FPA FINANCIAL PLANNING ASSOCIATION OF PITTSBURGH

Quarterly insights

FALL 2016

MEMBERSHIP
Contact Jim Boughner, CFP®: 412.471.6420

PARTNER WITH US

Member Spotlight

Andrew De Silva

Andrew De Silva
Strategic Development Officer
Waldron Private Wealth

For many professionals, mastering the art of networking is challenging, even daunting. Others, though, are natural "connectors", who truly enjoy the process. Andrew De Silva, Strategic Development Officer for Waldron Private Wealth in Bridgeville, PA, exemplifies the latter.

Andrew is relatively new to Waldron, starting with the firm at the beginning of the year. Previously, he was Managing Director at RGP, a global consulting firm, where he ran the Pittsburgh practice and was also a leader within the firm's Advisory Services Group. Andrew also had the unique experience of spending 2010-2011 living in Mexico City for RGP, responsible for the firm's growth efforts in Latin America. He spent the early part of his career in the Assurance & Advisory practice of Ernst & Young LLP (EY). Although each of these positions required a range of talents and skills, much of his success could be attributed to both work ethic and a charismatic personality.

Andrew recognizes that his innate ability to build and maintain relationships has played a significant role in getting him to this juncture in his career. He has always had an interest in financial

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MESSAGE FROM THE PRESIDENT

Dear Members:

At the beginning of the year, I expressed it was my hope going forward that we could provide a full and valuable 2016 agenda to our members. As we move into autumn, I am pleased to report that since the beginning of the year, our Board Members and their Committees have and continue to meet that goal. Our continuing education programs, networking opportunities, community outreach opportunities and thought leadership will only continue to blossom as the leaves fall.

Looking back over the past several months, there are two initiatives, in particular, of which I am especially delighted to spotlight here: *Advocacy and Pro Bono.*

In June, we had great collaboration in Harrisburg with our fellow Philadelphia and Central Pennsylvania Chapters. We communicated and educated legislators during a day long visit to the State Capitol on the importance of a fiduciary standard and the harm that would be caused by taxing clients on the use of our professional services. Later in June, we joined members from around the country for an incredible experience on Capitol Hill, again meeting with legislators about key policies. There was a lot of excitement the day we were in D.C. as the world was watching the now infamous House "sit-in." Even in the whirl of media and onlookers, though, we were able to meet with members of congress and their staff on both sides of the aisle and experience the legislative process where the "people" communicate to public officials what they believe and want. It was an eye opening experience for me! *(See "Advocacy Days in Harrisburg and D.C.")*

The progress we are making within our Pro Bono Program is extraordinary. We have developed multiple partnerships for our members. There are new and exciting opportunities for members who have been looking for plug and play volunteer events and partnerships for members who are looking to establish more of a one-on-one collaboration with those in need of financial counseling/planning. *(See Pro Bono article on page 5)*

Let me leave you with this. Some of us thrive on change, some love the unknown, and some like knowing with a degree of certainty what the future holds. We all manage our professional challenges differently. If we work together, we can help each other continue to do our best work in the best interests of our clients. I welcome more of your ideas on what resources you use to stay on top of your profession and how we can best support your work now and in the future. And... Be sure to mark your calendars for upcoming events including the annual Financial Four'um on November 1 – it's one you will not want to miss!

Amanda L. Priebe

Amanda L. Priebe, CFP®
2016 President, FPA of Pittsburgh

New Members

Wendy Bennett, CFP®
Bennett Associates Wealth Management

Giovanna Brown
Schenley Capital

Katrina Brown
Allegheny Financial Group

Christopher T. Cannon, M.S., CFP®, AIF®
RetireRight Pittsburgh

Ian D. Cerminara, CFP®
Allegheny Financial Group

Andrew De Silva
Waldron Private Wealth

Alex Feyche
Feyche Investment and Financial Planning

Gregory Furer, CFP®
PNC Investments

Brian Hill, CFP®
Householder Group Estate & Retirement Specialists

Deborah Hodum
JFS Wealth Advisors, LLC

Shawn M. Johnson
Treloar & Heisel, Inc.

James Kampetis, CFP®
E.E. Powell & Co, Inc.

