FPA
FINANCIAL PLANNING ASSOCIATION
OF GREATER PHOENIX
The Heart of Financial Planning™

A Gold Level Award Chapter for the 4th Consecutive Year

# Newsline

August 2008

## NO AUGUST MEETING BUT FALL PLANS TO READ ABOUT!

**Sept. 12 Best Practices Forum, 2-4 p.m. at Ameriprise Financial Services on Tatum with a Focus on Business Succession Planning. Is your practice ready for: Unexpected death? Unexpected disability? Retirement? Come hear Attorney Ed Barkel and Tom Sinyard, CFP discuss the topic. 2 hrs. CEs for CFPs and AZ Ins. Please see the flyer on page 9 for registration information.**

**CHANGE OF *TIME* FOR OUR SEPTEMBER MEETING: Our September 24 chapter meeting will be a presentation by Thomas Giachetti, J.D. who will discuss "Adviser Myths: *Are we compliant, prepared for a regulatory exam, adequately protected from client complaints/litigation, our client relationships are protected…*". This will be at the Orange Tree Golf Resort BUT not at our usual time: it will be at 10:15 a.m.—1:30 p.m. We'll take a break so you can have a delicious OTGR buffet luncheon and then Tom will finish his presentation so he can catch a flight to Atlanta which is a must-do that day! If you entered our usual noon time schedule in your planners, please go to it now and change it to 10:15 start for this important topic! Watch for September newsletter.**

**MANY THANKS!** We are into the second half of the year and there are always Thank You's. Thanks to Sue Larkin for proofing the newsletter each month and writing the Symposium articles. Thank you to John Guettler, Tom Hubbard, and Michael Fischer for their generous participation in the Greater Phoenix Chapter's first ever Best Practices Forum held May 2nd, 2008.

### Congratulations to our Winners from the Survey Participants Drawing

#17 Donna Kohlhase @ State Farm
#41 Sharon Bumgarner
#91 Nancy Cohen @ Wells Fargo
#116 Susan Ashley @ Merrill Lynch
#100 Christopher Doyle @ Charles Schwab

Donna, Sharon, Nancy, Susan and Christopher, please contact Jo Lynne at 480/483-9035 and let her know which regularly monthly meeting you would like to attend at no cost this year.

We appreciate all who participated in the Survey.

### Next Generation FPA Member in the news!

Congratulations to Casey Van Zutphen! Casey has been chosen as the 2008 Financial Analyst Scholarship recipient. The Financial Analyst Scholarship is awarded annually by the College for Financial Planning to a qualified individual that is a US citizen seeking a master's degree in Financial Analysis and who is interested in pursuing the CFA Institute's Chartered Financial Analyst (CFA®) designation.

THIS ISSUE - INDEX:

## Financial Planning Week 2008 – Plans Announced, Volunteers Needed

This year our chapter is developing three initiatives to touch the community with the best in class of unbiased, objective, and professional financial literacy during Financial Planning Week, October 6-12. You can play an important part by sending your interest in helping to Mciribassi@bankerstrust.com

1. <u>**3rd Annual Capitol Days**</u> scheduled for <u>**October 6 & 7.**</u> We are looking for the following volunteers:

- Workshop Presenters
- One-on-One Financial counselors (for 15-20 minute meetings with Arizona State employees)
- E-Mail Bank participants (we will have specific "subject lines" so you can pick which emails you want to respond to)
- Booth Attendants (we will have our FPA Booth stocked with brochures, etc., and for questions)

Contact Mary Zimmerman at Maryz1@cox.net or (480) 664-6008 to sign up. This is a great opportunity to give back to the Valley, and the camaraderie of the FPA volunteers who show up is fabulous. Please join us.

2. **Life Events Planning Clinics** – Dealing with Credit and Foreclosures issues. Taking care of a sick parent, buying your first home, living in retirement – are subjects to be offered to the public in three local libraries, followed by pro-bono counseling after each presentation.

3. **Fall Phone Bank with Arizona Republic—**A public call-in event on the evening of Tuesday, October 7 has been tentatively approved.

**Volunteers needed:** Library Team Leaders, Advisors for one-on-one counseling, phone bank participants, friendly planners to man the info tables, behind-the-scene organizers, presenters, etc. There's never a dull moment being a part of making history in the lives of others. **Don't miss your chance to join us – email Mciribassi@bankerstrust.com today!**

FINANCIAL PLANNING WEEK
OCTOBER 6-12, 2008
Discover the value of financial planning

## FPA of Greater Phoenix Succession Planning 2008/2009

As you know serving on the board of directors is a volunteer unpaid position. The only paid position is for our most valuable and outstanding Executive Director, Jo Lynne Hutchinson. She assures us that she is ready, willing and able to complete her new 100 year employment contract. Well, not really, but just imagine the expression on Jo Lynne's face when she read the last sentence. (he! he!)

