

**The Financial Planning Association of MN presents
A DOUBLE FEATURE - March 20, 11:00 am**

**Hour 1: Understanding Liability Exposures
Hour 2: It's Time to ReDefine Emerging Markets**

March 20th - Golden Valley Country Club
11:00 am: Registration & Networking
2 total - MN CE, CPE, CFP, CIMA
763-732-4131 • Directions Link

Maria Johnson, Chubb Group of Insurance Companies...



American litigiousness is growing at an alarming pace, evidenced by new liabilities and exorbitant jury verdicts. While corporations incur the lion's share of litigation, all Americans confront greater personal liability for a variety of perceived wrongs. Liability coverage is perhaps the most important component of a personal risk management plan because it can provide a significant amount of financial protection for an individual in the event of a lawsuit. Unfortunately, it is often overlooked and rarely updated to reflect changes in an individual's life and financial profile.

This course will help financial planners understand the mechanics of personal liability coverage and the characteristics that create an increased risk for a liability loss. Using some real-life personal liability claims, financial planners will better understand the likelihood of a lawsuit occurring to a client and the

limits available for asset protection. The major themes of the course are:

- The definition of personal and excess liability coverage and how it works in a real claim situation.
- Key coverage components that must be considered in the policy selection and comparison process.
- Guidelines for addressing the most critical question of "how much is enough," relative to personal liability protection.
- Claim case studies that illustrate the application of personal liability coverage as well as the likelihood of a personal lawsuit occurrence. *Continued on Page 2*

JOIN NOW

WHAT'S INSIDE:

Chapter Meeting	1-3
2012 Board	2
Strategic Vision	3
President's Message	4
Career Day	5
Annual Partners	6
Member Services	7
Virtual Learning Center	7
Professional Issues	8
SYMPOSIUM	8
Financial Literacy & Stability	9-10
Pro Bono	9-10
Public Relations	11
Planners in the News	11
Chapter Meeting Review	11
News from National	12
New Member & Anniversaries	13
PAC	14
The Foundation	14
Supporting Partners	14-16
Upcoming Meetings	17

Candice Tse, Goldman Sachs Asset Management...

Candice Tse, vice president within Goldman Sachs Asset Management's Third Party Distribution Product and Portfolio Strategy team, will be educating on the topic of "Growth and Emerging Markets." Attendees will gain further insight and understanding of the rising importance of some of the most dynamic economies in the world, understand the investment implications and implementations options, and how active management can add value.



The term "Growth Markets" was adopted to describe how Goldman Sachs views some of the world's most dynamic economies. Given the rising importance of some of these economies, we think the traditional Developed/Emerging country divide no longer reflects the fundamental nature of the global economy today. We separate out some countries from the traditional Emerging Markets universe—those that are at least 1% of global GDP—and call them "Growth Markets." Eight countries currently satisfy this criterion: each of the BRIC countries (Brazil, Russia, India and China), as well as

REGISTER

Continued on Page 2...

Thanks to our March Host & Platinum Partner



Bill O'Brien • 617-422-4709
bill.obrien@pioneerinvestments.com

Year 2012: Board of Directors

Chairperson **Lauri Salverda**, CFP®, CFA
651-209-2610
Clerestory Financial Planning, LLC
lauri@clerestoryadvisors.com

President
Mike Miller, CFP®, 763-201-1390
Integra Shield Financial Group
mike@isfngroup.com

President-Elect
Jason Plank, CFS®/CRPC®/AAMS®
952-841-7500
Ameriprise Financial Services
jason.t.plank@ampf.com

Secretary/Treasurer
Bob Eichten, CFP®, PFS
612-376-9515 • RSM McGladrey, Inc.
robert.eichten@rsmi.com

Director of Career Development
Molly Sullivan, CFP® • 952-926-1659
Cahill Financial Advisors
molly@cahillfa.com

