

FPA of Southern Arizona Fall Programs

For school children, September means back to school. For CFPs in Southern Arizona and allied professionals, September begins our fall continuing education series. Take advantage of our summer break (there are no programs in July and August) to catch up at the office because you won't want to miss a meeting for the rest of the year.

On September 21, 2011, John Derrick with US Global Investors will bring us an up to the minute presentation on a hot financial topic. This will be a lunch meeting with registration beginning at 11:30, presentation from noon - 2:00 pm. Watch your e-mail for the registration details and form coming soon.



Also, mark your calendars for the following:

Wednesday , October 19, 3:00 - 5:00 pm, Cross Border Financial Planning for Canadian and US Citizens, Brian Wruk, Transition Financial

Wednesday, November 16, 3:00 - 5:00 pm, Annual Tax Update, Presenter TBD

December , noon - 2:00 pm, Annual Holiday Social Year End Celebration!

Will we see you there? Please RSVP to Gerry Oldenski at Gerry@dynasetaz.com .

2012 Preview: Our biannual ethics program: Get the ethics credits you need to renew your CFP license in January 2012.

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 janetdavis@trustedadvisorsconsulting.com.

Janet Davis
 Director, Programs

**Summer Break
 July and August, 2011**

**Wednesday, September 21
 Luncheon Meeting
 Sheraton—5151 E. Grant
 11:30 AM —2:00 PM
 John Derrick
 US Global Investors**

**Wednesday, October 19
 Chapter Meeting
 Sheraton –5151 E. Grant
 3:00-5:00 PM
 Cross Border Financial
 Planning for Canadian
 and US Citizens
 Brian Wruk,
 Transition Financial**

**Wednesday. November 16
 Chapter Meeting
 Sheraton - 5151 E. Grant
 3:00-5:00 PM
 Annual Tax Update
 Presenter TBD**

**December
 Annual Holiday Social
 Date TBD**

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The President's Message

What Would You Do If...?

Please allow me to ask you a couple of questions that fall into the category of....what would you do if.....?

First, assume you are on your way to a closing interview with an important client. You are running a few minutes late and pull up to an intersection with a traffic light in the middle of nowhere. You are stuck at the red light for a long time. You look in every direction. You are alone---no other cars-----no police. What would you do?

This might be easy for you to answer, but how about this scenario?

You are having a mediocre production year. But, you just closed a case that will generate substantial first year commissions; you will be the number one producer in your office and recognized by your company. You need this case and account for many reasons. You are on the bubble regarding your office space, your manager is considering your future and your personal finances require the commission. Your family needs it.

You just completed an application for a large variable annuity. Your compliance department approved the sale and the client gave you a check from his account at another firm instead of going through ACAT. You completed all of the required forms and the annuity application, but missed two of the client's signatures. Your company requires all signatures on all forms before processing the application. Your client just left for a two week vacation. You have other forms with his signature. So much is at stake!

What would you do?

So many of us try to be ethical and honest in everything we do and in the way we treat people. As a result, we may have the attitude, "no big deal, I'm ethical; you need to talk to someone else about it." But, I believe we should always consider the importance of ethics.

Webster defines ethics as dealing with the morality of behavior, a moral philosophy and moral principles. Webster also defines morality as upright conduct.

During my college years in the 60's, some of my professors defined morality and ethics as the attitude and/or actions that seem right at the time. They were also teaching that in some situations, the means did indeed justify the end result. Many individuals established their moral code of ethics on this empty philosophy.

Is this why we are seeing more Bernie Madoff's in our profession as well as an increase in lawsuits and disciplinary actions against our colleagues? Even though there are frivolous lawsuits, people who believe in cutting corners are being exposed and punished. Those who ascribe to the popular philosophy of "it is easier to ask for forgiveness than to be honest and correct from the onset", are finding it isn't so anymore.

I've studied different religions and human philosophies over the years. I grew up in a family that dogmatically emphasized the critical need to be honest and ethical in everything you say and do, even if it is not the popular stand to take. If you want to evaluate your own ethics, ask yourself this question: Am I the type of person who is moral, honest and ethical, even when no one is around and no one but me will ever know what I'm contemplating?

Let's not become numb to the topic of ethics. Let's commit to being honest and ethical as a way of life.

Have a safe, relaxing and outstanding summer. We'll see you in September!

Ron Wilson ChFC, CLU
Chapter President

FPA of Southern AZ Welcomes Gerry Oldenski!

Last month, your Board of Directors of the FPA of Southern Arizona, contracted with Gerry Oldenski to fill the desperately needed role of Chapter Executive.

