

January 2010

Greetings!

Did you know there is a valuable resource of information on issues important to investors right here in Minnesota? Did you know the same resource is an organization that can assist you in all of your reporting needs?

The Financial Planning Association of Minnesota (FPA of MN) is a nonprofit organization comprised of over 775 financial planners who specialize in a wide variety of financial disciplines. Members are experts in retirement planning, college planning, insurance, long term care, corporate savings plans, and many other aspects of the financial/retirement planning profession.

I have enclosed some information on the chapter for your review. If there is anything we can do to assist you, whether it is provide you with research, commentary and opinion, or help in generating story ideas, please call the FPA of MN office at the above number or call Michael Westling, Public Relations Director at 612-454-4426. We are happy to help.

Thank you for your time and consideration.

Sincerely,

*Becky Krieger*

Rebecca Krieger  
President, FPA of Minnesota

**ABOUT THE FPA OF MINNESOTA**

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

Local affiliates are the backbone of the Financial Planning Association and financial planners in Minnesota lead the FPA. To connect with one of these board members, contact the FPA of MN office at 763-781-1212, or [office@fpamn.org](mailto:office@fpamn.org).

## 2010 Board of the FPA of Minnesota

<p>Chairperson  <b>Nate Wenner, CFP®</b>          Wipfli Hewins Investment Advisors          952-548-3404  <a href="mailto:nwenner@wipfli.com">nwenner@wipfli.com</a></p>	<p>President  <b>Becky Kreiger, CPA, CFP®</b>          Accredited Investors, Inc          952-841-2222  <a href="mailto:becky@accredited.com">becky@accredited.com</a></p>	<p>President-Elect  <b>Lauri Salverda, CFP® CFA</b>          Clerestory Financial Planning          651-209-2610  <a href="mailto:lauri@clerestoryadvisors.com">lauri@clerestoryadvisors.com</a></p>
<p>Secretary/Treasurer  <b>Robert Eichten, CFP®, PFS</b>          RSM McGladrey, Inc.          612-376-9515  <a href="mailto:Robert.eichten@rsmi.com">Robert.eichten@rsmi.com</a></p>	<p>Career Development Director  <b>Ben Wacek,</b>          Raymond James Fin'l Services, Inc.          952-854-6250 x3  <a href="mailto:ben.wacek@raymondjames.com">ben.wacek@raymondjames.com</a></p>	<p>Government Relations Director  <b>Jennifer Ragborg, CFP®</b>          952-898-2750          LTC Financial Partners, LLC  <a href="mailto:jennifer.ragborg@lctcfp.net">jennifer.ragborg@lctcfp.net</a></p>
<p>Fin'l Literary &amp; Stability Director  <b>Jason Plank, CFS, CRPC, AAMS</b>          952-841-7500          Ameriprise Financial Services  <a href="mailto:jason.t.plank@ampf.com">jason.t.plank@ampf.com</a></p>	<p>Member Services Director  <b>Joseph (Mike) Miller, CFP®</b>          763-201-1390          Integra Shield Financial Group  <a href="mailto:mike@isfngroup.com">mike@isfngroup.com</a></p>	<p>Membership Director  <b>Lynsey Wallin</b>          763-248-0920  <a href="mailto:lnwallin@gmail.com">lnwallin@gmail.com</a></p>
<p>Partnerships Co-Director  <b>Todd Fierst</b>          CNC Mortgage          952-964-3069  <a href="mailto:todd@toddfierst.com">todd@toddfierst.com</a></p>	<p>Partnerships Co-Director  <b>Michelle Marquez, CIC</b>          RJF - Private Client Group          763-746-8297  <a href="mailto:Marquezm@rjfagencies.com">Marquezm@rjfagencies.com</a></p>	<p>Pro Bono Director  <b>Melanie Hardie, CFP®</b>          Ceridian          651-462-0620  <a href="mailto:meldan2@frontiernet.net">meldan2@frontiernet.net</a></p>
<p>Programs Director  <b>Laura Kuntz, CPA, MBT</b>          Raymond James Fin'l Services, Inc.          952-854-6250  <a href="mailto:Laura.Kuntz@RaymondJames.com">Laura.Kuntz@RaymondJames.com</a></p>	<p>Public Relations Director  <b>Mike Westling, CLTC</b>          Newman Long Term Care          612-454-4426  <a href="mailto:mikew@newmanltc.com">mikew@newmanltc.com</a></p>	<p>Symposium 2010 Director  <b>Charles Buck, CFP®</b>          Buck Financial Advisors          651-330-3585  <a href="mailto:charles@buckfinancial.com">charles@buckfinancial.com</a></p>
	<p>Executive Director  <b>Bonnie Stanley</b>          763-781-1212  <a href="mailto:office@fpamn.org">office@fpamn.org</a></p>	

### ABOUT THE FPA OF MINNESOTA

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

The Financial Planning Association of Minnesota (FPA of MN) is a nonprofit corporation whose members are individuals and firms promoting the financial planning process. Members of the FPA of MN include CERTIFIED FINANCIAL PLANNER™ practitioners, insurance specialists, attorneys, accountants, bankers, and other financial planning professionals.