Director of Professional Issues
John Bergstrom, CFP®, ChFC, CLU
952-746-4700 • Cardinal Wealth Advisors
john@cardinalwealth.net

Director of Financial Literacy & Stability
Jeremy Schmidt, CFP®, 612-844-8021
Thrivent Financial for Lutherans
jeremy.schmidt@thrivent.com

Director of Member Services
Drew DeWitt, 952-449-9269 x633
Hallett Financial
drew@hallettfinancial.com

Director of Membership
Jerome Patterson, CFP®, CPA
612-508-9290
Professional Fiduciary Advisers, LLC
jpatterson@pfa.us.com

Director of Partnerships
Michelle Marquez, CIC, CPCU
651-605-2747, PCG Agencies, Inc.
michellem@pcgagencies.com

Director of Pro Bono
Steve Gilbertson, CFP®
612-750-5237
Accredited Investors, Inc
steve@accredited.com

Director of Programs
Mark Duder, CLU, CFP, ChFC
952-746-7686x6103
USAdvisors Network Insurance Agency
mduder@usadvisorsinsurance.com

Director of Public Relations
Kevin O'Laughlin, CFP®, CFS
952-253-2581 • Affiance Financial
kevin@affiancefinancial.com

Director of Symposium
Julieann Schroeder, CFP®
952-829-0000 x6166
USAdvisors Wealth Management
julieann.schroeder@securitiesamerica.com

Executive Director **Bonnie Stanley**
763-781-1212 • office@fpamn.org

March 20th CHAPTER MEETING - Continued from Page 1...

Hour 1 - About Maria Johnson...

Maria L. Johnson is Vice President, Field Sales Manager of Personal Insurance in the Chubb Group of Insurance Companies. Maria's current responsibilities include managing personal insurance sales for Chubb's Midwest region. Products include excess liability, automobile, homeowners, automobile, valuable articles. Chubb's products and services are designed to meet the needs of high net worth individuals and their families.

In Maria's position she and her staff work with independent agents to educate them on Chubb's products as well as the needs for the high net worth individual. She also works directly with Financial Planners to educate them on the unique risk management needs of this market segment. Prior to her current position, Maria has held various marketing and appraisal positions with Chubb in multiple cities around the country.

In-between her positions with Chubb, she was the Director of Personal Insurance at Stanton Group. In this position she worked directly with high net worth individuals and multi-family offices crafting insurance programs to protect their assets. Maria has a Bachelor of Arts degree from St. Olaf College, Northfield, MN.

Hour 2 - Continued...

the four largest "Next 11" (N-11) countries: Mexico, Korea, Turkey and Indonesia. These are the economies that are most likely to experience rising productivity coupled with favorable demographics and, therefore, a faster growth rate than the world average going forward. Additional characteristics that we implicitly use to distinguish Growth Markets from Emerging Markets include their growth environment, as well as the level of financial development and accessibility to investors. Other countries could achieve Growth Market status over time—these include some of the other N-11 countries, namely Nigeria and the Philippines, and possibly Egypt. For now, however, they remain in the Emerging Markets group.

About Candice Tse...

Candice Tse is a vice president within GSAM's Third Party Distribution Product and Portfolio Strategy team, responsible for Fundamental Equity. Candice has been with Goldman Sachs Asset Management for over ten years. She joined the portfolio strategy team after receiving her M.B.A. in Finance and Management from Columbia Business School. Prior to attending Columbia, Candice spent three years in Institutional Sales focusing on relationship management and business development for middle market clients. Before joining the sales team, Candice worked in Portfolio Administration for four years and was the team leader for Institutional Equity. She graduated from Rutgers University Magna Cum Laude with a Bachelor of Science degree in Marketing.

