

SOUTHERN LOUISIANA COMPLEX News

BATON ROUGE
HOUMA
LAFAYETTE
MANDEVILLE
MONROE
NEW ORLEANS

A WORD FROM JUDE HUVAL

I hope you are all enjoying a wonderful summer. We are just around the corner from the start of the 2020 fiscal year and as I look back over the past twelve months, I can't help but be proud of the growth and success this complex has seen. At the heart of this success is our people. This newsletter gives us a chance to recognize some of the exceptional folks we are lucky enough to work with here in South Louisiana.



Inside this issue, you'll find our Advisor Spotlight and Q&A (pages 4-5) and a write-up on our first annual complex support staff meeting which we held in mid-July (page 2). Associates from our branches gathered to share ideas and get to know one another. I am happy to report that this event was a great success.

We have also taken on several charitable initiatives over the past few months which we hope will set the tone for numerous additional programs in our local communities. This May was Raymond James Cares Month -- a period of 31 days when advisors and associates team up to give back to their communities as a firm. Since this program began in 2012, associates, advisors and their clients have volunteered more than 47,200 hours across the communities in which we live and work. For our most recent service projects, employees in our Baton Rouge and New Orleans branches volunteered at local food banks. We also held school supply drives across the complex to gather donations for local children in need. Keep an eye out for more upcoming opportunities like this in your branch.

I hope you enjoy this newsletter as much as our team enjoys putting it together. Please be sure to bring us your ideas, we are listening.

As always, thank you for all that you do.

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Raymond James & Associates, Inc., member New York Stock Exchange/SIPC

Raymond James Cares Month 2019

Our associates share our culture of service through community volunteering, from feeding the homeless to cleaning up beaches and green spaces. In May, volunteers served **135 communities** across the **United States, Canada and the United Kingdom**.

333
Charitable Organizations Supported

34,694
People Helped

3,371
Volunteers

10,408
Volunteer Hours Donated

30,957
Meals Served and Packed

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FIRST ANNUAL SOUTHERN LOUISIANA COMPLEX SUPPORT STAFF MEETING

COMPLEX HAPPENINGS

In July, support staff from all across the Southern Louisiana Complex came together in New Orleans to share ideas and network with each other.

On Friday night they enjoyed dinner at historic French Quarter restaurant, Arnaud's. The following day, they took part in a meeting where attendees learned about compliance updates, regulatory changes, and our own Jude Huval updated us on the state of the Complex. The group worked together to tackle real world scenarios and shared ideas on how they would solve complex issues they may encounter on a day to day basis.

We are beginning to plan our event for next year and we cannot wait to make it even better than the first!



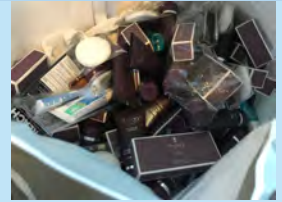
The entire group on the balcony of Arnaud's. What a fun evening!



Jude Huval, Complex Manager, addresses attendees at the Saturday meeting.



Visiting before dinner at Arnaud's!



Associates collected unused toiletries from their hotel rooms and donated them to Covenant House. For more than four decades, Covenant House has helped transform and save the lives of more than a million homeless, runaway, and trafficked young people. They offer housing and support services to young people in need - reaching 80,000 boys and girls every year. <https://www.covenanthouseola.org>

We appreciate all of the wonderful feedback that we've received!

"The Complex Support Staff Meeting was highly motivational! I was fired up and ready to come back to work and make some positive changes in my daily work flow."

"You did such a good job with this conference! It is going to pay off for all of us. The results will be evident next week. Thank you so much!"

"It was so informative and I am already implementing a few helpful hints and new procedures that I picked up!"

JULY BIRTHDAYS

- 7/2 Rusty Renaudin
- 7/7 Jon Emerson
- 7/16 Rolfe Miller
- 7/16 Laura Aucoin
- 7/19 Haley Farris
- 7/19 Blake Bergeron
- 7/28 Jennifer Gates
- 7/31 Ilise Greenstein
- 7/31 Eric LeBlanc

AUGUST BIRTHDAYS

- 8/1 Christine Haidler
- 8/5 Cyndi Hardy
- 8/11 Mike Mann
- 8/13 Will Nalty
- 8/17 Jenny Bernard
- 8/18 Doris Porter
- 8/19 Raquel Kusy
- 8/22 Wiley Gardner
- 8/26 Chris Montgomery
- 8/27 Kassi Harrington
- 8/28 Philip Guercio

ANNIVERSARIES

- Doris Porter - 5 Years
- Jim Farris - 17 Years
- Jenny Bernard - 17 Years
- Derek Daniels - 18 Years
- John Clausen - 18 Years
- Jennifer Gates - 18 Years
- Tommy O'Connor - 26 Years
- Sandy Winston - 27 Years
- Bill Freiberg - 28 Years



LET'S CELEBRATE!

