

CUSTER FINANCIAL SERVICES RECEIVES RECOGNITION AT THE 39TH ANNUAL DANE COUNTY SMALL BUSINESS AWARDS PROGRAM

Madison, Wisconsin, July 14, 2021 — Custer Financial Services stands on a long and strong history of success as a widely respected financial advisory and planning firm in the U.S by offering all-encompassing financial services to clients since 1981. Most recently during the COVID-19 pandemic, this team of professionals were spotlighted for their significant contributions to the local economy and community of Dane County.



Betty Harris Custer, CFP[®], CRPC[®], Founder and Managing Partner of Custer Financial Services, and registered representative of Lincoln Financial Advisors Corp. (“LFA”), a broker-dealer (member SIPC) and registered investment advisor, along with her team

were honored at an in person awards ceremony along with four other award winners: Automation Arts, Cairasu Home Care, Firefly Coffeehouse & Artisan Cheese, and JLA Architects.

To be eligible, applicants had to be a for-profit organization headquartered in Dane County and employ between three and 50 full-time equivalent employees. They also had to be providers of a responsible and rewarding workplace environment and they had to support local nonprofit organizations. There was no fee required for the nomination or to receive the award.

A panel of five judges met virtually in late April to decide which of the nominees were most deserving of this recognition. Judges included Chad Sorenson, president, SunPeak; Steve Grundahl, president, Midwest Prototyping; B.J. Pfeiffer, CEO and president, Enterprise Solutions Technology Group Inc.; Jon Konarske, publisher, *In Business* magazine; and Joe Vanden Plas, editorial director, *In Business* magazine.

“We are thrilled for Betty and her team,” said John Ekman, Vice President of LFA, Western Division. *“As perennial leaders at LFA, it’s great to see that they are also leaders within their community. This award is well-deserved.”*

Betty Harris Custer boasts nearly 50 years of financial planning experience as a member of senior management for several national firms before founding her own firm in 1981. She joined Lincoln Financial Advisors (LFA) in 1984 as one of its first female regional managers. She is a lifetime member of *The Resource Group*, composed of LFA’s top financial planners. Custer also holds the CERTIFIED FINANCIAL PLANNER™ and *Chartered Retirement Planning Counselor* certifications. Custer Financial Services believes in supporting the communities in which they live and work. So do their clients. Through numerous client introductions to charities around the world, this team annually volunteers its time and resources, and donates 15% of annual revenue to non-profit outreach in a variety of local, regional, national and international causes.

For more information, please visit: <https://www.CusterFinancialServices.com/> | 406 Science Drive, Suite 310, Madison WI 53711-1068 | (608) 238-8388 | (800) 346-8864

About Lincoln Financial Network

Lincoln Financial Network is the marketing name for the retail sales and financial planning affiliates of Lincoln Financial Group and includes Lincoln Financial Advisors Corp. and Lincoln Financial Securities Corporation, both members of FINRA and SIPC. Consisting of almost 8,500 representatives, agents, and full-service financial planners throughout the United States, Lincoln Financial Network professionals can offer financial planning and advisory services, retirement services, life products, annuities, investments, and trust services to affluent individuals, business owners, and families. CRN-3693450-072921

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