Some interesting facts about the chapter:

- The Chapter is one of the ten largest in the country with 775 total members.
- FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.
- Of the 775 members, 65% have received their CFP® designation.
- 9 of the 15 Board members hold the CFP® designation.
- The FPA of MN has received the Gold Level Chapter Recognition Award / Roadmap to Success every year since inception – the highest award a chapter can receive!
- The FPA of MN was formed in 2000 with the dissolution and merger of the International Association of Financial Planning (IAFP) and the Institute of Certified Financial Planners (ICFP).
- The FPA of MN participates in community outreach programs such as Best Prep and Junior Achievement, which look to educate area youth on the importance of proper financial planning.

The FPA of MN was first to adopt the Leadership System, a program designed by the FPA to increase communication between FPA chapters. This program is now being promoted and recommended to all FPA chapters nationwide.

#### ABOUT THE FPA OF MINNESOTA

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

# Events & Programs

The Financial Planning Association of Minnesota invites members of the media to attend chapter events and functions throughout the year. If you would like to attend an event, please contact Executive Director Bonnie Stanley ([office@fpamn.org](mailto:office@fpamn.org)) at the FPA office at 763-781-1212 or Mike Westling ([mikew@newmanlta.com](mailto:mikew@newmanlta.com)), Public Relations Director, at 612-454-4426.

## Upcoming Events:

### Meeting Speakers

The Financial Planning Association of Minnesota schedules ten breakfast and luncheon meetings featuring notable speakers. These speakers address issues important to the financial planning community. The 2010 line-up of speakers kicked off on January 19<sup>th</sup>, when Terry Fitzgerald of the Federal Reserve addressed the chapter on the topic of Economic Update followed by Keith Loveland and the Government Relations Committee hosting a FPA Knowledge Café on The Meaning of Fiduciary Today.

Future topics include:

February 16, 2010	To Roth or Not To Roth; Presenter Michael Kitces
February 26, 2010	4 <sup>th</sup> Annual Career Day; Doubletree Hotel in St. Louis Park
March 16, 2010	Monthly Chapter Meeting: Advanced Social Security Planning; Presenter: Elaine Floyd
April 20, 2010	Monthly Chapter Meeting: Retirement Distribution Simulator; Presenter: Jon Guyton; & Code of Ethics; Presenter: Keith Loveland
May 18, 2010	Monthly Chapter Meeting: Estate & Wealth Transfer Plng in 2010; Presenter: Sheryl Monson, Christopher Burns, & Earl Cohen
June 15, 2010	Monthly Chapter Meeting: Navigating Healthcare Coverage in Retirement; Presenters: Michelle Kimball & Deb Newman
July 20, 2010	Monthly Chapter Meeting: Investment Education Presenter: Jason Hsu
August 3, 2010	Annual Golf/Bocce Ball; Island View Country Club, Waconia
September 21, 2010	Monthly Chapter Meeting: Income Tax Updates Presenter: Andy Biebl of LarsonAllen LLP
October 19-20, 2010	2010 Symposium
November 16, 2010	Monthly Chapter Meeting: The Rationale for Flexible Asset Allocation; Presenter: Steve Leuthold of Leuthold Weeden
December 21, 2010	Monthly Chapter Meeting: Making Money Matter Presenter: Doug Lennick

For further details on the Calendar of Events, visit <http://www.fpamn.org/members/calendar.html>

### Financial Planning Week

October 4-10, 2010 marks this year's National Financial Planning Week. This week brings together those who need, support and deliver financial planning. During this special week, FPA strives to increase public awareness of the financial planning process to help people make prudent financial decisions to achieve their goals and dreams. This year's event lineup includes workshops at high schools encouraging students to get an early handle on their personal finances and a special event planned just for consumers. Updated information will be posted on the [Calendar of Events](#). For more information on the Financial Planning Week schedule of events, please contact Executive Director Bonnie Stanley at 763-781-1212.

