL GENERATIONS

- Put bonuses, tax refunds and/or reim-



bursements from Flexible Spending Accounts into a retirement account to boost savings.

- Make a list of debt in order of the amount you owe, from smallest to largest, then make a list of your debt in order of interest rate, from highest to lowest. Choose what will be most motivating to you — either paying off the smallest debt first or paying off the debt with the highest interest rate first.

- Write down what you value most in life and make a list itemizing your spending for the past few months. Ensure your spending is in alignment with both your values and your earnings. Also, be sure to reduce financial clutter by canceling subscriptions you aren't using and negotiating for lower rates on cable TV,

Wi-Fi and car insurance.

MILLENNIALS

- Ensure you are paid your worth — consult industry salary surveys and stay objective when negotiating by focusing on your accomplishments and your future at your workplace. Small discrepancies in pay can have large, compounding effects on your future financial security.

- Automate savings — it is easy to justify keeping more money in your checking account, but it often gets spent.

- Take advantage of your employer's 401(k) match, if applicable, but don't stop there. It is better to start saving now, even if it is only

a small amount. Try building your budget around 90% of your income so you can put the remaining 10% in savings.

GEN X

- Open a high-yield savings account and set up automatic transfers from your checking account — this acts as a guardrail against impulse purchases.

- Don't jeopardize your retirement plans by paying for your kid's college education. There are creative ways to pay for college (e.g., grants, scholarships, tax benefits, loans), but there aren't many creative ways to pay for retirement.

- Max out your 401(k) contributions. For 2020, you can contribute up to \$19,500 of pre-tax money to your 401(k). If you're 50 or older, you can contribute an additional \$6,000 pre-tax.

BABY BOOMERS

- Take advantage of catch-up contributions — many employer retirement plans offer catch-up contributions to enable savers over 50-55 to put more money into tax-favored accounts.

- Prioritize paying back any loans you have against your 401(k). If you retire while still owing money, you'll have a very short window to repay it; otherwise, money you borrowed will be treated as taxable income in the year you retire.

- Be honest with yourself about how you will spend your time in retirement and how this may impact your savings. In addition, don't let the fear of running out of money prevent you from enjoying your retirement years. You may have created a plan to accumulate assets for retirement. Now you need a plan to help you prudently spend down those assets.

Information for this article was provided by the National Association of Personal Financial Advisors. Learn more at napfa.org.

New Tools from NAPFA Advance Workplace Diversity, Equity & Inclusion

The National Association of Personal Financial Advisors (NAPFA) has announced new resources and tools to help members navigate Diversity, Equity & Inclusion (D, E & I) issues in the workplace.

An integral part of NAPFA's mission has always been to be a beacon for diversity within the financial planning profession through building and strengthening relationships between financial planning professionals and the diverse populations they serve.

"Our vision is to be the standard bearer for diverse advisors by offering member resources that advance D, E & I and helps cultivate a community where diverse perspectives and backgrounds are valued. While there seems to be plenty of awareness around diversity and inclusion, the struggle for most organizations is making it a part of everyday experiences. These new resources are designed to help planners discuss relevant issues and pursue the opportunities D E & I initiatives present," said Geof Brown, NAPFA CEO.

As the stewards of the association's D, E

& I efforts, NAPFA's Diversity & Inclusion Steering Committee sponsors conference scholarships, helps to defray the costs of CFP exams and review materials, curates content

and challenges they experienced with D, E & I.

As a result of those listening sessions, the Committee developed a D + I Toolkit. This

'Our vision is to be the standard bearer for diverse advisors by offering member resources that advance D, E & I and helps cultivate a community where diverse perspectives and backgrounds are valued.'

for virtual learning and in-person educational events, and convenes effective conversations with NAPFA members around diversity, equity, inclusion, and racial inequality. The committee met with NAPFA firms in several listening sessions to understand the obstacles

resource will help NAPFA members and their firms navigate issues and conversations in the D, E & I space. While dialogue and education are crucial steps to improving understanding, it's clear that without action, true progress cannot be achieved. The toolkit includes both

a written guide and a series of short videos designed to help NAPFA members take action in the workplace.

The D + I Toolkit addresses four key components:

- **Culture** – How to create a culture this is inclusive and welcoming
- **People** – Ways to be an advocate for marginalized groups
- **Inclusion** – Actions that promote inclusion in firms
- **Hiring Practices** – How to craft and deploy an equitable hiring system

D, E & I can be challenging, and many organizations continue to strive to turn dialogue and intentions into actions. The NAPFA D + I Toolkit helps users navigate challenges and take action to help create a workplace where people of different backgrounds can succeed, and diverse, mission-advancing perspectives can be heard.

Learn more at napfa.org.