Anyway, as our chapter membership count approaches 600 members, it serves as a reminder that we need and are grateful for all our past, current and future leaders willing to serve and inspire. A big thank you to all who have already volunteered this year making this year's community outreach efforts a resounding success.

It will not be too long before the Phoenix Metropolitan area will exceed 10 million people, all of whom will need and can benefit from competent, ethical financial planning services. To that end, we encourage you to consider serving as team members of specific directors, such as; Community Outreach, Public Relations, Public Awareness, Membership, Sponsor/Partner Development, Technology, Social Events, Ethics and Life Long Learning. Over the last several years your boards have been adding structure and strategy behind our mission and vision and there is a great deal of work and opportunity and 2008 is turning out to be our LEAP YEAR into the future.

As part of our 2008/2009 succession planning, I have asked and your board approved the addition of three Co-Directors and we would like to welcome our newest leaders to the team. Please welcome:
Mark Kizer, CFP® Co-Director of Sponsor/Partner Development
Mike Grosso, CFP® Co-Director of Life Long Learning/Programs/Professional Development
Jared Roskelley, CFP® Co-Director of Life Long Learning/Programs/Professional Development

They will each stand for election in December for the 2009 Chapter year and we have asked them to begin serving a few months early in order to get a head start on their respective directorships.

Thanks Mark, Mike and Jared and welcome to the team.

With Attitude Gratitude!

Neal Van Zutphen, CFP®

## August 8 Deadline for Mentoring Program

If you are interested in having an experienced fellow member of our chapter share his/her time and expertise to help you move toward your chosen career goals, mark August 8th on your calendars. This is the deadline for applications as a mentee for our next group of participants in our mentoring program. New mentoring relationships will begin in September 2008 and run for the next 12 months. If you are interested in participating in this program as either a mentee or a mentor, contact Jo Lynne for an application and program guidelines. If you have additional questions about our local chapter mentoring program, please contact Patty Park at 602-468-2591.

***MEMBERS: WE NEED YOUR CORRECT E-MAIL ADDRESS.*** *Please e-mail us at info@fpaofphoenix.org so we can update this information in our database and get your newsletters to you! WE DO NOT SHARE YOUR E-MAIL ADDRESS WITH ANYONE!*

## MEMBERS WORKING TOGETHER LIKE NEVER BEFORE, RAISING THE BAR TO GREATNESS!

Patrick Gavin, Co-Director of Membership, of The Gavin Group/CFS Mortgage, would like to offer the following challenge to all FPA members who offer products and services to other FPA members: The Gavin Group has committed to donate $1000 this year to Junior Achievement BizTown. Each time a chapter member uses his mortgage service or refers business and it closes, he will donate to Junior Achievement BizTown $250 in the member's name. Patrick would like to challenge you to donate a portion of your proceeds from a chapter member to Junior Achievement. Members working together to build each others business and change the world!

Thanks Patrick, for the inspiration! To make your contributions, simply send to the FPA of GP a check made out to Junior Achievement in the amount of the donation and in whose name it's being given; FPA of GP will log in the amount of the donation, forward it to Junior Achievement, and make sure a BIG Thank You appears in the Chapter Newsletter...... on the front page! Come on, join the effort to make history by making financial illiteracy among our youth a thing of the past!

If you have other ideas, or clients with charitable interests, please share them with us and let's continue the great things that are happening when we combine our efforts!

Another big THANK YOU to Todd Douma CFP® and Patrick Gavin, CMPS, CLTC, for their collaborative contribution to our Junior Achievement BizTown project.