#### ABOUT THE FPA OF MINNESOTA

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

# Member Benefits

The FPA of MN is a dynamic association that is committed to providing ways for members to make connections, engage in conversation and exchange knowledge. Here's what you can expect from membership in the Financial Planning Association:

- A strong network of over 775 financial planning professionals in the Minnesota chapter, with approximately 26,000 members nationwide
- Opportunities to develop relationships with colleagues and other financial experts through various programs
- Ten monthly chapter meetings offering outstanding continuing education programs (Minnesota insurance, NASBA CPE and CFP®, including expanded Code of Ethics program)
- Two day annual Symposium offering nationally known speakers and educational credits
- Nationally recognized conferences at substantial member discounts
- Career Development Center programs covering employment, CFP® Certification, Internships, New Planner Online Community and Residency programs
- Practice management and business tools, including *Journal of Financial Planning*, online information and networking services
- Strengthened advocacy and public awareness efforts to promote the value of financial planning and the CFP® mark

#### ABOUT THE FPA OF MINNESOTA

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

# What is the FPA?

The Financial Planning Association® (FPA®) is the community that fosters the value of financial planning and advances the financial planning profession.

FPA is dedicated to facilitating the success of our members through leadership, advocacy, education and business development. We support the efforts of individuals who believe in and practice the financial planning process and share our [Core Beliefs](#). The FPA is founded on four [Core Values](#) - Competence, Integrity, Relationships and Stewardship. We attract members who share our Core Values. FPA offers the tools and resources you need to advance in your career and grow your practice.

Members of the FPA are dedicated to helping people make wise financial decisions. The FPA believes that CFP® professionals are best suited to provide the objective advice needed to make smart financial choices.

The CFP® certification offers the public a consistent and credible symbol of professional competence in financial planning. The FPA benefits the public by helping to ensure that financial planning is delivered through competent, ethical financial planners.

## Who are FPA Members?

Members include individual CFP® professionals, large financial services firms and their employees, attorneys, accountants, charitable giving specialists, insurance agents, stockbrokers, estate planners, mortgage professionals, and others who champion the financial planning process. They bring a diversity of backgrounds and experiences to the profession, gathering in 100 chapters.

The FPA's Corporate Members include corporations and other entities that provide products and services offered to or through financial advisers.

## ABOUT THE FPA OF MINNESOTA

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

# What is a CFP®?

## What is a Certified Financial Planner™ (CFP®)?

A CFP® professional is an individual who has a demonstrated level of financial planning technical knowledge, experience in the field and holds to a client-centered code of ethics. A CERTIFIED FINANCIAL PLANNER™ professional can help you address a variety of financial needs. CFP® practitioners have pledged to put your interests before their own. Be wary of people who call themselves financial planners, but appear less interested in your real needs and goals and more interested in pushing financial products.

To earn the prestigious CFP® certification and remain certified as a CFP® professional, individuals must meet four main requirements:

**Examination.** They must successfully complete the CFP® Board and comprehensive certification examination, which tests the individual's knowledge across the disciplines of financial planning.

**Experience.** They must complete three to five years' financial planning-related experience before achieving the right to use the CFP® marks.

**Ethics.** They must voluntarily abide by the CFP Board's code of ethics and additional requirements as mandated. CFP® professionals who violate the code can be disciplined, including the permanent loss of the right to use the CFP® marks.

**Education.** Thirty hours of continuing financial planning and ethics education must be completed every two years.

Achievement and compliance in these four areas assures you that a professional who holds the CFP® certificate is well prepared and qualified to give you competent advice.

For reasons of competence and commitment to financial planning excellence, the FPA recommends the use of a CERTIFIED FINANCIAL PLANNER™ professional for your financial planning needs. There are also other credible designations such as the Chartered Financial Consultant (ChFC) and the Personal Financial Specialist (PFS), which have their roots in the financial disciplines of insurance and accounting.

#### ABOUT THE FPA OF MINNESOTA

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*

# Contact Information

## **FPA of Minnesota Office**

Bonnie Stanley  
Executive Director  
3900 Main Street NE  
Columbia Heights, MN 55421  
Phone: 763-781-1212  
Fax: 763-226-2393  
[office@fpamn.org](mailto:office@fpamn.org)

Or

## **Chapter Public Relations Director**

Mike Westling, CLTC  
Chapter Public Relations Director  
Newman Long Term Care  
Phone: 612-454-4426  
[mikew@newmanltc.com](mailto:mikew@newmanltc.com)

### **ABOUT THE FPA OF MINNESOTA**

*The Financial Planning Association of Minnesota (FPA of MN) is a not for profit professional association that fosters the value of financial planning and advances the financial planning profession. As one of the 10 largest chapters in the United States, the FPA of MN consists of more than 775 members from all around Minnesota. FPA prides itself on being the Heart of Financial Planning, whose goal is to bring together those who deliver financial planning, those who support it and those who benefit from it.*