

2012 Programs Begin with Ethics

This just in - ethics training doesn't have to be dull and boring! Mark your calendars for Wednesday, January 11, 2012 from 3:00 to 5:00 pm. The chapter is pleased to feature Dan Candura who will present "Winning Ethics." This two-hour program will satisfy your biannual CFP ethics requirement but is guaranteed to NOT put you to sleep. Chapter members have attended Dan's presentations and highly recommend this program. We hope you can join us.

Entertaining ethics is just the beginning of another year of great programming on topics that cover all disciplines of financial planning. On April 25, the chapter is hosting our first half day symposium. Fellow planner and nationally recognized speaker Janet Tyler Johnson comes to Tucson to talk about (and help us practice) mind mapping. Mind Mapping is a simple yet highly powerful tool to organize your thoughts. It has almost unlimited applications, but in the workplace, you can use it for creating a business plan, strategic planning, writing job descriptions, project planning, and working with your clients. This presentation is hands-on, allowing us to implement this powerful tool immediately. Save the date and tell your colleagues about this unique program.



We look forward to seeing you at each program in 2012.

Please RSVP to Gerry Oldenski at Gerry@dynasetaz.com.

Please note: Our meetings are now being held on the second Wednesday of the month.

As always, if you have feedback on past programs, suggestions for future program topics or speakers, or would like to serve on the program committee, contact Janet Davis at 722-3389 or janet-davis@trustedadvisorsconsulting.com.

Janet Davis
 Director, Programs

NEWS

Winter/Spring--2012

Wednesday, January 11, 2012
 Sheraton—5151 E. Grant
 3:00 PM — 5:00 PM
Ethics In Action
 Dan Candura, CFP®
 CFP Ethics Task Force

Wednesday, February 8, 2012
 Sheraton -5151 E. Grant
 3:00-5:00 PM
Cross Border Financial Planning
for Canadian and US Citizens
 Brian Wruk,
 Transition Financial Advisors

Wednesday, March 14, 2012
 Sheraton-5151 East Grant
 3:00-5:00 PM
Investing In Volatile Markets
 Mike Lunt
 Lunt Capital Management

Wednesday, April 25, 2012
Half Day Seminar
 Location - TBD
 Time-TBD
Grow Your Practice and
Improve Profitability with Mind
Mapping
 Janet Tyler Johnson
 JATAJ Wealth Management

Wednesday, May 9, 2012
 Sheraton-5151 E. Grant
 3:00-5:00 PM
Reverse Mortgages: Myth vs.
Reality
 Michael Banner
 Security 1 Lending

IN THIS ISSUE:

Winter/Spring Programs	1
Message from Chapter President	2
FPA's Next Generation	3
Message from Board Treasurer	4
FPA Supports Junior Achievement	5
Membership Update And Chapter	
Vision And Mission Statements	6
Members Corner/FPA Board	7
Message from Partnership Director	
And Partners Roster	8



The President's Message

One of the many privileges I have experienced as President of our chapter has been the opportunity to write an article for our newsletter every few

months. I have attempted to communicate challenging thoughts that have hit me "between the eyes", ones I trust have had meaning for you as well.

I have learned throughout my 38 year career that it is easy to become consumed by unnecessary goals and activities and thus lose one's focus. So in this last article to you, allow me to pass along one more thought that has made a memorable impression on me.

I am a student of the Bible. Whether you are or not isn't important, but what I'm going to pass along is something I believe everybody can use. Consider this: The Apostle Paul was in prison, near death. In his letter to his good friend Timothy, he writes: "I have fought the good fight, I have finished the race, I have kept the faith"! He knew his life was almost over, and while looking back on it, he had but one last opportunity to communicate some important things to his friend.

While at the FPA Chapter Leader's Conference in Denver recently, I began thinking about the past two years I served as your President. I believe we have accomplished many things together, including a growth in enthusiasm, new members and programs that have reached out to our community. But, there is still much more to do. Our new President, Brienne Dylewski and our new Board of Directors really need your active support and involvement.