# 2008 CHAPTER PARTNERS

**These sponsors support us. Please support them when possible!**

## PLATINUM PARTNERS

**Pension Strategies**
Qualified Plan Design and Administration
Jill Hastings 602/799-4948 or
Jack Lawless 602/957-7101 X 318

**Charles Schwab Institutional**
A leading provider of custodial, operational and trading support for independent fee-based investment advisors
Jonathan K. Moore 602/355-4038

## GOLD PARTNERS

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Fifty years of helping professionals, institutions, corporations & individuals achieve their financial goals
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**Durfee & Phelps, PLLC —Attorneys at Law**
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Rick Durfee, J.D. 480/324-8000

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Eric Edberg, APA 602/274-0071

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**MFS Investment Management**
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David Capelle, CIMA 800/343-2829 X 68115

**Prudential Annuities**
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Lee Hurney 602/448-1764

**Raymond James Investment Advisors Div.**
Comprehensive Resources for Institutional Managers
Mike Doss 888/327-2061

**Reverse Mortgages USA/Prime Source Mortgages**
Live in your home. Use your home to live.
RM: Lorrie Larson 602/424-2722
PSM: Curt Larson 602/424-2720

**The Dollarhide Financial Group/MassMutual**
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David Lavin 480/538-2967

## SILVER PARTNERS

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**Genworth Financial Asset Management, Inc.**
Taking Wealth Management to the Next Level
Daniel Ciavarella 800/608-8093

**Nationwide Insurance**
The Best of America
Derrick Kazanjian 602/501-7605

**Phoenix Insurance & Securities School**
Pass your exams fast, on first try
Jo Beth Mills 480/483-9669

**Yellowstone Trust Administration**
Charitable Trust Specialists
Randy Huston CFP® 800/572-6394

Advertising Rates

| | 1 issue | 3 issues | 6 issues | 11 issues |
|---|---|---|---|---|
| Full pg. | $403 | $1135 | $1805 | $2486 |
| ½ pg. | $207 | 584 | 937 | 1386 |
| 1/4 pg. | $115 | 327 | 517 | 772 |
| 1/8 pg. | $86 | 244 | 385 | 582 |

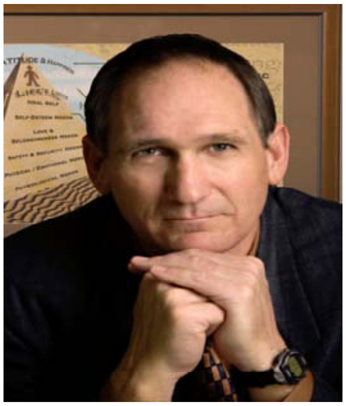
- **Call Jo Lynne at 480/483-9035 for information.**
- **Classified ad: $52 per issue for one-column inch, quoted per issue.**
- **Camera-ready artwork to be provided by 10th of the month prior to publication.**

## CLASSIFIED AD

**SHARING SPACE OPPORTUNITY Looking for Financial Planner or Accountant to share office space near Shea & 116th Street. Financial Planner would need to change Broker/Dealer. Contact G. Wayne Neill CPA/ PFS, CFP® at 480-992-9268.**

## 2008 ENHANCED EDUCATION SERIES! PASSION, VISION, CONNECTION

- September 12: Best Practices Forum, "Business Succession Planning" with Ed Barkel, JD and Tom Sinyard, CFP
- September 24: Tom Giachetti, JD, "Adviser Myths: *Are we compliant, prepared for a regulatory exam, adequately protected from client complaints/litigation, our client relationships are protected….*"
- October 22 Symposium: Ross Levin, Dick Wagner, Michael Kitces and Paul Johnson
- November 19: Robert Fleming, JD, Estate Planning Regarding Issue for the Elderly
- December 17: Steven Happel and Marianne Jennings, JD, Ethinomics



## PRESIDENT'S MESSAGE

There is always a "more." Our client's want more safety and security, more physical and emotional health, more love and belongingness, more wisdom, more peace of mind and a greater sense of personal fulfillment and meaning that transcends their own lifetimes. My guess is that we would all want this kind of "more."

This month your board of directors will be meeting to discuss the results of the survey you completed in June and July. By the way, for those that completed the survey, thank you for your feedback and participation. We will be examining what you want MORE of and how we can eliminate or reduce what has not worked well.

Why we as a local chapter need to grow and why we need more . . .

Arizona is still one of the fastest growing states in the nation. Our economy is becoming more and more diverse and sometime in the not so distant future our population will exceed 10 million. As of this writing our chapter has about 550 members consisting of roughly 65% CFP® licensees and 35% allied professionals. If our community outreach efforts are to have an impact we need more members to actively participate and volunteer to lead teams so that our membership growth can keep pace with the overall population.

We need teams for Community Outreach, Public Relations, Public Awareness, Financial Planning Week, Life Long Learning, Technology Website Support, Membership Outreach and Benefits. Consider volunteering for a continuous team member position in an outreach area you would enjoy. Consider that one team member working 5 to 10 hours a month will get burned out. On the other hand 10 team members working 1 hour per month burns no one out and is a great opportunity to network with your peers and contribute to the overall success of your local chapter.

