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**FOR IMMEDIATE RELEASE:**

**Junior Achievement of Southern Nevada  
Announces New Board Member C.J. Neff from Hightower Las Vegas**

LAS VEGAS – Junior Achievement of Southern Nevada is proud to announce C.J. Neff has joined its board of directors. Volunteering and philanthropy have been a deep part of his life for more than 20 years, and he’s continuing to invest those values back into his community.

As a volunteer with the nonprofit financial literacy organization, his expertise and passions for math, planning, and helping students are evident and led him to be recognized as the local chapter’s 2022 Junior Achievement Volunteer of the Year.

“When I discovered Junior Achievement, I was blown away that such an organization existed, and I’ve been incredibly impressed with the JA curriculum I’ve taught in schools during the past year,” said Neff. “In joining the board, I’m excited to become more deeply involved in helping Junior Achievement achieve its mission of financial education, workforce development, and entrepreneurship education for local K-12 youth.”

As financial advisor at Hightower, he is responsible for the fulfillment of financial planning and investment management needs for clients, prospecting and development of new clients, and firm-wide marketing initiatives. Additionally, he has been Ambassadors Co-Chair for Vegas Young Professionals and will serve as that organization’s board chair this year.

“We are so excited to have C.J. as part of our board. As a volunteer, he’s demonstrated his commitment to our organization and desire of inspiring and helping educate the next generation in financial literacy, and he’ll bring that enthusiasm and business acumen as we embark into 2023,” said Michelle Jackson, Chief Executive Officer and President of Junior Achievement of Southern Nevada.

Born in Baltimore, Neff spent most of his professional career in San Francisco in software development where he climbed the corporate ladder. In 2016 he moved to Las Vegas where he decided to change career paths, becoming a financial advisor which enabled him to live more passionately in helping clients organize and optimize their financial lives in the pursuit of achieving their dreams. He received his bachelor’s degree in Mathematics and French from Hamilton College in Clinton, New York, where he graduated magna cum laude.

**About Junior Achievement of Southern Nevada**

Junior Achievement of Southern Nevada, Inc. was founded locally in 1996. The organization is dedicated to providing financial education to students K-12, with a curriculum that spans from budget management to economic principals, workforce skills and credit. Junior Achievement of Southern Nevada reaches more than 20,000 students annually in the Las Vegas area with the help of 285 businesses and 6,800 business role models. For more information visit <https://jasnv.org/> and follow on [Instagram](https://www.instagram.com/JASouthernNV/) and [Facebook.](https://www.facebook.com/JASouthernNV)

**About Junior Achievement USA® (JA)**

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. Today, JA reaches 4.5 million students per year in 115 markets across the United States, with an additional 5.8 million students served by operations in 120 other countries worldwide. Visit [www.ja.org](http://www.ja.org/) for more information.

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**MEDIA CONTACT**

Nancy Katz, Purdue Marion & Associates, 702-349-0063 or [nancy@purduemarion.com](mailto:nancy@purduemarion.com)