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INVESTMENT  
PRO  
Clark Kendall  
follows his father,  
from business on  
what he calls  
"middle-class  
millionaires,"  
started learning  
the ropes as  
a boy.

■ IN SECTION 8 TODAY

## Industry veteran Kendall focuses on 'middle-class millionaires'

■ Rockville businessman learned early the value of investments

BY KEVIN JAMES SHAY  
STAFF WRITER

When Clark Kendall was 12, his father, business and community titan Clifford Kendall, got him to purchase his first stock. It made quite an impression on the boy.

"I made about \$60 a week then mowing lawns," said Kendall, 51, president and founder of Rockville investment firm Kendall Capital Management. "A bike cost about \$70 then, and there weren't video games to buy back then. ... My father got me to use some of my money to purchase my first stock. The bug was bit very early. I knew what I wanted to go into for a career."

Kendall is a local product, attending Ritchie Park Elementary, Frost Middle School and Wootton High School, all in Rockville. After graduating from James Madison University in Harrisonburg, Va., with a bachelor of business administration degree in finance and economics, Kendall worked as a retail stockbroker for Folger Nolan Fleming Douglas in Washington, D.C., for five years and then in the Bethesda office of Baltimore's Legg Mason for two years.

"I learned sales and how to better communicate my ideas to help bring them into action," he said.

As a senior investment trust officer at Sandy Spring Bank in Olney, Kendall started the trust department there, setting the policies and procedures. Following six years with the bank, he joined international investment firm Pell Rudman Trust's Baltimore office as a vice president and portfolio officer and then the Royal Bank of Canada as a global private banker. He traveled for the latter company, working out of his home and its Miami office.

**Focused on  
'middle-class millionaires'**

After five years with Potomac Asset



DAN GROSS/THE GAZETTE

"This area has a lot of doctors, attorneys and even thrifty schoolteachers who have \$1 million to \$2 million in net worth but don't carry the kind of portfolios that are really attractive to the big firms," says Clark Kendall, CEO of Kendall Capital Management in Rockville.

Management in Bethesda, where he became chief investment officer, Kendall got the itch to start his own company in 2005.

"I saw a need for an independent firm that focused on what I call the middle-class millionaires," Kendall said. "This area has a lot of doctors, attorneys and even thrifty schoolteachers who have \$1 million to \$2 million in net worth but don't carry the kind of portfolios that are really attractive to the big firms."

Associate Paola Saenz and client services manager Marjorie Loggie have been with the firm since the early years. Kendall Capital Management has grown to manage more than \$75 million in assets.

"It's very much a team approach,"

Kendall said.

Rather than going for a master's degree, Kendall focused on obtaining more technical skills in the field in pursuing the professional designations chartered financial analyst, certified financial planner and accredited estate planner. He says he is one of the few in the industry to have obtained all three certifications, which require years of experience, classroom education and exams.

"They each focus on different aspects of financial planning," Kendall said.

The firm recently launched a new website with enhanced information and a more user-friendly interface.

"The social media presence is part of our strategic plan to further build an

### CLARK KENDALL

■ Age: 51.

■ Position: President and founder, Kendall Capital Management of Rockville.

■ Education: Bachelor's of business administration in finance and economics, James Madison University, Harrisonburg, Va.

■ Professional: One of the first financial professionals with both a chartered financial analyst and certified financial planner designation in 1990s; earned accredited estate planner designation; former equity seat holder on the New York Stock Exchange; member, Washington Society of Chartered Financial Analysts.

■ Community: Member, Montgomery County Chamber of Commerce; board member, Olney Boys and Girls Club; past president, Olney Lions; past board member, Olney Chamber of Commerce, Sandy Spring Museum, Montgomery County Estate Planning Council, Manna Food Center, Downtown Jaycees of Washington, D.C.; Leadership Montgomery graduate; Boy Scout leader, Pack 759, Ashton; Olney Boys and Girls Club basketball coach.

■ Honors: One of Washington, D.C., area's Top Wealth Managers, National Association of Board Certified Advisory Practices; Citizen of the Year, Dan Dionisio Leadership Award, Olney Boys and Girls Club; company named Premier Advisor by National Association of Board Certified Advisory Practices; Who's Who of Maryland Financial Planners; Northern Virginia Magazine's Top Financial Professionals list.

■ Residence: Sandy Spring.

■ Family: Wife, Diane, four children.

■ Hobbies: Sailing, golf, water and snow skiing, riding personal watercraft.

online community with our clients," he said.

### Making a difference

Community work has long been important to Kendall, a value that he said has instilled in him. Kendall has been president of the Olney Lions and a board member of the Olney Chamber of Commerce, Sandy Spring Museum, Montgomery County Estate Planning Council, Manna Food Center and Downtown Jaycees of Washington, D.C.

He is a member of the Montgomery County Chamber of Commerce and a board member of the Olney Boys and Girls Club, as well as active in the Boy Scouts and coaching basketball with the boys and girls club.

"I like to use my skills and talents to make a difference," Kendall said. "You can also understand better what is going on in the community. ... It keeps you fresh."

Kendall has been an active member of the Montgomery chamber, said Georgette Godwin, president and CEO.

"He asks great questions and is very engaged and interested in the county's business community," she said. "He is a valuable asset to our financial and public policy work."

Kendall's leadership during more than a decade with the Olney Boys and Girls Community Sports Association includes not just coaching but leading the campaign to raise funds to restore the historic Falling Green house at the Olney Boys and Girls Club Community Park, said Elisabeth Deal, executive director of the organization.

"The 1770s home will be restored and used for Boys and Girls Club offices," Deal said. "Clark's leadership has enabled us to raise the necessary funds and proceed with the project this fall."

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