

IN MEMORIAM

Evelyn Lavern Brust

November 1, 1935–June 16, 2020

It is with deep sadness that we note the passing of Evelyn Brust on June 16, 2020. The Investments & Wealth Institute owes much of its existence and success to Mrs. Brust, who was the first executive director of the Investment Management Consultants Association (IMCA). She was a pillar and guiding force for IMCA and for the investment consulting profession.

Mrs. Brust's long association with IMCA began in 1985 when she became the organization's first executive director. At the time, she was president of Great Western Association Management, Inc.,



Evelyn Brust

a company she had started. Mrs. Brust helped found IMCA during Thanksgiving weekend in 1985 in Vail, Colorado. Since its inception, quality education, certification, and standards have been at the forefront of the vision for the organization and continue to this day.

In her 19 years as executive director, much was accomplished through IMCA. The greatest accomplishment for Mrs. Brust was the establishment of investment consulting as a profession, not just an industry.

"Evelyn's impact on IMCA, now the Investments & Wealth Institute, is still

felt today," said Sean R. Walters, CAE, chief executive officer. "She grew a fledgling, nonprofit start-up into an international association. This year the organization celebrates 35 years since its founding. All of our stakeholders—the industry, the profession, the public—owe Evelyn Brust a great debt of gratitude."

Mrs. Brust is survived by her husband of almost 65 years, Albert E. Brust; two daughters, Bonny (Ric) Brill and Jennifer (Molly) Maskrey; and two granddaughters, Kristin (Sebastian) Ornstein and Katherine Brill. The family will host a celebration of life after restrictions are lifted on large social gatherings due to the coronavirus pandemic. ●

Confidently serve your clients in these uncertain times. At the core of Investments & Wealth Institute is the drive to advance knowledge and skills.

Ensure you are utilizing your member benefits now more than ever to get expert insights, learn best practices, explore new ideas and unveil concepts to advance your practice.

Our membership is all about:

Connections among your community
Confidence by staying ahead of industry trends
Competitive edge by obtaining and applying advanced expertise

Maximize benefits?

Contact membership@i-w.org