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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.

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.



OF **SOUTHWESTERN OHIO**

February 2014



Chapter Meeting- Dayton March 4

3:30pm to 5:30pm

Brios Italian Restaurant at the Greene

“Stop Chasing- Start Attracting Clients”

A customized training for FPA Members

In this follow-up session to our “Stop Your Money Leaks” webinar on the [FPA website](#), Diane Hart and Beckie Schretter will focus on helping you “stop the chasing and start attracting” your best clients.

As a business owner you know it takes hard work and commitment to build the client relationships needed to grow. Adjusting to the needs of each client is critical in this highly competitive market, but difficult to do. Do you...

- Find yourself trying to walk this tight-rope and failing?
- Want to stop chasing every networking meeting and new contact?
- Provide general services that you feel are not enhancing value?
- Feel worn-out on transactional services
- Find that clients are withholding information, assets or both?
- Want trusting relationships with clients who willingly refer you to others?

Whether you are a solo practice or middle size firm, you can grow your client base by knowing your niche and understanding the voice of your client. You will...

- Apply the Exception Service Formula™ to create your competitive advantage
- Define your brand in today’s competitive marketplace by reflecting on your niche and client experience
- Outline your “core services” regardless of your segmentation strategy
- Enhance your ability to be adaptable to clients values

Be prepared for an interactive discussion session that will add value to your membership experience!

[CLICK HERE TO REGISTER!](#)

SPECIAL SATURDAY Continuing Education Event

On March 29th the FPA of Southwestern Ohio will offer a special program, “Buying or Selling a Practice” presented by David Dinsmore, CFP® and Tim Mackey CFP®. This event is especially for new members and prospective members, as we will follow the CE with a presentation of FPA member benefits, but all members are welcome. This will be continental breakfast held in the trading room of Rikes Hall at Wright State University from 10 a.m. to 11:30 a.m. The Wright State Finance Club seniors will be joining us – potential students who could become valuable associate advisors to your practice.

[CLICK HERE TO REGISTER!](#)

Hometown Entrepreneurs on 55WKRC

The **FPA of Southwestern Ohio** has been offered a great opportunity by Kent Lutz to help with a new radio program that will be broadcast by 55WKRC. The plan is to feature numerous FPA chapter members and other national guests on the program through local call in, in person, and nationally through SKYPE to discuss topics that affect entrepreneurship. The program will highlight and encourage entrepreneurship in the tri-state area and throughout the United States, as it grows in syndication. To express an interest in helping with the program, please contact Ken Lutz via admin@fpacinti.org.

ProBono /Community Service

The Easter Seals of Cincinnati needs FPA to help with Workshop

The FPA is participating in one-on-one sessions this month targeted specifically to active military and veterans (and their families) that is being run by the Easter Seals of Cincinnati. Volunteers are needed. Please email Chris Davis chris.davis@viceroywealth.com if you have an interest in serving those who serve us. Topics covered will be: Spending, Credit Management, Savings Strategies, Insurance and Retirement. This is a Pro-Bono event and the standard rules of engagement apply.

Membership Benefits

Access to Online Research:

ETF Global (www.etfg.com) provides online research for Exchange-Traded-Funds and is an institutional partner of the FPA. We offer a terrific discount (50% off) to all FPA Members which makes our monthly subscription only \$15/month. Here is the [link to the free trial](#):

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. Details at www.KeirSuccess.com. For additional information, please contact Mary Grace Caudill at mcaudill@keirsuccess.com, phone 800-795-5347, ext. 101

Insight from the Cleveland Fed

Excerpted Reprint from the Cleveland Federal Reserve February Newsletter

Workforce issues are on everyone's minds, Including ours.

It's hard to argue against the value of a college education. Here in the Fourth District, however, where the share of [workers without a bachelor's degree is more than 60 percent](#) in some MSAs, we're also focusing on young workers who aren't headed off to university. In [The Prospects of Non-College-Bound Workers in the Fourth District](#), our researchers looked at jobs, education and training, and wages for young workers in the eight largest metro areas of our district. The news isn't all grim. While more education generally leads to greater lifetime earnings, some young workers with no college degree who in 2011 were employed in occupations such as production and construction earned more than what a third of workers with a bachelor's degree earned. See the full report [here](#). Check out our related series of [data briefs](#) on education and employment opportunities, too.

In addition to analyzing the relationship between education and job prospects, our team also set out to learn more about Ohio's workforce development system. Despite still-high unemployment, we kept hearing about, for example, employers who couldn't find workers to fill open positions. Our outreach team spent 2013 talking with individuals across Ohio about the biggest challenges facing employers, educators, and job seekers alike. We also learned of some integrative approaches that appear to be working. Read about our findings in a special report, [Workforce Development Challenges in Ohio](#).

Small businesses in the post-recession workplace: How are they faring, exactly?

In the wake of the Great Recession, much has been made of the critical role that small businesses play. In 2013, researchers from the Cleveland Fed conducted a survey of small businesses. The [results are analyzed](#) in a recent article in *Forefront*, the Bank's policy journal. The survey responses also form the basis of [testimony on small business challenges](#) provided by Senior Policy Analyst Ann Marie Wiersch to a Congressional subcommittee in December 2013. The Fed also convened several small business experts to discuss demands of the current workplace—including that workers be adaptable, collaborative, agile, and entrepreneurial. The conversation is featured in this post-Policy Summit [podcast](#). (You can also [view the transcript](#) or [play the audio MP3](#).)

CFA Society Event

The local CFA Society of Dayton is offering a presentation by Edward Keating of Lazard Asset Management on Wednesday, March 5, 2014 at the Schuster Center. His topic is, "The Unique Characteristics of the Global Infrastructure Asset Class". Registration begins at 11:30am and presentation and lunch begin at Noon at the Donor Lounge on the third floor of the Schuster Center. Anyone interested in investing is welcome to attend. CFAs, CFPs, and CPAs are eligible for 1-hour of continuing education credit. Cost to non CFA members \$30.00. If you have any questions please contact Shon Anderson, CFP, at secretary@dayton.cfasociety.org. RSVP by 5:00pm on Friday, February 28, 2014

Practice Management Tips of the Month

Do not accept trade or withdrawal instructions from anyone other than the account owner or their documented Power of Attorney. If you do, the SEC, FINRA, and the federal courts will consider it a breach of fiduciary duty and hold you responsible for damages and restitution. Even if a reasonable person should have detected that their spouse or child were doing the transactions over a period of years without their permission, the advisor can still be held liable for the losses due to the breach.

Do you know your client's kids' names? Do you know where they work? They are potentially the heirs to your assets under management. Try to meet them, offer them some free advice or planning sessions. The sooner you build a relationship with them, the more likely they will use you as their own advisor. Hopefully, these efforts will attract their assets as well as retain their parent's assets in your firm.

Remember our Sponsors

"Support Those- Who Support Us- Supporting You"

