FPA
FINANCIAL
PLANNING
ASSOCIATION
OF SOUTHWESTERN OHIO

April 2013

In This Issue…

2013 Board of Directors
Chairman – Bill Schretter
President – Nathan Duncan
ProBono- Chris Davis
Membership- Henrietta Nye
Sponsorship Director – Michael Armstrong
Member at Large- Brian Summe
Program Director- Walter Wilson

On July 1, 2012 the FPA of Greater Cincinnati became the **FPA of Southwestern Ohio**. We have changed our name to better reflect our service to the Cincinnati and Dayton region. We are here to help you grow your practice, share best practices, and foster the financial planning discipline in the region. We offer insightful customized educational opportunities, professional networking events, and organized community service activities to bolster the image of your practice and the industry. Please reference your FPA Membership in your advertising and encourage it among your peers. Logos can be displayed in marketing materials- please contact our office to get a quality version of the FPA logo and marketing collateral.

Our Mission Statement

The Financial Planning Association of Southwestern Ohio is the leadership and advocacy organization that connects those who need, support and deliver professional financial planning in Cincinnati, Dayton, and Northern Kentucky.

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The Death of Modern Portfolio Theory
FPA Lunch Meeting
Wednesday, May 8, 2013
CLICK HERE TO REGISTER!

ABOUT THE SPEAKER: Mitch Eichen
TIME: 11:00 am - 11:30 am: Registration and Networking
11:30 am - 1:00 pm: Lunch and Presentation

LOCATION: Great American Tower 41st Floor
Downtown Cincinnati, OH 45202

FEES: Member: FREE! Non-Member: $25.00
RSVP BY: Friday, May 3, 2013

This is an incredible location. You must come and see the view. Parking in building will be reimbursed for all RSVP attendees. To receive a refund you must cancel by noon on Monday, May 6, 2013. NO SHOWS WILL BE BILLED! Members must cancel by this day or they will be billed $15 to cover food cost.

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Political Action – Ohio Considering Expanding Sales Tax to Financial Services

The FPA Coalition needs your help. Gov. Kasich is considering expanding the State's Sales Tax to include services such as financial planning and investment product sales. If you want to help us quickly educate the legislature about how this will negatively impact our industry and the public, please email admin@fpacinti.org to be put on the PAC Action List. The **FPA Chapters in Ohio** is planning a lobby day on May 21 in Columbus and a letter writing campaign, we need volunteers to travel and attend and help with letter/email writing.

Professional Education

2013 FPA Financial Symposium serving Cincinnati, Dayton, & Region.

The 2013 FPA Board is developing our 2013 Financial Symposium. This is the primary biennial education event that we offer to members and guests. The event will be focused on investment products, alternative investments, and personal insurance and their related strategies using the key factors of Financial Planning. Continuing Education credits, CFP Board Ethics, and Ohio Insurance Ethics programs will be offered. The event will be on Sept 26 from 8am to 5:00pm at Hondros College in West Chester, Ohio. Please mark your calendar, inform us if you plan to attend, invite colleagues, and check out our website as details are finalized and published. See our website for details. We will also have a student and new Financial Planning Industry entrant's educational track.

National FPA Education Library

Remember they also offer an extensive educational library, Podcasts, and client ready tools that you are able to use. See details at www.fpanet.org

FPA of Southwestern Ohio is Forming Professional Study Groups

The FPA of Southwestern Ohio is still working on launching free Professional Study Groups to help individual Financial Advisors and related professions to network and develop insight that will directly benefit their clients and staff. These groups will be free and open to members and non-members alike. The plan is for each group to include a diverse membership of advisors, attorneys, accountants, portfolio managers, etc. to be able to meet and present topics of interest that benefit each participant. These groups will independently meet at least once a month. There is no additional cost to participate. If you are interested in participating, please send an email to admin@fpacinti.org. Groups will be forming in June and contain no more than 7 members each. We will develop a special webpage where group information will be posted. This study group is open to colleagues and staff in your office. Those who have expressed preliminary interest will be contacted soon.

Professional Education & Membership for Students:

The Professional Value of Student Membership

You may not be aware, that there are two levels of student membership in FPA. First, the traditional full-time undergraduate student, perhaps with a major in finance, accounting, business, etc. Because FPA understands that young college students typically are in challenging financial situations, they have set membership dues at only **$39/year.** What a bargain for being able to network with active professionals, learn about the practice first hand, and hear outstanding speakers! The second level of student membership is for those professionals who are currently working on their CFP® certification. We are fortunate to have a local live class through Xavier University. There are probably many other students in online or self-study programs in your organizations. All of these students are eligible for

membership at the rate of only **$99/year.** Do you know anyone in your organization who is currently studying? Invite them to a meeting so they can see all that we have to offer.

WHO CAN BE AN FPA MEMBER?

From the FPA home page we see the association tag line – One Profession, One Designation, One Association. One of the Business Objectives of the FPA is:

Advance awareness of the characteristics of professional financial planners and support the standards of the CFP® certification in order to serve the public.

