



West Chester Advisor Inspiring Today's Youth

WEST CHESTER, PA, June 23, 2018 (GLOBE NEWSWIRE) – Recently, Key Financial hosted their second CEO for a Day event, where two local 7th graders were given the opportunity to shadow President and CEO Patti Brennan for a day. The event was created and spearheaded by Brennan last fall after involving herself in the Believe and Achieve program at the YMCA of Greater Brandywine. It was at this event, that Brennan first discussed with young minds the best ways to learn and her philosophy of leading through example. As a mother of four, Brennan can attest to the profound impact that role models can have on young adults.

Like any real CEO, the girl's day was packed with various activities, such as signing letters and delegating tasks to employees – and even offering some vacation days to a lucky employee! “We wanted to make this experience for the girls as hands on as possible”, said Patti Brennan, “and it turned out to be a smashing success for everyone who was involved. Morale skyrockets when employees see these 12 year old future stars all dressed up, taking the reins as if they really were CEO. Our goal is to plant a seed when these kids are young, that if they make the right choices, they too can be CEO one day.”

The impact was well received for the girls. “The experience was life changing for Julia and Janiyah,” said YMCA Director of Branch Operations Steffani Witmer. “Both girls came back so inspired and excited about their future opportunities. We are so grateful to Key Financial for hosting this experience, and hope that other companies will join in on this initiative.” Since September, the CEO for the Day initiative has spread, including four separate companies who have decided to join in and host their own CEO for the Days. Key Financial plans to host one more CEO for the Day in July for two more lucky YMCA campers.

With total client assets nearing \$800 million, Key Financial, Inc. provides comprehensive financial planning and wealth management services and is located at 1045 Andrew Drive Suite A, West Chester, PA. For information about the firm's planning services or to speak with Patti Brennan, call (610) 429-9050 or visit www.keyfinancialinc.com.

A graduate of Georgetown University, Patti is a Certified Financial Planner with almost 30 years of experience providing financial advice in West Chester, PA. In addition to being President and CEO of Key Financial, Inc. she also serves on the National Advisory Board, the YMCA of Greater Brandywine and Cuddle My Kids. She formerly served on the Boards of the Chester County Economic Development Council, SEEDCO and Penn Medicine Chester County Hospital.

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