



# THE SENAVININ FAMILY

Tiffany and Rocklin (Roc) Senavinin met in 2006, and were quite surprised they hadn't met earlier. "Imagine having a circle of friends that connected in so many ways, but not quite extending to each other," Roc said. "Our first date was actually in the Chenal area at the old Jerry B's off Rahling road. Once we started dating, we never looked back."

"Roc was very independent when we started dating," Tiffany said. "That's a really good thing as far as working and being a responsible guy. However, I couldn't understand how we could go days without speaking to each other. I finally explained to him that if he liked me he was going to have to call me more often. After that, he called every day."

When they married, they incorporated some Thai decor in their wedding reception in honor of Roc's culture. "We used different elements of Thai symbols in the wedding decorations," Tiffany said. "Some of his family members from Thailand came to the wedding, and for some it was even their first trip to the United States."

Roc was born and raised in Little Rock. He graduated from Little Rock Catholic High School for Boys and then from the University of Arkansas, Little Rock (UALR) with a major in Finance.

"My first job out of college was with Waterhouse Securities, a Wall Street based brokerage firm with an office in Little Rock," Roc said. "I was later offered a position with Charles Schwab and Company in 2002 working with high net-worth families around the state. It was a fantastic experience for me and I ended up working there for 14 years. Last year, I co-founded Fiduciary Wealth Management (FWM) with my partner Edward P.



*Photography by Melisa*

Mahaffy and it has been one of the best decisions I've ever made."

Roc explained his passion for starting FWM. "Over the years I built a very large client base with assets in excess of 400 million and I was very focused on growth," Roc said. "I reached a point where I wanted to step back and spend more quality time with my clients. With my own firm, I could accomplish this. I appreciate that my clients trust me to handle their investments and it's a privilege that I take very seriously."

"The complexities of retirement and estate planning can be confusing and overwhelming," Roc said. "I work with my clients to overcome these issues by providing comprehensive wealth management and planning strategies tailored to their unique situation. I think it's very important that we collaborate with their CPAs and Estate Attorneys to make sure everyone is on the same page. Being an independent firm, I have the flexibility to take the extra time to really get to know my clients and their family situation. It seems like we've lost a bit of that personal connection and customer service that was around many years ago and I am on a mission to bring it back." For more information about Fiduciary Wealth Management view their website at [www.fidwm.com](http://www.fidwm.com).

Roc is very proud of his father, Danai Senavinin, who has been very influential to him. "My dad came to the United States in the late 1960's," Roc said. "He came here



Photography by Melisa

Photo provided by  
Cunningham Photography



from Thailand with less than a hundred dollars in his pocket. He played the guitar and was able to put himself through school, became an engineer and retired several years ago from Siemens in Little Rock. I think about the struggles he must have had on a daily basis, and to overcome these obstacles and see where he is today makes me so proud to call him my father. His drive and determination to accomplish his dreams has been a huge motivating factor for me to pursue my own interests and talents.”

Tiffany was born in Norfolk, Virginia but moved to Little Rock when she was just a year old. “I claim to be a native Arkansan because I’ve lived in Arkansas since my memories began,” Tiffany said. “Our family moved here for my dad to teach at UALR. I graduated from Mount St. Mary’s and then went to college at the University of Arkansas, in Fayetteville. I loved being a Razorback and enjoyed the school.”

Tiffany majored in Business Management with an emphasis in human resources. “After college, I moved back to Little Rock and took a job working for a company implementing HRIS software for their clients,” Tiffany said. “Although I enjoyed the work, it was

more of an IT path and I wanted to work more in actual human resources because I love to work with people. I’ve been working in human resources for Maverick Transportation, LLC since 2000 and I love it. It’s a great company filled with great people, and is my home away from home.”

Tiffany and Roc have two daughters. “Our oldest is Sophie and she’s seven years old,” Tiffany said. “She attends first grade at Christ the King and loves the school and her friends there. She’s a dancer and adores attending the theater. She recently played a little angel in *The Nutcracker* that was performed at Robinson Auditorium. Like Roc and his father, she is interested in music and will be starting violin lessons soon.”

“Our youngest is Lilly,” Tiffany said. “She is proud to be four and a half years old, on her way to five. She attends Pre-K at Little Rock Montessori School and loves it there. Lilly takes learning seriously and shares with the family what she’s learned in school. When they were studying the solar system, she was thrilled to cover her bedroom ceiling with planets that glow in the dark. She can tell you an amazing amount of information about

the planets, too. She also loves the theater and movies. Disney's Princess Ariel, from The Little Mermaid, is her all-time favorite. We attended The Little Mermaid at The Rep and she didn't leave the edge of her seat. Like Sophie, she also takes dance."

Sophie and Lilly are learning to appreciate their Thai culture and have become very close with their Thai grandparents. "We are so lucky to have them near," Tiffany said. "They love our girls and we all love the wonderful Thai food they bring to our house. Lots of our friends ask them to bring their famous spring rolls for a treat."

Tiffany and Roc love the lifestyle that Chenal has to offer residents. "It started with our first date in Chenal, and has continued for us by raising our family out here," Roc said. "Our front porch has the most

spectacular view of the mountains and the sunsets. There are nights we get home from work and just relax on the porch while the girls play in the front yard. I love the fresh air and spending time outside enjoying nature."

Tiffany reminisced about Chenal when it was just starting to develop. "I dog sat for a family in DuClair Court when I was in high school," Tiffany said. "There were very few homes at that time and I thought the house was too spooky when I was alone, so I always brought a friend when I stayed. At that time Chenal was almost all woods, and now today Chenal maintains that beauty of nature and everything we need is right here. We look forward to continuing creating a lifetime of memories for our family here in Chenal." ❖

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