PHILADELPHIA STYLE

PLUS Frank Agostino, Marilyn Russell, Nicole Lapin

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Lapin's recessionista.com offers words of financial wisdom.

gold rush

FORMER CNBC ANCHOR NICOLE LAPIN IS TAKING THE MYSTERY OUT OF MONEY AND FOCUSING ON NOTHING BUT GOLD. BY KRISTIN DETTERLINE-MUNRO

The name of Nicole Lapin's newly minted multimedia production company, Nothing But Gold, might seem like an obvious nod to the young entrepreneur's finance-focused endeavors. "It's a quote from my favorite book, Tolstoy's *Anna Karenina*," says Lapin, who splits time between New York and Bryn Mawr these days since she began dating local Internet magnate and 76ers co-owner Michael Rubin. "People think it's some sort of commentary on the state of the economy. But it's about how Anna saw threads of gold in the sand that were little bits of happiness. So she wanted to see nothing but gold and experience joy."

If Lapin's career was viewed through this Tolstoy lens, then the energetic financial expert has certainly seen her share of gold amid the grains. Her meteoric rise in broadcasting began at just 21 years old at CNN, where she was the youngest anchor ever to sit in front of the camera. An anchor position at CNBC followed, until last fall, when Lapin launched Nothing But Gold, a means to create accessible financial content across platforms. In addition to Lapin's regular TV appearances on *Entertainment Tonight* and *Talk Philly*, as well as financial segments on national shows like *Today* and *Morning Joe*, Nothing But Gold also produces recessionista.com, a girl's guide to money sprinkled with humor and lifestyle topics (Lapin is editor-in-chief), and the subscription-based service decodingwallstreet.com, which she calls "a Rosetta Stone for finance."

Lapin's dialed-down approach to finance focuses on making a younger generation smarter about money and applauding those who are breaking out. "I wanted to follow a new money trail, and it doesn't necessarily exist in stocks and bonds," says Lapin. "It happens through creative ways that people are being scrappy.... People are abandoning the American dream for their own dreams."

Lapin is living proof of this road to success: Born and raised in Los Angeles, the Harvard-educated journalist already had three jobs in local news in markets across the country for CBS before she landed what would be a game-changing position at the nationally syndicated morning business show *First Business*—the one that ultimately helped land her that plumb job at CNN. "I didn't major in finance," says Lapin. "I was thrown into it to get the national show experience at *First Business*, on the floor of the Chicago Mercantile Exchange. Then we all became financial reporters while I was at CNN during the economic crisis."

This fall will bring more time in front of the cameras for the perfectly coiffed money guru, who hints that she will be on the air in a "much more significant way" while she continues to grow Nothing But Gold. "I want to focus on not just the on-air aspect, but also producing content and being mindful of the brand." She pauses, then adds with a laugh, "And then, of course, there is the network that I'll eventually own one day." PS

INSIGHT

Words to live by: "Everything will be okay in the end. If it's not okay, it's not the end."

Best investment: Beige pumps

Morning routine: "E-mail, coffee, papers, coffee, blogs, coffee."