Arrive in time to be seated by 11:20 pm for lunch. Announcements, a partner presentation by Bill O'Brien of Pioneer Investments and the program start at 11:40 am. The presentation ends at 2:00 pm. Avoid the \$15 last-minute registration fee by reserving your spot before 5:00 pm on March 16th. Meeting fees: Annual Season Pass - \$240. Members without a Season Pass - \$40; Non-Members - \$65. RSVP early. The recorded session ranges from \$15 - \$45 and is available in the **FPA MN Virtual Learning Center**.

If you a member, it's time to purchase your 2012 Season Pass! You'll receive two free guest passes, which provide a great opportunity to invite a guest. See page 3 for details.

The 3rd Tuesday - March 20th, 11:00 am - Golden Valley Country Club, 7001 Golden Valley Road (763-732-4132). If you have not already registered by clicking YES on your email invitation, you may click the links in the side bar on Page 1. Anticipated credits per session include: 1 MN CEU/1 CFP Board/1 CPE/ and 1 CIMA. CFP® and Certified Financial

Continued on Page 3...

March 20th CHAPTER MEETING - Continued from Page 2...

Planner® are marks owned by the Certified Financial Planner Board of Standards, Inc. (CFP Board). Course Level: Basic to Intermediate. There are no pre-requisites or advanced preparation necessary for this program, but you should have a basic understanding of the subject matter. See the boxed Learning Objectives for a list of anticipated expectations by the end of the session. Instructor Qualifications: Minimum 4-year degree plus 5 years practical experience. Instructional Method: Group-Live presentation.

All registrations (**including Season Ticket holders**) called in after 5:00 pm on the Friday preceding the chapter meeting or arriving without a registration will be assessed an additional \$15. FPA is committed to pay GVCC for every reservation made. If you cannot keep your commitment, please call 612-781-1212 to cancel. Individuals not canceling within 24 hours will not receive a refund and will be invoiced \$40 (unless prepaid). Season Ticket Holders not canceling will be invoiced a \$15 No Show-No Cancellation fee. The Season Ticket purchase of \$240 represents a savings to you and does not cover our costs for the year. For more information regarding refund, complaint and program cancellation policies, please contact our offices at 763-781-1212.



The Financial Planning Association of Minnesota is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org

We are FPA.™



The Heart of Financial Planning.

The community that brings together those who deliver, support and benefit from financial planning.

Do 1 Thing.

One Thing Leads to Another.

Get Connected with FPA CONNECT!



STRATEGIC VISION
TO ACHIEVE PRIMARY AIM

Strategic Vision



S T E W A R D S H I P

C O M P E T E N C E	<p>MEMBER:</p> <p><i>Deliver Superior Member Value</i></p> <p>Facilitate the success of our members and grow the organization by providing relevant and timely programs and services that meet, anticipate and exceed their needs.</p>	<p>ORGANIZATION:</p> <p><i>Optimize Organizational Performance</i></p> <p>Optimize organizational culture, structure and human and financial resources to achieve excellence.</p>	R E L A T I O N S H I P S
	<p>PROFESSION:</p> <p><i>Be the Authoritative Source</i></p> <p>Be the recognized leader for knowledge about the practice and profession of financial planning. Unify the voice, focus and resources of the financial planning community, bringing together those who champion the financial planning process. Cultivate the body of knowledge of personal financial planning.</p>	<p>SOCIETY:</p> <p><i>Serve as the Credible Voice</i></p> <p>Promote FPA and FPA members as the credible voice of financial planning. Define and effectively communicate a common understanding of the discipline of personal financial planning and the benefits of its use.</p>	

We are a values-based membership organization.

Our **PRIMARY AIM** is to be the community that fosters the value of financial planning, and advances the practice and profession of financial planning.

