



# Charisse RIVERS SMITH

**CEO, Founder & Financial Advisor,  
Zinnia Wealth Management**

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Charisse Rivers Smith is a woman of many talents and experiences. (She was on Fear Factor while in college days!) She's featured frequently on NBC and CBS, and you can hear her on Retirement Coffee Talk radio show every weekend on *97.3fm* The SKY. Recently, she was honored with the opportunity to co-author a book called Recipe for Success with Jack Canfield, author of Chicken Soup for the Soul. This small-town girl lives by the motto "small hinges can swing big doors," and she is so honored to be part of the book.

This wife and mother of two not only successfully manages her family life, but she's also the founder and CEO of her own company, Zinnia Wealth Management, which provides financial solutions on retirement.

"I say financial discovery is the path to success, and the biggest reward for me is when folks come in to see me and finally embrace the confidence in their financial plan, personal economy and starts to believe they can make it to the end zone and retire well."

Beyond the office, Charisse stays busy with family and managing her new charitable organization, the Grilled Cheese Foundation, aimed at helping middle and high school students foster their talents while in school and get them to college with help from the community.

"Our first fundraiser is at Painting with a Twist May 12, 2018 from 4-6pm, please RSVP if attending. Bring your mom or friends out for some fun painting for a cause for Mother's Day."

Charisse might not have a lot of downtime, but she's enjoying the ride—all while balancing her family life and

career. Her advice on how to do it all? It's simple: Family comes first.

"Set aside time for date night with the spouse and individual time for yourself so that you can reset for the week. Life is short and if you have kids, spend every waking minute with them."

## Fun Faves

**Favorite motto:**

*Carpe diem; we never know when it's our last*

**Early bird or night owl:**

*Early bird gets the worm*

**Favorite Ocala restaurant:**

*Tony's Sushi*

**Favorite financial tip:**

*Live by design, not by default*

