



OCTOBER EVENTS AND MEETING

Financial Planning Week October 6-12. If you haven't signed up to be involved in our activities for this week, PLEASE call now—480/483-9035!

Wednesday, October 22 Symposium at the Orange Tree Golf Resort:

OCTOBER SYMPOSIUM SPECIAL PRICING ANNOUNCEMENT

Our survey indicated that there are members who would appreciate a menu pricing of Symposium events. 37% indicated they like the menu approach and 30% indicated it would depend on the speakers.

So we have created three attendance options.

	<u>Times</u>	<u>FPA Member</u>	<u>Nonmember</u>
#1: All day- 6 hrs. CFP CE, 4 hrs. AZ Ins. CE : Dick Wagner, JD, CFP®, Ross Levin, CFP®, (& buffet lunch), Special Luncheon Guest Speaker Former Phoenix Mayor Paul Johnson and Michael Kitces MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, CWPP™	8:30 am to 4:30 pm	\$135	\$155
#2 A.M. though Lunch- 4 hrs. CFP CE, 2 hrs. AZ Ins. CE Dick Wagner, JD, CFP®, Ross Levin, CFP®, Special Luncheon Guest Former Phoenix Mayor Paul Johnson (and buffet lunch)	8:30 am to 2:25 pm	\$100	\$115
#3 Afternoon- 2 hrs. CFP® and Insurance CE Michael Kitces MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, CWPP™	2:35 pm to 4:30 pm	\$45	\$55

REGISTRATION DEADLINE: Noon, Friday, October 17.

**WITHOUT REGISTRATION PRIOR TO OCTOBER 17, WALK-INS OCT. 22
WILL PAY AN ADDITIONAL \$20.**

**Cancellation Policy: To receive a refund, you must cancel by October 17
by calling 480/483-9035.**

Please read about the speakers on subsequent pages and see our registration/info flyer on page 12. Hope to see YOU on October 22!

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OUTSTANDING LINE-UP ANNOUNCED FOR FALL SYMPOSIUM

The Greater Phoenix Chapter of the FPA has announced the topic for its Fall Symposium on October 22, 2008. The theme will be “**21ST CENTURY TOOLS FOR YOUR CLIENT’S MONEY MIND; ROLES & GOALS FOR RETIREMENT & LONG-TERM CARE INSURANCE.**” The event will be held from 8:30 a.m. to 4:30 p.m. at the Orange Tree Golf Resort on 56th Street between Shea and Cactus. Three distinguished leaders in the Financial Planning industry will be presenting continuing education credits for CFP® Certificants and for Arizona Insurance licensees.

Former IAFP Chairman **Ross Levin**, CFP® will offer 2 hours of CFP and Arizona Insurance CE credits in his presentation “**Retirement Planning – Multiple Answers to One Question.**” According to Mr. Levin, retirement planning is arguably the most complicated life stage for which planners earn their keep. Formulaic models for asset allocation or developing spending policies merely scratch the surface of some of the key decisions our clients must make. He will cover topics such as long-term care, purchasing of a second home, general estate planning, helping clients decide on whether to pass money on, and how to think about investing. This session will mix the “how’s” with the “why’s” to help the audience dig deeply into the issues that we face in working with our clients on retirement issues.

Levin will use real client situations, going over specific client successes and failures and why strategies worked or didn’t work. He will discuss processes for making decisions as well as different ways to address the same issue

Ross Levin is the founding Principal of Accredited Investors Inc. His book, The Wealth Management Index, published by McGraw-Hill/Irwin, provides a framework for advisors to assess and manage their client’s plans and goals. He launched the CCH Journal of Retirement Planning and served as Editor for two years. He is a regular columnist for the Journal of Financial Planning and the Star Tribune. Mr. Levin speaks frequently to financial groups on issues such as the delivery of financial planning, helping clients reach their objectives, and asset management.

