

# Cella Quinn

## Living with Integrity, Honesty and Caring



“Always do what is right for the client. If you do that, everything else will fall into place.”

### DOSSIER

*Born and Raised:* Small farm in middle Nebraska. No running water or electricity.

*Currently Resides:* In a 7,000 square foot building which houses office and home. We have two acres on a hill over looking an exclusive area in Omaha.

*Family:* Office cat, Tiger Woodsy is our Senior Executive Vice President; Official Greeter and Customer Relations VP is Sierra, a 110 lb. Great Pyrenees and my husband, Mac McCallum. My extended family are my employees, Elsie, Anita, Josh and Jerry. My clients are my children.

*Activities:* Tennis, Pilates, Yoga

*Charitable Organizations:* Humane Society, Planned Parenthood, selected political candidates.

### Q&A with Cella Quinn

*What's your philosophy on being a successful independent financial professional?* Always do what is right for the client. If you do that, everything else will fall into place.

*What's your greatest professional challenge?* Information overload. Even though I'm good at tossing things out, sorting through all the piles that accumulate on my desk is a never-ending chore.

*What accomplishments in your personal life are you most proud of?* Learning how to talk. I left home at age 16 with \$44 in my pocket. Because of a very deep and unrepaired cleft palate and lip, no one could understand what I

said. I carried a tablet around until I was 18 to write down those words they needed to know. I washed dishes at a Walgreen's lunch counter to get myself through secretarial school. I worked four jobs: During the week, I was a secretary from 8 to 5 and then cleaned offices at night. On weekends, I was a bookkeeper for a company and then worked as a cocktail waitress. Thus, I earned the money I needed to get my palate repaired and to pay for speech therapy. Then, I earned more money to pay for plastic surgery so people wouldn't stare when I entered a room.

*If you could choose your last meal, it would be...* Decaf hot ginger tea, sautéed cabbage and kale with a really rich French cheese and cherry tomatoes. Fortune cookies for desert and more tea. (Many fortune cookies for dessert.)

*How would your friends, family and colleagues describe you?* Driven. Funny. Eccentric. Very independent.

*Explain the important lessons you've learned in your professional life?* You can make a lot of money figuring out a long-term trend. Short-term trends are pretty worthless. By the time you see what is going to happen, you don't have enough time to have invested money to work for you.

*What vision do you have for your retirement?* We are fortunate that we have a profession where experience makes a difference and we are more valued as we age. Perhaps I'll change my mind someday, but now I think retirement looks boring.

*What vision do you have for your client's retirement?* A comfortable retirement with no compromise in lifestyle and no real concern about ever running out of money.

*Describe a good day.* Having a four-day holiday weekend when I don't have to wear panty hose or put on makeup and I can write when I want to write; when I'm tired, I can sleep and when I'm hungry I can eat. When I need a break, I can go exercise and come back to work. Nothing is planned and I can interact with my cat, dog and husband.

*Describe a bad day.* Not getting anything accomplished.

*The secret to a fulfilling personal life is...* Realizing that we live on 35,000 tons of rock that revolves around the sun. I don't know how I got here; I don't know what happens when I leave. And, I don't care. It is important to create heaven here on earth by living with integrity, honesty and caring.

*What do you want to do next?* I want to write and speak. Thinking is irrelevant if thoughts go unpublished and unsaid. I'd like to publish booklets to motivate people to invest more. I am told by my senator, that currently, the American savings rate is 0%. People of wealth have a vested interest in having others save more so they can take care of themselves, and then, we wouldn't have to pay so many taxes when we get older.