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Management firm changing its name

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A Mesa wealth-management firm is changing its name and moving to Scottsdale.

Private Wealth Management has become Stoker Ostler Wealth Advisors, effective immediately.

Managing partners Phil Stoker and Creg Ostler said they, and clients, liked the former name.

"When we started the firm we had purposely chosen a name that said what we did, rather than focusing on us," Stoker said in a statement.

But other firms across the country have similar names, and it has led to confusion, the two found.

So, they decided to follow the tradition of law firms, accounting firms and other personal-service firms and use the founders' names.

The firm also said it will move its headquarters to Scottsdale from Mesa in July. It has leased 7,000 square feet in the Portales Corporate Center II, newly developed at 4900 N. Scottsdale Road, north of Scottsdale Fashion Square.

The move puts Stoker Ostler "in the heart of the state's financial community" and gives clients easier access to complementary services, Ostler said.

Stoker Ostler has 25 employees between its Arizona and Utah offices. It has more than \$713 million under management for individuals, families, small to midsize institutions and non-profit organizations.

Entrepreneur changes roles

The head of one of the Valley's top entrepreneurial organizations has taken over management of a Scottsdale executive-suites company.

Srini Vasan, president of the Arizona chapter of The IndUS Entrepreneurs, or TiE, says he has left corporate America to become president of Avenue Business Centers.

The center in El Dorado Square, northeast of Lincoln Drive and Scottsdale Road, offers executive suites and support services for small businesses.

Vasan previously was with eMove Inc., U-Haul International Inc.'s online marketplace.