



No Longer a Man's World

By Ryder Taff

When I first joined New Perspectives, Nancy made one thing clear to me: the fact that this was a woman owned firm was not just happenstance, but part of the identity of the business. She began the firm after the loss of her first husband left her a single mother to a young daughter. Her first promotional material noted that she specialized in helping single women, widows and divorcees. While the firm has grown to serve a much broader audience, the core is still the same: we strive to ensure that every client is given the support and the knowledge to be secure in their investments and confident in their financial future.

Finance has always been a very male-dominated industry. Stereotypes, an "Old Boys Network" and a bad reputation have kept women away for too long. As you know, this has never been the case at New Perspectives. With each recent hire, Nancy has teased me about being the only male in the office. That doesn't bother me a bit as long as clients are served to the high standard that Nancy has set.

If you have not met them yet – come meet our growing staff!

Chanda came to us from the world of medical finance. She is working through her CFP coursework and reading every investment book I pile on her desk. Having shepherded aging parents through their last years, Chanda is deeply interested in lifting the load on those who have done so much with their lives, the ones who raised us when we could not help ourselves.

We hired Meredith straight out of Mississippi College, and almost immediately got her studying for the CFA charter. Having seen money struggles growing up, Meredith wants to guide younger clients on their financial journey, seeing them succeed rather than digging themselves into a hole that they can't get out of.

Laura was also a career changer with the drive to participate in a financial planning externship and start her CFP coursework before she walked in on the first day! Her love for people drives her to lighten their load through effective planning, freeing their energy to create a more meaningful life.

As for me? Well, someone still needs to get in early to make the coffee and stay late to take out the trash. With the capable staff we have, it's probably best for me to stay out of their way! From staff to clients, everyone is treated with the utmost respect. Every story, every background and every desire is valued. No matter who is sitting at the table, our goal is to have clients who are secure in their finances and confident in their financial future.

"Give a woman a dollar, and she can put it to good use. Teach her about how money really works, and she can change the world." - Linda Davis Taylor