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## Happy Thanksgiving

### 2013 Board of Directors

Chairman – Bill Schretter

President – Nathan Duncan

President-Elect Walter Wilson

ProBono- Chris Davis

Membership- Henrietta Nye

Sponsorship Director – Michael Armstrong

Member at Large- Brian Summe

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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**

**November 2013**

## Congratulations

**FPA of Southwestern Ohio has been named a Bronze “Roadmap to Success” Chapter for 2013.**

## End of Year Planning

The Board of Directors is meeting on December 13, 2013 to complete its Strategic Planning for 2014.

We have the following candidates for leadership roles next year on the Board:

### 2014 Board of Directors- elect

- Chairman– Nathan Duncan
- President-Walter Wilson
- ProBono- Chris Davis
- Membership- Henrietta Nye
- Sponsorship Director – Michael Armstrong
- Member at Large- Brian Summe

If you want to become a member of the Board, join a committee, or have any concerns or ideas for programs, improved communications, ProBono activities, etc.; please alert Jessi at [admin@fpacinti.org](mailto:admin@fpacinti.org)

## “Stop Your Money Leaks” Webinar Replay Available



Strategic Practice Management has recorded a free webinar for the FPASWO membership that will help you better manage your financial practice. Access the recording at our [FPA website](#) to learn about the practice management issues that drain your productivity.

# FPA Annual Planning Publication - Dec 2013

As of the writing of this newsletter, this themed publication, "Plan for Life", has gone to press and will be distributed in December via the *Cincy Magazine* and in February via the *Dayton Magazine*. The supplement is an experiment this year as we will encourage the public to both read the magazine and find additional articles on our website about topics of public interest. The Membership Directory will be only accessible through our website page.

## 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 Wednesday, Nov. 20th at the University of Cincinnati, Tangeman Center from 2:30 until 4:00pm.

Please email Chris Davis [chris.davis@viceroywealth.com](mailto: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 do apply.

### 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!](#)

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

## National FPA / CFP Board Related

### 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](http://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](mailto:sbryant@keirsuccess.com) or by calling [800-795-5347, ext. 107](tel:800-795-5347).

# Letter from CFP Board to CFP Professionals

Excerpted Reprint of letter dated 11/13/2013

Dear CFP® Professional,

I am pleased to share with you that CFP Board's Board of Directors (Board) recently adopted a [resolution](#) supporting CFP Board's implementation of a new quality improvement initiatives for continuing education (CE), similar to practices utilized by the established professions. The Board also resolved that CFP Board would not enter the CE market as a provider at this time.

The new CE quality improvement initiatives adopted by the Board are modeled on the CE standards and program review processes of the CPA profession, which serve as a benchmark for a profession based on technical accuracy and regulatory compliance. CFP Board's implementation of the program will include a number of short- and long-term initiatives to be implemented over the next three to five years, in partnership with CFP® professionals and CE Sponsors registered with CFP Board. With this plan, CFP Board will:

- Implement a complaint procedure for CFP® professionals to report concerns with CE programs;
- Require CE Sponsors to state each program's learning objectives, so that the attendees will know what they are expected to learn;
- Require CE Sponsors to state the level of complexity (i.e., beginner, intermediate, advanced), so that the attendees can select content for their level of expertise;
- Enhance auditing of CE programs by CFP Board staff;
- Collaborate with CE Sponsors to redirect the culture of the CE business to focus on quality;
- Develop a recognition program for CE programs that meet high quality standards and receive positive feedback from CFP® professionals; and
- Update CFP® professionals on the aggregate results of CFP Board's CE programs audits.

We will update you as the components of our plan are implemented, including providing details about the complaint process when it is established.

The Board's resolution is the latest development in CFP Board's review of the CE requirements for CFP® certification. Last year, CFP Board staff and our Council on Education completed a comprehensive review of our CE requirements and developed several recommended revisions, which were released for public comment in August 2012. That public comment period generated a high level of response from CFP® professionals and our other stakeholders, and the core messages we heard from those comments were 1) the *quantity* of CE currently required is sufficient for continuing competency, and 2) CFP Board needs to take action to raise the *quality* of the CE programs available to CFP® professionals.

We appreciate the thoughtful and constructive feedback that many CFP® professionals, CE providers and others in the financial planning profession have provided during CFP Board's intensive review of our CE standards and requirements. CE plays an important role in the CFP® certification requirements, as the continuing competency of CFP® professionals is an essential element to protecting the public and earning its trust.

We look forward to working with you to achieve our goal of increasing the quality of CE by putting in place standards and review processes consistent with those which have proven effective in the established professions.

Sincerely,

Kevin R. Keller, CAE  
CEO

# Practice Management Idea of the Month

## Be Careful Leaving Voicemail Messages and Sending Faxes

Be careful leaving voicemail messages that you do not leave private client data on Voicemail without being certain that client allows such details to be left/sent and that you are contacting that right number. Often clients have generic announcements that may not clearly identify that you have left the message for the right person. You may have misdialed. Further, you never know who else could hear the message. Your detailed message may be left on the wrong VM or be embarrassing to explain to a spouse.

Be careful that you have sent the document to the right fax and that it is a private fax that you have permission to use for this purpose. Years ago, an advisor I knew faxed a copy of a completed medical questionnaire for a life insurance policy to a client so that the client could double check the answers. It was sent to the mail room fax in error, not his private office. Members of the mailroom read the CEO's personal medical history before delivering to him. Simple error exposed the firm to embarrassment, liability, and caused the loss of an important corporate client. This can happen with emails just as easily.

## Remember our Sponsors

"Support Those- Who Support Us- Supporting You"