Stephen Miller earned his Certified Financial Planner designation (CFP)

(Baton Rouge)

Tommy Gamard passed the Series 66 Exam
(New Orleans)

Michael Sotile passed the Series 7 Exam
(Baton Rouge)

Marcos Medina passed the Series 7 Exam
(New Orleans)

You can find these articles and more on Raymond James' news page: [Commentary and Insights](#). These articles are compliance approved to share with clients!

A new Raymond James [At A Glance](#) has been released (updated through June 30, 2019). We are now at 126 consecutive quarters of profitability!

[Markets and Investing: 6 Things to Know to Weather a Market Downturn](#)

[Lifestyle and Technology: Connected at the Speed of 5G](#)

[Estate and Giving: How Much or How Little the Kids Inherit](#)

[Retirement and Longevity: Ways to Prepare for - and Recognize - a Loss of Capacity](#)

(this is an episode of Raymond James' *For What It's Worth* podcast which is also available on [Apple Podcasts](#) and [Spotify!](#))

[Family and Life Events: Your Guide to Marriage and Money](#)

NEW OFFICE CONSTRUCTION

New spaces are in the works throughout the complex! We've broken ground on our new Mandeville location and there's more to come. Stay tuned for updates!



Making progress!



Artist's rendition of new Mandeville Office



Signage in place at the construction site

COMMUNITY INVOLVEMENT

STEPHEN GREEN & PRESTON PEREZ ARE EXPERTS AT GIVING BACK TO THEIR COMMUNITY



For more than a decade, Mandeville financial advisors Stephen Green and Preston Perez have served as co-directors of **Krewe de Camp**, a week long, overnight service camp for children with developmental disabilities. This year, the annual summer camp hosted more than 60 special needs campers and over 80 student volunteers. Campers and their caregivers look forward to this week all year long.

Krewe de Camp moved to a new location this summer, Camp Abbey in Covington, LA. In addition to more amenities for the campers, the new location included a pool that proved to be a real treat for campers and volunteers alike. Preparations and planning for the week-long camp take place year-round. Preston does all of the cooking for the camp and starts his process in April by making grocery lists and buying supplies for meals. During the camp, he wakes up at 4 AM each day to begin the arduous task of cooking 3 meals a day for nearly 200 people. Even with such intense preparations and

hard work, Stephen and Preston say the experience is more than worth it.

Complex Manager, Jude Huval, says "Stephen and Preston serve as such an inspiration, managing to make their volunteer work a priority. They both lead this incredible event which is so important to our community, all while balancing young families and a growing practice."

The camp has grown to include several other members of the community to help make the camp a success. The St. Tammany Police and Fire Departments have donated their time and efforts and local bands play at the camp each night. The camp has even welcomed the New Orleans Saints football team! Many of the volunteers are local high school students who love volunteering for this great cause. "It is so fulfilling to watch these volunteers grow during their time at camp", Stephen says, "...I have had multiple volunteers tell me this experience has led them to pursue careers in the medical field and special needs services." Stephen and Preston are great examples of how enriching it is to give back to their community and they can't wait for camp next year!



Stephen Green and Preston Perez proudly serving food at Krewe de Camp in Covington, LA

THANK YOU FOR BEING A PART OF OUR EFFORT TO BE MORE INVOLVED IN OUR COMMUNITIES!



Baton Rouge branch RJ Cares volunteers at the Greater Baton Rouge Food Bank



New Orleans RJ Cares volunteers at Second Harvest Food Bank

BACK TO SCHOOL DRIVES



(L to R) Jessie Morgan, Jenny Bernard, Dana Mitchell, and Blair Bogan

Thank you for your outstanding support and generosity during our recent back to school drives!

Our Baton Rouge branch collected school supplies to support WBRZ's Stuff the Bus School Supply Drive. Supplies benefited children of the East Baton Rouge Parish School System.

Our New Orleans and Mandeville branches packed 15 backpacks filled with school supplies for children in foster care with CASA Jefferson. CASA (Court-Appointed Special Advocate) is an organization of volunteers who advocate in court on behalf of children who have experienced abuse or neglect. We invited employees to bring their children to the branch to help sort supplies and stuff backpacks. It was a great day for all involved! Special thanks to our up-and-coming community advocates who helped pack backpacks for kids in their communities.



Our little helpers! (L to R): Andy Lovell's daughters Lizzie, Virginia, and Sara, Kristan Droter's sons Wolf, Max, and Jack



BE ON THE LOOKOUT FOR MORE OPPORTUNITIES TO GIVE BACK IN THE COMING MONTHS!

ADVISOR Q&A

LISA WESTMORELAND

We interviewed financial advisor Lisa Westmoreland in our Baton Rouge office. Lisa has more than 30 years of experience in the industry and followed in the footsteps of her mother who was one of the first registered women in the state of Louisiana. Lisa's daughter, Tori, was an intern in our Baton Rouge branch this summer.

How did you become interested in being a financial advisor?

