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BIG ON FAMILY

**JENNIFER HOCKING**Financial adviser  
The Hocking Group, UBS

**JENNIFER HOCKING** joined her husband, Steven, at The Hocking Group, which specializes in 401(k)s, becoming an adviser only within the past couple years. But in that time she's taken over such operational duties as marketing, client services, investment processing and benchmarking.

Ms. Hocking has earned her Series 7 and Series 66 licenses, as well as a chartered retirement plan specialist designation. She also finds time to do pro-bono work with family members of plan participants.

Ms. Hocking is a field leader in a UBS diversity program called All Bar None.

"We can bring people together and learn from each other and help each other out," she said.

— Mark Schoeff Jr.

**AGE  
37**

DOING RIGHT

**JON M. LUSKIN**Financial planner  
Define Financial

**JON M. LUSKIN** started out working at a nonprofit because he wanted to make a difference in the world, but he found he could make a bigger difference as an adviser.

"I can help people and see real changes in their lives," Mr. Luskin said. "Doing the right thing also means doing the research to figure out the best option. And that's why we use low-cost funds."

Just four years into his career, Mr. Luskin is an active member of the San Diego chapter of the Financial Planning Association's Nex-Gen group, and his research has been published in the Journal of Financial Planning. He also provides pro bono planning through FPA, the San Diego Center for Financial Literacy and Junior Achievement, which work with youth, military and low- to moderate-income individuals.

— John Waggoner

**AGE  
35**

HEALTHY LIVING

**LAURYN WILLIAMS**

Founder, Worth Winning

**LAURYN WILLIAMS** is no longer competing in track and field or bobsledding, two sports in which she earned Olympic medals. But she's using that same competitive drive to build her financial planning practice, Worth Winning.

"Every day I have to be doing something to grow my firm," she said. "It's like going to practice every day."

Ms. Williams was inspired to become a certified financial planner after she hired a financial adviser at age 20, thinking he would help her manage all her financial affairs, and was disappointed to find he was only interested in providing investment advice. She had gained lucrative sponsorships after winning a silver in track and field at the 2004 Olympics in Athens. Ms. Williams also earned a gold in London in 2012 and another silver on the two-women bobsled team at the 2014 Sochi Winter Olympics, making her the first American woman to medal in both Summer and Winter Olympic Games.

In 2012, a Google search led the University of Miami finance graduate to discover the CFP program. She opened Dallas-based Worth Winning in April 2016 to serve millennials and athletes.

"The biggest thing with professional athletes is not sounding sales-y," she said.

— Liz Skinner

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