Mr. Levin is a CERTIFIED FINANCIAL PLANNER™ practitioner certified by the Certified Financial Planner Board of Standards in Denver, Colorado. A Carlson School graduate of the University of Minnesota, Mr. Levin is a nationally recognized expert in financial planning, appearing in numerous publications, including: The Wall Street Journal, Business Week, Fortune, The New York Times, Newsweek,

Money Magazine, as well as on television and radio shows nationally, such as NBC Nightly News with Tom Brokaw, Oprah, CBS This Morning, and American Public Media’s Marketplace Money. He was named one of the top financial planners nationally by Money Magazine,



Worth Magazine, Mutual Funds Magazine, and Medical Economics. He was a featured advisor in Mary Rowland’s book published by Bloomberg Best Practices for Financial Advisors. He was named by Financial Planning Magazine as one of the five most influential people in financial planning. Investment Advisor Magazine has named Ross Levin

as one of the twenty-five most influential people in the financial planning industry. He was the first recipient of the Financial Planning Association’s Heart of Financial Planning Award. In addition to serving as Chairman of the International Association for Financial Planning, (now the FPA), he also has served on the Board of Governors for the CFP® Board of Standards in Denver, Colorado.

Presenting another 2 hours of CFP and Arizona Insurance CE credits will be **Michael E. Kitces**, MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, CWPP speaking on “**Advanced Concepts and Issues in Long-Term Care Insurance Planning.**” Although long-term care continues to be widely recommended by financial planners, differences remain in the details of particular policies and the philosophical approaches of how to design policies for individual client needs. This session will focus on some of the advanced issues that planners should be aware of when reviewing LTCi contracts, and will provide guidance on philosophical and structural approaches to determining the right policy design for individual client needs. In addition, the session will also provide strategies for how to model LTCi needs for clients.

Michael E. Kitces is the Director of Financial Planning for Pinnacle Advisory Group, a private wealth management firm located in Columbia, Maryland that oversees approximately \$600 million of client assets. In addition, he is the publisher of the e-newsletter *The Kitces Report* and the blog *Nerd’s Eye View* through his website kitces.com, dedicated to advancing knowledge in financial planning.

Beyond his website, Michael is an active writer and editor across the industry and has been featured in publications including *Financial Planning*, the *Journal of Financial Planning*, *Journal of Retirement Planning*,

Continued on pg. 5

Practical Tax Strategies, and *Leimberg Information Services*, as well as *The Wall Street Journal*, *BusinessWeek*,



CNBC PowerLunch, *NBC Nightly News*, and more. In addition, Michael is a co-author with John Olsen of “*The Annuity Advisor*”, the first balanced and objective book on annuities written for attorneys, accountants, and financial planners, and is also a co-author of “*Tools & Techniques of Retirement Income Planning*” with Steve Leimberg and others.

Michael was recognized as one of only 5 financial planning practitioner “Movers and Shakers” for 2006 by *Financial Planning* magazine, and was recognized as one of 20 “Rising Stars in Wealth Management” by *Institutional Investor News* for 2007. These awards were presented to honor Michael’s active work in the financial planning community, serving as a member of the Editorial Review Board for the *Journal of Financial Planning*, a Moderator for the discussion boards on *Financial-Planning.com*, a commentator on annuity, retirement distribution, and retirement planning issues for *Leimberg Information Services, Inc.*, and for his work as an active member of the Financial Planning Association at the local and National level. Michael is also a co-founder of NexGen, a community of the next generation of financial planners that aims to ensure the transference of wisdom, tradition, and integrity, from the pioneers of financial planning to the next generation of the profession.

Another two-hour CFP CE session, entitled “**Inside Money**” will focus on the nature of money and the money forces in the 21st century as well as the roles of financial planners and the financial planning profession for meeting their demands. **Richard B. Wagner, JD, CFP®** will look at the role of money in our social and cultural infrastructures along with the natures of money’s changes over the past one hundred fifty years for individuals and families. He will look at money’s roles in social organization, personal decision-making and cultural development and how it has led to the birth of the financial planning profession and emergence as the first new authentic profession to emerge in several centuries.”

Financial planning is about money and our relationships with it. From earning it, consuming it, saving or investing it, sharing it or giving it away, money demands unique mixtures of heart, brain and soul. It is the financial planner’s job to understand what money is and its role in modern life. Financial planners help people make critical life decisions where money is concerned. Wagner will present opportunities for developing greater understandings of financial planning work and some tools for effective communications. These should lead to appreciation of money and the challenges to individuals and communities presented by money and the money forces. There will be opportunities to present compelling value propositions for clients and prospects. Finally, he will consider the relationships between financial planning and the liberal arts, especially the social sciences, religion and literature. How have money skills been transmitted through the generations? What is different this time? What are the consequences of bad decisions?

