

August 12, 2010

The Honorable Bruce Ahlgren  
Office of the Mayor, Cloquet  
1307 Cloquet Ave  
Cloquet, MN 54064

Re: Promotion of Financial Literacy and Personal Financial Responsibility

Dear Mayor Ahlgren:

With the public focus on retirement savings and social security, comprehensive financial planning has become recognized as a critical need. Like all Americans, the citizens of Cloquet have hopes, dreams and goals - from buying a home or business to funding a child's college education, taking a dream vacation or ensuring their retirement with adequate savings. Financial planning is the key to achieving these goals and dreams.

Financial planning is the process of wisely managing one's finances, while also negotiating the financial barriers that can arise at any stage of life. This process can help individuals set manageable financial goals and develop a realistic and comprehensive plan to meet those goals by addressing financial weaknesses and building on financial strengths. Anyone can benefit from financial planning, regardless of income level.

The Financial Planning Association (FPA®) is a non-profit, membership organization for the financial planning community. FPA connects to those who need, support and deliver financial planning. We believe that everyone is entitled to objective advice from a competent, ethical financial planner to make smart financial decisions. FPA members demonstrate and support a professional commitment to education and a client-centered financial planning process. FPA's more than 25,000 members and nationwide network of nearly 100 chapters are dedicated to supporting the financial planning process in order to help people achieve their goals and dreams.

To this end, FPA will celebrate the ninth annual Financial Planning Week October 4-10, 2010. FPA's Minnesota Chapter, along with other FPA chapters across the country, will strive to promote the value of financial planning through a series of events during the week. A mayoral proclamation would be an excellent way for you to mark the beginning of the annual Financial Planning Week and promotion of financial literacy. For the past eight years, the State of Minnesota has proclaimed FP Week. We are again seeking support from the Governor of Minnesota to proclaim this week as Financial Planning Week. In addition, FPA members in other cities are currently petitioning their Mayors for proclamations.

On behalf of the Financial Planning Association of Minnesota, its 800 plus Minnesota members, and its Board of Directors, we respectfully ask that Cloquet once again issue a proclamation to recognize Financial Planning Week.

Please don't hesitate to call on me at 952-841-2234 or Executive Director Bonnie Stanley at 763-781-1212 if you have questions or need additional information. Also, in the efforts of promoting Financial Planning Week, our association will be contacting local media to recognize individual cities; thus, a copy of your signed proclamation would be greatly appreciated by September 15, 2010.

Thank you.

Sincerely,

Rebecca Krieger  
President, Minnesota Chapter  
Financial Planning Association

**City of Cloquet  
Mayoral Proclamation**

**FINANCIAL PLANNING WEEK**

**WHEREAS**, the financial planning process allows individuals to achieve their dreams by empowering them to identify and manage realistic financial goals and negotiate the financial barriers that arise at every stage of life;

**WHEREAS**, everyone can benefit from knowing about the value of financial planning and where to turn for objective financial advice;

**WHEREAS**, the Financial Planning Association® is the membership organization for the financial planning community, representing 25,000 members dedicated to supporting the financial planning process as a way to help individuals achieve their goals and dreams;

**WHEREAS**, the Financial Planning Association believes that everyone is entitled to objective advice from a competent, ethical financial planner to make smart financial decisions;

**WHEREAS**, The Financial Planning Association is dedicated to helping individuals discover the value of financial planning;

**NOW THEREFORE**, I, Mayor Ahlgren, by virtue of the authority vested in me as Mayor of the City of Cloquet, do hereby proclaim October 4-10, 2010 as **Financial Planning Week** in Cloquet.

**ISSUED:** This \_\_\_\_\_ day of \_\_\_\_\_, 2010

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By: Mayor Bruce Ahlgren