I N T E G R I T Y

Message from the President

MIKE MILLER, CFP®



Four Key Values, Four Key Focus Areas

In January I wrote about the Primary Aim of FPA and FPA Minnesota. It's important so here it is again as a reminder: To be the community that fosters the value of financial planning and advances the practice and value of financial planning. We are a values based membership organization. Our values are:

- **Competence:** Our dedication to competence requires not only lifelong learning, but also that we continually assess our ability to appropriately and effectively address the needs of those whom we serve.
- **Integrity:** We strive to have ever more congruence between our words and deeds, and to deliver genuine value to those whom we serve.
- **Relationships:** We are committed to open, inclusive and respectful relationships, including collaboration among diverse parties on common interests.
- **Stewardship:** We recognize our responsibility to act with vision, ever mindful of the effects of our actions on the future.

There are four key areas we focus on to help achieve Primary Aim. These areas are our members, the organizational entity itself (FPA Minnesota), the profession, and society or consumers. FPA Minnesota has over 800 members. By virtue of our membership in FPA we are confirming our shared commitment to the values of our organization and to our shared primary aim. This month I want to share with you just a couple of the initiatives your board is moving forward in the member area.

As a board, we are committed to delivering superior member value. Our long term vision is to facilitate the success of our members and grow FPA Minnesota by providing relevant and timely programs and services that meet, anticipate, and exceed the needs of our members.

One of the initiatives we are currently working on is updating our existing website. Our website must serve each of the four key focus areas mentioned earlier. Initially we have established a small task force that is in exploratory discussions among themselves and with potential service providers. We envision a website that will not only enhance the value to our members but also aid in membership recruitment. We imagine a website that will be an authoritative source for our financial planning community. We also imagine a website with integrated social media strategies where we can help connect our members and consumers within the geographic region we serve to bring about the delivery of financial planning services. The website initiative is no small task as it involves many variables one of which is coordinating with National FPA. We continue to move forward with this project and will keep you informed on its progress.

Another initiative in the member area will be to enhance communication among all of our members. Stay tuned for some exciting news on this front as we continue as a board to experiment with a rather robust chapter wide communication tool now available. There will be more to come as this evolves.

Exciting things are happening at FPA Minnesota. Why don't you consider joining us?

Mike

Mike Miller, CFP®

FPA MN President

763-201-1390 • mike@isfn.org

108 Reasons FPA is the Heart of Financial Planning: Journal of Financial Planning, Free CE Credit Opportunities, Career Center, Pro Bono Involvement, Public Speaking, and Member Discounts. [View all 108 benefits!](#)



In January I shared with you the first of five lessons geese can teach us about teamwork. The first lesson was:

People who share a common direction and sense of purpose can get there more quickly.

It is no coincidence that geese fly in a V formation. As each goose flaps its wings, it creates uplift for others behind it. There is 71 percent more flying range in V-formation than in flying alone.

The second lesson is:

It's harder to do something alone than together.

Whenever a goose flies out of formation, it feels drag and tries to get back into position.

Want to be more engaged with FPA Minnesota. Let me, any board member, or Bonnie know. We have great opportunities for you to build skills, grow personally and professionally, and make a difference.

Career Development Committee

MOLLY SULLIVAN, CFP® • CAREER DEVELOPMENT DIRECTOR



COMMITTEE MEMBERS: MARK BRICE JOE PITZL BEN WACEK
BRIAN MARTIN NICK THUNKER JOSH WOLBERG

6th Annual FPA Career Day • 02.24.2012



Thanks to those who generously contributed to SPONSOR STUDENTS:

Bob Klosterman • Sophia Bera
Dana Brewer • Becky Krieger
Joan Rossi • Lauri Salverda
and Janet Stanzak

Thanks to those who generously donated their time to PRESENT and TEACH:

Sophia Bera • Mike Branham • Anthony Brinda
Leon Chen • John Comer • Mike Earl
Stacy Friedges • Bridget Handke • Rachel Infante
Becky Krieger • Mike Miller • Kevin O'Laughlin
Jerry Patterson • Joe Pitzl • Nick Thunker

THANK YOU to our 2012 Partners!