But allow me to ask you a question I've asked myself many times lately. If you were writing

last letter to the person or people most important to you, what would you say? Would you be able to talk about how you've helped your clients? Could you name specific ways you've given back to your community or made an impact for good somewhere? Can you say that you invested your life into your family and sacrificed for their development and well being? Or would you only be able to write that you made a lot of money and acquired a lot of stuff?

I have watched the continuously successful people in our profession; they have a focused-balanced life. Some are religious, some are not. But all of them believe and practice the "Golden Rule". They also have a purpose in life that goes beyond wealth and stuff. They give back to: their clients, their community, and they commit their lives to their families. This is a solid principle that all of us should commit to: giving back, not taking!

As I finish my term as your President, I am still running my race. But let me challenge you to focus on your race and make an impact on someone else.

I don't have the space or the time to thank everybody, in the way I would want, all who have served with me on the Board these past two years. But, I am indeed very grateful for their commitment and sacrifice of time, energy and even monies, to have worked with me. And to you our Chapter membership, thanks for allowing me to serve you.

Finally, when it's time for you to finish your race, - what will you be able to say?

Ron Wilson ChFC, CLU



The CFP Board requires 2 hours of ethics every two years. Don't miss the FPA of Southern Arizona's bi-annual ethics meeting.

Wednesday, January 11, 2012

Topic: Ethics In Action

Speaker: Dan Candura, CFP

RSVP to gerry@dynasetaz.com

FPA's Next Generation

During my recent attendance at the annual FPA Chapter Leaders Conference in Denver I got more exposure to the Financial Planning Association's sub-community called *NextGen*. *NextGen* members are age 36 and under and consist of 300 FPA members (1.2% of FPA's 25,000 members).

For the purposes of this article I will expand the "next generation" definition to those in the financial services industry under the age of 40 and/or those who have been in the industry for less than 5 years. Currently less than 20% of FPA of Southern Arizona's membership falls into this category.



So why is this category of planners crucial to FPA and the financial planning profession as a whole? These are the people who will carry our profession forward; defining financial planning and adapting to the ever changing needs of clients. They will innovate and ideally elevate our industry. They will be a reflection of the legacy the founders of financial planning created. And they will be responsible for the foundation that planners after them will build on.

While those are wonderful abstract ideas, the real reason mature planners should care about next generation planners is **Succession Planning**.

Succession Planning for your practice –

There are as many ways to value a financial planning practice as there are different labels for *financial planner*. Regardless of which formula you use to value a practice, your practice will never be more valuable than when you have a clear plan in place to transition your company to a planner(s) within the structure of your business. Someone you know, someone your clients know, someone who is in sync with your philosophies and has proven their ability to move your firm forward. If your firm, like most, does not have a clearly written succession plan in place that is currently being implemented, then using your FPA

membership to meet and interact with next generation planners may help you find the fit you need.

Succession Planning for FPA of SA–

Next generation planners are vital to the permanence of FPA. They are the lifeline of our board and committees. Their membership isn't just about receiving CE credit. They benefit from meeting the 80% that make up our more mature members. Occasionally this may open a new door for their career, but more importantly they will be enriched by their interaction with financial planners whose careers span more than 20, 30, 40 years.

When encouraging people to join FPA please keep in mind how valuable the Next Generation is. In addition to the financial planners who meet the definition used in this article, consider assistant planners, para planners, CFP® candidates and university students who plan to pursue a career in financial planning or a related field.

The standard membership rate of \$395/yr is significantly reduced for some of the categories mentioned –

\$35/yr Full-Time Student

\$225/yr New to the Industry (*less than five consecutive years in the financial services industry*)

\$295/yr Associated Professional

As I prepare to take the seat as your Board President I'm proud of our many accomplishments under Ron Wilson's leadership and I look forward to my role helping to grow FPA for the next generation.

Brienne L. Dylewski, CFP®
President-Elect

Chapter Financial Update at November 30, 2011

Before we discuss the chapter's financial position, I thought a few sentences would be beneficial to provide assurance that the proper financial controls are in place. The role of the Treasurer includes controlling the bank account and recording all transactions, both receipts and payments. The chapter has bank checking and savings accounts with the ability to make payments with either checks or debit card. Only the Treasurer and one other Board member, as backup, have authority to make payments. Most of the cash is maintained in the savings account to earn interest although minimal these days. All transactions are recorded in QuickBooks and month-end financial statements are reviewed with the Board members. The monthly bank accounts statements are always reconciled with the transactions and balances in QuickBooks. All transaction documentation is retained in the chapter's files.