Networking with your peers can also generate opportunities for new business. I was recently contacted by a friend who wanted to hire a financial planner in the west valley. I gave her several FPA members that I had met at FPA meetings and who had volunteered for outreach efforts. No one planner or adviser fits all clients and when the planner's skills and abilities do not match the client's needs, it is the professional planner or adviser who makes the referral to another FPA colleague best suited for the client. Remember, The Financial Planning Association® (FPA®) connects those who need, support and deliver financial planning. We believe that everyone is entitled to objective advice from a competent, ethical financial planner to make smart financial decisions. FPA members demonstrate a professional commitment to education and a client-centered financial planning process.

A growing and vibrant membership is the key to all community outreach efforts. This year we have been able to answer the call many times over when the media called for comments. It began with three planner segments on Channel 12 News which led to a Morning and Evening Channel 12 Phone bank where we fielded over 200 calls. This led to a phone bank at the Arizona Republic (over 300 calls). This then led to two of our members being interviewed by Channel 12 and KAET. Following this our chapter was contacted by the Coordinating Producer of the Nightly Business Report and we were able to provide 4 planners with clients to satisfy 1/3$^{rd}$ of their year long retirement series segments. That same month we were contacted by another Channel 12 executive producer for Arizona Midday & Community Initiatives and two of our planners were able to present on 'budgeting' and 'how to hire a financial planner'.

Although being quoted in the press or being interviewed on T.V. may not generate new business, you are still getting free publicity and this can be very beneficial to your business image. Consider the recent feedback we received from long-time member of the FPA of Greater Phoenix.

***From:*** *Michael Black [mailto:mpbbla@yahoo.com]*
***Sent:*** *Wednesday, May 21, 2008 1:10 PM*
***To:*** *jzandell@ipg-us.com*
***Subject:*** *Thanks for your efforts!*

*Jay,*

*The work the board is doing to promote local advisors to media opportunities is fabulous. I have created a compliance log jam with all my requests for speaking and interviews, many of which have come from the Phoenix FPA chapter. I get interviewed at least every other month from a reporter through the FPA. I am included in articles about 2-4 times per year from these interviews.*

*I'm really excited about the speaker's bureau. I will be meeting with the speaker's committee next Friday as I have volunteered as a worker bee to help get this program off the ground.*

*As a financial planner for 26 years in the Phoenix area, I feel that the direction the local FPA chapter is taking has provided, and will provide great value to me. I recognize and appreciate all the efforts the board and committees have made and this is why I am engaging, as a committee member to assist. I see true value.*

*Michael Black*

Come join the party, get involved. Personal and professional growth requires change and being open to new experiences. Contact me or any other board member and let us know what areas of needs match your skills and interests.

With Attitude Gratitude!

Neal Van Zutphen, CFP®
2008 President

# WELCOME TO NEW MEMBERS

Welcome to the following new members of the FPA of Greater Phoenix. Some have been members in other chapters and transferred and are therefore new to us. We hope you are receiving materials from us and National, attending meetings, and receiving the benefits of your FPA membership

Kurt Cretors
SC Financial Services

Jill Fitzgerald LUTCF
Financial Network

Lee Scher

Bryant Andrus
Keats, Connelly & Co.

Carlos Terrazas
Lincoln Financial Advisors

Mark Miller, CFP®

Deb Klein
Compass Bank

Larry Shafer
Arizona Medicare Planning Svcs.

Ryan Ellis, CFP ®
Merrill Lynch

Dan Allison
The Money Code

Adam Mosbach LUTCF
Lincoln Financial Advisors

Daniel Brooks, CFP ®
Vanguard Group

Phillip A. Stice, CPA, CFP®
Phillip A. Stice, CPA, CFP®

Ike Devji, JD

Stephen Bull, ChFC

Mark Krogulski, CFP®
Charles Schwab

Victoria Belmont, CFP®
USAA

Ricki Pagano
Pagano LTC

B. J. Dorman
The Salvation Army

Sally Putnam
AXA Advisors

Kelly Reidhead, CFP ®
Vanguard Group

Bennett Brown
Redfield Financial

Ilene Ringler, Ph.D.

