



Antoinette L. Bergwall

NEWS

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Antoinette Bergwall Joins Financial Focus

Local Financial Planning Firm Expands Advisory Team

Livingston, New Jersey, July 28, 2010) — [Financial Focus, LLC](#) of Livingston, New Jersey, announced that Antoinette Bergwall has joined the firm as a financial advisor. Prior to joining Financial Focus, Bergwall spent 15 years with Bank of America, where, as a senior vice president, she led a team of 43 financial advisors who served high-net-worth clients.

Bergwall, an alumna of Fairleigh Dickinson University in Rutherford, New Jersey, has been a financial services professional for over 25 years. “My goal is to create an environment of trust with all of my clients,” said Bergwall. “Each client is unique and I am committed to creating a financial plan that is tailored to the client’s goals and objectives.”

An active member of her community, Bergwall serves as a committee member for the Robert Luongo ALS Annual Fundraiser. She is co-chair for the St Aloysius Church Harvest of Elegance Fundraiser, and also served on the Bergen County Boy Scouts Finance Committee.

“We are so pleased that Antoinette chose to join the Financial Focus team,” said Michael Kay, the firm’s president. “Her commitment to ensuring that clients are well-informed and comfortable with their financial plans is well-aligned with our financial life planning approach.”

About Financial Focus, LLC

Financial Focus, LLC, is an Independent Registered Investment Advisory firm based in Livingston, New Jersey, founded in 2001 by President Michael Kay. An executive in the financial services industry since 1976, Kay is a Certified Public Accountant, a Registered Investment Advisor, and a CERTIFIED FINANCIAL PLANNER™ professional. After earning his certificate of financial planning at New York University, he returned in 2003 as an adjunct professor, teaching taxation in their CFP® Certification program. He has also taught at Fairleigh Dickinson University in the same capacity.

Kay and his team practice financial life planning and have received training with Money Quotient, where he serves on the advisory board. Kay is a regular speaker at industry events and public forums on financial planning and is frequently called upon to offer commentary on issues related to personal finance, including

as a regular blogger for *PsychologyToday.com* and *Forbes.com*. He is the author of “The Business of Life: An ‘Inside-Out’ Approach to Building a More Successful Financial Planning Practice.” For more information contact mkay@financial-focus.net.

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