With eleven months of the 2011 year accounted for through November 30, the chapter's net income is essentially in a break-even position. However, by year-end, the results are likely to show a cumulative loss of around \$1,000. This loss is small relative to the current cash balances of \$16,182.

A financial loss for the year is a short-term outcome from actions taken during the year to support our objective to expand the membership base and our corporate partnerships. These actions have included changing the meeting venue to the Sheraton Tucson for a more professional setting, contracting the services of a chapter executive assistant, licensing the Constant Contact software for efficient meeting notices and announcements, and providing continuing education credits from the Arizona Department of Insurance in addition to credits from the CFP Board. We can all be assured that the chapter's share of FPA dues paid by members and other sources of revenue are being fully utilized for the

benefit of the members to pay the cost of the monthly meetings, CE credit application fees, administrative support and other special events such as the luncheons.

At the end of last year the Board approved an operating plan and budget for 2011. How have revenues and expenses compared to our 2011 budget? It is fair to conclude at this point in the year that the chapter's revenue targets included in the 2011 budget were optimistic. We had premised a 20% increase in membership and associated revenues from membership dues in our budget plan. Although this goal was achieved as far as attracting new members, we have also experienced some attrition resulting in a small net increase in members and associated revenues. Also, the number of corporate partners is down from the prior year and well below our budget goal to increase the number of corporate partners. For next year, the Board plans to assign one Board member dedicated to building the base of corporate partners.

Another source of revenue are fees paid by members and non-members for the meetings that include a luncheon. We attempt to set the luncheon fee per person at a level that will just cover the cost of the meals associated with the meeting. For example, the \$20 fee paid at the September meeting generated \$500 of revenue, which nearly covered the meals expense of slightly more than \$500.

Although revenues for 2011 are below our budget premises, expenses have been lower as well. We had premised spending up to \$2,500 to attract meeting presenters and pay their related travel expense. As it has turned out, no cost was incurred to arrange our speakers.

In December, the Board will approve a new budget for 2012. As we develop the budget for next year we would welcome any suggestions you might have concerning the chapter's planned activities, revenue sources and expenses for 2012.

Joe McKee
Treasurer



FPA of Southern Arizona supports Junior Achievement during Financial Planning Week 2011

As part of the Financial Planning Week activities for this year, 12 members of our chapter participated in a Junior Achievement Day at Lyons Elementary School, a K-5 school in TUSD whose student population is predominately low income. Lyons Elementary encourages their students to have the goal to be “college bound” and provides programs to the students and training for their teachers in support of this goal. Our FPA members were teachers for the day in several Lyons classrooms delivering the JA curriculum specific for each grade level impacting approximately 150 students. In addition, a free evening program was produced and delivered to about 10 families educating them about financial planning, specifically with the goal of sending their children to college. Many of our members came away not only with the satisfaction of having a valuable impact on students and families in our community, but also an appreciation for the work teachers do day in and day out.

After the event, feedback was solicited from the members that participated. Some of the quotes include:

“... I loved watching the "light bulb" click on regarding such terms as profit, etc. I was surprised that the idea of profit was unknown to 10 year-olds, but it's been a long time since I was 10 years old! “

“The kids and teacher were very excited to have me there and everyone was very appreciative. It was out of my comfort zone, so I enjoyed doing something different. It provided a sense of giving back.”

Everyone agreed it took a lot of work to be a part of the event, but for the vast majority it was such a rewarding experience they indicated they would like to be part of the event again.

Lyons Principal Sheila Govern together with Junior Achievement Program Manager Mary Paul worked enthusiastically with a committee of FPA members to set up the event. The effort was coordinated by members Scott Forgeus and Brienne Dylewski together with committee members Marianne Leedy and Janet Baker, all of whom participated as teachers during the daytime program.



