

BERNHARDT

WEALTH MANAGEMENT

A Registered Investment Advisory Firm

For Immediate Release

Contact: Gordon J. Bernhardt CPA, PFS, CFP®, AIF®
(888) 356-4380
Gordon@BernhardtWealth.com
bernhardtwealth.com



Local Executive Shares Profiles in Success

New Book by Gordon Bernhardt Strives to Counter Stories of Corporate Theft and Deception

McLean, VA (February 14, 2011) – Tired of the headlines about corporate greed and misconduct, one local executive has published a collection of stories about successful business leaders worth emulating. Standing in the aftermath of numerous business and investment scandals, local financial advisor Gordon J. Bernhardt, CPA, PFS, CFP®, AIF®, author of the just-released book *Profiles in Success: Inspiration from Executive Leaders in the Washington D.C. Area*, says he was motivated to interview local executives and shine the spotlight on the many good business leaders who live and work in the Washington D.C. area.

“The Bernie Madoffs of this world don’t represent the majority of America’s corporate executives,” explains Bernhardt, founder and president of Virginia-based Bernhardt Wealth Management. “There are many more men and women in the business world whose stories are positive—even motivating—and they have a lot to teach their fellow business leaders about succeeding while maintaining their integrity.”

Profiles in Success: Inspiration from Executive Leaders in the Washington D.C. Area was developed in conjunction with interviews conducted on Executive Leaders Radio (www.executiveleadersradio.com). The collection highlights personal stories and words of wisdom from a diverse group of business leaders in and around D.C. Cases cover a wide and varied array of successes and innovations with an emphasis on entrepreneurialism and a positive spirit.

“This book provides another much-needed venue for celebrating business owners and executives who conduct themselves in an ethical and commendable fashion,” says Peter Schwartz, host of Executive Leaders D.C. and president of Peter Schwartz & Associates. “*Profiles in Success* includes insight into management techniques and tools mixed with personal turning points and family sacrifices which capture the unique human aspect behind these prominent leaders.”

In a chapter on intrapersonal development, Cindy Clare, president of Kettler Management, explains how she strives to equip each staff member with all the tools necessary for accomplishment. In the chapter Giving a Hand Up, Not a Hand Out, president and CEO of Goodwill Industries International, Inc. Jim Gibbons, explores how his organization's success is the product of many years of trial and error, observation, and improvement. Jerry Wolman, a former D.C. developer and former owner of the Philadelphia Eagles football team, describes how a compelling combination of luck and kindness, love and perseverance, have existed throughout his rollercoaster course of financial successes and failures.

Written to inspire current as well as future business leaders, Bernhardt has distributed copies of *Profiles in Success* to area universities and business schools. "It is my hope that these compelling stories will illuminate potential career paths and inspire students to pursue their personal passions."

Bernhardt is donating all profits from the sale of this book to several local organizations that benefit youth and educational programs including BEST Kids, Inc. (www.bestkids.org), YouthQuest Foundation (www.youthquestfoundation.org) and Network for Teaching Entrepreneurship (www.nfte.com).

Copies of *Profiles in Success: Inspiration from Executive Leaders in the Washington D.C. Area* are available for purchase (\$24.99) by contacting Gordon Bernhardt at (888) 356-4380. View a copy online at <http://issuu.com/marieswift/docs/profilesinsuccessvol1/1?zoomed=&zoomPercent=&zoomX=&zoomY=¬eText=¬eX=¬eY=&viewMode=magazine>.

About Gordon Bernhardt

Gordon J. Bernhardt, CPA, PFS, CFP®, AIF®, established Bernhardt Wealth Management, an investment advisory firm, in 1994. Gordon is a Certified Public Accountant and Personal Financial Specialist. Committed to a higher fiduciary standard of excellence, he has earned the professional designations of CERTIFIED FINANCIAL PLANNER™ professional and Accredited Investment Fiduciary®. For more information, visit www.bernhardtwealth.com or read Gordon's blog at gordon-bernhardt.blogspot.com.

About Executive Leaders Radio

Executive Leaders Radio serves several million listeners in Pennsylvania, New Jersey, Delaware, Maryland, Washington D.C. and Virginia. The show broadcasts each week on WNWR/1540AM, WCHE/1520AM and WFYL/1180AM, as well as iTunes, PodcastAlley, SmartCEO, AOLRadio.com and YahooRadio.com. Learn more at www.executiveleadersradio.com.

###

Disclosure: In cooperation with Executive Leaders Radio, Gordon Bernhardt conducted follow-up interviews with business leaders that were featured on Executive Leaders Radio. As a result of these additional insights, Bernhardt has published these case studies and does not imply a certain level of skill or training. The business leaders may or may not be clients of Bernhardt Wealth Management.