STARBOARD ADVISORS
YOUR RIGHT OF WAY
A DIVISION OF KELLEHER FINANCIAL ADVISORS, LLC

Starboard Advisors

Advisory Board Meeting

November 12, 2024

The Press Hotel
Portland, ME

"The Composing Room"

Starboard Advisors | A Division of Kelleher Financial Advisors, LLC
Two Union Street, Suite 401 | Portland, ME | 04101 | 207.358.1200
STARBOARDADVISORSLLC.COM

Agenda

11:30am	**Doors Open**	
	Lunch is served	
12:15pm	**Barton Weisenfluh, CFP ®** Founder & CEO, Starboard Advisors	"Welcome To Our Family Meeting"
12:30pm	**Kenden Alfond** Certified Financial Behavior Specialist ®	"Understanding Financial Psychology, Behavior And The Enneagram"
1:15pm	**Hugh O'Donnell** * True Equity	"AI & Its Impact On Venture Investing"
1:30pm	**Travis Coley** White Penny	"Digital Rebranding & The Introduction Of Our New Website"
1:50pm	**Ann Marie Liotta** * CPA & Wealth Strategist, Cohn Financial	"Financial Planning Trends & Solutions For Families"
2:20 pm	**Break**	
2:30pm	**Joan Benoit Samuelson** * Professional Athlete & Spokesperson	"There Is No Finish Line"
2:45pm	**Neil Cataldi** CIO, Starboard Advisors	"Under The Hood At Starboard & A Look Ahead"
3:15pm	**Christopher Ballou** * Co-Founder Patriot Global Group; Retired First Grade NYPD Detective, Counter-Terrorism Division	"The Evolution Of Personal Security & Creating A Digital Firewall For Your Family"
3:45pm	**Michael Ouellette** President, Starboard Advisors	"Lead By Example: A Guide For Our Children"
4:15pm	**Barton Weisenfluh CFP ®** Founder & CEO, Starboard Advisors	"Closing Remarks"
4:30pm	**Reception: Art Gallery at The Press Hotel**	

***** ***Identifies Advisory Board Members***

Additional Advisory Board Members in Attendance: Art Goetchius, Sean Kelleher, Dana Kerr

Starboard Advisors: Our Crew

Barton W. Weisenfluh, CFP ®
Founder & CEO
-Starboard Advisors

Barton W. Weisenfluh, CFP®, CEO & Founder has worked with families for over 27 years in the investment management and financial planning business. He began his career in the executive training program at Tucker Anthony, Inc. In 1998 he joined the New York based money management firm W.P. Stewart as Vice President and assisted with the opening of their Portland office. He co-founded Plimsoll Mark Capital in 2008 where he served as a fiduciary for families in North America. Mr. Weisenfluh holds a B.A. in Political Science with a minor in Japanese from Union College and an M.B.A. from the Whittemore School of Business at the University of New Hampshire. He also is a Certified Financial Planner™ professional. Mr. Weisenfluh has served on the board of directors for Big Brothers Big Sisters of Southern Maine, Portland Yacht Club, Add Verb Productions and the Falmouth Youth Lacrosse Association. In addition, he serves on private advisory boards for numerous families.

Michael Ouellette
President
-Starboard Advisors

Michael Ouellette, President joined Starboard Advisors in January of 2022. Prior to Starboard Advisors, Mr. Ouellette was a family office executive for 25 years and represented family assets of over $4 billion. Mr. Ouellette began his career with a four-generation family office based in Portland, Maine, serving as Executive Vice President and Treasurer of Dexter Enterprises, Inc. from 1997 to 2014. From 2014 to 2021, Mr. Ouellette served as CEO for Ten Mountain Capital, a two-generation family office based in Boston, Massachusetts.

Michael continues to serve as an independent director and trustee for multiple families and also serves on the board of directors for both publicly-traded and privately-held companies.Through his work, Michael has helped families implement best practices for family governance, next-gen education, investment management, cash management, estate and tax planning, and charitable initiatives. Mr. Ouellette's direct work experience includes: establishing family office governance structures; managing daily operations and staff; investment committee work including implementing investment mandates, manager/consultant selection, and investment performance monitoring; trustee and trust administration; due diligence and oversight for private companies and real estate holdings; estate administration and ongoing estate planning and wealth transfer strategies; periodic tax planning for individuals, LLCs, and trusts; private foundation management and charitable giving; and developing and implementing family education curriculum for next generations.

