

October 2011

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 825 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,

*Lauri Salverda*

Lauri Salverda  
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 825 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.*

# Board Biography

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).

## 2011 Board of the FPA of Minnesota

Chairperson <b>Becky Kreiger</b> , CPA, CFP® Accredited Investors, Inc 952-841-2222 <a href="mailto:becky@accredited.com">becky@accredited.com</a>	President <b>Lauri Salverda</b> , CFP® CFA Clerestory Financial Planning 651-209-2610 <a href="mailto:lauri@clerestoryadvisors.com">lauri@clerestoryadvisors.com</a>	President-Elect <b>Joseph (Mike) Miller</b> , CFP® 763-201-1390 Integra Shield Financial Group <a href="mailto:mike@isfngroup.com">mike@isfngroup.com</a>
Secretary/Treasurer <b>Robert Eichten</b> , CFP®, PFS RSM McGladrey, Inc. 612-376-9515 <a href="mailto:Robert.eichten@rsmi.com">Robert.eichten@rsmi.com</a>	Career Development Director <b>Ben Wacek</b> , CFP® 920-539-1231 <a href="mailto:Benwacek.fpa@gmail.com">Benwacek.fpa@gmail.com</a>	Government Relations Director <b>John Bergstrom</b> , CFP®, ChFC, CLU Cardinal Wealth Advisors 952-746-4700 <a href="mailto:john@cardinalwealth.net">john@cardinalwealth.net</a>
Fin'l Literary & Stability Director <b>Jason Plank</b> , CFS, CRPC, AAMS Ameriprise Financial Services 952-841-7500 <a href="mailto:jason.t.plank@ampf.com">jason.t.plank@ampf.com</a>	Member Services Director <b>Steve Hampton</b> , CFP® U.S. Trust 612-656-0355 <a href="mailto:stephen.hampton@ustrust.com">stephen.hampton@ustrust.com</a>	Membership Director <b>Lynsey Wallin</b> 763-248-0920 <a href="mailto:lnwallin@gmail.com">lnwallin@gmail.com</a>
Partnerships Co-Director <b>Todd Fierst</b> Mortgage Works, Inc. 952-964-3069 <a href="mailto:todd@toddfierst.com">todd@toddfierst.com</a>	Partnerships Co-Director <b>Michelle Marquez</b> , CIC, CPCU RJF - Private Client Group 763-746-8297 <a href="mailto:Marquezm@pcgagencies.com">Marquezm@pcgagencies.com</a>	Pro Bono Director <b>Melanie Hardie</b> , CFP® Ceridian 651-402-8384 <a href="mailto:Meldan3@mywdo.com">Meldan3@mywdo.com</a>
Programs Director <b>Mark Duder</b> , CLU, CFP®, ChFC USAdvisors Network Insurance Agency 952-746-7686 x6103 <a href="mailto:mduder@usadvisorinsurance.com">mduder@usadvisorinsurance.com</a>	Public Relations Director <b>Mike Westling</b> , CLTC Newman Long Term Care 612-454-4426 <a href="mailto:mikew@newmanltc.com">mikew@newmanltc.com</a>	Symposium Director <b>Julieann Schroeder</b> , CFP® Focus Financial Network 952-225-0335 <a href="mailto:julieann@focusfinancial.com">julieann@focusfinancial.com</a>
	Executive Director <b>Bonnie Stanley</b> 763-781-1212 <a href="mailto:office@fpamn.org">office@fpamn.org</a>	

### 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 825 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 over 825 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 825 plus members, 66% have received their CFP® designation.
- 10 of the 16 Board members hold the CFP® designation.
- The FPA of MN has received the Gold Level Chapter Recognition Award and/or the 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 825 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 2011 line-up of speakers kicked off on January 18<sup>th</sup>, when Dan Laufenberg and Sam Wardwell addressed the chapter on the topic of Economic Update.

Future topics include:

January 18, 2011	Monthly Chapter Meeting: Economic Update; Presenters: Dan Laufenberg and Sam Wardwell
February 15, 2011	Monthly Chapter Meeting: The New Face of the 401(k); Presenter: Kathryn Capage
February 25, 2011	5 <sup>th</sup> Annual Career Day
March 15, 2011	Monthly Chapter Meeting: Modern Portfolio Theory: Shortcomings, Strengths, and Alternatives; Presenter: Michael Kitces
April 19, 2011	Monthly Chapter Meeting: Alternative Investments; Presenter: Daryl Dewbrey, Titus Song, Phillip Cox, Anne Ward, Patrick Regan Code of Ethics; Presenter: Keith Loveland
May 17, 2010	Monthly Chapter Meeting: Tax Reform Act of 2010 Presenter: Bill Forsberg, Rick Berning
June 21, 2011	Monthly Chapter Meeting: Trends and Tactics for Real Estate Holdings Presenters: Jeff Starbird, Mark Allen, Denny Bennett
July 19, 2011	Monthly Chapter Meeting: Fixed Income Outlook and Opportunities Presenter: Rob Hall
August 2, 2011	Annual Golf/Bocce Ball; Island View Country Club, Waconia
September 20, 2011	Monthly Chapter Meeting: Succession Planning for the Financial Advisor Presenter: Matthew Lynch
October 24-25, 2011	Annual FPA Symposium
November 15, 2011	Monthly Chapter Meeting: Foreign Markets Presenter: Stephen Kwa
December 20, 2011	Monthly Chapter Meeting: Allied Professional Meeting - Money Sanity Solutions – Linking Money to Meeting; Presenter: Nathan Dugan

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

#### **Financial Planning Week**

October 3-9, 2011 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 825 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 825 financial planning professionals in the Minnesota chapter, with approximately 25,000 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 825 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 close to 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 825 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 825 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)

Or

## **Public Relations Firm**

Mike Zipko  
Goff Public, Inc.  
Phone: 651- 269-8767  
[mike@goffpublic.com](mailto:mike@goffpublic.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 825 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.*