THE DISTELFINK - Greetings

March 2, 2009

Welcome to Weightman Wealth Advisory's introductory communication to clients, friends, family and fellow practitioners. Over the coming weeks and months I look forward to sharing more about the premise for Weightman's philosophy and business practice, the inspiration for its branding, why this communications piece is called The Distelfink (the what?), defining the role of "financial coach", and much more. Hopefully these views and themes will resonate with you, and if they do, I encourage your thoughts and feedback. I would also welcome the opportunity to expand Weightman's reach. As the old Herbal Essences shampoo commercial used to proclaim, "and she told two friends, and they told two friends, and so on, and so on." Please help this business grow by sharing friends' and colleagues' email addresses who might also want to learn about this practice, or have them contact me directly via the website. Speaking of which, please stop by the website - www.WeightmanAdvisory.com – and let me know what you think.

In Weightman's core advisory practice, I will aim to help individuals and families manage their wealth better, more confidently and more appropriately for their particular financial circumstances. Through this, The Distelfink, I aspire to help a broader audience by way of ongoing communication that will sometimes be educational, sometimes thought provoking, sometimes offer just simple, common sense advice, and sometimes inject humor when a good laugh is all that's needed.

I will draw on a cupboard full of life experience to help me both empathize and educate. All of the following experiences have shaped who I am, what I believe and how I want to interact with others. The loss of a parent, helping the mourning spouse, surviving divorce, raising children, engaging in sibling rivalry, enjoying family friendships and the fun of cousins, achieving professional success with its benefits (financial security and the fun of accumulating "toys") and drawbacks (never enough time for the rest of life) losing assets, rebuilding assets, re-establishing priorities, and treasuring life-long friendships give me the foundation from which to share advice and knowledge.

As a general practice, I promise to keep these communications fairly brief, because I am mindful of your time (and already overflowing inboxes). So I will aim to bring a fresh perspective and a different kind of view to the practice of advising people how to manage their assets. The success of Weightman Wealth Advisory will be measured by the positive difference I can make in your financial lives, and how interested an audience I can reach with my messaging.