Starboard Advisors: Our Crew

Neil Cataldi
Chief Investment Officer
-Starboard Advisors

Neil Cataldi, Chief Investment Officer, previously served as Vice President and led the investment process for $250Million+ in holdings at the Viking Group, a family office in Cherry Hill, NJ. Mr. Cataldi has over 20 years of Wall Street industry experience across equities, options, alternatives, and Family Office governance. He began his career on the floor of the Philadelphia Stock Exchange where he worked for both TFM Investment Group and Goldman Sachs. He then worked as a derivatives strategist at Susquehanna International Group, generating stock and option trading ideas, mainly within the Consumer sector. Neil has also consulted for multiple private Family Offices managing a range of investments, including actively managed equity and fixed income portfolios, as well as the oversight and management of a large portfolio of hedge funds.

Rita Newland
Principal
-Starboard Advisors

Rita Newland, Principal has over 20 years of experience in the financial planning industry, specializing in client services, portfolio management, performance reporting and database management. She joined W.P. Stewart in 2005 and assisted opening Plimsoll Mark Capital's offices in late 2008 . Mrs. Newland holds a Bachelor's degree in Media Studies from the University of Southern Maine

Starboard Advisors: Our Crew

Pamela Lessard
Principal
-Starboard Advisors

Pamela Lessard, Principal joined Starboard Advisors in September 2022. Before joining the Starboard crew, Pam worked at Simon Pearce in Quechee, Vermont for over 10 years as the Executive Assistant to the Founder and his family. Prior to that Pam was the Accountant and Grants Manager for the Woodstock, Vermont School District and a Sales Assistant with Goldman Sachs on their Institutional Corporate Bond desk in Boston, Massachusetts. Pam holds a B.A. in Business and Fine Arts from Skidmore College. She and her husband Kevin have two sons, Taylor and Curtis. She enjoys skiing and spending time with her family in Bozeman, Montana.

Hannah Andrews
Principal
-Starboard Advisors

Hannah Andrews, Principal was introduced to the financial planning industry in 2007 at W.P. Stewart, before moving to Los Angeles where she worked in client solutions for an IT company. After returning from Los Angeles, she joined Plimsoll Mark Capital in 2014. Hannah specializes in marketing and communication initiatives, customized net worth reporting and investment summaries, and client services. Hannah holds a B.A. in Sociology from the University of Southern Maine.

Advisory Board

Arthur L. Goetchius
Chief Executive Officer
- Kelleher Financial Advisors

Arthur L. Goetchius is the CEO of Wall Street Access. Mr. Goetchius served as the parent company's Chief Financial Officer from 1986 to 1993 and rejoined Wall Street Access as COO in 2005. In between his time at WSA, Mr. Goetchius served as the CFO for a hedge fund manager and COO for an asset management firm. He has over 35 years of experience in the financial services industry and is responsible for finance, compliance and human resources for the firm. He graduated Cum Laude from Seton Hall University and was a certified public accountant with the firm of Touche Ross & Co. Mr. Goetchius has securities licenses based on the following securities examinations: Series 7, 63, 8, 14, 24, 27, 53 and 65. Mr. Goetchius plays the guitar in his spare time and is an avid, if not very good golfer.

Thomas Burnett, CFA ®
Vice Chairman and Director of Research
- Kelleher Financial Advisors

Thomas Burnett provides market insights to our trading personnel based on 30 years of experience in domestic and international equity trading, risk arbitrage and equity research. Prior to Wall Street Access, Mr. Burnett held several positions at Merrill Lynch including managing director in charge of the international equity department, director of research, and manager of the risk arbitrage department. Mr. Burnett is a graduate of Williams College and the Graduate School of Business of Stanford University. Mr. Burnett holds the Supervisory Analyst designation and licenses based on the following examinations: Series 7, 63, 4, 16, 65, 86 and 87.

Advisory Board

Colleen Kelleher Sorrentino, CFA ®
Managing Director
- Kelleher Financial Advisors

Colleen Kelleher Sorrentino launched Kelleher Financial Advisors in 1995 and works with high net worth individuals, families, foundations and corporations to build diversified, multi-asset class portfolios of cash, bonds, stocks, mutual funds, ETFs and REITs for their liquid assets. In addition to building appropriate portfolios, Colleen provides advice and a wide range of services in: alternative investments, cash management, concentrated stock, income needs, estate planning, insurance and annuities, lending, mortgages, retirement planning, 401Ks and IRAs, solutions for business, trusts, college planning and 529 plans. Colleen is a graduate of the University of Rochester with an MBA in Finance from the Stern School of Business at New York University. Colleen was awarded the Chartered Financial Analyst designation in 2000. In 2008, Colleen was selected as one of the "50 Most Influential Women" by the Irish Voice magazine. She was awarded "The Wealth Manager of the Year" award in 2011 by Manhattan Magazine and has been featured in ProActive Advisor Magazine. Additionally, Colleen is a member of the Executive Women's Council of the SIEDC. She is also the former Treasurer of Staten Island Academy and currently is a Board member of St. John's Bread of Life and is the Treasurer of the Friends of New World Prep.