Both the FPA and the CFP Board are very active in creating programs and education that will protect and empower the public to better understand the importance of financial planning and encourage utilization of professional providers. The FPA is a compensation neutral association for financial planners and allied professional who adhere to FPA's Standard of Care. It is well recognized that CFP® Practitioners are not the only professionals working to this end. Thus, the FPA welcomes professionals holding other designations and certifications: ChFC, CLU, JD, CPA, PFS, CFA. The FPA is the community that fosters the value of financial planning, and advances the practice and profession of financial planning. We welcome all practitioners and allied professionals who are working to this end.

ProBono /Community Service

The "Call for Nominations' for the 3rd Annual Financial Planning Pro Bono Awards

The *Financial Planning* Pro Bono Awards, presented by the Foundation for Financial Planning and *Financial Planning Magazine,* recognize the unselfish efforts of advisors who have contributed their time and talents to helping those in need take control of their finances. Honorees will be announced in the August issue of *Financial Planning* and online at financial-planning.com and foundation-finplan.org**. Click on the link below or go to the website to nominate an individual or team for their outstanding pro bono achievements today at** http://www.financial-planning.com/probonoawards. The deadline for entries is May 17, 2013. Awards are presented in two categories - Pro Bono Planner of the Year and Pro Bono Team of the Year.

The Pro Bono Planner of the Year is presented to a financial planner/advisor who has made a leadership contribution to a nonprofit organization by arranging for the group to receive dedicated professional financial services, including pro bono advice and financial life skills. The Team of the Year is presented to a group of financial planners/advisors (office, practice, chapter) for their involvement in providing pro bono advice and/or financial life skills activities to underserved populations in partnership with community-based organizations. *Two awards are presented in each category - one winner and one honorable mention. The Foundation for Financial Planning will also present Grant awards to the non-profit organizations in which the winner and honorable mention are engaged to provide continued support of financial life skills outreach.*

Voices of Giving – Greater Cincinnati Planned Giving Council

The **GCPGC Voices in Giving** event is scheduled for June 19, 2013.

FPA now recruiting for 2013 Junior Achievement Projects

Junior Achievement wants our help in the region. The children taught today become the clients and entrepreneurs of tomorrow. Please contact Chris Davis or Jessi Konnagan for details at admin@fpacinti.org. Learn more at www.ja.org

FPA now recruiting for Mentors of College Finance Programs

This is a great way for you to recruit the next generation of Financial Advisors for your office or your succession plan. We have established relationships with the University of Cincinnati, Xavier University, and Wright State University. Contact Admin@fpacinti.org to be put on the Mentor List. Details vary by school but include helping to develop their understanding of the career, interviewing skills, and technical expertise, and CFP Board exam preparation.

Remember- Community Service is great marketing and means of networking.

National FPA / CFP Board Related

FPA Diversity Scholarship to attend a FPA Conference

The Diversity Scholarship Program assists with the FPA mission to develop strategies to raise awareness and promote inclusiveness of diverse communities including but not limited to; age, race, ethnicity, gender and sexual orientation in the financial planning profession. In so doing, FPA strives to increase professional opportunities for the widest spectrum of people so that all may join and thrive in the financial planning profession. The FPA Diversity Committee, in coordination with our funding partners, has developed a merit-based scholarship program to sponsor Diversity Scholarship award recipients to attend an FPA National Conference, collaborate with the FPA community and promote inclusivity and creativity within the financial planning profession. More information is available at the FPA national website.

FPA offers new methods to pay your Annual Membership Dues

You can now access different methods to pay your membership dues, even by credit card. Now Membership continues to have its benefits, you can use your credit card and get skymiles benefits as you pay for the membership that adds professional value to your business. Login to the FPA site and see details on the membership page- FPA website, view "2013 Update: Member categories and Monthly payment option", (which appears about 4 items down).

Keir offers a Scholarship for CFP Study Program

Keir will award one scholarship per FPA chapter per exam cycle. Student chapter members are also welcome and encouraged to apply. The winner may choose any Keir Instructor Led Live Class or Keir Virtual Review Class. The scholarship includes class tuition and Keir's Basic Review Package. This prize has a retail value of $970. Class dates and locations are available on their website at www.KeirSuccess.com. Scholarships are awarded based on merit, with consideration given to career goals and any honors received. For additional information, please contact Keir's Director, Shannon Bryant, at sbryant@keirsuccess.com or by calling 800-795-5347, ext. 107.

Financial Community Partners and Events

Dayton CFA Society Luncheon- May 1, 2013

Mr. Jon Moeller, CFO of Procter & Gamble, "*Procter & Gamble Results and Strategy*". Event at the Schuster Center at noon in Dayton. Click Here to Visit the Dayton CFA Website

Practice Management Tips of the Month

1. Do not use a picture that you take from the internet or any other provider for any business related purpose without the specific written permission of the copyright owner or photographer. Maintain proof of permission in your marketing records indefinitely. Otherwise, you can be liable for copyright infringement. This is true for all photographs that you use in your marketing materials and on your website. Royalty free does not mean free use and a lack of "copyright marks" does not mean that the picture is part of the public domain. Protect your business from inconvenient inquiry or liability. Make sure your staff knows the regulations as well.

2. Make sure that you and your clients' have the I9 (Tax form I-9 proving immigration and work permit for all employees). You want them properly filled-out and easily accessible for all current and past employees so that you can quickly provide them if ever audited. Penalties for failure to be able to provide can be substantial.

Remember our Sponsors

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