

David A. Mallach



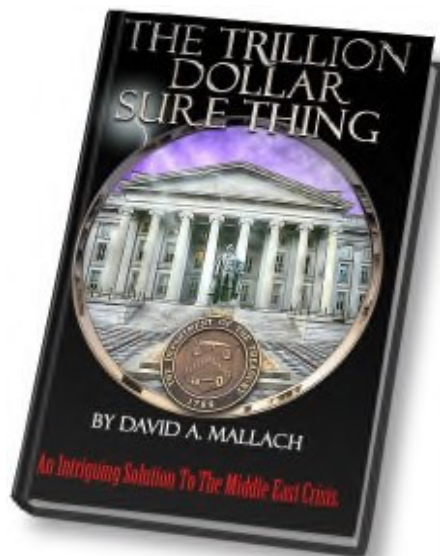
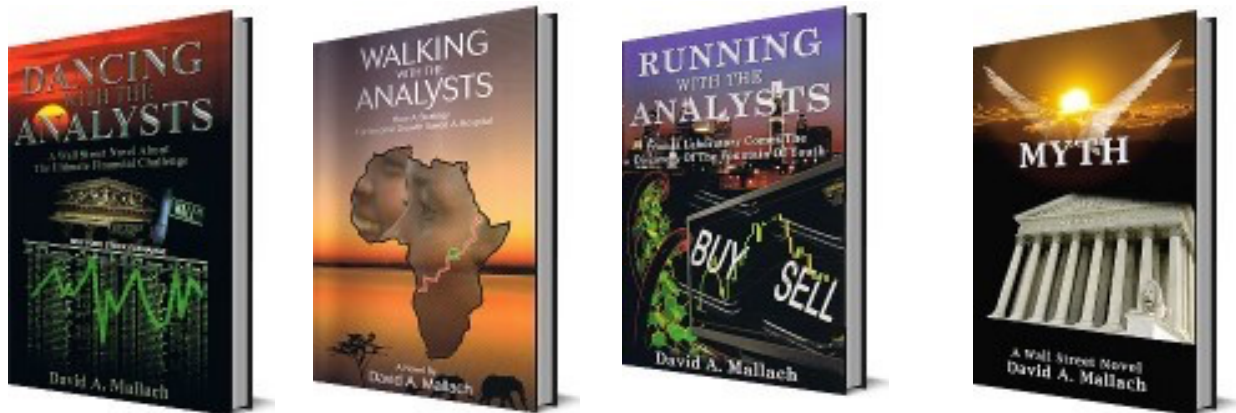
Author, Philanthropist, Pilot
Managing Director – Wealth Management
PIA Senior Portfolio Manager
Wealth Management Advisor

David A. Mallach is a Managing Director of Investments for one of the largest investment firms in the world where he has devoted his entire professional career of 50 years. He resides in the Greater Philadelphia area. David has lectured to investors and professional investment advisors in Europe, Scandinavia, the Middle East, South and Central America and the United States. He is the author of **Moneywork\$, Investment Secrets, Dancing With The Analysts, Walking With The Analysts, Running With The Analysts, Myth, The Trillion Dollar Sure Thing, Turning Final, Angle of Attack, Gravity Divided, One Energy, and Touching the Soul.**

David is a select member of *Registered Representative Magazine's* Outstanding Advisor of the Year 2007 and *Research Magazine's* Hall of Fame 2006. In 2012, he was selected as one of the top 1,000 advisors in America by *Barron's Magazine* for the third year in a row. David is the creator of the *Investing for Growth Strategy*, one of the most used investment strategies within his firm. He is on the Board of Trustees for Gwynedd Mercy University. David is the founder of the University of Pennsylvania's Mallach House in Botswana, South Africa. David was the recipient of the Brady Award in 2011. This award is given to an employee worldwide who continually enhances the lives of their colleagues, clients, and communities in which they serve. It is a tribute to a lost colleague (David Brady was one of three employees lost on September 11, 2001) and a symbol of optimism about our culture and our company. David is the proud father of five children, an accomplished saxophone player, and a registered private pilot.

The Novels of David Mallach

These books are available at: www.davidmallach.com



The dedication in David's book, **The Trillion Dollar Sure Thing**, is biographical and can be useful in better understanding who David, the man, is.

Dedication written by David in his latest novel **The Trillion Dollar Sure Thing**.

Dedication

Writing this book would have been impossible had I never met my mentor, Johnny Long, so many years ago. Recently featured as a CBS Person of the Week, Johnny Long is an inspiration to thousands of men and women who share a mutual love of music. Johnny has dedicated his life to the spirit of music (music is the spirit of karma). Perhaps more importantly, Johnny has dedicated his life to teaching the art of music.

