

### **Sanibel Captiva Trust Company Approaches with Humor the Differences Between Male and Female Investment Styles**

SANIBEL, FL – (January 22, 2016) – The Sanibel Captiva Trust Company recently hosted an educational program entitled **“The Venus and Mars of Investing.”** Speakers Timothy P. Vick, Senior Portfolio Manager and Robin L. Cook, Executive Vice President of The Sanibel Captiva Trust Company held this town hall style program for over 60 women of the Sanibel-Captiva and Fort Myers communities at The Sanctuary Golf Club.

The event opened with a video of a humorous lecture depicting the male and female brains’ deductive reasoning approaches, which sent the audience into peals of laughter. “Investing can be an intense topic for anyone, but highlighting the differing approaches from a male or female perspective has some natural humor in it, as well,” explains Vick. He went on to explain, “Seriously, studies show that overall women tend to average better returns on their portfolios, because they are usually more patient than men and trade less – even during volatile times as we’re experiencing now.”

The presentation was followed by an energetic question and answer period. “The Q & A period generated tremendous discussion and valuable insights,” Cook said, “and we’re happy to help women put what they learned today to work for them.”

The event is part of the trust company’s 2016 WOW (Women. Opportunity. Wealth.) Women’s Series, which is designed to empower women to be better informed and prepared to handle their lives independently and dynamically.

Interested WOW attendees should contact Frances Steger at The Sanibel Captiva Trust Company at (239) 472-8300 or [FSteger@sancaptrustco.com](mailto:FSteger@sancaptrustco.com). This season’s complimentary events are held from 9:30 -11:30 a.m. at The Sanctuary and seating is limited. WOW sessions are designed for qualified attendees who have \$2 million of investable assets or more.

#### **About The Sanibel Captiva Trust Company**

The Sanibel Captiva Trust Company is an independent trust company with \$1.4 billion in assets under management that provides wealth management services including investment management, trust administration and financial counsel to high net worth individuals, families, businesses, foundations and endowments. Founded in 2001 as a state-chartered independent trust company, the firm is focused on wealth management services that are absolute-return oriented and performance driven. Each portfolio is separately managed and customized

specifically to the client's yield and cash-flow requirements. The Naples Trust Company and The Tampa Bay Trust Company are divisions of The Sanibel Captiva Trust Company. [www.sancaptrustco.com](http://www.sancaptrustco.com)



Members of The Sanibel Captiva Trust Company greeted their guests at the WOW 2016 event.  
Phyllis Gibson, Al Hanser, Robin Cook, Mandy Greenstein