As far as back as I know I wanted to do this. My mother was an advisor and I was a mama's girl so I was always attracted to it for some reason. I know when I was transitioning from 8th grade to high school they did a farewell newsletter in my 8th grade class and it predicted that I'd go to law school, but end up in this business. Coincidentally, I was very shy when I was younger and in high school. No one believes it because I'm very outgoing now but I had no idea that this was a people business and you had to be an outgoing extrovert to succeed.

What made your mother so successful in this business?

I think because she has an outgoing personality and she's extremely intelligent. She has a business mind that's just incredible. If I'm not mistaken, she might have been the first licensed female in the state of Louisiana when she got in the business in 1967. She had been a school teacher originally but I don't think that was her true calling. The manager at Scharff & Jones, which was the small shop she started at (it was eventually merged with Morgan Keegan) wanted to hire her and she told him "I'm a working mom, if I have to go at three o'clock, I have to go." Most women at that time were stay-at-home moms and said that he said fine, I want you to come to work here. So she and Bill Zollinger were the only two in the Baton Rouge office at that time. She jumped right into it and became quite successful.

Did your mother encourage you to pursue this career path?

She always knew I wanted to do it and I don't think she discouraged or encouraged. I took my Series 7 while I was in college in August 1985 and graduated from LSU in December of that year. The summer after I graduated, I went to work in our home office in New Orleans and I was ready to come into the business. The head of the firm at that time said "Lisa take some time off, you have the rest of your life to work" so I took off two months then came to work.

Have you ever felt that being a woman would hold you back in your career in such a male-dominated industry?

I've been working with most of the guys in this office for 20-something years and I've never felt like we were competing against each other, more that we're competing against the other firms out there. They've been always supportive. My mom probably faced more chauvinistic things from powerful men back in the sixties and early seventies but I've never had that from colleagues or clients when I go out. I guess I was unaware of it. I felt like if you work hard enough, you'll get it. It doesn't matter if you're male or female and I feel like that still. When I was in the hospital having my daughter, Tori, a client was watching some stock and after she was born, that afternoon, I was calling Kim, my assistant at the time, saying the stock got to where it needs to be, you need to call the client and tell them. I worked my entire maternity leave. My husband Scott works nearby at the courthouse and he would come my office every day and pick up a briefcase. My assistant would pack my briefcase and then he would bring it home and I had two briefcases and they just went back and forth every day. I would do whatever I needed to do, sign whatever paperwork needed and my husband would bring it back the next day and pick up the other briefcase.

What advice would you give a young person who wants to become an advisor?

Get a mentor. Back when I started in this business there was no formal training, they handed you a phone and said start dialing, cold calling. I was not as confident back then as I am today. So that was really hard, getting rejections on the phone and I'm still not good with rejection. I think you have to have good training and a mentor now, a person who is willing to put the time into it.

To read the full interview click [HERE](#).



Lisa and her mother, Joyce, pictured in the September 1987 issue of the Greater Baton Rouge Business Report



New Orleans financial advisor, Lenny Alsfeld, was awarded Providence College's Exemplary Citizenship Award. This award recognizes alumni for their development, implementation and involvement in social action programs that have contributed to improving the lives of others. Congratulations, Lenny!



Bill Freiberg (New Orleans) is pictured holding his first grandchild, Brooks Freiberg, who was born on June 13, 2019.



Three of our Baton Rouge interns are pictured above (L to R): Gabrielle Bella, Blair Bogan, and Madeline Sanchez. They have been a tremendous help to our advisors this summer!



Paul Morgan (Mandeville) with his son, Jacob, who graduated from Mandeville High School on May 7th.



Jenny Bernard was elected to the Supreme Council of Phi Sigma Sigma, a progressive, internationally recognized women's philanthropic and social organization. Congratulations, Jenny!

WELCOME TO THE COMPLEX!

- Drew Necaize (NOLA) - AMP
- Michael Minvielle (NOLA) - AMP
- Marcos Medina (NOLA) - AMP
- Lauren Guidotti (Mandeville)



Jason Tiser and Doris Porter (Monroe) were feeling patriotic in their red, white and blue the day before Independence Day!



Andy Lovell (New Orleans) skippered Rougarou37, which sailed in and won the New York Yacht Club's 175th Anniversary regatta held in Newport, RI. He is pictured above with his team. More info about the race can be found [here!](#)



Support staff in Baton Rouge enjoyed a team building outing to Topgolf!



The New Orleans branch celebrated their June birthdays with a delicious cake! Pictured (L to R): Lenny Alsfeld, Tommy Gamard, Sue Hoppe, Drew Necaize, and Mike Minvielle

IMPORTANT DATES

September 2: Labor Day (OFFICES CLOSED)

November 28: Thanksgiving (OFFICES CLOSED)

December 6: Complex Christmas Party

December 25: Christmas (OFFICES CLOSED)

HAVE AN IDEA?

WE ARE LISTENING! PLEASE CONTACT US AT WITH ANY IDEAS FOR CHARITY DRIVES, FUN EVENTS, OR ITEMS FOR THE NEWSLETTER!

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SOCIAL MEDIA

Please remember to follow the complex on Facebook [HERE](#) for important information & announcements!

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