

# NEWS

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**BERNHARDT**  
WEALTH MANAGEMENT  
A Registered Investment Advisory Firm

## **Gordon J. Bernhardt Awarded 2020 Executive C.H.A.R.M. Award**

*Local businessman surprised  
with recognition for his  
commitment to Captivating  
Humor And Respectable  
Mockery.*

McLean, VA (April 1, 2020) – Gordon J. Bernhardt, a local wealth manager and entrepreneur, today received the little-known Executive C.H.A.R.M. Award from the Improbable Society of C.H.A.R.M. Development (ISCD). The presentation took place at a pre-measured, six feet distance from the front door of Bernhardt’s home where he is currently social distancing.



“It is my genuine privilege to honor Gordon Bernhardt for his commitment to the ideals of C.H.A.R.M. – *Captivating Humor And Respectable Mockery*,” expressed April Foolhardy, Master Charmer of ISCD Worldwide. “I have known and worked with Gordon for over a decade and can say he genuinely lives a life of C.H.A.R.M. to the benefit of his clients, company team members and a business community in the DMV area.”

Similar to the Publishers Clearing House Sweepstakes delivery, Bernhardt was caught by surprise when he opened the door and saw the ISCD prize patrol standing in his driveway with balloons, roses and champagne in hand, while an award-bearing drone hovered over his entry.

“I was shocked,” explained Bernhardt. “For years, I’ve secretly hoped to one day be recognized for C.H.A.R.M. but never really expected it to happen! It just goes to show that dreams do come true and with patience it can happen when you least expect it!”

A financial impresario, proficient picture-taker and global trotter, Bernhardt is also known for his courageous attempts at tomfoolery. He revealed that he was actually raised to be a C.H.A.R.M.er while growing up on a farm in Nebraska. Since then, Captivating Humor And Respectable Mockery has played a valuable role throughout his career as a wealth manager and general humorist.

Bernhardt was not the only person surprised by today’s award.

“I always knew he was good for a laugh, but honestly, I never imagined he would achieve C.H.A.R.M.er status,” quipped an employee of Bernhardt Wealth Management who wished to remain anonymous.

### **About Bernhardt Wealth Management**

Gordon J. Bernhardt, CFP<sup>®</sup>, AIF<sup>®</sup> of Bernhardt Wealth Management in McLean, Virginia provides financial planning and wealth management services throughout the Washington, DC area. Committed to a higher fiduciary standard of excellence, he also embraces C.H.A.R.M. even in the most difficult and trying times. For more information, visit [www.bernhardtwealth.com](http://www.bernhardtwealth.com) and read Gordon’s blog at [bernhardtwealth.com/blog](http://bernhardtwealth.com/blog).

### **A Case For Humor**

“A good laugh overcomes more difficulties and dissipates more dark clouds than any other one thing.” ~Laura Ingalls Wilder