Richard B. Wagner has been a thought leader in the financial planning world for twenty-five years. He is currently an editor for *InsideMoney.org* an online journal and conversation forum addressing our personal and collective relationships with money, particularly the roles of the financial planning profession and individual financial advisors. With over eighteen years since its publication, his article *To Think...Like a CFP* continues to serve as a seminal statement of vision and potential for the financial planning profession.

After years of service to the profession, including a year as national ICFP president in 1992-93, Dick was awarded the FPA’s prestigious P. Kemp Fain Jr. Award in 2003. This award recognizes an individual member of the Financial Planning Association “who has made outstanding contributions to the financial planning profession in the areas of service to professional activities, society, academia and/or government and upholds FPA’s core values of integrity, competence, relationships and stewardship.”

In 1995, Wagner co-founded “The Nazrudin Project,” a professional think tank devoted to discussions and mutual support regarding the



Continued from pg. 5

zine as well as writing for other publications addressing various aspects of money and the money forces.

He graduated from the College of Wooster in 1971 with a Bachelor of Arts in Religion. He received his *Juris Doctorate* degree from Lewis and Clark Law School in 1977 and his *Certified Financial Planner*™ certificate in 1987.

Wagner is a frequent speaker on money and financial planning. His paper on “*Integral Finance*” won the FPA’s first-ever “call for papers” in 2002.

During lunch, former Phoenix mayor, **Paul Johnson**, will discuss “**The knowledge Worker and the Creative Class - the opportunities & challenges for our future & the future of Phoenix**”. In 1990, Paul Johnson was elected Mayor of Phoenix, at 30, the youngest mayor of a major American city. He is recognized for his innovative approaches. He has a B.S. in History from Arizona State University, a B.S. in Business Management (U. of Phoenix), and attended Kennedy School at Harvard. Paul has founded several multimillion-dollar companies in construction and telecommunications and has large real estate holdings. He has developed large-scale projects. His service on committees has given him understanding of regulatory, development, and entitlement processes.

Chapter Partners joining us will be: Eric Edberg of E. A. Edberg & Assoc.; Lorrie Larson of Reverse Mortgages USA; Dave Capelle of MFS Investment Management; and David Wiener of CollegeInvest.

Register online at fpaofphoenix.org. Immediately after registering, you will receive a registration receipt for your records. See the event flyer on page 14 for registration fees and information. Call 480/483-9035 with questions.

See you October 22nd!

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:*

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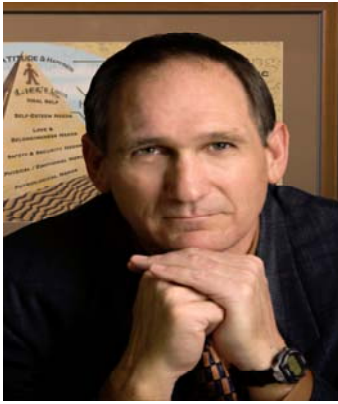
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Lorrie Larson of Reverse Mortgages USA

Dave Capelle of MFS Investment Management

David Wiener of CollegelInvest



PRESIDENT'S MESSAGE

October President's Message

Wow! What a year we are having, and what a month!

The Wall Street Journal defined September as "Black September." One might prefer the short-lived, yet painful rout of yesteryear's Black Monday, October 19th,

1987 when the Dow fell 22% in a day and by years' end had recovered. It might be more preferable to have been there, done that, but chaos makes for interesting times and today is definitely different. Let's hope that Black September was not the early innings of a very long ball game. Life goes on and we are busy tending to our clients' needs. The airlines recommend you put the oxygen mask on yourself first before you help others in need; so be sure to take enough time for your own mental, emotional and physical renewal.

Your board of directors met in August to discuss the results of the survey and to assess our progress. We found out that many of you might appreciate a menu approach to our Symposiums as some might need or want to attend less than all day. So we are testing this concept. The Fall Symposium on October 22 offers a menu presentation/pricing strategy. We hope you find its flexibility matches your needs. Be sure to see the flyer on this.

The October Symposium

Richard Wagner, JD, CFP®

Ross Levin, CFP®

Michael Kitices, MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, CWPP™.