2012 PLATINUM



David Gillette • 920-857-3854
david.gillette@morningstar.com



Terry Huddle • 612-730-3074
t3h@americancentury.com



Sit Mutual Funds
Steve Benjamin • 612-359-2554
spb@sitinvest.com



DJ French • 610-727-0011
dfrench@dundeewealthus.com



ADVISOR SERVICES
Jay Robinson • 612-375-9525
jay.robinson@schwab.com



Matt Murphy • 213-625-1900
mmurphy@Payden-Rygel.com



Robert Kincade
800-317-1127
rkincade@stonebridgecap.com



Denny Bennett • 952-769-2138
denny@dennybennett.com



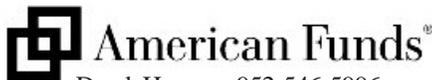
Bill O'Brien • 617-422-4709
bill.obrien@pioneerinvestments.com



Trust Company of America

Melissa Gaustad
651-338-2067
mgaustad@trustamerica.com

GOLD PARTNERS:



Derek Hansen • 952-546-5996
dzh@capgroup.com



CONNECTING THE INSURANCE WORLD
Margaret LeClair • 651-739-2010
mleclair@leclairinsurance.com



Strategies for Building Real Wealth
Greg Supple • 877-215-1330x7274
gsupple@thornburg.com



Wes Madera • 612-373-7425
wmadara@chubb.com



Stephen Lee • 651-335-6924 • LeeS18@nationwide.com



Yana Morgan
402-391-1980
ymorgan@weitzfunds.com



Paul Mele • 415-670-4786
paul.mele@blackrock.com



Jack Pickler • 651-605-2706
jackp@pcgagencies.com



Laura Bomberger
312-364-5340
lbomberger@williamblair.com

SILVER PARTNERS:

AUXIERASSET MGMT

Lillian Widloff • 800-835-9556 x14
lwidloff@auxierasset.com

CALVERT INVESTMENTS

Justin Terrell • 954-673-5766
justin.terrel@calvert.com

DIAMOND HILL INVESTMENTS

Sean Ryan • 312-560-7300
sryan@diamond-hill.com

FIDELITY INVESTMENTS

Bill Rothschild • 888-718-7835
bill.rothschild@fmr.com

GOLDMANS SACH ASSET MGMT

Paula Doroff • 612-803-4121
paula.doroff@gs.com

HALLETT FINANCIAL GROUP

Drew DeWitt • 952-449-9269 x633
drew@hallettfinancial.com

INVESCO

Greg Prokott • 612-423-1689
greg.prokott@invesco.com

J.P. MORGAN

Chris Olson • 612-802-0502
chris.w.olson@jpmorgan.com

JENSEN INVESTMENT MGMT

Richard Clark • 503-726-2059
sgerke@jenseninvestment.com

LASERFICHE

John Toledo • 562-988-1688 x209
jtoledo@laserfiche.com

LEUTHOLD FUNDS

Hilary VandeStreek • 612-767-1176
hvandestreek@lwcm.com

NATIXIS GLOBAL ASSET MGMT

Frank Little • 312-758-5715
frank.little@mgam.natixis.com

NEWMAN LONG TERM CARE

Deb Newman • 952-888-3777
debn@newmanlnc.com

OPPENHEIMER FUNDS

Tom Sabow • 800-479-1828 x30963
tsabow@oppenheimerfunds.com

PRUDENTIAL ANNUITIES

Anthony Kosobud • 952-270-4900
anthony.kosobud@prudential.com

QUANTITATIVE ADVANTAGE

Scott Dorgan • 952-944-3206
sdorgan@qaglobal.net

RAINIER INVESTMENT MGMT

Mark Wolff • 800-280-6111
mark.wolff@rainierfunds.com

SEI INVESTMENTS

West Durham • 610-676-4269
wdurham@seic.com

TDAMERITRADE INST'L

Carson Booras • 312-803-3969
carson.booras@tdameritrade.com

TRADITION MORTGAGE

John Zydowsky
952-252-4664
john@traditionllc.com

TRANSAMERICA CAPITAL

MGMT - Kevin Beaubien
763-502-0124
kbeaubien@transamerica.com

WASATCH FUNDS

Brandon Fries • 801-533-0777
brandon@wasatchfunds.com

BRONZE PARTNER:

