

# Louis Stanasolovich

**LOUIS STANASOLOVICH, CEO & PRESIDENT – LEGEND FINANCIAL ADVISORS, INC.**

Louis P. Stanasolovich, CFP®, is founder, Chief Executive Officer (CEO), and President of Legend Financial Advisors, Inc.® (Legend). Mr. Stanasolovich is also the firm's Chief Investment Officer. Lou is the editor of *Risk-Controlled Investing*, a monthly subscription-based service which guides financial advisors on how to build investment portfolios with lower risk. Lou is one of only four advisors nationwide to be selected twelve consecutive times by *Worth* magazine as one of "The Top Wealth Advisors" in the country. Lou has also been selected five times by *Medical Economics* magazine as one of "The 150 Best Financial Advisors for Doctors in America," twice as one of "The 100 Great Financial Planners in America" by *Mutual Funds* magazine, and once by *Barron's* as one of "The Top 100 Independent Financial Advisors." He has been named to *Investment Advisor* magazine's "IA 25" list three times, ranking the 25 most influential people in and around the financial advisory profession, as well as being named by *Financial Planning* magazine as one of the country's "Movers & Shakers" recognizing the top individuals who have done the most to advance the financial advisory profession. He has previously been named by *Fortune Small Business* magazine as one of "America's Best Bosses." Lou was also selected by *Smart Business Pittsburgh* as a 2008 Pacesetter, an award that recognizes outstanding and innovative business and community leaders who have made a significant impact on the region and its future. In 2009, Lou was selected as a nominee for the Ernst & Young "Entrepreneur of the Year" award for the Upstate New York, Western Pennsylvania, and West Virginia region.

Mr. Stanasolovich earned the Certified Financial Planner™ designation in 1984 and was admitted to The Registry of Financial Planning Practitioners in 1986. He is a member of the Financial Planning Association (FPA), and is a Registered Financial Advisor with The National Association of Personal Financial Advisors (NAPFA), the nation's largest fee-only professional organization. He graduated from The Pennsylvania State University with a Bachelor of Science degree in Accounting. He has completed the 1999/2000 Entrepreneurial Management Program at Carnegie Mellon University Graduate School of Industrial Administration's Donald H. Jones Center for Entrepreneurs.

Mr. Stanasolovich is one of the co-founders of The Alpha Group. The Alpha Group, formed in 1990, is an exclusive association comprised of 17 senior investment advisors. All are principals of nationally recognized independent investment management firms throughout the United States. Collectively, they manage more than \$4.0 billion of client investments.

Mr. Stanasolovich was elected to the International Association for Financial Planning (IAFP; a forerunner of the FPA) National Board of Directors for four consecutive one-year terms (1988-1992). He served as a member of the IAFP's National Ethics Committee, Registry Committee, Education Committee, Investment Committee and the Review Committee of The Registry of

Financial Planning Practitioners. He is also a former member of Certified Financial Planner Board of Standards Pass Score Committee.

Lou is currently or has been a member of various advisory boards including: TD Ameritrade President's Council, TIAA/CREF Institute's Advisory Council, the FPA National Convention Program Advisory Board, and the Editorial Advisory Board for Advisor Products. Lou also chaired the IAFP Northeastern United States Regional Council (1987-1988), and is a past president of the 450-plus member Pittsburgh Chapter of the IAFP (1985-1987). He is a member of the editorial advisory board of the Fee-Only Client Newsletter. He also served on the Board of Directors of the Pittsburgh Chapter of the Massachusetts Institute of Technology Enterprise Forum (1992-1993) and was a board member of the Pittsburgh Society of the Institute of Certified Financial Planners (ICFP; also a forerunner of the FPA) (1994-1995).

Mr. Stanasolovich has appeared on various television programs including: "CBS This Morning," "Consuelo Mack Wealth Track" on PBS, Wall Street Journal Television, CNBC's "Mutual Fund Investor," CNBC's "Closing Bell," "Money Club," "Wake Up Call," "Power Lunch," CNNfn's "Money & Markets," "Your Money," "The Money Gang," Fox News Channel's "Fox on Money" and "Forbes on Fox" programs, as well as on PCNC's "Night Talk," KDKA-TV's "KD/PG's Sunday Edition" and "The Sunday Business Page." He has also been interviewed on various radio news broadcasts including: "The Bloomberg Money Show," "The Bloomberg Countdown," "Bloomberg – The Final Word," "The Life and Money Show," and "The American Entrepreneur." He has published articles in the following periodicals and/or Web sites: *The Pittsburgh Business Times*, *Financial Advisory Practice*, *Financial Planning* magazine, *Financial Planning on Wall Street*, *Personal Financial Planning*, *Pennsylvania Law Journal*, *Small Business News*, *Smart Business* magazine, *Investment New* and *TheStreet.com*. Quotes by him have appeared in *Accounting Today*, *Barron's*, *Bloomberg Personal*, *Business Week* magazine, *Brill.com*, *CFP Today*, *Changing Times* magazine, *MarketWatch*, *Executive Report*, *Family Life* magazine, *Bottom Line Personal*, *Financial Planning* magazine, *Financial Planning News*, *Dow Jones Investment Advisor* magazine, *Journal of Financial Planning*, *Medical Economics*, *Money* magazine, *Morningstar Investor*, *Mutual Fund Market News*, *National Underwriter*, *NEFE Digest*, *Kiplinger's Personal Finance*, *The New York Times*, *Physicians Financial News*, *USA Today* and *The Wall Street Journal*. He was also one of the contributors to the books Wall Street's Picks 1998, 2000 and 2001 by Kirk Kazanjian, Tips From the Top; Targeted Advice From America's Top Money Minds edited by Edie Milligan, as well as Retirement Income Redesigned – A Master Plan for Distribution by Harold Evensky. He has been a speaker on various financial planning and investment management subjects at national, regional, and local AICPA, FPA, IAFP, ICFP, and NAPFA conferences, as well as for numerous corporations and community organizations.