

As a former Regional Loss Prevention Manager for 8 years at Nordstrom and 6 years at TJ Maxx, I know shoes... I know a lot about shoes!

Earlier this winter, our girls were stomping into the office with their furry UGG boots on, and got me thinking, "why don't they have those for men?". I'm not talking about the sheepskin booties that get soggy when you wear them in the snow for 15 minutes. I'm talking; I want the full-blown mukluks, with real fur lining on the outside, with the sued laces, that will ACTUALLY keep your feet warm! The kind they wear in Alaska.... They have them there... Why not here? Seeing as how it was warmer there than it was here this winter, I figured I needed a pair. Turns out, there is a HUGE cost difference. Ugg boots \$100 and change...Alaska guide boots for men? \$900 plus tax...ouch. I haven't justified that cost.... yet....

But who wants to talk about snow boots when we all are in need of summer!

My name is Chris Battle; I'm one of the founders of NEW Wall Street, LLC. in Green Bay. I'm also one of the Financial Advisors with the company. Our security products and advisory services are offered through our broker/dealer: SII Investments, Inc. (SII). I was raised in Northern California and where I gained a lot of my work experience. After meeting my wife in Minneapolis while working for Nordstrom, we married and bounced around the country with various companies and jobs. Eventually I found my way into the financial services industry while in California. Realizing there was a bubble in real-estate; we quickly sold our "double-wide" house, paid of my wife's student loans and got out of California. We decided to come back to Green Bay, where my wife is from, and establish some roots here. Thankfully, I was able to keep a lot of my clients who reside in "the golden state" and it's a great excuse to go find warmth when I've had enough winter.

Because a large portion of my clients are on the west coast, my workday doesn't generally begin until 9:00... 9:15... oh ok... 9:30! What? I do like waking up and having a cup of coffee with my newspaper in my jammies before tackling the day ahead. That being said, I'm usually the last to leave...it works out.

As for a technical title I am the OSJ or Registered Principal of SII for the office. Basically meaning all of the compliance and managerial work runs through me. First thing in the morning, I sit down with my Business Partner, Bernie Van Eperen and talk strategies for the business and recap the previous day. Then it's off to see clients and help them with their financial goals and dreams.

When it comes down to how the business is run, Bernie would be more of the numbers guy. I on the other hand have more of marketing background and enjoy finding new ways to promote NEW Wall Street and thinking of unique outings that help make our clients raving fans! To that end, we host "a-lot" of client referral events. There is at least some kind of social event every month of the year. Sometimes it feels like NEW Wall Street is

a marketing firm that happens to do Financial Advising. That's ok though....it must be working because our firm is having double digit growth in client acquisition year over year.

We are financial advisors, and what we truly believe in, is in the size of our client to advisor ratio. It is important to us that we maintain no more than 100 clients per advisor. We love our clients and we strive to treat every client as family. We keep our clients in the loop, either with a monthly phone review, or we do an in person review to keep them up-to-date on their accounts with us. Not a single client should be left in the dark, we send out a weekly market update email every Monday, and every month at our client events we discuss the ever changing market conditions. We welcome guests of clients, because there is no better way of introducing someone dear to you than bringing them to one of our social events so they can meet us first in a social light. Last month was Champagne and Chocolate tasting. ☺ This month will be Irish themed with Corn Beef, Cabbage, and Irish adult beverages.

I enjoy anything that supports local businesses in the community! For the past seven years, I have been a member of the De Pere Chamber and was fortunate enough to be voted board chairman in 2013. Other events I've enjoyed attending include: The Big Blue Bash for the Service League, Soups and Suds sponsoring First Tee, and any event tied to the Boys and Girls Club. In addition, NEW Wall Street helped establish the De Pere Chamber Golf Outing and has served as one of the title sponsors since we started it 5 years ago. Our name can also be found sponsoring The Dance Company, St. Clare Catholic Church, Doctors In Recital, and Altrusa House.

Walking in my shoes for a day, would be entertaining, that's for sure! I can definitely count my blessings every day I come to work. My staff is hilarious, and how could you not love coming to work when your business partner is your best friend! And, I have to say, I think we have the greatest clients, they are truly like family!

Chris Battle
Founder
NEW Wall Street, LLC.