



Diefendorf Rings NYSE Opening Bell During Walls Street's Most Volatile Week!

August 24, 2011



On August 10, 2011 as part of Youth Mentoring's 30th year anniversary, Roey Diefendorf, founder of Sterling Monroe Securities and CEO of Diefendorf Capital celebrates the occasion on Wall Street.

Thirty years ago, Diefendorf along with a small group of business leaders made the initial capital contribution to launch Youth Mentoring, a ministry to fatherless children. The program has grown to over 250 locations throughout the United States. To honor the occasion appropriately, Roey was asked to "ring the bell."



Diefendorf Capital is a family of financial service companies since 1875. "Our family has certainly seen its share of market volatility over the 135+ years, but we are confident that American resiliency will prevail" say Diefendorf, Jr., the 4th generation in the family business.

Along with Roey were several of his vice presidents, Joe Labella, David Taylor, Tom Palumbo, Jeff Higgs, and Steve Howe.

For more information on Diefendorf Capital, go to www.DiefendorfCapital.com.

