



FOR IMMEDIATE RELEASE

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Blankinship & Foster Names Monica Ma Chief Investment Officer and promotes to Leadership Team

SAN DIEGO, CA — Blankinship & Foster, a nationally recognized fee-only wealth advisory firm in Solana Beach, California, announced that Monica Ma, CFA®, CFP®, CSA® has been named Chief Investment Officer and has joined the firm's Leadership Team.

As a member of the Leadership Team, Monica will be a key part of the firm's leadership, lending her expertise both as a seasoned investment professional and financial advisor. As Chief Investment officer, Monica will be responsible for the firm's investment management functions, and will lead the research and implementation of Blankinship & Foster's investment philosophy.

In addition to her work as Chief Investment Officer and on the firm's Leadership Team, Monica will continue her role as a financial advisor to a number of clients. To better serve our near-retiree and retiree clients, Monica recently completed the *Working with Older Adults* course and earned her Certified Senior Advisor® designation. She's gained a broad knowledge base of the health, social and financial issues that are important to seniors and is a part of a network of professionals from many fields who are committed to serving older adults.

"I find it a great privilege to walk alongside our clients on their incredible journeys. Each day, I look forward to helping our clients evaluate new opportunities and navigate complex challenges." said Monica. *"My goal is to empower clients to make smart and informed decisions year in and year out."*

Monica joined Blankinship & Foster in 2008. She earned her Chartered Financial Analyst (CFA) designation in 2007 and is licensed to use the Certified Financial Planner and CFP marks by the Certified Financial Planner Board of Standard. Monica graduated from University of California, Berkeley with a Bachelor of Science in business administration and a Bachelor of Arts in integrative biology. Outside of work, she enjoys traveling with her family and working in her garden.

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About Blankinship & Foster, LLC

Blankinship & Foster is an independent, fee-only wealth advisory firm whose guidance extends beyond investments. Blankinship & Foster specializes in working with retirees, women and successful families, providing a unique wealth management process that helps clients organize and clarify their personal finances to achieve peace of mind. Founded on core values of integrity and exceptional service, clients have benefited from this tradition of objective forthright advice for over 35 years.

Blankinship & Foster has been recognized by such periodicals as Worth, Medical Economics, Wealth Manager, Financial Advisor, and other industry publications. For more information about Blankinship & Foster, please call (858) 755-5166 or visit www.bfadvisors.com.

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