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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.

Webinar – June 19th

The Affordable Care Act - Now What?

The biggest challenge small business owners are facing is how to pick the next strategy. Sign up and find out what the Top 10 healthcare concerns of small business owners are, and how to plan for them.

TIME: 12:00 pm - 1:00 pm

LOCATION: Webinar

COST: Free

Presenters: Geof and Brennen Scanlon (see bios on our website)

Continuing Education Information:

CFP - 1 hour
 OH Insurance - 1 hour

[Click Here to Register Online!](#)

Deadline to Register: Tuesday, June 18, 2013

The May 8 FPA Lunch at the top of the American Financial Group Tower was a success. The views were incredible, the food delicious, and the presentation by Michael Eichen was excellent. If you missed it, you missed a superb time. The FPASWO appreciates the hospitality and sponsorship of the day by the American Financial Group.

Next Chapter Meeting: August 7, 2013

[Click here to register](#)

Political Action – Ohio Considering Expanding Sales Tax to Financial Services

As of April 26th, because of the efforts of FPA members and other professional organizations, it appears that the State of Ohio will not expand its Sales Tax regulations to include services such as Financial Planning or Income Tax Preparation. More detailed information is available at <http://www.bricker.com/publications-and-resources/publications-and-resources-details.aspx?Publicationid=2617>. Thank you for your efforts in encouraging this change of direction and express your appreciation to your local Ohio State Representative.

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 have a student and new Financial Planning Industry entrant's educational track as well.

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**. 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.

WHAT PROFESSIONAL EXAMS MIGHT YOU OR YOUR STAFF NEED TO TAKE

If you are considering a financial planning career or you want your staff to become more well-rounded and cross-trained, you might be interested in some of the other professional requirements of the profession. If you or a staff member desire is to be a full service financial planner who will sell

products besides providing financial advice, you will need to take several licensing examinations. In Ohio and Kentucky if you are going to sell insurance products, you will need to pass the Life and Health, and/or the Property and Casualty license exams. These are typically completed in one to two weeks. You can take the insurance exams without being sponsored by a company. A college student knowing that he or she wants to follow this career path could take these exams before hiring to show a company their seriousness. If you offer a variable annuity product or mutual fund, you will need to take at least the FINRA Series 6 exam. If you also offer stocks, bonds and other investment vehicles, you will want to take the FINRA Series 7 exam instead. Along with these exams you will probably want to take the state licensing and/or advisory exams administered by FINRA – Series 63, 65 or 66. To take any of these exams, you will need to be sponsored by a company and become registered with FINRA. For a more complete description of these exams you can look at the [FINRA website](#) for details. You can prepare for all of these exams through [Hondros College](#) or [Keir Educational Resources](#).

ProBono /Community Service

United Way offers a new way to volunteer to help the Community

Looking for a new volunteer challenge? We've made it easier than ever to volunteer with United Way Volunteer Connection. More volunteer opportunities. New search functions. And custom alerts based on your interests. [See what's new at United Way Volunteer Connection!](#)

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.

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

CFP Board is considering offering CE credits directly

An excerpt of a letter from the FPA Board of Directors to the FPA Membership. “As the association that represents CFP® professionals, FPA believes that if the CFP Board becomes a CE provider, it will pose a serious threat to the integrity of the CFP® marks and therefore, the financial planning profession. If the CFP Board proceeds down this path, it will create a situation where a single governing body (CFP Board) establishes and oversees the criteria and standards for continuing education, while simultaneously acting as a provider of such education. The perceived loss of objectivity combined with accusations of unfair competitive practices will severely scar the reputation of the CFP Board as a result. Additionally, questions regarding inherent conflicts of interest would negatively impact the stature of the CFP® marks, which is unacceptable to FPA. For nearly 30 years, FPA and its members have played a significant role in helping build respect for the CFP® marks. FPA Retreat Town Hall attendees strongly voiced the sentiment that the CFP Board’s incursion into the CE provider marketplace would damage the credibility of the marks and be a step backwards for the profession. As leaders in the profession, we wanted you to be aware of this critical issue. The FPA Board of Directors will continue to engage with CFP Board’s leaders to further discuss our concerns over the next few months and we will keep you apprised of the status of our ongoing discussions.

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 our 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](tel:800-795-5347).

Financial Community Partners and Events

Voices In Giving – Greater Cincinnati Planned Giving Council

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

Practitioners with Heart Award

Wealthmanagement.com is proud to announce the inaugural “Trusts & Estates Practitioners With Heart Awards,” an editorial program designed to honor [estate](#)-planning professionals who exemplify the highest standards of professionalism and are active in charitable giving and mentoring. If a wealth management practitioner you know deserves consideration for his or her efforts on behalf of others, please fill out our nomination form. Winners will be recognized in *Trusts & Estates’* October [Charitable Giving](#) Supplement. The deadline for nominations is June 15th. Learn more at <http://wealthmanagement.com/estate-planning/trusts-estates-practitioners-heart-awards>

Practice Management Tips of the Month

Preparing for the high cost of Healthcare in Retirement Years

Are your clients prepared for the high cost of Health related costs and insurance in their retirement years. Future estimates for health related care costs for individuals in the last 30 years of life are about \$240,000. Have your clients planned for that expense? Please review the interesting study- [Middle-Income America’s Perspectives on Critical Illness and Financial Security](#) to better help your clients prepare for this potential high cost.

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