Sean Kelleher
President
- Kelleher Financial Advisors

Sean Kelleher is the President of Wall Street Access and has helped guide the firm through successful ventures in online brokerage, institutional research, equity trading, listed derivatives trading, fixed income trading and wealth management. He manages a team of traders and salespeople and is responsible for providing leadership and awareness for the WSA and KFA brands. In addition, Sean runs the firm's business development efforts and is responsible for the growth of the firm's Global Execution Services platform.

Sean is a graduate of Wagner College and sat on the Wagner College Finance Committee. Sean also serves on the board of the St Patrick's Day Parade- the oldest parade in the country. He also serves on the board of New World Prep, a charter school in Staten Island that the Kelleher Family helped launch and continues to support. Sean has securities licenses based on the following examinations: Series 7,63,4,9,10 and 55. Sean and his wife Wendy have three children, Maggie, Jack and Denis.

Advisory Board

Joan Benoit Samuelson
- Professional Athlete

Joan Benoit Samuelson's name is synonymous with women's running. Joanie, as she's called by many, began running track in high school in the town of Cape Elizabeth, Maine, (where she later founded the highly recognized Beach to Beacon 10k.) Samuelson continued on to Bowdoin College, where her career soared. She received All-American honors in cross-country and track, and won the Boston Marathon in 1979, setting an American and course record, all before she graduated. Samuelson won the Boston Marathon again in 1983, this time breaking the world record. One year later, at the age of 27, she won the gold medal in the first women's marathon at the Los Angeles Olympics. In 1985, Samuelson won the Chicago Marathon with an American record time of 2:21:21.

Currently, Joanie is a Nike athlete and clinician, conducting numerous running, health, and fitness clinics throughout the United States and the world as well as a spokesperson for Abbott Global Health. Samuelson is an experienced motivational speaker, giving regular addresses to corporations, civic groups, schools, and athletes. She has authored two books, her autobiography Running Tide (Knopf, 1987), and Joan Samuelson's Running for Women (Rodale Press, 1995). She was inducted into the National Distance Running Hall of Fame in 1998, the Maine Women's Hall of Fame in 2000, the National Track and Field Hall of Fame in 2004 and the USATF Masters Hall of Fame in 2014. In 2017, a plaque honoring her was unveiled in the L.A. Memorial Coliseum's Court of Honor.

Christopher Ballou
-Co-Founder
Patriot Global Group;
-Retired First Grade
NYPD Detective,
Counter-Terrorism Div.

Christopher Ballou co-founded Patriot Group Global, a security consulting firm that served Fortune 500 companies and private family offices. During his tenure, the company thrived, achieving $75 million in annual revenue with a 97% employee satisfaction rating. Prior to Patriot Group, he served the City of New York and is a retired First Grade Detective from the NYPD Counterterrorism Division and is a former US Marine Corps Sergeant who served in the Persian Gulf. He holds a B.S. in Business Administration and Economics from the State University of New York and a certificate in Family Office Wealth Management from Harvard Business School Executive Education. His credentials include being board certified as a Certified Protection Professional (CPP™) from ASIS International and being a Project Management Professional (PMP™). After exiting Patriot Group in summer 2024, he developed a passion for finance, focusing on growth, strategic, and alternative investments. In his spare time, he embraces the outdoors and enjoys biking, trail running, golfing and spending time with his wife and 3 children.

Advisory Board

Ann Marie Liotta, CPA
Wealth Strategist
- Cohn Financial Group

Ann Marie Liotta is an engaging specialist in domestic wealth planning and a results-driven wealth and tax strategist. Her significant and sophisticated hands-on experience and technical knowledge were gained over her 26-year professional career working within large New York-based financial services businesses as well as regional Philadelphia accounting firms.

Marie joined Cohn Financial Group as a Wealth Strategist and Producer. Ann Marie specializes in complex life insurance planning and specialized in Private Placement Life Insurance (PPLI). She works with high net- worth families, individuals, RIA's and family offices throughout the United States. Prior to joining CFG, she worked at Lombard International for three years as their Head of Product Development and Wealth Structuring Services for the U.S. In her role at Lombard, she assisted internal and external partners with understanding private placement solutions and incorporating the solutions in existing and new wealth plans.

Prior to joining Lombard International, Ann Marie provided a full range of tax compliance and consulting services for individuals and families, where she headed up the Private Clients Services practice of Ernst & Young (EY) in Philadelphia. She practiced as a Certified Public Accountant for 23 years before joining the insurance industry five years ago. Ann Marie graduated Magna Cum Laude from Rutgers College School of Business. In addition to holding her insurance license, Ann Marie holds her CPA license in New York, New Jersey and Pennsylvania and is designated as an Accredited Estate Planner® . Ann Marie is a New Jersey State elected official and just completed her tenure on the Board of Education in Moorestown, New Jersey.

