



AMERICAN
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AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.
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Industry Leaders Wendy Ehrlich and Linda Chan Appointed to American Portfolios Holdings, Inc. (APH) Board of Directors Advisory Board

HOLBROOK, N.Y. (Dec. 2, 2019)—American Portfolios Financial Services, Inc. (AP)—a privately-held, independent broker/dealer that serves financial professionals nationally—is pleased to announce that it has recently appointed former OppenheimerFunds, Inc. Senior Advisor Consultant and Vice President Wendy Ehrlich, as well as Hofstra University Adjunct Associate Professor Linda Chan, to the American Portfolios Holdings, Inc. (APH) Board of Directors Advisory Board.

“We’re extremely fortunate and honored to have two such well-respected and accomplished industry leaders join our Advisory Board,” states American Portfolios CEO Lon T. Dolber. “Both Wendy and Linda are graciously donating their time for the greater good because they believe in AP’s vision. Their specialized knowledge will provide us with crucial insight in order to achieve the firm’s many exciting, new initiatives.” Chief Financial Officer Damon Joyner agrees, adding, “The blend of Wendy’s expansive knowledge of opportunities within the financial services marketplace today, along with Linda’s Go-to-Network concept and vast IT expertise, will complement the current services we provide to our customers, thus helping us achieve greater success as a firm for our clients and their end-clients.”

The APH advisory board brings a diverse mix of outside expertise in the areas of broker/dealer infrastructure; correspondence clearing; investment banking; financial management; Web-based enterprise data management and financial services software development; financial service solutions reporting; and broad-based marketing. The addition of Ehrlich and Chan lends an added perspective of the financial services wholesaler industry, subscription-based models expertise and Internet technology, further rounding out the board with a full body of collective and vast knowledge to be a meaningful and contributing advisory board participant for AP board members, and senior and executive management teams.

About Wendy Ehrlich

Ehrlich, whose relationship with AP stems back 25-plus years, brings with her more than 35 years of financial services industry knowledge. Most recently, Ehrlich retired from OppenheimerFunds after 32 years—beginning her career with the global asset manager as the assistant vice president of relationship management, and later transitioning to senior advisor consultant and vice president. During her tenure, Ehrlich helped establish OppenheimerFunds’ national accounts department; cultivated and managed relationships with home offices of national and regional broker/dealers; and was responsible for P&L relating to distribution agreements for various broker/dealers. She was also responsible for cultivating strong relationships with independent financial advisors throughout Long Island, strategically planning and managing the deployment of resources to maximize regional sales and asset retention. At OppenheimerFunds, Ehrlich achieved top decile market share annually for 15-plus years, effectively grew AUM to over \$3 billion (the second highest level in the firm), maintained the lowest redemption rate of all regions, and was named Wholesaler of the Year for the New York



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Metro Division in 2009, 2001, 2014 and 2018.

Earlier in her career, Ehrlich served as the assistant vice president of special products for Gruntal & Company and as a financial advisor at E.F. Hutton & Company. She earned a Master of Business Administration, with a focus in finance and marketing, through New York University's Stern School of Business; is a Chartered Retirement Planning Counselor (CRPC); and holds the following financial services industry licenses: Series 7 and 63, and Life Insurance, Health, Variable Life and Variable Annuities.

About Linda Chan

Chan is an adjunct associate professor at Hofstra University teaching undergraduate business courses. With more than 20 years of leadership in implementing innovative global IT programs, she is an expert in leveraging global resources, capabilities and relationships to gain synergies to increase efficiency, support and business objectives to achieve maximum benefit from the IT investment through metrics and KPIs. Previous to her teaching career, she served as Nature's Bounty Company's vice president of digital and commercial solutions, where she leveraged resources and expertise to create improvements in integrated business planning; digital and enterprise resource planning platforms for global organizations; marketing cloud automation; a cyber security program; and more. She has leveraged data and digital to drive value to the business and aid in strategic decision making.

Earlier in her career, Chan served as the senior IT director, IT manager and IT infrastructure director for Veeco Instruments. She was also global IT infrastructure manager for Thompson Industries and network manager at MidCoast Mortgage. She obtained a Master of Business Administration, with a focus in business computer information systems, from Hofstra University, and her bachelor's degree in psychology from Binghamton University. She is a current and active member of the Athena Selection Committee and a Board Member of ListNet. Among her many professional awards and acknowledgements, Chan was named Woman of Excellence in 2018 by the New York Business Journal, and twice recognized by Long Island Business News as One of the Top 50 Most Influential Women for 2010 and 2012.

About American Portfolios

Headquartered in Holbrook, N.Y., American Portfolios Financial Services, Inc. (APFS) is a full-service, independent broker/dealer and member firm of FINRA and SIPC, offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its sister subsidiary, American Portfolios Advisors, Inc., (APA), an SEC Registered Investment Advisor. Both entities, along with technology entity American Portfolios Advisory Solutions, LLC, collectively reside under the legal entity American Portfolios Holdings, Inc. (APH). Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The company currently serves 859 independent investment professionals located in 404 branch locations throughout the nation. It was named Broker-Dealer of the Year* (Division III) by Investment Advisor magazine in 2015, 2016, 2017, 2018 and 2019; a wealthmanagement.com 2019



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Industry Award Finalist in the category of Enhanced Customer Service Support**; one of the Best Companies to Work for in the state of New York for 2016, 2017, 2018 and 2019 by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG); and one of the Top Long Island Workplaces for 2018 by Newsday.

** Based on a poll of registered representatives conducted by Investment Advisor magazine. Broker/dealers rated highest by their representatives are awarded "Broker/Dealer (B/D) of the Year."*

*** Wealthmanagement.com Industry Award finalists are selected by a panel of independent judges made up of subject matter experts in the industry. Award is based on support provided to AP's affiliated people and does not reflect public customers nor their account performance.*

American Portfolios Holdings, Inc. Advisory Board Members

Jay Lewis, founder of Nathan & Lewis Securities; Norman Malo, former CEO of National Financial; Arthur Goldberg, former CEO of Integrated Resources, Inc.; Steven E. Rothstein, former EVP and CFO of AIG Advisor Group, Inc.; Paul Tyler Sr., VP of Strategy and Corporate Development for Fidelity & Guaranty Life; Robert Moses, founder and principal of RJM Counsel, PLLC; Wendy Ehrlich, CRPC former Senior Advisor Consultant, Vice President OppenheimerFunds, Inc.; and Linda Chan, Adjunct Associate Professor, Hofstra University.

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