Dick, Ross and Michael are three of the most influential financial planning professionals in the industry. Serendipitously, the timing for these three thought leaders could not have been better planned. The market volatility, recessionary pressures and market losses induce feelings of scarcity infecting our clients and by extension ourselves as we work diligently to calm fears, and manage expectations. Like happiness, money is an inside job and Dick Wagner will bring to us a different perspective on money and meaning that will help us all plan more effectively with our clients. Ross Levin will challenge our ideas and methodologies related to retirement planning. Michael Kitices raises a different kind of question. Clients who planned on funding their long-term care needs from assets may want to revisit this issue if future returns and market conditions of the last 10 years are indicative of the future.

November Ethics Session helps fund Junior Achievement BizTown II

We also learned from the survey that members thought it a good idea for all FPA members to attend Ethics education. To support and encourage all of our members to attend, even if their designations do not require Ethics CE, we are offering our November Ethics at a special price of \$25 for all attendees, members and non-members. The proceeds, net of costs, will be used to fund our Junior Achievement BizTown II project.

The FPA of Greater Phoenix is the first chapter in the nation to place a Financial Planner Desk in this Junior Achievement project to help children become real world ready and enhance their financial literacy. The FPA of Greater Phoenix Financial Planner desk will expose 14,000 to 16,000 children for less than \$1.25 per child to the concepts of financial planning. We welcome your donations toward this funding project and hope you will consider sponsoring 25 children at \$25. Just send your check made payable to Junior Achievement to Jo Lynne and we will track your donation and forward to JA.

Financial Planning Days at the Capitol, Financial Planning Week

This year we've raised the bar on the quality and quantity of our outreach efforts. In its third year, Financial Planning Days at the Capitol is now a STATE-WIDE project with financial clinics, one on one counseling, live Webinars and an e-mail bank. Financial Planning Week activities will include financial planning clinics at select libraries and an Arizona Republic Phone Bank. Our outreach efforts with just these two projects alone will reach thousands within our community.

I can tell you that 2009 will be even better as there are projects in the works just aching to be announced. The FPA of Greater Phoenix intends to be the resource for the media, employers and the public for objective, ethical financial education and assistance and I am getting more and more calls from organizations seeking collaborative assistance. To meet these needs, we need you to get involved and join your colleagues in advancing our professional association as the first resource of choice. I urge you to contact any one of your 2008/2009 board members and find out more.

And speaking of board members, we have another new director. Dr. Jim McCabe has joined your leadership team as Co-Director of Membership. Jim is a great gentleman and a scholar and one heck of a nice guy. Welcome aboard, Jim!

With Attitude Gratitude,

Neal Van Zutphen, CFP®
2008 President

P.S. Recently, I had a call with Dana Anspach, CFP®. Dana is our Committee Chair for our Speaker's Bureau, she wanted to know what kind of Kool-Aid we're drinking that keeps our team so excited. I invited her to attend the September board meeting so she could find out for herself. Just like Mikey; she likes it! she likes it! So, join the party and come drink some of the Kool-Aid we're serving. It tastes great and is "ful-filling."

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10/22 Partner Information

CollegeInvest

Arizona residents can benefit from a state tax deduction for contributions to a CollegeInvest 529 plan

Arizona residents can now invest with the best by contributing to a CollegeInvest 529 college savings plan.

CollegeInvest is a not-for-profit division of the Colorado Department of Higher Education. College savings plans from CollegeInvest offer a variety of highly rated investment choices managed by some of the best names in the business.

Since Arizona is a tax parity state, Arizona residents can take full advantage of their state tax deduction when they contribute to any CollegeInvest plan.

CollegeInvest offers three different 529 savings plans to meet the individual needs of families saving for college. CollegeInvest's savings plans are expertly managed to provide families some of the best options for saving for college.

CollegeInvest Direct Portfolio College Savings Plan offers investments managed by The Vanguard Group. These investment options are available directly through CollegeInvest. The Vanguard Group is the second largest mutual fund company in the nation and is well known for its low-cost, broadly diversified index funds, some of which are the basis of many of CollegeInvest's options.

The Stable Value Plus College Savings Plan which offers a 100 percent fixed income investment option. The plan is guaranteed by The MetLife Insurance Company and offers the comfort of a guaranteed minimum rate of return to protect the principal investment. This option is also available directly through CollegeInvest.

