STERLING CAPITAL'S

MONTHLY ASSOCIATE
SPOTLIGHT FEATURING

Lynne Cannon

DIRECTOR & COMPLIANCE OFFICER

STERLING
CAPITAL



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Q: What do you love most about working at Sterling?

A: Hands down, it's the culture and the people that I love most about working at Sterling. I am very proud to work here because, as a compliance officer, I see time and time again how Sterling always strives to do what is best for our clients. I am also proud of our corporate parent, BB&T, for the same reasons. As to the people I work with, where can I start? We have some of the very brightest minds in the industry, and I have had 40 years of experience with many other companies to make this comparison. While intelligence is not unusual in the investment business, kindness and a desire to help others is not always as prevalent. My colleagues here at Sterling are simply the best. I have always liked the following quote by Abraham Heschel who said "When I was young, I admired clever people. Now that I am old, I admire kind people." Here at Sterling, I get to work with people who embody both of those qualities.

Q: What made you interested in working in asset management?

A: Well, I actually entered the industry by chance. With an undergraduate degree in zoology, and a goal of becoming a veterinarian, I only took a job in the asset management industry to earn enough money to pay for vet school. I ended up loving the job, and have thoroughly enjoyed growing with this industry over the last 40 years. Looking back, I am glad I did not become a veterinarian, as I probably would have offered to rescue every sick cow that a farmer didn't want to spend money treating. So, in a way, this industry saved me from becoming "that crazy cow lady."

Q: What is your favorite place you have ever traveled and why?

A: Undoubtedly, it would have to be Madagascar. I visited there just recently, and was enchanted by the country, the wildlife, and especially by the Malagasy people. I never lost my love of zoology and Madagascar, isolated by the sea for 88 million years, has some of the world's most unusual animals and plants with 85% of them existing nowhere else on Earth.

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