Hello, my name is Ken May.

I wanted to take a minute to introduce myself and to give you an idea of who I am and what I stand for. I hope you don’t mind. I've been a practicing financial advisor, accountant and tax preparer for 30 years.

My mission is simple. I believe that financial well-being is for everyone. It’s a realistic and obtainable goal! Anyone can (and everyone should) learn the principles used to build security.

I believe in doing business the way my father taught me. To build working relationships based on truth and honesty. I taught my son Daryl the same way and I’m very impressed with the man he’s become. Integrity is *that* important. I’m pleased to say that many of my company’s long-term clients have become more like friends based on this very principle.

I want to educate people so they have a voice in achieving their financial well-being. How can a person make responsible decisions when they don’t fully understand their choices? My job is to teach anyone who wants to learn. When a person is confident, they can walk into the office of any doctor, lawyer or financial advisor and be treated with respect. That’s as it should be.

I believe in striving for the highest level of service and performing it with integrity. That means constantly upgrading my knowledge and skills and honoring the commitments I make to people. At the end of the day, it matters to me whether my job was done well. Whatever your job might be, it should matter to you, too.

There is a process to success. How can you reach financial goals? How will you know you're on the right track? The first step is to find out where you are now. Not just a bank balance or a stack of old tax returns, but a solid understanding of your finances and net worth. You have to begin at the beginning.

Next, you need to decide where you’re going. It’s the only way to create a map to get there. I like to sit down over coffee when I meet with people. To get to know them and really understand their situation and what they hope to accomplish. Then I can help. Then I can explain options and give people choices that can make a *difference* in their lives. Cookie cutter advice isn’t useful to anyone, and you’ll never hear it from me. On the rare occasion when I meet someone I truly cannot help, I tell them so. Everyone deserves the courtesy of simple respect.

…And that’s me, in a nutshell. I’d like to thank you for taking the time to read this letter. I’m sure you’re a busy person with many other things to do. If I can ever be of assistance to you, please keep me in mind.