

## Melissa Mary Florin

Melissa is assistant to Keith E. Condemi, CEO of Bright Futures Wealth Management, LLC. She has been in the financial industry for more than 20 years and holds Series 6 and 63 registrations in New York. As Keith's assistant, she manages client service and new business.

"What I enjoy most is the humble honor of assisting clients with their financial needs and retirement goals," Melissa says.

While she began her career in sales, she discovered a greater passion for the importance of administrating to registered reps in keeping with rules and compliance. As a member of the BFWM Chief Operating Officer Committee, she participates in exploring and researching better ways to improve the internal corporate system, as well as benefits for other members/owners.

Outside of the office, Melissa loves the summer and doing outdoor activities, which include going to festivals, concerts, and being on the water. She enjoys cooking, and being with friends and family, especially her five grandchildren. Melissa also likes to volunteer and has done missionary work in Guatemala.