



Photo by Maurice Meredith

## JOHNSONS' PASSION CREATES A LEGACY

### V. KENNETH & JUSTIN JOHNSON

*Financial Services Professional  
New York Life*

*By Bill Beene*

When V. Kenneth “Kenny” Johnson stresses the importance of bestowing a legacy to family and community, his son Justin says you can take his father’s convictions to the bank.

“My Dad endeavors to make things better for those that follow,” said Justin, a licensed agent with New York Life Insurance Company and registered representative with NYLIFE Securities, LLC. “He not only teaches this premise, he lives it. Through this career path in financial services, my father has positioned our family and clients alike, to pass on a legacy that will reach generations to come.”

An immensely successful senior agent for 23 years with New York Life, Kenny stewards more than \$100 million in life-insurance policies. He is also a registered representative with NYLIFE Securities, LLC and a financial adviser with Eagle Strategies LLC, a registered investment adviser.

He’s a qualifying and life member of the prestigious Million Dollar Roundtable, the premier association of the world’s leading financial and life insurance professionals. The organization comprises nearly 36,000 professionals from more than 430 companies in 78 countries. Members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service.

While their office is located in Creve Coeur, Missouri, this father/son partnership has been blessed to serve clients in Los Angeles, Phoenix, Las Vegas, Dallas, Chicago, Atlanta and other cities across this country.

*Black Enterprise* magazine recently featured them in their June 2011 issue in an article titled, “Breaking the Cycle.”

Recognizing that a successful business should have a succession strategy, Kenny and Justin have a formal one in place. “My dad shared with me after I graduated from college, that one day, someone will carry on the practice that he has built,” Justin said. He added, “I can’t think of a better person than you. My relationship with my father has always been that he would share his wisdom and permit me to make informed decisions. He always stressed that one must have a passion for what he/she does in life.” After careful thought, this Business and Marketing graduate of Southern Illinois University at Carbondale joined his father at the New York Life nearly three years ago.

“Nothing makes a father more proud than for his son to say, “I want to be like my father,” beamed Kenny. “I really believe that Justin’s future has a tremendous upside if he remains strong in his faith and true to the principles that his mother and I have instilled in him,” added Kenny. A native of East St. Louis, Illinois and graduate of Grambling State University, this former baseball standout competed on full scholarship at the renowned Historically Black College and University.

The Johnsons exude a passion for having an impact in the lives of those that they serve. Kenny concludes: “I think that we are purposed as described in Tony Dungy’s book, *Quiet Strength*.”

“Significance doesn’t show up in win-loss records, long resumes or trophies gathering dust on out mantels. Rather, it’s found in the hearts and lives of those we’ve come across who are in some way better because of the way we lived.”