FPA Members volunteered for the day. (From left to right: David Ifflander, Suzanne Seay, Scott Forgeus, Brienne Dylewski, Janet Davis, Pat Kambourian, Marianne Leedy and Janet Baker)

Other FPA members who were teachers in the classroom were Janet Davis, Steve Hepner, Pat Kambourian, Suzanne Seay, Laura Walton, and David Ifflander. The evening program was delivered by Susan Kaufman with support by Ron Wilson. JA and Lyons Elementary were pleased with our participation and they hope we can do even more next year and while making this a tradition.

Scott Forgeus, CFP®
Fordrix Advisors

Membership News/Update

Our efforts to provide meaningful benefits for current members and legitimate enticements for prospective members are in full swing. Thank you to all of you who renewed your membership this year. You are the cornerstone of our organization, and we wouldn't have a successful chapter without you! We also extend a warm welcome to our newest members. Their names and organizations are listed in the Members Corner section of this newsletter. Our goal this year was to increase membership by 20%. As of this writing we just achieved this goal! The 20% represents 12 new members, and we happily welcome each of you.

If you are a frequent guest at our chapter meetings, our newest initiative might be of great appeal! As you know, non-members are assessed a \$40 fee to attend all meetings. If you join the FPA within 30 days of attending a meeting, we will refund your \$40. As soon as we receive notification from National that you have paid your dues, your \$40 check will be in the mail. It's as simple as that! So if you've been waiting for a special occasion to become a member, this could be it!

Being a member of the Financial Planning Association has many benefits. Some that you may not have tried:

- Marketing Toolkit with ready-to-use marketing and public relations materials
- FPA member logos
- Financial Planning Salary Survey
- Leadership opportunities at the local level
- Member discounts on products and services through FPA affinity programs
- Publishing opportunities in the *Journal of Financial Planning*

Please remember that the FPA has several levels of membership dues. Be sure you're taking advantage of a discount if you are new to the profession (less than 5 years in the profession), a faculty member or a student, an allied professional (not a practicing financial planner), or if you work for an organization whose employees qualify for a group member discount.

If you have ANY questions about membership, please contact Marianne Leedy at marianne@rkfin.com or 520-690-1999. Happy Holidays!

Marianne Leedy, CFP®, CMFC
Membership Director

Chapter Mission & Vision Statements

Mission Statement: The Financial Planning Association of Southern AZ (SAFPA) strives to be our region's premier resource for Financial Planners and professionals seeking a career in financial planning. SAFPA is committed to open, inclusive and respectful relationships including collaboration among diverse parties on our common interests of growing the financial planning profession in southern Arizona. We are dedicated to growing our membership and advancing the awareness of the professional financial planners that support the standards of the CFP certification. The SAFPA provides our members with programs and services that support and enhance their professional development while promoting the value of financial planning in our community.

Vision Statement: We shall build and retain a growing membership with a shared vision of helping the public recognize the value of the financial planning process as a way to achieve their goals and dreams. We will recognize our responsibility to act with vision, ever mindful of the accountability we have to our community to serve them with the honesty, integrity and competence required of the true financial professional. Finally, we will be the body of the financial profession in Tucson to cultivate the knowledge and spirit of our members that we hold to the higher standards of the financial planning professional.

Members Corner

**Welcome to ALL new members in
2011!**

Milton Ames, CFP

Buttonwood Advisors, LLC

Benjamin Brown

Student member

Brown Life and Annuity, LLC

Chris Caine, Esq.

The Law Office of Christopher W. Caine

Debra Coyle

Ameriprise Financial Advisors

Wendy von Fabrice

Financial Consultant

Stephen Hepner

Waddell & Reed, Inc.

Lori Hoby, CPA

Center for Planned Giving

Bruce Irby

Ameriprise Financial Advisors

Susan Kaufmann

Wells Fargo Advisors

Gib Raymond

Raymond Wealth Management

Doris Rentschler, CFP

City of Tucson

Nicole Rowe

Ameriprise Financial Advisors



**Congratulations to Members Reaching
Longevity Milestones of 5 years !**

Janet Baker

Nova Financial Services

Stephen Popelka

First Command Financial Services

Philip Pappas

Ameriprise Financial Advisors

Myron Rottenstein

UBS Financial Services

Thank You to the 2011 FPA Board

PRESIDENT

Ronald E. Wilson, ChFC, CLU

520/202-3641

Nova Financial Services

PRESIDENT-ELECT. V.P.

