



## SIGNAL RIDGE CAPITAL PARTNERS THE STORY BEHIND OUR NAME

**name (nām) n.**  
1 A word or words by which an entity is designated and distinguished from others

When I decided to launch a firm, there were many decisions to make. One that was particularly interesting and exciting was the challenge of naming the new firm and creating an associated identity that would be true to our essence.

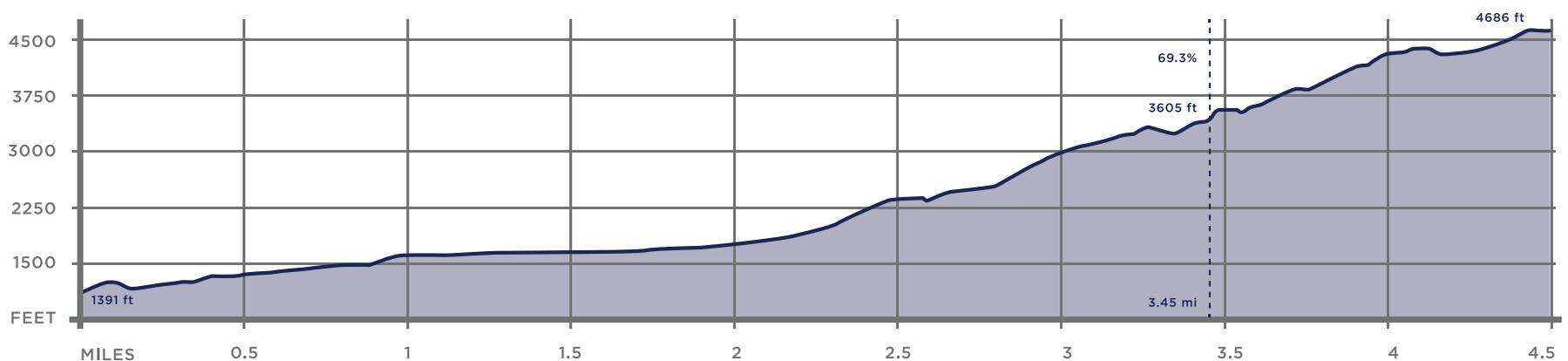
I admire companies with strong names that embody multiple meanings and are symbolic in nature. A goal was to have the name of the firm be a culmination of my upbringing, my background and my philosophy on work and life. I wanted to ensure that the name of the firm was a true representation of what we stand for and also a visual representation of what we envision for our clients.

During my initial brainstorming, I started to write down words that were important to me. Some of the words and phrases that came to mind were: Providing peace of mind. Consistent. Clarity of purpose. Secure. Thoughtful. Relationships. Goal oriented. Guiding along a stable path.

Paired with these general ideas, my background and experiences helped to shape the company name. I grew up in the mountains of New Hampshire, and I have always valued and enjoyed my time hiking, mountain biking or just being out in the great outdoors with my family and friends. Many of my initial ideas came back to places I had explored in the White Mountains.

Signal Ridge. I first hiked this trail with my wife when she was pregnant with our first child. If you know my wife, you know that she would never pick an easy path, even when several months pregnant. But as I looked back on that experience, I recalled a steady climb with amazing views for someone willing to put forth the effort. This turned out to be the most symbolic tie for me between my love of nature and my vision for the firm. The elevation profile for the hike could easily be mistaken for the perfect wealth accumulation plot. The trail puts hikers on a steady approach to the summit of Mt. Carrigain and its spectacular panoramas (*see elevation graph below*), an ideal parallel to our focused, long-term approach to managing portfolios and avoiding the emotional ups and downs of a volatile market.

**ELEVATION: 1391ft MIN, 2635ft AVG, 4686ft MAX**  
RANGE TOTALS: Distance 4.5 mi | Elevation Gain/Loss 3575 ft to -279 ft | Max Slope 69.4%, -39.6% | Avg Slope 16.5%, -9%





**SIGNAL RIDGE**  
CAPITAL PARTNERS



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## SIGNAL RIDGE CAPITAL PARTNERS THE STORY BEHIND OUR NAME *CONTINUED*

We work diligently to understand our clients' hopes and dreams. Then, we thoughtfully plot a sensible course to achieving those objectives and we aim to consistently take the stress out of managing day-to-day financial decisions. We are always there should today's complex financial system present an unforeseen obstacle in your path. We're constantly on watch—a guide—to ensure that our clients' goals are top of mind, and that decisions made on their behalf are aligned with their path to achieving those objectives. Signal Ridge: a harmonic bind between our clients' lives and their financial affairs.



Signal Ridge Trail Head Marker

**Samuel D. Webster**  
*Managing Partner*

**SIGNAL RIDGE CAPITAL PARTNERS**  
Your wealth. Your path.