



WHERE I GET MY BACKBONE



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I am sure that those of you who know me well, and maybe even those who don't have been wondering about the posts that I made about my grandparents and my father/step-father and no mention of my mother. Have you heard of saving the best for last??

I can safely say that if you have any level of respect for me and the morals, ethics and integrity that I have, or if you think to yourself, Austin is a kind person, every bit of that came from my mom. Raising 4 boys to respect women and be kind to everyone is not an easy task, but my mother made it seem that way. My mother is fiercely loyal and

very protective of her children and grandchildren and is always there to support in any way possible as the picture of her at my nephew's Eagle Scout Court of Honor shows.

My mother knows how much I love and respect her for everything that she has taught me over the years and all she has done for me throughout my life to help me be the man, husband, father and business owner that I am today. What she doesn't know until now, though, is that she is the one who inspired the name, Backbone Financial.

My mother has been an example to me, my entire life, of what it means to have backbone. She epitomizes somebody who has backbone. Somebody who understands what it means to stand up for what is right, to do what is right, no matter what the consequences for you may be. On top of that, she grew up the daughter of a farmer and then a wife of a long haul trucker and small business owner, all of which are true members of the backbone of the American economy and have a special place in my heart and my business.

Thank you for indulging me on this blog journey. Next week, I will finally start writing some content that is about financial planning with my own special twist. As you already know, my practice focuses on the needs of businesses with 1-50 employees and their owners and executives. If you know people that fit that criteria, please share this post with them or have them e-mail me at austin.peterson@lfg.com or call me at 480-824-4102.