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Laif Meidell is President of American Wealth Management and a FINRA Registered Representative with M.S. Howells & Co.

Laif assists clients in managing their assets by employing a disciplined, proprietary approach to asset allocation, the Meidell Tactical Advantage. This global tactical rotation determines the right mix of assets for a given portfolio at any given time. He developed this approach to reduce risk in downturns while allowing investors to benefit from the market's upside potential.

Laif looks at each client's goals, time horizon and attitude toward risk to design a long-term strategic asset allocation. Through this tactical approach, he adjusts equity exposure of portfolios with a process that considers overall market risk and the relative attractiveness of different asset classes. This discipline ensures that equity exposure is reduced as the economy weakens, limiting downside risk, and increases equity exposure as the economy strengthens.

A former college athlete, Army Captain and helicopter pilot, Laif's past experience contributes significantly to his success as a financial advisor. His discipline, leadership and ability to make astute decisions under pressure served him well during his seven years in the Army and continue to serve the clients of American Wealth Management.

Laif received his BS in finance from Brigham Young University in 1989 where he was a distinguished military graduate from the Army ROTC program. In 1993, he graduated with Honors from Regis University with an MBA in finance and accounting. He is a member of the Market Technicians Association and provides the daily market report for National Public Radio station KUNR.

The father of five children, Laif enjoys being active in his community and volunteers for a number of local charities and non-profit organizations.

Designations:
Chartered Market Technician, CMT
Accredited Investment Fiduciary, AIF®
Registered Financial Consultant, RFC

Community Involvement (Current and Prior):
Boy Scouts of America Nevada Area Council
• Council Commissioner
• Chairman, Executive Committee
• Scoutmaster
• Silver Beaver Award

Washoe County Sheriff's Honorary Deputies Association, Lieutenant Junior Achievement of Northern Nevada, Chairman of the Board American Red Cross Sierra Nevada Chapter, Chairman of the Board Damonte Ranch High School, Track Coach