Gerry isn't new to the role of chapter executive; she has been working with professional organizations for many years. Gerry currently works with The Association of Fundraising Professionals, The Foothills Forum, The Planned Giving Roundtable and the Society of Financial Service Professionals.

After interviewing multiple candidates for this important position, your Board felt very lucky to have found Gerry. In addition to extensive experience working with professional organizations, Gerry is also very savvy in the field of technology. She has been entrenched in the software and computer technology industry for over 30 years. In 1995, she started her own software training and consulting firm, DynaSet, LLC, which she still operates today.

In her spare time Gerry is a self-proclaimed "foodie". She enjoys cooking and entertaining and specializes in baking pies from scratch .
(I'm trying to figure out how to convince her to bake me a pumpkin pie.)



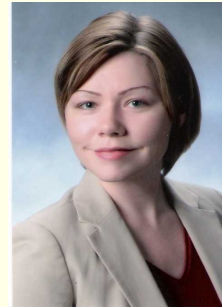
Strawberry Rhubarb Pie

If all of that isn't enough to keep a person busy, Gerry has two energetic miniature Schnauzers that ensure life never has a dull moment.

Most likely Gerry will be the person behind the table the next time you check in for a meeting; please take a minute to introduce yourself. *She will be processing CE credits, so she is an important person to have in your corner.*

On behalf of the Board and the FPA of Southern Arizona I want to welcome Gerry to our group. *Gerry, we look forward to working with you for many years to come!*

Brienne L. Dylewski, CFP®
President-Elect



2011 FPA of Southern Arizona Officers and Directors

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Trusted Advisors Consulting

CHAPTER EXECUTIVE

Gerry Oldenski
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DynaSet, LLC

Chapter Financial Update and Continuing Education Credits

The chapter's income and expenses for 2011 have run very close to plan for the first five months of the year. The income through May has been mainly from normal recurring items such as rebates to the chapter from FPA of part of the national membership dues, the local chapter dues paid by our members, and the fees paid by non-FPA members as guests at our monthly meetings. Similarly, our expenses have been comprised of the normal items for meeting room rental, course approval fees payable to the CFP Board and Prometric (Arizona Department of Insurance) for continuing education credits, and teleconference expense for the Board meetings. The income has averaged about \$500 per month while the expenses have been about \$300. Included in this average monthly expense is rental of the meeting room space at the Sheraton at about \$200 per month, which is higher than the previous location, but I believe everyone should be pleased with facilities for conducting an effective program and enabling growth in attendance over time.



With these levels of income and expense, the cash balances in the checking and savings accounts are steady at around \$17,000 in total. We are expecting several of the larger non-recurring items of income and expense to occur in the last half of the year. This will include receipts from our corporate partners and special luncheon program fees paid by members and non-members. The larger disbursements planned for later in the year are for the holiday luncheon, attendance at the FPA national conference and D&O insurance fees.

In the last Newsletter it was mentioned that the Board acted to increase the meeting fee payable by guests or non-members of FPA to \$40.

The fee was set at this level to approximate the annual cost of FPA membership assuming that a non-member attends most of the meetings during the year. FPA rebates part of the national membership dues to the local chapter and also the \$20 local membership fee paid by members at each annual renewal. Ironically, the chapter generates more revenue from the meeting fees paid by non-members compared to the FPA rebate and local membership fee amounts. Nevertheless, the chapter encourages people to become full members of FPA to benefit from the many resources available from this national organization.

With respect to the \$40 fee paid by non-members for meeting attendance, we should highlight again that for convenience this fee can be paid through PayPal on the chapter's website. In addition, the PayPal button will be updated as needed to include any fees required for our special programs during the year such as luncheon meetings. The PayPal feature eliminates the need to handle checks and cash during the meeting check-in process.

An additional duty assigned to me as Treasurer is to make the course approval submissions to the CFP Board and Prometric to quality our programs for continuing education credits. The CFP Board application can be done on-line with a concise description of the course. However, the process with Prometric is more involved requiring a detailed course outline along with specific time intervals for each program topic. So far our presenters have been very cooperative and responsive to this requirement. We trust that everyone is receiving their CE credits as expected, but do not hesitate to contact me or Gerry Oldenski if this is not the case.

Joe McKee
Treasurer

Membership News/Update

Thank you to all of our members who took the time in April and May to update your profile at



FPA national. Your name was entered in a drawing to win a complimentary registration to FPA Experience 2011 in San Diego, CA. If you won, you will be notified by national shortly. As you know, we were in a contest

with other chapters our size to see which chapter had the greatest percentage increase in members who updated their profile. The prize for that contest was a complimentary registration for the annual Chapters Leaders Conference for one chapter leader. We just learned that we came in second, which is a very respectable position. We couldn't have done it without your support!

