



My professional experience in the financial/structured settlement consulting industry goes back 30 years. Not only do I feel that my personal, professional, and political experiences make me an asset to the Board but, I also strongly believe that it is a critical time to ensure that the future of our industry remains strong and continues to prosper. For these reasons, I feel confident in my decision to run for the NSSTA Board of Directors position and to serve the NSSTA members.

At 21 years of age I was lucky enough to get hired as a Floor Reporter to work on the floor of the New York Stock Exchange which started my career in the financial services industry. Upon returning to California from New York City in 1988 my resume included employment at Merrill Lynch, Dean Witter and Prudential Securities. By 1996, I had opened my very own Registered Investment Advisor firm. In 2000, upon my father's recommendation, I considered the idea of getting into the Structured Settlement business. That very year my father, Ed Masry, the famed attorney that the story Erin Brockovich was written for, introduced me to James Street and John Vaclavik of the James Street Group to discuss the structured settlement business in greater detail. Consequently, James and John were instrumental in helping me launch my structured settlement career. And as they say, "the rest is history."

By March of 2005, I began working full-time at Millennium Settlement Consulting and through the years I have had the good fortune of consistently being listed as one of Millennium's top producers. In 2005 I became increasingly more involved in NSSTA. In fact, I have attended just about every NSSTA conference since 2005. In 2009, I began working closely with NSSTA and the Consumers Attorneys of California to help with getting the critical votes needed to help pass California's Structured Settlement Protection Act. I am extremely politically active which served our industry well in this situation. I am currently the NSSTA PAC Chair and have served as Chair in prior years. I am actively involved with and have participated in numerous Take the Hill events in which I have personally arranged face-to-face meetings with some of the most influential members of the House Ways and Means Committee and the Senate Finance Committee. Most recently I reached out to every member of Congress that I personally know to make sure that our industry didn't end up on the Tax Reform chopping block.

If elected, my focus will be on continuing some of the initiatives to grow our business by promoting alternative products that enhance our current life market structured settlement annuities. I have personal experience using alternative products to enhance my business. Specifically, in 2016 and 2017 I broke personal production records and at the same time promoted attorney fee market based products that helped grow my core life company business by getting me in front of many attorneys that I would have never met if it wasn't for new innovative products.

Furthermore, I am a firm believer that the role defense side structured settlement consultants play in our business is extremely valuable. As an organization, we need to continue to encourage casualty insurance companies to promote structured settlements from within. When I think back to the most successful cases that I have worked on, just about every one of them has had a defense side consultant that was active and engaged in the case. As a NSSTA Board Member I will work hard on coming up with innovative ways to promote our product to casualty companies and their adjusters.

While it is easy for me to tell you about my personal achievements, accomplishments and my ideas in our industry. I ask that you not only take my words and my accomplishments into consideration, but that you ask our peers about my reputation, my fairness and my integrity in our business. I thank you for your time, your consideration, and your dedication to our business.