In 1965, I was a member of a great high school band in Montgomery, Alabama. The band was called the Pride of Dixie, and Johnny M. Long was the director. I was in the 10th grade. My father was a military officer stationed at Maxwell Air Force Base in Montgomery, Alabama. I had moved 18 times before finding Johnny Long. The next year, my family moved to Cincinnati and then on to Philadelphia.

Despite moving around so much, selecting a college was easy. I went back to Alabama and attended Troy University on a music scholarship awarded to me by Johnny Long, the college's new band director. For me, though, Johnny Long was more than a band director. He was an inspiration. He was a preacher, but not in a religious or political way. He did not embody a toxic cult of personality like some of the characters you will meet in this book. Johnny Long was what I call a "people preacher." He taught me how to be successful. I still remember those four years I spent learning about people from this maestro of life. The life lessons I learned from Johnny are too many to mention.

Move the clock ahead forty years, and I am a financial advisor for one of the largest financial service companies in the world. My clients include Middle Eastern Royalty, and some of the wealthiest people in America and Europe. How did I become so successful? It all started with Johnny Long. He was a teacher in the purest sense of the word. He made attending band class like it was a graduate degree program in human relations.

Each new band season started on a hot August day in Troy, Alabama. I can still smell and feel the hot parking lot pavement where we assembled. New members were welcomed and old friends were hugged. It was the biggest family I could imagine being a part of. Rehearsals usually lasted all day. We would play music on and off for two hours and then listen to Johnny Long talk about the state, the country, and the world at large.

This period was a time of unrest. The Vietnam War was at its peak. Patriotism was non-existent. Johnny Long always told us that the most important song we would ever play was the United States National Anthem. This said a great deal about the man. In Johnny Long's class we learned respect – respect for our country, respect for ourselves, and respect for others. We learned to appreciate what we had and what our parents sacrificed so that we may have it.

A true teacher, Johnny urged us to look within ourselves to find our core beliefs. I still remember how he used to say, "I know what you are against. Tell me what you are for." Somehow he managed to challenge us without forsaking his kind demeanor. He was a motivator extraordinaire. Everybody wanted to be around him because of his positive outlook. I remember one time we were on the road performing in Mobile, Alabama. When we arrived, we discovered that the student in charge of bringing the music forgot it. Instead of getting angry, Johnny Long focused on what could be done rather than what couldn't or hadn't. He called the right people and the music was delivered to us by helicopter five minutes before the curtain went up.

Johnny never berated the student who forgot the music. He didn't accuse him of being irresponsible or letting us all down. The student was upset enough on his own. To the contrary, Johnny Long did the most beautiful thing. He came to me with the biggest smile. I asked him why he was so happy when

things came so close to going terribly wrong. His reply was wonderful. He said that he was certain the student would always make sure the music was with the band in the future.

He was right. For the next three years that same embarrassed student never forgot to bring the music for the 200 member band. I was the student who forgot the music.

Being a band conductor managing an orchestra was like managing a large company with many different departments. Naturally, each section wanted to be featured; within each section, each musician wanted to play the loudest. Of course, some people were more gifted than others. We had soloists and they were treated as special talents. More importantly, though, Johnny Long brought everyone together to create a single, coherent, unified sound. Johnny Long taught us to perform as one, together as a single entity, each section contributing toward the good of the whole. In retrospect, I see much of this same balancing act in corporate America.

Similarly, Johnny Long was amazing at recognizing what our audiences wanted to hear. I realize how he was so good at this because he tried to understand and satisfy people. If we were playing at a football game, people stayed after the game to hear Johnny Long's band play a concert. I was amazed. Other college and high-school bands, local musicians, and general music lovers would come to listen to the 200 of us play. I remember playing in the Super Dome in New Orleans. When we ended our halftime show and marched off the field, the stadium went wild. I can still hear the roar of the crowd. My hair still stands up when I think about it.

Johnny Long had the energy of ten men. I believe some of his energy came to him through his music. Playing music written by some of the greatest creative minds in history had to be invigorating. There was so much there to channel. Johnny taught us that music is a universal language. We all shared in the beauty of a song well played. This had special meaning for me as the elected band captain. I learned everything I needed to know to go out into the world and be successful.

The memories abound even today. I can still see Johnny Long waving his arms in the stands for us to stop playing music because he was eating peanuts. He said we needed to play louder so he could not hear the peanut shells cracking. I credit Johnny Long with all of my success in my family and business life. To immortalize Johnny Long I wrote my first three financial novels. The main character in each novel is Johnny Long. These best-selling Wall Street novels are my way of saying "thank you" to Johnny Long.

Please contact damallach@gmail.com for further details.