



S U C C E S S

## Lion's Share

**JAYNE DI VINCENZO IS ENJOYING A FULFILLING LIFE ON THE PENINSULA AS PRESIDENT OF HER OWN FINANCIAL COMPANY |** By Barrett Baker

**T**he eighth of nine children, Jayne Di Vincenzo was born at Dixie Hospital (now Sentara Hampton General Hospital) and grew up in Newport News—for all but two of her grade-school years when her family lived in Isfahan, Iran, while her father, who worked for Bell Helicopter, created movies and books to train Iranians to fly. Her time abroad was enough to whet her appetite for bigger things in life, so when she left Hampton Roads for Raleigh, N.C. to attend NC State years later, she thought the image in her rearview mirror was the last she would ever see of the area.

But there's something powerful about the pull of family ties and the familiarity of a place called home for so long. She eventually returned to the Peninsula to start her career in financial planning, working her way up the ranks until branching out on her own and opening Lions Bridge Financial in early 2009.

**Hampton Roads Magazine:** Tell us about Lions Bridge Financial.

**Jayne Di Vincenzo:** For individuals we provide investment management, comprehensive retirement and financial planning, both long-term care and life insurance and estate planning strategies. (Jayne is a Certified Estate Planner.)

We also offer a full line of financial services for small businesses including executive benefits, 401(k) plans, employee education and high-level business exit planning.

**HRM:** Is there any connection to the Lions Bridge near the Mariners' Museum in Newport News?

**JDV:** I'm amazed at how many people don't know about the Mariners' Museum Park and the Noland Trail, the Peninsula Fine Arts Center or the Virginia Living Museum—and everything else we have right here. So the significance of my company name is two-fold in that the Lions Bridge is a beautiful part of Newport News, and there are special, fond memories of it for people who are from here. But it's also a subtle Christian message, too. I'm trying to work my faith into my practice, and the lion is a symbol of Christianity.

**HRM:** Plus the bridge is a symbol for a way to get from the present to the future.

**JDV:** Exactly, a bridge to retirement. We'll get you there with as little stress as possible.

**HRM:** Now that you're president of your own company, any advice for people looking at financial services as a career?

**JDV:** Right now it's tougher than ever to crack into this business. Most of the wire houses have eliminated training programs and entry-level positions. So my advice for people trying to get into this business is to attach them-

selves to a successful team that's growing and apprentice with them. If you're with an experienced team you get a better understanding of the business as a whole, how to manage a portfolio and how to manage relationships.

**HRM:** What's your advice for investors these days?

**JDV:** I'm a huge believer in diversification that goes beyond stocks and bonds. I've found that if a client has multiple managers (not all your eggs in one fund family) and uses other tools like managed futures, non-traded REITs (real estate investment trusts) and where appropriate, an annuity that guarantees income, clients fair better. Having a real, detailed strategy is also important. I'm amazed at how many people don't plan for retirement until they are five or 10 years out. My advice is to start young and save aggressively. If your employer doesn't offer a retirement plan, systemize your contributions so they are coming out of your savings and into an investment account every month so you don't see it. It's amazing how much wealth you can acquire over a period of time.

**HRM:** With young children at home, being married to a *New York Times* best-selling author, and running your own business, you must have very limited time for other interests.

**JDV:** I was a CASA (Court Appointed Special Advocate) volunteer for six years, but that got tricky with work and children at home. [My husband] Mark and I are both members of the Peninsula YMCA Board, and we're both pretty involved with our church. Things that revolved around children—particularly those who don't have opportunities, like foster children or children who are at risk—are a passion for me and for Mark. **HRM**