



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

**Starboard Advisors  
Advisory Board Meeting  
September 9, 2019  
Ri Ra- The Harbor Room**

# Agenda

## 11:45am Doors Open

12:00pm Lunch is served

12:15pm **Bart Weisenfluh** Welcome  
Starboard Advisors

12:30pm **Sean Kelleher, Colleen Kelleher Sorrentino,  
Art Goetchius** “What a Family Office Means to Me”  
Kelleher Financial Advisors

## Break

1:00pm **Travis Coley & Jon Cofsky** “What’s in a Name? Investing in and  
White Penny Managing Corporate/Family Brands”

1:40pm **Hugh O’Donnell** “Margin of Victory”  
Colby College

2:10pm **Neil Cataldi** “Investment Process in a Family Office:  
Viking Group Acknowledging What You Know and Don’t Know”

## Break

2:50pm **Bart Haag** “Collaborating to Work With Families”  
**Matthew Pore** “What We Learned From the 2018 Tax Season”  
Albin, Randall, & Bennett, CPAs

3:20pm **Brian Brogan** “Becoming a Whole Family Advisor:  
Saint Joseph’s University Optimizing Your Family Wealth Decisions”

3:50pm **Michael Ouellette** “Hiring a Family Advisor”  
Family Office Executive

4:20pm **Bart Weisenfluh** Close  
Starboard Advisors

## 4:45pm Reception

# Starboard Advisors: Our Crew



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

Bart Weisenfluh has worked with families for over 20 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.



Rita Newland  
Principal  
-Starboard Advisors

Rita Newland has over 12 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



Hannah Andrews  
Principal  
-Starboard Advisors

Hannah Andrews 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



Colleen Kelleher Sorrentino  
Chief Investment Officer  
- Kelleher Financial Advisors

Colleen 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 and Managing Partner  
- Kelleher Financial Advisors

As President and Managing Partner, Sean 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. He holds the following licenses: Series 7,63,4,9,10 and 55. Sean and his wife Wendy have three children, Maggie, Jack and Denis.

# Advisory Board



Art Goetchius  
Chief Executive Officer  
- Kelleher Financial Advisors

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 holds the following licenses: 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

Mr. 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 the following licenses: Series 7, 63, 4, 16, 65, 86 and 87.

# Advisory Board



Joan Benoit Samuelson  
- Professional Athlete

Joan Benoit Samuelson's name is synonymous with women's running. She began running track in high school in the town of Cape Elizabeth, Maine. 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, she is a Nike athlete and a clinician, conducting numerous running, health, and fitness clinics throughout the United States and the world. Samuelson is also 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.



Luke Labbe  
President

- PeoplesChoice Credit Union

Luke grew up skiing Lonesome Pine Trails, a community owned ski mountain in Fort Kent Maine. After graduating from the University of Maine in 1987 Luke has been involved with financial non-profit cooperatives ever since. Luke has worked for Maine's Credit Unions for 30 years with the most recent 15 as President of PeoplesChoice Credit Union, a leading Southern Maine credit union serving 18,000 member owners. When he isn't skiing, fishing, biking, hiking, golfing, atving in the Rangeley area he lives in Falmouth Maine with his wife Ellen and three boys Caleb, Aiden and Sawyer.

# Advisory Board



Bart Haag, CPA  
Principal

- Albin, Randall, and Bennett CPAs

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 include: 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.



Michael Ouellette

- Family Office Executive

As a family office executive, Mr. Ouellette's goal is to lead and assist high-net worth families by developing and extending their legacies with effective use of a family office. While each family office is different in terms of family members, personalities, governance structure, and management style, the one common need is an independent trusted advisor. Mr. Ouellette serves this role by helping families implement best practices for family governance and education, investment management, estate and tax planning, and charitable initiatives.

Mr. Ouellette has been top executive in the Family Office industry for the past 20 years representing over \$4B of family assets. As valued and respected counsel, Mr. Ouellette began his family office career in Maine with a four-generation family office. Mr. Ouellette now serves as CEO for a two-generation family office in Massachusetts.

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 for hundreds of trusts; 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.

# Advisory Board



Hugh O' Donnell  
Chief Investment Officer  
- Colby College

Hugh O'Donnell is Chief Investment Officer and Associate Vice President at Colby College where he is 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.



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

Professor 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.

Prof. 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 Speakers: White Penny Jon Cofsky and Travis Coley



Jon Cofsky  
Managing Principal  
- White Penny

Jon is involved with a range of organizations within the business community and is a Phillyman Chairman's Club member, a member of TAB, and a founding member of the South Jersey Tech Collective. Jon is active with both local and international non-profits including Hopeworks 'N Camden and Camden Fireworks (where he holds studio space), and he sits on the boards of Rails to Trails, the Markeim Arts Center, and the Benebikira Sisters Foundation. At [whitepenny], Jon helped co-create the Seasons of Giving campaign, a pro-bono initiative where the company supports one non-profit per season with their branding needs.