Thank you also to Peter Kosanke, CFP®, who recently joined the Membership Committee. All efforts to help our chapter grow are appreciated.

At the beginning of the year, we announced a goal to increase our local chapter membership by 20% this calendar year. So far we are at 5%, so we still need your help! If you know a colleague, allied professional, faculty member or student who would benefit from membership, please contact Marianne Leedy myleedy@yahoo.com and I'll take it from there! Remember, there are many benefits to membership:

- Earn up to 18 free CE credits annually
- Expand your knowledge with the Journal of Financial Planning
- Access timely resources through the Research Center and the Practice Management Center
- Enjoy members-only discounts on FPA products, conferences and events
- Savings through the FPA Member Advantage Program

The membership committee and the board have agreed to pursue several new member initiatives. First, we will be contacting individuals

who have supported our chapter or attended events in the past, but are not currently members. We'll be looking for ways to enhance their FPA experience. Second, we will be reaching out to companies whose employees receive the benefits of a group discount. There are currently more than 20 companies with eligible employee discounts ranging from 10% to 35%. If you are contemplating joining the Southern Arizona chapter, or are due to renew your membership, please check with member services at www.FPAnet.org or call 1-800-322-4237 to see if you are eligible for a discount. Our third initiative is Bring A Guest to the September meeting. This is usually our largest meeting of the year, and we want to encourage all members to take advantage of this special offer. All members who bring a potential member guest will receive a \$10 discount, and each guest will receive a \$20 discount. A win-win for all! Watch the website and your emails for details.

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 our new members in 2011!

Susan C. Kaufman,
Wells Fargo Advisors

Lori Hoby,
Center for Planned Giving at the
Community Foundation of
Southern Arizona

Debra Coyle,
Ameriprise Financial

Congratulations!
**These members recently celebrated their
5 year anniversary!**

Jay Howe, CFP®,
Jay Howe and Associates, Inc.

Juan Ley, CFP®
Morgan Stanley

Special Congratulations to a Member!

Please join FPA of Southern Arizona in recognizing Pat Kambourian who received an award from the Salvation Army and was honored at their annual Awards Dinner.

The Salvation Army Annual Awards Dinner was held to recognize the achievements, donations and support of leaders in the community, as well as thanking the amazing organizations, businesses and individuals who have played an instrumental role in helping the Salvation Army fulfill its' mission to serve those in need in the community.

Congratulations Pat!

Submitted by Janet Holmes, CFP®, CDFIA

If you would like to recognize or offer congratulations to another member of FPA Southern Arizona, in an upcoming newsletter, submit your information to Gerry Oldenski at gerry@dynasetaz.com

FPA and Junior Achievement Joint Venture Coming Soon

Junior Achievement (JA) of Tucson is “a partnership between the business community, educators and volunteers – all working together to inspire young people to dream big and reach their potential.” The FPA of Southern Arizona is developing a relationship with JA which will benefit both organizations. Under the leadership of member Scott Forgues, CFP®, CRPC®, we will be partnering with the local JA for Financial Planning Week in October.

Using JA-developed, age-appropriate curriculum, a cadre of planners will spend the day at a local elementary school teaching children about the world of finances, followed by a program for their parents and other adults. We are still working on the details, so if you would like to become involved, please contact Brienne Dylewski, Brienne@financial-architects.com or Scott Forgues, scott.forgues@kmsfinancial.com.

Watch your email, future newsletters and our website www.fpanet.org/chapters/southernarizona for more information

Thanks To Our Corporate Partners

I would like to extend a **BIG** thank you to all of our 2011 Corporate Partners:
Trusted Advisors Consulting, Aquila Group of Funds, Black, Gould & Associates, Charles Schwab, and Franklin Templeton Investments.



2011 begins the second year of our Partnership program and I am delighted with the support we have received from these companies as we work out our growing pains. 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.

Here are some facts about us:

The FPA of Arizona currently has 62 financial professional members, representing a broad spectrum of specialties including financial planning, broker dealer services, insurance/annuities, mutual funds, banks/thrifts/trust, law, investment management and accounting. The entire FPA membership totals nearly 24,000:

- 76 % of members are CFPs
- 10 % are ChFCs
- 3% are CFAs
- 5% are CPAs.

Partnership Benefits

Recognition Exposure Opportunities

Please pass this newsletter on to anyone you feel may be a partnership candidate, or send me an email and I will send them a Corporate Partnership Package. I can be reached at jLholmes@comcast.net.

Janet Holmes, CFP®, CDFA
Secretary & Partnership Director

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

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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>