The Scholars Choice[®] College Savings Program offers a range of investment options including age-based, automatically adjusted allocations, and set allocations, managed by ClearBridge Advisors, LLC., a Legg Mason affiliated company. This program is exclusively available through financial advisors.

Colorado's Scholars Choice College Savings Plan, administered by CollegeInvest, has been named "among the best" advisor-sold 529 plans in the nation for four consecutive years by investment research firm Morningstar, Inc.

Money saved through college savings plans offered by CollegeInvest can be used nationwide at any eligible public or

private college, university or vocational school for a variety of qualified higher education expenses such as tuition, fees, certain room and board, and required supplies.

About CollegeInvest

CollegeInvest is a not-for-profit division of the Colorado Department of Higher Education. Since 1979, CollegeInvest has helped more than half a million families break down the financial barriers to college by providing expert information, simple planning tools, scholarships, college savings plans, and low-cost student and parent loans. For more information, visit www.collegeinvest.org or contact David Wiener, Advisor Relations Manager for CollegeInvest at dwiener@collegeinvest.org.

NOVEMBER 12th CFP ETHICS SESSION

For those of you seeking CFP Ethics Education, our November ethics session for members will be at the reduced rate of \$25. For anyone needing ethics sessions for any requirements, you are welcome to attend at this special price also. All net proceeds will go to funding our Junior Achievement BizTown II.

**FPA of Greater Phoenix Chapter
CFP-REQUIRED ETHICS COURSE
November 12, 2008 - 3:00 pm to 5:00 pm
Orange Tree Golf Resort***

56th St. between Shea & Cactus -Scottsdale

If you are renewing your CFP license with the CFP Board of Standards and need to fulfill your Ethics CE requirement, join us Wednesday, November 12, from **3:00 pm to 5:00 pm** at the Orange Tree Golf Resort. **Our next Ethics CE presentation will be in June '09 so get it now if you need to renew before then! The new Board of Standards rules will be covered as part of this presentation. FPA MEMBER & NON-MEMBER Cost for the Ethics CE session:\$ 25)WITH FUNDS TO GO TO BIZ TOWN)**

THIS CFP ETHICS SESSION IS UNDERWRITTEN BY:


**Platinum Partner Jon Moore of
Charles Schwab Institutional
You can reach Jon at 602/355-4038
See pg. 15 for registration and information**

Remember: our regular chapter meetings are currently being held at the Orange Tree Golf Resort instead of the Phoenix Country Club while it undergoes major renovations. The Orange Tree Golf Resort is on 56th Street between Shea and Cactus.

National Association of Estate Planners & Councils *and*
 The NAEPC Foundation
45th Annual Conference
 Co-hosted by Arizona Estate Planning Councils
 November 12 – 14, 2008
 Scottsdale, Arizona - Doubletree Paradise Valley Resort
 www.naepc.org - conference@naepc.org

A complete list of program titles, a registration brochure and information about continuing education credit can be found at <http://www.naepc.org/convention.web>.

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SCHOLARSHIP TO BE AWARDED:

Every year your chapter awards a local FPA member the FPA of Greater Phoenix \$200 Scholarship. If you know of an FPA member deserving of this scholarship please submit your nominations to Jo Lynne at info@fpaofphoenix.org.

The individual could be a candidate for the CFP® license or a CFP® candidate qualifying to attend the Residency Program or it could be an FPA member who has just enrolled in the CFP® candidate program. Ideally, the candidate will be an individual actively engaged in, or interested in becoming actively engaged as a committee chair or a future board member. You may nominate yourself or one of your peers. Please submit your nominations no later than 30 September as we will be awarding the Scholarship at the November 19th regular chapter meeting.

Thanks,
 Your FPA of Greater Phoenix Board of Directors

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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!**

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	1 issue	3 issues	6 issues	11 issues
Full pg.	\$403	\$1135	\$1805	\$2486
½ pg.	\$207	584	937	1386
¼ 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.

Growth Leaders: How to Learn from the Best

As an advisor, there are many demands on your time, and figuring out how to grow your practice profitably can seem daunting. How do you plan for growth, make sure your organization is scalable and devote appropriate resources to marketing and business development?

