

## On The Ladder: Joe Boyd

Todd Clausen – Young Professionals Editor

Young Professionals – November 15, 2010 - 5:00am



CARLOS ORTIZ staff photographer

Joe Boyd was only five years old when his father died, forcing his mother to place the South Korean native and his two brothers in an orphanage for adoption.

A Buffalo-area family would later adopt the boys, along with five other children, before Boyd's adoptive mother died from complications to cancer when he was 10.

"Because of that loss, we didn't have lot," said Boyd, 32, of Rochester. "We didn't listen to popular music. We didn't watch a lot of movies. What we did get was boxes of food during Thanksgiving and Christmas and the random gifts for the local churches and other organizations."

Boyd made his way to Rochester after a high school guidance counselor pushed him to apply to college. He earned a bachelor's in chemistry from the Rochester Institute of Technology after the school offered him the best financial aid package from a group of institutions that included the University of Buffalo and St. Bonaventure University.

Today, Boyd is settling into a career as an investment consultant with his partner, Brennan Redmond, at Brighton Securities Corp., which he joined

in September after working for a handful of Rochester-area companies.

Besides being active in a variety of young professional organizations, Boyd is working with the **Rochester Business Alliance's Unshackle Upstate** to set up an event for young professionals to learn more about the group, from 5 to 7 p.m. on Tuesday, Nov. 30, at the RBA, 150 State St.

We recently caught up with Boyd for lunch at Magnolia's Deli & Café (his choice) to talk more about his career, the project with Unshackle Upstate, among other things.

**One thing I wanted to talk to you about is what you're doing with the Unshackle Upstate initiative with the Rochester Business Alliance. Tell me a little bit about that?**

I'm trying to help make change in government so that it is easier for businesses in New York to do business. Without businesses either growing or wanting to do business in New York, they are going to move or they are going to have to layoff employees. Those employees are my friends, and their friends and families.

**So you've been doing outreach?**

(Young professionals) need to do more on top of social programs and happy hours. As future leaders, I want us to get involved in government, not necessarily running for Congress or office, but educating ourselves about what is going on and then getting involved to the extent of making sure that we can influence what our future is going to look like

**There are a lot of reasons for someone like yourself not to be wearing a shirt and tie right now. What has it been that has pushed you?**

It's more of people pushing me at first because they saw the potential and wanted to support that potential. The reason why I went to college is (my high school guidance counselor) said, "Joe, you need to be going to school." Then, once I realized what an RIT education could provide me and because of the supportive environment at school ... that's what really drove me to get involved and wanting to make a difference in our community.

**How does a chemistry major become an investment guy?**

I love the markets. Since high school I would follow the markets and read about them. During college I did a co-op at a brokerage firm downtown matching trade orders when the dotcom tech bubble was underway. After college, when I got my first job, I would track my 401K daily. That's when I started doing it on my own. Soon people started asking me, "What could we be doing for our 401K?"

## **Talk to me about work. What's the typical day?**

Serving clients is top priority. Generally you would find me following up with current clients or working to meet future clients.

## **What's the most important thing you want potential investors to know?**

One of the unique things about our business is that often times we can't control our product because we can't control the markets. Which is OK because nobody else can either. What differentiates (us) is the quality of our advice and the attention we provide. People's financial futures are at stake; it's hard to understate the impact proper care and planning can have. Anyone who's ever used a map can understand why. Seeking professional advice can make a meaningful difference.

## **You're able to look at it more objectively?**

Yes. A large part of (what) I provide to my clients is counseling them about patience and discipline with their investment decisions. My job ... is being an advisor of behaviors almost. When things are going well, "Yea!" You'll be happy and I'll be calling you to see how you're doing, and when things aren't going well, and it will happen, you may have concerns, so I'm going to call you more to see how you're doing and make sure that you're OK.

## **Anything else?**

Yes. Don't ever take advice from somebody you don't trust and never invest in anything you don't understand.

*If interested in being On the Ladder, contact Todd Clausen at (585) 268-9883, or e-mail him at [tclausen@democratandchronicle.com](mailto:tclausen@democratandchronicle.com).*

---

## **JOE BOYD**

**Age:** 32

**Occupation:** Investment consultant at Brighton Securities Corp.

**Residence:** Rochester

**Family:** Brothers Jonathan, Justin, and Joshua. Sisters: Jessica, Janine, Jennifer, and Jillian. And last but definitely not least...Girlfriend, Becca Johnson, and cat, Roona.

**Education:** Bachelor's in chemistry from the Rochester Institute of Technology.

**Community involvement:** Board member of Digital Rochester and Roc City Coalition, Rochester Young Professionals, NextGen Rochester, American Red Cross, Empire State Price Agenda, Rochester Engineering Society, RIT Alumni Committee.

## **UNSHACKLE UPSTATE MEETING**

**When:** 5 to 7 p.m., Tuesday, Nov. 30.

**Where:** Room 301, Rochester Business Alliance, 150 State St.

**Cost:**Free.