



Contact: Erin Seeger
Tel: (212) 983-5080
Email: eseeger@barrettasset.com
www.barrettasset.com

FOR IMMEDIATE RELEASE

BARRETT ASSET MANAGEMENT HOSTS 2021 THOUGHT LEADERSHIP SERIES

Jean M. Twenge, Ph.D. to present, "To Be Young and Pessimistic in America"

July 1, 2021 – New York, NY – Barrett Asset Management, LLC hosted an engaging webinar presentation—the most recent event in Barrett’s ongoing “Thought Leadership Series”—featuring professor and author, and second time guest speaker, Jean M. Twenge, Ph.D. The virtual event, introduced and moderated by M.L. Graeme Campbell, CFP®, Executive Partner, and Amy Kong, CFA, Chief Investment Officer, both part of the Barrett leadership team, was delivered to a well-attended, invitation-only audience on June 24, 2021.

Guest speaker, Jean M. Twenge, Professor of Psychology at San Diego State University, the author of more than 130 scientific publications and multiple books, including “iGen: Why Today’s Super-Connected Kids Are Growing Up Less Rebellious,” shared insights from her in-depth research on the challenges facing young adults, their parents, communities and our broader society. Her research and the topic of this presentation, specifically, could not be more immediate. According to a recent Wall Street Journal article featuring Dr. Twenge and her research, “Generation Z is lonelier than millennials and more reluctant to embrace the responsibilities and joys of adulthood. Life online seems to be a reason.” Dr. Twenge reviewed pre-COVID statistics and gave insight into how trends have evolved through the pandemic.

“The focus of Jean’s compelling work—and the topic of ‘To Be Young and Pessimistic in America’ in particular—has far-reaching implications for each of us. Increasingly, across many of our interactions with the multi-generational wealth families we serve, we are listening to stories about the challenges and opportunities a client’s next generation is facing,” said M.L. Graeme Campbell, CFP®. The webinar’s Q&A session highlighted Barrett’s perspective regarding longer-term investment trends around the accelerated use of digital technologies and telemedicine for example.

The Barrett “Thought Leadership Series” seeks to have experts from across a range of industries and disciplines share their insights on today’s most relevant issues. Those interested in learning more about future invitation-only events should please contact Erin Seeger at (212) 983-5080 or eseeger@barrettasset.com.

About Barrett Asset Management

Since 1937, Barrett has been putting its clients first—working to help each of them achieve their goals and aspirations. Barrett is an investment management firm focused on the growth and preservation of wealth for individuals, families, trusts and non-profit institutions. The firm tailors each investment portfolio based on a client’s objectives for income and growth through suitable asset allocation and individual investment selections. Barrett is a New York-based firm with more than \$2.6 Billion in assets under management as of March 31, 2021. To learn more, please visit www.barrettasset.com.