Sheryl Kendrick, CFP®
Allegheny Financial Group

Daryl King, CLU
RD Financial Services, LLC

Michael E. Krol, CFP®, CPA
Waldron Private Wealth

Leanna Lesefka, CFP®, RICP
PlanningforaFuture.com LLC

Barbara A. Macks, CFP®
Erie Bank

Joshua Mitchell, CFP®

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DiNuzzo Index Advisors, Inc.

Katherine Rhodes
Hefren-Tillotson, Inc.

Chris Rondinelli
Seven Fields Wealth Management

Joyce Salizzoni, CFP®
PNC Wealth Management

Dennis Schauer

Christopher Smith

Wyatt Sten, CFP®
Allegheny Financial Group

Ron Walchack
Ameriprise Financial

Alison F. Wertz, CFP®

Member Milestones

TWENTY YEARS

Jeffrey L. McClarr, CFP®
McClarren Financial Advisors

Louis R. Berteotti, CFP®
Berteotti Insurance and Financial Services, Inc.

FIFTEEN YEARS

Raymond A. Egan
PNC Bank

FIVE YEARS

Michael P. Palmer
Palmer Financial, LLC

Stuart Hoffman

Welcome to the Financial "Four"um – the premiere event for financial planning and services professionals in greater Pittsburgh and western Pennsylvania. The Hilton Garden Inn Southpointe is where the most successful financial planners in the area, and the elite in the industry, will be on **TUESDAY, NOVEMBER 1 FROM 8:30 AM TO 5 PM**.

Besides networking with old friends and reaching out to meet new ones, attendees will be hearing and learning from some of the best speakers in the profession from around the United States.

Our featured keynote speaker is **STUART HOFFMAN, SENIOR VICE PRESIDENT AND CHIEF ECONOMIST, THE PNC FINANCIAL SERVICES GROUP.**

7:15 AM Registration & Continental Breakfast.
Program begins at 8:30 AM.

For registration: http://www.fpapgh.org.

Member Spotlight CONTINUED FROM PAGE 1

markets, and his enthusiasm was exhibited early on, as he recounted, “When I was in 5th grade, Junior Achievement offered a program at my school to educate us about finance, which included a mock stock competition. I did well in the competition and thought, ‘I really like this!’ One day when I was home sick, I called Dean Witter’s main line and said, ‘I want to open an account and buy shares of Nike.’ I had $1,200 saved from my paper route. They explained that I couldn’t open a personal account, but did help me open a custodial account with my father.”

Another experience growing up was having a best friend whose father was a Certified Public Accountant (CPA). Andrew recalled, “His dad had a CPA firm in my neighborhood, and every day after school we would spend time there, at first, just goofing around, but over time developing an appreciation for how the firm was run, and the work that was being done. Eventually we decided that one day, we would become CPAs, and take over the firm. After we both graduated from Duquesne University with accounting degrees, my friend went on to work for his father’s firm, but I chose to work for a larger public accounting firm.”

During his sophomore year at Duquesne, Andrew was hired as an intern at Ernst & Young (EY). That experience he explained, “enabled me to become full time when I graduated. The environment there offered a breadth of experience and education. At EY you can move forward pretty quickly in your career because of the pace of learning and opportunities for advancement. Most employers covet accountants that work in the Big 4 public accounting firms because they know that you are accustomed to late nights and chaotic client situations along with the broad knowledge base attained/experience working with teams.”

Andrew tells young people he has had a very unique career. “I parlayed my accounting background at EY to move on as a corporate controller for one of my clients – a Pittsburgh startup software company. It was a phenomenal learning experience to be a controller of a company at a young age. When I realized it was becoming a dead-end in terms of growth, I accepted a position at Calgon Carbon Corporation. My Audit Manager position at Calgon provided a significant international experience, with travels to China, Belgium and England. From there I went to RGP, a spinoff of Deloitte. That move took me back to consulting, but in the area of business development – I was no longer a technician but instead a relationship executive.

