

Mindy Klein DeVane: Keeping her eyes and ears open

Tips of the trade

How do you organize your workday? I'm lost without my BlackBerry and my computer.

How do you manage the information flow? It is almost impossible. There is tons of "noise" in the financial services industry. You have to filter out a lot of superfluous — and just plain bad — information.

How do you keep yourself current in your field? Continuing education. Thirty hours every two years for the CFP Board of Standards, 20 hours every two years for State of Florida Department of insurance. Currently, I am pursuing a certification in Divorce Financial Analysis. They have another set of CE requirements. I also attend seminars and conferences. I also read a lot: *Barrons*, the *Wall Street Journal*, the *Journal of Financial Planning*, *New York Times* business section and — of course — the *Tampa Bay Business Journal*.

Where is the best source for new ideas? My ears and eyes. I am constantly alert for new ideas and new ways to approach things.

How do you measure your own success? By how successful we are at helping our clients

achieve their financial goals

Who is a mentor and why? My husband — and partner — Ken is my mentor in the area of human relations. He is a very warm and genuine person. People love him.

Background check

What was your first paid job? I worked at an amusement park in Hollywood, Fla. — Pirates World. I was "launching" the customers on the Wild Mouse ride, a roller coaster, by physically pushing the carts on the track. It was not a good place for someone 5 feet tall and 100 pounds. Most of the customers were twice my size. I only lasted one day!

What did you want to be when you grew up? Taller

What was a turning point in your life? One of them was when I made the decision to go back to graduate school and get my MBA degree. Another was when I went into business and then married my partner, Ken.

If you weren't in your current career, what would you be doing? I would probably be writing for a newspaper, maybe even this one.

What is your favorite activity with your family? I love to take my twin cocker spaniels, Killian and Bailey, for long walks/runs. We go out almost every morning.

If you could have dinner with one person you've never met, who would it be and why? I would like to have dinner with President George W. Bush because I perceive him to be a very warm and genuine person.

Who are your heroes in the business world and why? I can honestly say that I don't have any.

What do you read for business and for pleasure? In addition to the usual business newspapers, I also read investment strategy and research publications. For pleasure I like to read magazines — home decorating, fashion, news — just about anything with a glossy cover.

What keeps you awake at night? The presentation I have to give in the morning.

Words to the wise

What advice would you give to someone

starting out in your field? You need both practical experience and a great educational background to be successful.



PHOTO BY KATHLEEN CABBLE

EXECUTIVE PROFILE

WHO AM I?

NAME: Mindy Klein DeVane

TITLE AND COMPANY: President, DeVane Financial Advisors Inc.

YEARS WITH THE COMPANY: Five

YEARS IN TAMPA BAY AREA: 22

NATURE OF BUSINESS: Financial planning, investment management

EDUCATION: MBA in finance, University of Florida; master's in personal financial planning, The College for Financial Planning; bachelor's in journalism, UF

WHERE YOU GREW UP, WHAT IT WAS LIKE: I grew up in South Florida in a home on the Intracoastal Waterway. My father was a boating fanatic. We were always going somewhere on our boat — the Bahamas, the Keys or just out to dinner. It was wonderful!