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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.

Federal Reserve Economic Update

Wednesday, November 6, 2013

Time 11am to 1pm, Rookwood Tower, Suite 700

Speaker- Dr. LaVaughn Henry, VP and Regional Officer

[CLICK HERE TO REGISTER](#)

He's back for another encore presentation by Dr. Henry to cap off the last membership meeting of 2013. Seating is limited. LaVaughn Henry is vice president and senior regional officer of the Cincinnati Branch of the Federal Reserve Bank of Cleveland. Additionally, Dr. Henry has held senior economic positions with the Budget Committee of the U.S. House of Representatives, the Federal Housing Finance Agency (formerly the Office of Federal Housing Enterprise Oversight), the FDIC's Resolution Trust Corporation, and PriceWaterhouseCoopers, where he led consulting engagements with the Federal Housing Administration. Dr. Henry holds doctoral and master's degrees in economics from Harvard University and a bachelor's degree from Rockhurst University in Kansas City, Missouri.

"Stop Your Money Leaks"

Webinar - October 17 noon



Strategic Practice Management will be offering a free webinar to the FPASWO membership that will help them better manage your financial practice. Click link below to register:

<https://www.eventbrite.com/event/8478863509>

Call for 2014 Leadership

We are coming to the end of the FPASWO year. This means that it is time to remind all members that we are looking for your help on the Board of Directors next year. We have begun our succession planning and calendaring. If you are interested in helping steer this organization, or know a colleague or staff member that could benefit from this leadership experience, please inform the Board and join today. I assure you that every member of the Board feels that it is a great experience where their personal talents are utilized and developed and the time is well spent.

FPA Annual Planning Publication - Dec 2013

Once again, through [Cincy Magazine](#), the FPA of Southwestern Ohio will help advertise to the subscribers and the general public in the region the benefits of working with our membership to plan for their future. The December edition of Cincy Magazine will again contain our annual insert that will have articles of interest for the general public and a published list of our membership. Additional advertising space is available for purchase at discounted prices by members. The rate card is published on our website. For more details, please contact admin@fpacinti.org. Members will receive printed copies for distribution as well. This year, the December issue will be the listing of the top 100 doctors in the region, a very popular edition, especially read by the medical community (popular target market). Also will be published in Dayton magazine in its Winter edition; two cities – one low price.

ProBono /Community Service

The Easter Seals of Cincinnati needs FPA to help with Workshop

The FPA is sponsoring a workshop next month targeted specifically to active military and veterans (and their families) that is being run by the Easter Seals of Cincinnati. Volunteers are needed to do one on one meetings Wednesday, Nov. 20th at the University of Cincinnati, Tangeman Center from 2:30 until 4:00pm. 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 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!](#)

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.

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. 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).

Do You Have an Exit Planning Strategy for Your Practice?

Have you ever thought about your exit strategy and the succession of your business? Most financial planners don't. During startup and growth this seems counter-intuitive. Consider the wisdom of "beginning with the end in mind" (Covey). You control

- how you are getting your investment out of the company
- how clients are cared for in the future
- your legacy as you groom your successor
- your next big adventure, personal or professional

"The "hidden" secret behind ultra-successful entrepreneurs is that they start thinking about selling or exiting their companies early on. (They) layout the roadmap for them to grow their company so they can exit for the maximum dollar amount within a defined time period."

Quote from GrowThink

By not creating an exit strategy early, you might get caught in a trap such as:

- Having to sell for less than what the business is worth
- Having to sell to a firm who doesn't care about your legacy
- Losing clients NOW if they are uncertain about your future
- Not retiring at all until your firm has regressed to being no longer profitable or valuable



Get your FREE ***Exit Strategy Planning Guide*** by emailing BSB Partners at Beckie@bsbpartners.com

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 medical questionnaire for a life insurance policy to a client so that the client could double check his answers. It was sent to the mail room fax in error, not his private office. Members of the mailroom read the CEO 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”



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