One way is to learn from the best: what are the best practices of the advisory industry's fastest-growing firms, and how can you implement them?

To help identify the challenges and ways to overcome them, Schwab Institutional conducted the *RIA Benchmarking: Growth Trends Study*. This annual study has surveyed a total of more than 1,500 independent advisory firms of different sizes and business models, together managing more than \$425 billion in assets. First, the study looks at what's fueling the growth in the industry and the biggest challenges to profitable growth. Then digging deeper, the study examines how fast different types of firms are growing, whether this growth is hitting the bottom line and just how the top performers are achieving their rapid, profitable growth.

Obstacles to profitable growth

While barriers to growth differ from firm to firm, the 2006 study identified a full 58% of firms with at least one significant or very significant barrier. The most common barriers to growth identified in the study included:

- *Planning for growth*—How do you decide how aggressively you want to grow, and how do you formulate a game plan for achieving that growth?
- *Optimizing staffing, capacity and scalability* - When do you add staff versus improve productivity in your firm as it grows so growth doesn't end up sapping profits?

Efficiently investing in marketing and business development – Are you leveraging the most efficient paths for growing your firm?

Strategies of the top performers

How do the top firms confront these barriers? To answer that question, we first identified the fastest-growing firms. These "Growth Leaders" represent the top 20% of \$100 million+ firms in AUM growth excluding investment performance. Over the three years from 2002 to 2005, the median compound annual growth rate for these Growth Leaders was a remarkable 48% in assets under management (AUM), 42% in annual revenues and 27% in the number of clients. All other firms, by comparison, had average AUM growth of 24% in AUM, revenue growth of 18%, and 9% growth in number of clients between 2002 and 2005.

What is even more impressive is that these growth leaders were able to post these sharp growth figures while maintaining a high level of profitability—a 23% median standard operating performance margin.

To learn what's behind their impressive growth rates, Schwab interviewed 40 of these Growth Leaders. Although there's no single formula to achieving rapid growth, a few common characteristics emerged:

A clear strategy and vision:

A good balance of the strategic and the tactical. Most fast-growing firms had a clear strategy for achieving that growth, and routinely revisited that strategy to make sure it was on track, and still valid. "It's extremely important to take concentrated time outside of your business to strategically think about your business and your day," says a principal at Friedman & Associates in Novato, Calif. "Most advisors who have trouble with time management claim that they are too busy to do the very things necessary to solve the problem."

Focus on targeting "ideal" clients. Many firms focused on a well-defined target set of clients vs. trying to serve multiple segments. Many had also increased account minimums and maintained clear client acceptance standards in an effort to avoid engaging clients and prospects that did not fit their profile. In addition, only services that are valued by clients were offered.

Strong management of organization

- *Keep organization (scale & structure) efficient.* Principals spend less time on operations and portfolio management and more time on client service and business development.

- *Align key firm personnel.* Fast-growing firms invest in building key staff functions and clarifying roles and responsibilities, and also hire more support and managerial staff per professional than principals at other firms.

- *Institutionalize firm processes.* Service delivery is standardized when appropriate, and routine tasks are automated or outsourced.

Plan and measure results. The principals of these firms possess a solid understanding of firm capacity, workflow, and drivers of costs, as well as revenue, enabling them to identify time management issues and find solutions.

3.) A disciplined approach to marketing and business development

- *Promote competitive advantage.* These firms understand their capabilities and what sets them apart from other firms.

- *Create a well-developed marketing plan.* Marketing must be part of a holistic process that takes place consistently—not just an isolated event.

Implement and measure marketing efforts. Once a marketing plan is implemented, results are tracked and marketing efforts are refined as needed.

There's an old expression: a rising tide lifts all boats. That may be true to some extent in the financial advisory industry: growth in the capital markets and in the RIA industry as a whole is likely to give a lift to all advisors. But implementing industry best practices that capitalize on that growth are more likely to enable your firm to be among the Growth Leaders, and to better survive the downturns in the industry as well.

Charles Schwab Institutional—Jon Moore

Friedman & Associates is not affiliated with or an employee of Schwab.

