

The logo for BAIRD, featuring the word "BAIRD" in white, bold, sans-serif capital letters on a blue, trapezoidal background that tapers to the right.

**Private Wealth  
Management**

**The Mahurin Group**



## FALL 2020 NEWSLETTER

### **Peter Mahurin**

Director  
Financial Advisor

### **Shannon Vitale**

Branch Manager  
Financial Advisor

### **Bob Kirby**

Financial Advisor

### **Mac Jefferson, CFA, AAMS®, CWA®**

Financial Advisor

### **Matthew Garrett, CFP®, QPFC®**

Financial Advisor

### **Monica Taylor, CFP®**

Associate Financial Advisor

### **Gwen Reynolds**

Senior Client Specialist

### **Sandra Riehn**

Client Assistant

### **Kelsey Cooksey**

Client Assistant

### **Gena Gooding, CPA**

Client Assistant

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On January 1, 1994, after a long career in banking, Bob Kirby came to work at Hilliard Lyons. He agreed to a four-year contract with Shannon and Pete which would allow him to continue working until he turned 65.

So, how does a four-year contract turn into 27 years of loyal service? Well, if you know Bob Kirby then you understand. Our Hilliard Lyons/Baird family has been very fortunate to be a beneficiary of his life of service and dedication. As we approach the end of year 27, Bob has decided to retire on December 31, 2020 and we dedicate this newsletter to him.

We are so grateful for the loyalty, service, and dedication that Bob is known for and has allowed us to be a part of for all these years. We know you, as his client, feel the same.

We would like to thank Bob for being a role model like no other in both his professional and personal life. He is a mentor to us all and we are blessed beyond measure to have been the recipient of and witness to his kindness and trustworthiness.

We wish Bob the very best in his retirement. We will miss seeing him at the office every day but we delight in the knowledge that he will have more time to enjoy his great passions – his wife of 68 years, Norma Jean, reading, spending time with his children, grandchildren, great grandchildren, and the community and organizations that he loves and has always served.

We encourage you to submit a short note of encouragement that we can use to create a special memory gift for Bob by emailing Gena at [Ggooding@rwbaird.com](mailto:Ggooding@rwbaird.com) or mailing to Baird, P.O. Box 1837, Bowling Green, KY 42102-1837.

Thank you for being part of the Hilliard Lyons/Baird family and we look forward to carrying on Bob's legacy in a way that would make him proud.

# Work Life & Community Service



Bob with his co-workers at Citizens Financial Bank



Bob with his granddaughter, Alison while working at Citizens National Bank - 1978



"I've never seen anybody in my life with higher ethical standards than Bob Kirby" ~ Pete Mahurin



Three generations of Hilliard employees - Bob with his daughter, Gena and grandson, Jackson



South Central Kentucky Community and Technical College



WKU Cupola Society Brunch - 2019



South Central Kentuckian of the Year - 2016, "Bob Kirby has done so much for our city not because he wanted recognition or awards, but because he cares about others" ~ Daily News



AHP Hangar Party - 2014, "I have always admired his commitment to local non-profit organizations-an absolute role model for me and many others" ~ Joe Tinius, President, Aviation Heritage Park



Bob Kirby Branch Library, established 2008, "Many of the Library's successes through the years can be directly attributed to Bob" ~ Jim Johnson



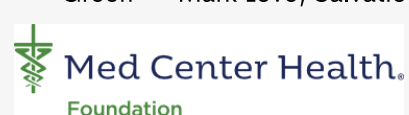
"The thing I love is most of the people he helps are people he'll never even meet" ~ Jim Martens, Med Center Health Foundation



"Our University and community are better and stronger because of your leadership and your gentlemanly example" ~ Gary Ransdell, former WKU President



Salvation Army National Exceptional Service Award - 2020, "His history and influence is invaluable to the work that goes on here in Bowling Green" ~ Mark Love, Salvation Army



# Q & A with Bob Kirby

**What has been the most impactful change that you have seen relating to your job since you began working?**

Changes in innovation and technology and the increase in the number of people with money to invest.

**What is something you've been looking forward to most about retirement?**

I have always enjoyed genealogy and researching family history so I am looking forward to finishing up some projects I have been working on in that regard.

**What's been the most important constant of the many years you've worked that has led to your success?**

A long reputation for total honesty and transparency and putting the needs of my customers first and foremost above all else.



**What is something you would tell your younger self if you could?**

I would have started much earlier in this business if I had seen the growth potential and known what a blessing working for Hilliard Lyons and Baird would be in my life.

**What message would you like to send to your clients?**

It has been an absolute pleasure working with my clients for the past 27 years. I would like to thank them for trusting me to help guide them through the various phases and financial decisions of their lives.

**If you could take one exciting vacation, where would you go?**

Before my vision failed, I would have liked to have taken one of the European river cruises. My wife and I still enjoy going to Gatlinburg each year and will continue to do this as often as we can.

**How can this team continue to carry on your legacy?**

We have worked together for many years and know what each would do in most situations. I believe we have prepared my customers for this and I have faith that they will be treated exactly as I would have treated them.

**Without mentioning any names, tell us one of your favorite client stories.**

I have a long time customer who has lived in Texas for 45 years. We have only met twice. She and I have often joked that maybe that would be the answer for a long, happy marriage – as soon as the honeymoon is over, one of you should move to Texas!

# Family Life

