



# ASCEND ADVISORY GROUP

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Our firm recently had the privilege of hosting a group of high school students here at Ascend Advisory Group, and I shared some thoughts on the difference between being rich and being wealthy. It sparked a great interactive discussion, and what struck me most was how curious and thoughtful these students were when given the chance to engage.

My advice to companies is simple: meet students where they are; don't overcomplicate things. Share stories they can relate to, let them ask questions, and make the experience interactive. In our case, we built in activities, so they weren't just hearing from us—they were participating.

And most importantly, make them feel welcome enough that they know they can reach back out afterward for any reason. If you can do that, the visit becomes more than just a field trip—it becomes a starting point for a relationship.

Sincerely,

**Tony Reilly**  
CEO, Ascend Advisory Group

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