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INFO FOR NONMEMBERS PLANNING TO JOIN THE FPA

It has come to our attention that a few of our members are not receiving our monthly Chapter newsletter. Of course, because they aren't receiving it, they can't see this! So if you know people who plan or want to join us, please tell them that we send out electronically a monthly newsletter so they will know to watch for it after they join. (And we'd be happy to send it out to them ahead of time to show them what they are missing out on!) We just found out about a person who joined close to a year ago who didn't know we had a monthly newsletter and was going online to our website each month to find out what was going on. Now, we appreciate that kind of diligence but it is SO much easier if the newsletter comes to your computer each month.

Of course, if you know someone who is already a member, ask them if they are receiving the newsletter monthly and if not, have them contact us immediately so we can find out why they are not receiving it.

We appreciate your assistance in serving the financial planning community in which we live!

We are FPA!

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This morning, I was looking at the Wall Street Journal and I came across a chart of Lipper Indexes like the one below. I said to myself, “there sure are a lot of asset classes out there. Year to date returns are all over the map. How does a financial planner decide which asset classes to use and how much to allocate per asset class?”

I got the idea that I could add some value if I could help financial planners learn a little more about one of the asset classes.

Lipper Indexes September 9, 2008 (YTD)

Equity Fund Indexes		Bond Fund Indexes	
Large-Cap Growth	-18.26	Short Inv Grade	- 0.37
Large-Cap Core	-15.33	Intermediate Inv Grade	- 0.14
Large-Cap Value	-16.15	US Government	3.25
Multi-Cap Growth	-20.09	GNMA	4.10
Multi-Cap Core	-15.79	Corp A Rated Debt	0.50
Multi-Cap Value	-16.44	High Yield Fund	- 3.40
Mid-Cap Growth	-19.02		
Mid-Cap Core	-12.62		
Mid-Cap Value	-12.74		
Small-Cap Growth	-17.78		
Small-Cap Core	- 9.84		
Small-Cap Value	- 5.46		
Equity Income Fund	-14.92		
Science and Tech Fund	-19.61		
International Fund	-23.80		
Balanced Fund	- 9.89		

On November 19th I will have 10 minutes to give you some ideas on what the evolution of the High Yield Bond Market and why you may want to look at adding that asset class to your client’s portfolio.

My name is Al Stockman and I have been working at the Aquila Group of Funds for almost ten years. I spent eleven years, from 1984 to 1995, managing the investment department for National Bank of Alaska. I managed over \$1 billion of the Bank’s money in portfolios of fixed income securities and preferred stocks. I also managed the fixed income portfolios for the Bank’s Trust Department.

I am looking for business partners. I provide education and training on the High Yield Bond Market and Municipal Bond Market for financial professionals, their clients and prospects. I specialize in providing marketing ideas and solutions to assist financial professionals in maintaining and growing their business. I have FINRA approved educational presentations, continuing education presentations, and portfolio managers available to educate you and assist you in increasing your business.

Send me an email at astockman@aquilafunds.com or call my cell phone at 602-820-1859. Let’s sit down, have a cup of coffee and I will show you how I can help your business.

2008 ENHANCED EDUCATION SERIES! PASSION, VISION, CONNECTION

- October 22 Symposium: Ross Levin, Dick Wagner, Michael Kitces and Paul Johnson
- November 19: Robert Fleming, JD, Estate Planning Regarding Issues for the Elderly
- December 17: Stephen Happel and Marianne Jennings, JD, Ethnomics

I am FPA.™

DATES and LOCATION for FPA of GREATER PHOENIX MEETINGS/ACTIVITIES

October 6-12 October 22, 2008	Financial Planning Week Semi-Annual Symposium Ross Levin, Dick Wagner, Mike Kitces and Paul Johnson	Orange Tree Golf Resort
November 12, 2008 November 19, 2008	2 Hours CFP Ethics CE + Annual Social Chapter Luncheon Meeting	Orange Tree Golf Resort 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.

OTHER ORGANIZATIONS

SFSP (Society of Financial Service Professionals) of Greater Phoenix: Sections: 10/14, 8 to 9:30 a.m. featuring Dave Geil, CLU, ChFC, "Captive Insurance Companies" at John Driscoll & Co.

Chapter Breakfast Meeting: October 21, 7:30 to 10:30 at the Orange Tree Golf Resort featuring John Goodson, JD, "What to Consider Before Selling your Business". 2 AZ Ins & CFP CEs (applied for)

Contact Karen Hanson for information, 480-991-5151

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.

