



EDUCATING *the* COMMUNITY
to **'MAKE SMART CHOICES'**

"I believe a financial advisor's primary job is to educate people to help them make informed decisions." These are the words of Roger S. Green, President and CEO of Green Financial Resources, LLC of Duluth. If you look at his focus on educating others – through his radio program and newspaper column, retirement planning classes, and as the guest speaker at numerous events – it becomes clear that the man is indeed driven by a desire to spread knowledge.

Like any good teacher, Green knows that in order to impart a meaningful education, one must first seek to be educated. His qualifications include a Master of Science in Financial Services, numerous professional designations, years of ongoing continuing education requirements, as well as vast amounts of daily research to keep himself knowledgeable for his clients and to prepare for his weekly radio program, Your Green. Having hosted Your Green since 1998, Green

has prepared for more than 800 programs!

He makes his knowledge and experience free to anyone willing to tune in and listen. Much like the advice he'd give one-on-one in free consultations, his radio program focuses on "getting people to think logically about their money. And to think logically, they have to be informed enough to make smart choices." Tune in to Your Green on WNIV 970 AM Saturdays 3-4PM.

Having taught retirement planning at UGA's Gwinnett Campus beginning in 1997, and then at Gwinnett Technical College for the past 15 years, Green offers his knowledge and experience to the local community in a traditional classroom atmosphere. Upcoming classes are scheduled for August and October, with more information available at www.rogers-green.com. One of the most exciting and rewarding things about teaching, Green said, "is the moment when the student 'gets it'. Very often, the

Roger Green,
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GFR Staff left to right: Stewart Fogleman, Amanda Gilbert, Cait Patterson, George Orlin (summer intern), Brittany Knowles, Jason Piper, Skyler Hoshall, Erina Patterson, Tim Conway, Chase Lindsay (summer intern), Kelly Schmidt, and Laura Green. Not pictured: Betty Huff and Marc Sporn.

topics will really resonate with students. They'll say to me, 'wow, this makes so much sense'".

This happens too in speaking engagements around the community. Over the years, he's been invited to share his knowledge and experience at numerous events, including the FDIC, Gwinnett Tech Student Leadership Conference, Gwinnett Chamber "Secrets to Small Business Success" panel discussion, the CDC Financial Management Office, Women in Electronics, and various others.

A passion for educating youth includes the numerous internships Green Financial has provided to help young people learn about the industry and running a small business to help them further their career goals. In addition, Green has been partnering with Rod Hames, a teacher at Crews Middle School, to help educate students on the basics of investing. It was this partnership that led to Green Financial's newest educational endeavor – a sponsorship of EverFi (an online financial literacy program) to further promote financial education for

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students of Crews, Five Forks, and North Gwinnett Middle Schools. A aptly named the Green Financial Scholars Program, it teaches students the basics of several areas of managing their finances. Green expressed the excitement of his team over this opportunity, and the plan to hopefully expand the online program access into more schools across the county in the coming years.

Whether educating students young or old, over the radio waves or in person, the bottom line of his investment advice is this quote attributed to the Greek philosopher Aristotle (384 BC-322 BC) "Education is the best provision for old age."

This focus on educating may also be a key part of their success, as Green was named one of the Top 1000 Advisors in Barron's Magazine each year from 2009-2013 and Top 1200 in 2014, and in 2009 was named to the Advisor Hall of Fame in Research Magazine. Green Financial won a Gwinnett Chamber Pinnacle Small Business of the Year award in 2008, and was named as a Top 25 finalist for the Pinnacle Award each year 2008-2014.