

Bob Hetherington & Associates

Investor and Public Relations



Well known within the investment industry well beyond Memphis, **John West** served as a branch office supervisor for 28 years, most recently for Wachovia Securities. Over the years, he supervised operations with as many as 91 financial advisors in separate offices in three states.

He represented his peers on the Business Conduct Committee of National Association of Securities Dealers (NASD). And for 15 years, he has served on industry arbitration panels called in to resolve disputes between securities firms and their clients.

The day he retired from the securities industry, John moved ahead with plans to form and launch his own consultancy specialized in helping companies, clients and their attorneys plan, prepare and present cases for arbitration in financial disputes.

"I hope to be really busy," he told The Commercial Appeal.

A few days later his Web site, www.jwestconsulting.com, went up and the local media raised the curtain on his new venture. West Consulting LLC, which has been well received.