**“21st CENTURY TOOLS FOR YOUR CLIENT’S MONEY MIND;
ROLES & GOALS FOR RETIREMENT & LONG-TERM CARE INSURANCE”**

CFP CEs; AZ Insurance CEs: This session has been approved for CEs by the Board of Standards for Certified Financial Planners ® and for Arizona Insurance. Please see the options chart below to see how many and what kind of CEs are available throughout the day. If you need CPA or CEs for other entities, we will have CE documents for whatever length of time you choose to participate in. (Remember to bring Board of Standards/CFP and Arizona Insurance license numbers to sign in there.)

PREMIUM SPEAKERS YOU ASKED FOR!

DICK WAGNER — “INSIDE MONEY” - 2 hrs. CFP CEs

ROSS LEVIN— “RETIREMENT PLANNING—MULTIPLE ANSWERS TO ONE QUESTION” - 2 hrs. CFP and AZ Insurance CEs

MICHAEL KITCES - “ADVANCED CONCEPTS AND ISSUES IN LONG-TERM CARE INSURANCE PLANNING” - 2 hrs. CFP and AZ Insurance CEs

And during lunch, we’ll hear from former Phoenix mayor, Paul Johnson, discussing “The Knowledge Worker and the Creative Class - the opportunities and challenges for our future & the future of Phoenix”

WHEN: Wed., October 22, 2008 - 8:30 a.m.– 4:30 p.m.

WHERE: Orange Tree Golf Resort—Ballroom

56th Street between Shea & Cactus—Scottsdale/Phoenix

Registration Options:

	<u>Times</u>	<u>FPA Member</u>	<u>Nonmember</u>
#1: <u>All day- 6 hrs. CFP CE, 4 hrs. AZ Ins. CE :</u> Dick Wagner, JD, CFP®, Ross Levin, CFP®,(& buffet lunch), Special Luncheon Guest Speaker Former Phoenix Mayor Paul Johnson and Michael Kitces MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, CWPP™	8:30 am to 4:30 pm	\$135	\$155
#2 <u>A.M. though Lunch- 4 hrs. CFP CE, 2 hrs. AZ Ins. CE</u> Dick Wagner, JD, CFP®, Ross Levin, CFP®, Special Luncheon Guest Former Phoenix Mayor Paul Johnson (and buffet lunch)	8:30 am to 2:25 pm	\$100	\$115
#3 <u>Afternoon- 2 hrs. CFP® and Insurance CE</u> Michael Kitces MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, CWPP™	2:35 pm to 4:30 pm	\$45	\$55

REGISTRATION DEADLINE: Noon, Friday, October 17.
WITHOUT REGISTRATION PRIOR TO OCTOBER 17, WALK-INS OCT. 22
WILL PAY AN ADDITIONAL \$20.
Cancellation Policy: To receive a refund, you must cancel by October 17
by calling 480/483-9035.

**FPA of Greater Phoenix Chapter
CFP-REQUIRED ETHICS COURSE**

November 12, 2008

3:00 pm to 5:00 pm

Orange Tree Golf Resort*

56th Street between Shea and Cactus - Phoenix/Scottsdale

If you are renewing your CFP license with the CFP Board of Standards and need to fulfill your Ethics CE requirement, join us Wednesday, November 12, from **3:00 pm to 5:00 pm** at the Orange Tree Golf Resort. **Our next Ethics CE presentation will be in June '09 so get it now if you need to renew before then!**

**The new Board of Standards rules
will be covered as part of this presentation.**

Cost for the Ethics CE session:

**FPA MEMBERS & NON-MEMBERS
\$25 WITH FUNDS TO GO TO BIZ TOWN**

**Please don't call Orange Tree Golf Resort for information about the this session.
Please call 480/483-9035 for information about FPA activities.*

THIS CFP ETHICS SESSION IS UNDERWRITTEN BY:

**Platinum Partner
Jon Moore of
Charles Schwab Institutional
You can reach Jon at 602/355-4038**

****COME PREPARED ON NOV. 12 WITH YOUR CFP LICENSE NUMBER****

**IF YOU PLAN TO ATTEND THE ETHICS MEETING,
YOU MUST REGISTER ONLINE BY 12:00 PM ON NOV. 8, 2008**

www.fpaofphoenix.org