Brienne L. Dylewski, CFP®

520/884-7550

Financial Architects

TREASURER

Joe McKee

520/749-4152

SECRETARY &

CORPORATE PARTNER DIRECTOR

Janet Holmes, CFP®, CDFA

520/202-7659

Nova Financial Services

MEMBERSHIP DIRECTOR

Marianne Leedy, CFP®, CMFC

520/690-1999

Raskob Kambourian Financial Advisors

PROGRAMS DIRECTOR

Janet M. Davis, CPA, CFP®

520/722-3389

Trusted Advisors Consulting

CHAPTER EXECUTIVE

Gerry Oldenski

520/748-2830

DynaSet, LLC

Welcome to the 2012 FPA Board

PRESIDENT

Brienne L. Dylewski, CFP®

520/884-7550

Financial Architects

CHAIRMAN OF THE BOARD

Ronald E. Wilson, ChFC, CLU

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Marianne Leedy, CFP®, CMFC

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Raskob Kambourian Financial Advisors

TREASURER

Joe McKee

520/749-4152

SECRETARY

OPEN

MEMBERSHIP DIRECTOR

Scott Forgeus, CFP®

520/331-4268

Fordrix Advisors

PROGRAMS DIRECTOR

Janet M. Davis, CPA, CFP®

520/202-1603

Kleinhans, Lashbrook, Butler & Davis, P.L.L.C.

CHAPTER EXECUTIVE

Gerry Oldenski

520/748-2830

Thanks To Our Corporate Partners

I want to give a **BIG** thank you to all of our 2011 Corporate Partners:

Trusted Advisors Consulting, Aquila Group of Funds, Black, Gould & Associates, Franklin Templeton Investments and the C.O.R.E. Group USA Inc. 2011 was the second year of our Partnership program and I am delighted with the support we have received from these companies. Our partners help us offset our costs and allow us to bring you better benefits. Corporate Partners help to lead FPA's message of building the community of the financial planning profession with their commitment to our members. In turn, we hope we are providing valuable opportunities and access to our membership.

Please pass this newsletter on to anyone you feel may be a candidate, or send me an email to gerry@dynasetaz.com to request a Corporate Partnership Package.

Janet Holmes, CFP®, CDFA
Secretary & Partnership Director

Farewell

After a long and painful deliberation, I have decided not to continue serving as the Secretary of the Southern Arizona Chapter of the FPA in 2012. I am finding myself without the available time to serve the organization to the best of my ability. I have enjoyed serving on the board since 2009 and have made some wonderful friends through the process. I would encourage all members to volunteer for the organization in any way they can- on the board, with meetings or through special events such as the Financial Planning day we had with Junior Achievement.

I wish you all the best through the holiday season and into 2012. I look forward to running into you at our monthly meetings.

Best Regards,
Janet



OUR CHAPTER PARTNERS
They support us. Won't you please support them!

AQUILA GROUP OF FUNDS

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(602)820-1859; (800)872-2740
www.aquilafunds.com

BLACK, GOULD & ASSOCIATES

Ruthann Laswick
(602)776-1342
www.blackgould.com

C.O.R.E Group USA Inc.

David Gaiser
(480)235-0924

FRANKLIN TEMPLETON

Steve Sullivan
(800)462-1216 X 23063
(602)999-6566
www.franklintempleton.com

TRUSTED ADVISORS CONSULTING

Janet Davis, CPA, CFP®
(520)722-3389
www.trustedadvisorsconsulting.com

FPA CONTACT INFORMATION:

To join FPA of Southern Arizona Chapter, visit www.fpanet.org and choose the appropriate membership category. You can apply online and pay by credit card—it's easy and quick!

FPA of Southern Arizona:
Phone Marianne Leedy at: 520/690-1999
Website: <http://www.fpanet.org/Chapters/SouthernArizona/>

FPA National: 1-800-322-4237
Website: <http://www.fpanet.org>