Jon blogs about branding and digital strategy on [whitepenny]'s blog and tweets professionally @whitepenny.

Jon lives in Haddonfield, NJ with his wife Abbey and their three boys, Will, Sam, and Jake and is a proud alumnus of Boston College.



Travis Coley  
Director, Growth & Strategy  
- White Penny

[whitepenny] 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'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, and is 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: Neil Cataldi



Neil Cataldi  
Vice President  
-Viking Group

Neil Cataldi has 18+ years of relevant Wall Street industry experience across equities, options, alternatives and has consulted for multiple private Family Offices, whose assets under management exceed \$250 million. 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 managed a range of investments, including equity and fixed income portfolios, as well as the oversight and management of a large portfolio of hedge funds. He currently works with a single family office in Philadelphia and is principal of Blueprint Capital, which is an actively managed Microcap equity portfolio focused on companies with market capitalizations below \$250 million.

# Guest Speaker: Matt Pore



Matthew J. Pore, CPA  
Tax Director  
- Albin, Randall, and Bennett CPAs

Matt Pore has been practicing public accounting in the Greater Boston region since 2003 and joined ARB in 2018. Throughout his career he has developed an acute understanding of tax and business advisory, primarily servicing affluent families and closely held businesses. He has significant experience with M&A transactions and corporate restructuring.

In addition to Matt's Private Client practice, he has specific niche experience representing breweries, closely held businesses, private clients and family offices, and automotive dealerships. Matt is actively involved with his clients in all aspects related to "Tax," whether they're buying or selling their businesses, harvesting tax credits, cash flow planning for estimated tax payments, or restructuring for optimal estate and wealth transfer considerations.

Matt lives in Falmouth, Maine, with his family and enjoys cooking, playing golf, and woodworking.

# Guest Speaker: Brian Brogan



Brian Brogan, MS, CMT  
Director, The Initiative for  
Family Business &  
Entrepreneurship  
-Saint Joseph's University

**Brian Brogan, MS, CMT**, comes from the financial services industry and has been working in the investment arena for close to 20 years. Before starting his career at Morgan Stanley Dean Witter he received his Master's in Clinical Psychology with a specialization in addiction. He worked for over seven years in the psychiatric field as a therapist and hospital administrator.

Throughout Brian's career he has blended both the dynamics of psychological principals with technical and fundamental research. This holistic approach served Brian well while working with many different groups of people. It was this combination that lead him to concentrate on the innovative field of Behavioral Finance in his career.

However, long before he joined the professional world, he was an entrepreneur. At the age of nineteen, Brian encouraged his mother to open the first United States franchise of the Canadian company, The Soapberry Shop, in his Chestnut Hill neighborhood. After his mother passed away, Brian was responsible for running the shop with his two brothers. It was his first exercise in the managing of a family business. After successfully navigating that dynamic, it was only natural that he joined his father to manage, The Brogan Group, a firm that provides institutional investment research. A natural entrepreneur, Brian was not satisfied until he started his own business in 2007.

Brogan Group Investment Advisors LLC is an investment advisory firm which implements alternative investment strategies driven by research. Brian has worked and consulted with many of the top tier investment firms and created investment portfolios for high net worth families and investment advisors.

With his undergraduate degree from The Catholic University of America, and his masters from Chestnut Hill College, coupled with his nearly 20 years in business, Brian is uniquely positioned to guide The Initiative for Family Business & Entrepreneurship to success. Together with his wife, Megan, son, Seamus and daughter, Annie, Brian is looking forward to this new adventure at St. Joseph's University.

# Contact Us



[bart@starboardadvisorsllc.com](mailto:bart@starboardadvisorsllc.com)  
[rita@starboardadvisorsllc.com](mailto:rita@starboardadvisorsllc.com)  
[hannah@starboardadvisorsllc.com](mailto:hannah@starboardadvisorsllc.com)



(207) 358-1200



2 Union Street  
Suite 401  
Portland, ME 04101



[www.starboardadvisorsllc.com](http://www.starboardadvisorsllc.com)

Starboard Advisors, LLC a division of Kelleher Financial Advisors, LLC. Kelleher Financial Advisors is an SEC registered Investment Advisor and is an affiliate of Kelleher Financial Advisors, Member NYSE, FINRA and Member SIPC. Although the information upon which this material is based has been obtained from sources which we believe to be reliable, we do not warrant its completeness or accuracy. This presentation is for informational purposes only and is not intended as an offer or solicitation for the purchase or sale of any security or investment.