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Cover Story

Allen Harris: 37

President and CIO, Berkshire Money Management Inc.



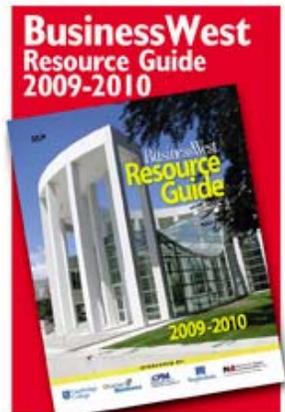
There are many in Berkshire County who are thankful for Allen Harris' support; most have two legs, but others have four.

At the February Berkshire Job Summit, 200 of the county's largest and most ambitious employers met to hear Berkshire Money Management's thoughts — and, specifically, Harris' — on how they can invest in themselves. "It's OK to go ahead and start investing in your business," he told

attendees. "Hire that new employee, buy that new piece of equipment, if that's what will grow your business. While others are hesitant in the marketplace, now is the time to act on some opportunities, instead of waiting too long for those opportunities to pass by."

It was a hard, direct message in a fearful economy, and by any account, sage advice for all those in attendance. But there is one group that benefits from Harris' expertise on a daily basis who couldn't even get in the door that day. His wife, Stacey Carver, is the president of the New England Basset Hound Rescue, and by extension, he said, "I'm co-president. She holds the title, and I volunteer alongside her."

Such is the commitment from this avowed animal lover that when BMM opened its new headquarters a few months ago, the site was chosen for its adjacent vacant lot. "We also bought that to put in a playpen of sorts for the dogs," he said. "They come to the office and hang out with us."



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A dog's life, indeed. With close to \$240 million under management, BMM is doing quite well. Harris explained that market advice isn't a commodity — clearly there are winners and losers.

Squarely in that former camp, Harris said that, with his current employee base, he can double his operations without stretching the business. "So that's our first goal." But, the animal lover in him asked to end his profile with the same sign-off from his weekly radio program. Attaching equal importance to \$240 million in investment management, he said, "don't forget to spay or neuter your pets."

—Dan Chase