Advisory Board

Hugh O' Donnell
Founder & Managing Partner
- True Equity

Hugh O'Donnell is the founder and managing partner of True Equity, a Venture Capital Fund which is actively investing in high growth companies with outstanding venture backers. Before founding True Equity, Hugh was Chief Investment Officer and Associate Vice President at Colby College where he was responsible for the management and oversight of Colby's endowment investment portfolio. The roughly $750 million portfolio is invested globally with external managers across public equity, private equity and hedge fund strategies. Prior to joining Colby, Mr. O'Donnell served in investment leadership positions at the Kamehameha School in Hawaii, Crescent Private Capital and TA Associates.

Barton D. Haag, CPA
Principal
- Albin Randall & Bennett CPA's

Barton Haag joined ARB in 1996 and has been a principal with the firm since 2005. His career focus is primarily in providing financial accounting, income tax planning, and business advisory services for clients in the automotive and motorcycle dealership industries, and for closely held businesses, many of which are family owned. Bart has published several articles in various periodicals and has presented tax, estate planning, and automotive industry-specific seminars at national and state industry meetings. He is the Practice Leader for ARB's Automotive Services Group. Community Involvement includes: Past Chairman, AutoCPA Group; Board of Directors and Past President, hear ME now!; Treasurer and Board of Directors, Princess Point Improvement Association; Board of Directors, SailMaine. Bart and his wife, Ilse, reside in Yarmouth, Maine, with their two children. He enjoys golfing, skiing, boating, and traveling with family and friends.

Advisory Board

Dana Kerr
Associate Professor of
Risk Management and Insurance
- University of Southern Maine

Professor Dana Kerr began teaching at USM in Fall 2008 as the first professor in the newly created Risk Management and Insurance (RMI) track in the School of Business. "This innovative program, developed in collaboration with Maine's insurance industry, gives students exposure to a field that is increasingly important, as our population ages and new risks evolve." Prof. Kerr currently teaches all three of the RMI courses offered by USM. He has previously taught corporate finance, insurance, and personal financial planning courses at St. Mary's University in San Antonio, TX and at Ball State University in Muncie, IN.

Before academia, Prof. Kerr spent nearly 10 years in the risk management and insurance industry as a claims specialist and corporate risk analyst. His professional experience has naturally encouraged his interest in researching aspects of the insurance claims and litigation process, insurance contracts, risk financing issues, and corporate risk management topics in general. He has published articles in The Journal of Risk & Insurance, The Journal of Legal Studies, Risk Management and Insurance Review, Compensation & Benefits Review, Risk Management, and The Journal of Financial Service Professionals and the Journal of Insurance Issues. He co-authored a paper that won the Donald Hardigree Memorial Award for outstanding article of 2011 for the Journal of Insurance Issues and is sole author of a paper that won the award again in 2012.

Professor Kerr works closely with his students, advising them during their internship experiences and helping them to navigate the many possible insurance career options. He has a very good relationship with the risk management and insurance industry throughout New England and especially in Maine.

Guest Speaker: White Penny
Travis Coley

Travis Coley
Director, Growth & Strategy
- White Penny

White Penny is a unique brand management and web development firm that focuses on non-profits and their leaders, startups and their founders, emerging growth companies, and family-owned businesses that are in various stages of transformation. The firm specializes in strategy formulation, communications, and digital media to benefit clients through identity creation and brand positioning.

Travis Coley's expertise supports clients to [1] identify expansion paths to accelerate growth, [2] move through leadership and generational ownership transitions, [3] develop pivot strategies to capture new markets and realize business models that scale the business, [4] stimulate interest of venture capital and private equity investors, and [5] help shape and execute company exits.

Travis is active in community arts and youth sports, as well as a board member with the Markeim Art Center and the Haddonfield Youth Lacrosse Club (where he also serves as coach). He earned his B.A., with honors, from Lafayette College and an M.B.A. from Lehigh University with a concentration in Corporate Entrepreneurship.

Guest Speaker: Kenden Alfond

Kenden Alfond
- Certified Financial Behavior Specialist ®
- Certified Integrative Enneagram Practioner
- Psychotherapist

Kenden Alfond has over two decades of international coaching experience. She is an experienced Leadership Coach, Psychotherapist, and Published Author. Specializing in coaching diverse workforces within global corporations, Kenden holds certifications in coaching, trauma resolution, Enneagram personality assessment and financial psychology and behavior. She actively practices psychotherapy. Additionally, Kenden has facilitated impactful 360 reviews, providing comprehensive insights for individual and organizational development. She brings a practical and results-oriented perspective to help navigate challenges and achieve goals.

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