

SPECIAL ADVERTISING SECTION

PROFILES

WOMEN IN BUSINESS



Kendall Capital Management

CAROL PETROV, CFP®, VP & SENIOR
RELATIONSHIP MANAGER

KATELYN MURRAY, CFP®,
FINANCIAL PLANNER &
RELATIONSHIP MANAGER

Kendall Capital is a wealth management firm providing fee-only fiduciary financial planning and investment management services in the Washington, D.C. area. It does not receive commissions from anyone for recommending specific investments. Look for the company's latest books, Middle-Class Millionaire and Middle-Class Millionaire Women.

600 Jefferson Plaza, Suite 410
Rockville, MD 20852
301-838-9110
www.kendallcapital.com

Q: What will be the biggest challenge for the generation of women behind you?

A: Carol Petrov: Finding firms that accept their multifaceted roles as they pertain to work and family. Despite modest advances, there is not yet a general acceptance that working mothers bear the brunt of job loss when they're needed to care for children or aging parents. Most career-oriented women would prefer a part-time or flexible schedule, enabling them to both take care of family and be productive in their workplace. The firms that understand this will benefit greatly in the long run.

Katelyn Murray: I second this wholeheartedly! Women wear many hats in the family, and the firms that get that will benefit from the resourcefulness and ingenuity women bring to the table.

Q: What motivates and inspires you?

A: Katelyn Murray: My mother was a Registered Nurse in Labor and Delivery

for over 30 years. As a child, I witnessed many women come up to her in public and thank her profusely for "being there" on one of the toughest days of their lives. That made a big impression on me and I thought about those moments a lot when I began considering what career I wanted to pursue. I knew I wanted to have a similar impact on people. I have found that sense of purpose in financial planning, building relationships with my clients, helping them define their goals by which to measure success and then guiding them toward achieving those goals.

Q: What's the most important lesson you've learned during your career?

A: Carol Petrov: To never get too comfortable with the status quo. Keep pushing myself to continue learning and improving my skills.

STANDING: CAROL PETROV, KATELYN MURRAY
SEATED: KATIE TAYLOR, NINA SMITH