“In fact, Waldron’s Michael Krol, CFP®, CPA, who is the CFO of Waldron Private Wealth, and I both started our careers together at EY. Last December at a CPE program, we were catching up, and I recapped my passion for the wealth advisory industry. Twenty minutes later I received a job description from him asking me if I knew anyone who might be interested in the SDO role at Waldron. I thought, “That’s for me. It led to a conversation about what Waldron was trying to do from a growth perspective and whether my skill set and background were an appropriate fit. I went through the interview process, and not quite a year later, here I am. Ultimately, I was attracted to Waldron because of their business model, commitment to the financial planning process and highly skilled team.”

Andrew is a new member of the Financial Planning Association of Pittsburgh and recently obtained his FINRA Series 65 license. Before ending our conversation he expressed, “The investment world continues to fascinate me – I enjoy talking about it and believe in the holistic planning side of the business for both myself and other people. It’s great to be excited about what you do every day!”

In addition to his professional career, Andrew is the Board Chairman of a Pittsburgh-based non-profit, Southwinds and is actively involved in the Duquesne University Mentorship Program, Urban Youth Action and St. Bernard Church.

He resides in Mt. Lebanon with his wife Ashley and two daughters.

ADVOCACY 2016

Mark Ambrose and State Senator Randy Vuklavich.

On June 7th, four members of the Pittsburgh Chapter's Board of Directors descended on our state capitol for the second FPA State Advocacy Day on Capitol Hill. With combined efforts of Amanda Priebe, CFP®, Jason Brahim, CFP®, Robert "Bobby" Standish, CFP® and Mark Ambrose, CFP®. They were able to visit offices of eleven state representatives and senators. While they were not able to meet face-to-face with each representative, they did speak with their executive assistants or leave behind relevant information about the Financial Planning Association, our mission and our position on several key issues.

Amanda Priebe, left, and Karen Nystrom of the FPA, right, with State Representative Dan Frankel.

On June 22nd Amanda, Jason and Ilene Schwartz (also a member of the Board) traveled to Washington D.C. to join FPA members from throughout the United States and visited with several members of Congress and their staff. As during the visit to Harrisburg, the discussions focused on key issues such as a fiduciary standard. Their visit coincided with the now historical House "sit-in", but it did not deter the group meeting their goals for the day.

From Left, Jason Brahim, State Representative Daryl Metcalf, and Bobby Standish at the State Capitol in Harrisburg.

As expressed by Karen Nystrom, Director of Advocacy, Financial Planning Association. "These efforts enable our association and the financial planning profession to gain greater awareness and recognition by representatives at the state and federal levels and further the cause of supporting consumer financial education, the new fiduciary standards and non-taxation of financial services. In addition, this effort helps promote the FPA and CERTIFIED FINANCIAL PLANNER™ Professionals as the one source our representatives can go to for information about financial planning issues."

Pittsburgh and Philadelphia FPA Chapter members met with Senator Pat Toomey's Staff Director, Subcommittee on Financial Institutions and Consumer Protection, Geoffrey Okamoto in Senator Toomey's D.C. office.

FPA OF PITTSBURGH PRO BONO CHAIR, BOBBY STANDISH IS LOOKING TO EXPAND HIS COMMITTEE AND YOU ARE WELCOME TO BE PART OF IT.

The FPA of Pittsburgh Pro Bono committee is working with Our Clubhouse, a 501(c)3 non-profit organization that provides free emotional and social support to those touched by cancer in western Pennsylvania.

Bobby and his committee will be presenting "Navigating through Financial Planning" on Wednesday, September 28, 6:30 pm at Our Clubhouse located at 2816 Smallman Street.

Managing finances during and after a serious illness can be difficult. The pro bono committee of the Financial Planning Association of Pittsburgh can help. Members of this committee are dedicated to helping individuals and families in crisis by providing free, objective financial planning services. Through their pro bono efforts, they endeavor to serve, educate, and empower those need their help.

If you would like more information, or to be on Bobby's committee, *please contact him directly at* **412.288.9150** or **rstandish@bpuinvestments.com**.

Please note: this opportunity is open to FPA of Pittsburgh Members Only!

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If you are interested in this great way to support our Chapter while branding your business, contact **Executive Director Ann McKenna** at fpa.pittsburgh@verizon.net.

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