Brent Wulbrecht, CFP®
MetLife Resources

Mark Rosenfeld, CPA

Jeff Christenson

Matthew Steciow

Timothy Amen, CFP

John Guettler
The HR Group

Mary Ellen Dunn
Dunn Insurance Services

Donald Page III
Page Financial

David Franks
First Command

Scott Pfotenlauer, CFP ®
Smith Barney

Kevin Foster, CFP ®
United Financial Services

Janenne Lackey, CFP ®
Multi-Financial

## WELCOME TO ALL!

**ATTENTION LADIES: Do you have professional clothing to donate so that underprivileged women may dress appropriately for job interviews? Needed are suits, dresses, pantyhose, purses, belts, earrings, etc.**

Arizona Women's Education & Employment, Inc., (AWEE), is a nonprofit that helps women get back on their feet and into the workplace using a variety of tools (education, mentors, transportation, etc.) Their motto is "Changing Lives Through the Dignity of Work." One thing consistently needed is professional clothing. AWEE offers a free boutique to their clients so they can choose an outfit for job interviews. *IF YOU HAVE CLOTHING ITEMS, PLEASE DONATE TO:*

AWEE
640 N. 1st Avenue
Phoenix, AZ 85003
602.223.4333

## DATES and LOCATION for FPA of GREATER PHOENIX MEETINGS/ACTIVITIES

| | | |
|---|---|---|
| September 12, 2008 | Best Practices Forum | Ameriprise Financial Services |
| September 24, 2008 | Chapter Luncheon Meeting | Orange Tree Golf Resort |
| October 22, 2008 | Semi-Annual Symposium<br>Ross Levin, Dick Wagner, Mike Kitces and Paul Johnson | Orange Tree Golf Resort |
| November 12, 2008 | 2 Hours CFP Ethics CE + Annual Social | Orange Tree Golf Resort |
| November 19, 2008 | Chapter Luncheon Meeting | Orange Tree Golf Resort |
| December 17, 2008 | Chapter Luncheon Meeting | Orange Tree Golf Resort |
| **January 28, 2009** | Chapter Luncheon Meeting | |
| February, 25, 2009 | Chapter Luncheon Meeting | |
| March 25, 2009 | Chapter Luncheon Meeting | |
| April 22, 2009 | Chapter Luncheon Meeting | |
| May 27, 2009 | Semi-Annual Symposium | |
| June 24, 2009 | Chapter Luncheon Meeting | |
| July 22, 2009 | Chapter Luncheon Meeting | |
| September 23, 2009 | Chapter Luncheon Meeting | |
| October 28, 2009 | Semi-Annual Symposium | |
| November 11, 2009 | 2 Hours CFP Ethics CE + Annual Social | |
| November 18, 2009 | Chapter Luncheon Meeting | |
| December 16, 2009 | Chapter Luncheon Meeting | |

**FPA RESOURCES :**

**National FPA Web site: www.fpanet.org**
**Phone: 1-800-322-4237**
**Fax-: 1-888-423-7329**
**FPA of Greater Phoenix Web site: www.fpaofphoenix.org**
**Phone: 480/483-9035**
**Email: info@fpaofphoenix.org**

### FPA of Greater Phoenix

**Mission:** Facilitate the success of ethical and competent members who champion the financial planning process to help consumers make smart financial decisions.

**Vision:** To become and remain the premier source of professional development and CE education in the Valley by building competence, integrity, relationships and stewardship throughout the Chapter.

### Registration for FPA of Greater Phoenix

1. Go online to www.fpaofphoenix.org
2. Select Meeting Registration
3. Complete the requested information including your VISA or MasterCard number and expiration date. You will immediately receive a receipt after submission.

**If you register for a chapter meeting after the deadline, please be prepared to pay at the door by cash or check and a $5.00 late fee will be assessed. Also, at the door you must pay with cash or checks, NO credit cards.**

FPA.
FINANCIAL PLANNING ASSOCIATION
*The Heart of Financial Planning*™

# Best Practices Forum

Presented by the FPA Phoenix – Lifelong Learning and Education Programs
Please join us for an afternoon of learning and networking

**WHAT?**

## Focus on Succession Planning

Is your practice ready for:
Unexpected death? Unexpected disability? Retirement?

Ed Barkel, JD and Tom Sinyard, CFP
*The Elements of Succession Planning*
*2.0 CFP & Az Ins. CE Credits*

**WHEN?**

Friday, September 12, 2008
2:00 p.m. – 4:00 p.m.

**WHERE?**

Ameriprise Financial Services
11811 North Tatum Blvd, Phoenix 85028
North End Entrance (facing Paradise Village Parkway South)

**HOW MUCH?**

Members Free/Non Members $15

**HOW?**

Members: email Suzanne@prosperitycoaching.biz or call 480-922-1723
Non Members: please register via www.fpaofphoenix.org

**WHY?**

Because Knowledge is a Competitive Advantage!