

## ●●● MONROE M. DIEFENDORF JR.

### CEO, Diefendorf Capital Planning Associates

**What's the best lesson you learned in business?** "If you do the right thing you will never have to worry about money." These were the words of advice from my dad my first day in business.

**What's the key to your success?** Education. The only replacement for education is ignorance. You cannot be successful on good looks and charm. However, I have found both very helpful. But being committed to being a lifelong learner is the real key.

**What do you consider your greatest achievement?** I would like to think that I have had success in both family and business, but starting North Shore Community Church in Oyster Bay with my wife has had a profound impact on many spiritually.

**What is your most treasured possession?** A "Family Legacy Manuscript" that my firm helped create for my parents. A professionally prepared document that has captured and preserved in writing the VALUES that have guided the Diefendorf family for generations - PRICELESS.

**Who is your hero of fiction?** "Here he comes to save the day. You know that Mighty Mouse is on the way." What it said to me was, you don't have to be something special to make a difference. Even a mouse can come to the rescue. I liked the fact that there was always a positive outcome and that good could overcome evil.

**How would you like to die?** I don't want to burn out. I don't want to rust out. I want to wear out. My goal is to die young at 80.