COLE REAL ESTATE INVESTMENTS

Dan Braz • 312-447-1563
dbraz@colecapi.com

Member Services Committee

DREW DEWITT • MEMBER SERVICES DIRECTOR

COMMITTEE
MEMBERS:

DREW DEWITT
RON EVANS

JIM GRUNING
LARRY MENZEL

BETH MONGE
JACK PICKLER

DAMIAN WINTHER



Spotlight on Member Discounts

Damian Winther, CFP® - Member Services Committee Member

As a member of the Financial Planning Association of Minnesota, you are entitled to a number of different discounts through our partnership with Business AdvantEdge. By taking advantage of some of these discounts, ***the savings could easily cover your annual FPA membership dues!***

Please visit our website: www.fpamn.org, sign into the member's only section, and click on "member discounts." The **2012 Quick Reference Guide** can also be viewed on the Member Discount Benefits portion of our website. ***Register with Business AdvantEdge today and start saving big!***

One of the benefits currently available via the Business AdvantEdge program is **Constant Contact**:

Constant Contact

Discounts will be applied at the time of purchase. Constant Contact will not allow a discount of this size to display on their public website. Please keep that in mind when viewing their pricing page.

- Step by step email creation.
- Easy send scheduling.
- 400+ customizable templates.
- Tracking and reporting.
- Email list management.
- Free coaching and support
- 6 month prepay – 20% discount.
- 12 month prepay – 25% discount.

Check out the 2012 Members Only Quick Reference Guide: <http://www.fpamn.org/members/members.html>

The link and password to access these great benefits are included at the top of the Quick Reference Guide.

Virtual Learning Center

Larry Menzel, ChFC, PPC - Member Services Committee Member

I recently renewed my insurance license. I thought everything was in place, and I was good to go. Well, I was...almost...seems I was one hour short, OMG, on ethics. Well...being an ethical kind of guy, I quickly went out and found a two hour on-line gap-filler and got that taken care of. Which led me to think about all the resources FPA provides for our education and professional growth via the VIRTUAL LEARNING CENTER on the Fpanet website. (www.fpanet.org/professionals/Learn/VirtualLearningCenter/)

FPA's Virtual Learning Center (VLC) is the best source of convenient financial planner CE available. Weekly webinars provide financial advisers with the latest topics and instruction to maintain professional designations like the CFP mark as well as providing objective business management advice for financial planning practices of all sizes. Not only can you take part in the live audio and Web-based presentations, but you may ask questions, delve deeper and have your participation automatically reported by FPA.

Additionally, all the webinars are archived so if you miss the actual presentation, you may utilize them at your leisure and on your own timetable. Just like the live events, there is a fee attached for the on-line service with members enjoying a discount, naturally. You may search the archives by Author, Title, Price, Topic or publication date which allows you to more closely peg your CE to your interests or needs.

Keep up with the practice, improve your skills, or just stay current...it's all there.

FPA Minnesota Virtual Learning Seminars

- **Money Sanity Solutions - A blueprint for extraordinary multi-generational client engagement with Presenter Nathan Dungan** (*Ranked 3.88, 2 hrs CFP CE*)
- **Best Income Tax & Estate Planning Opportunities for 2012 with Presenter Robert Keebler** (*Ranked 2.71, 1 hr CFP CE*)

Members-\$30 • Non-Mbrs-\$45

Season Ticket Holders-\$15

Meeting Attendees-\$15

Approved for CFP CE credits only.

REGISTER FOR WEBCAST

Professional Issues

JOHN BERGSTROM, CFP®, ChFC®, CLU • DIRECTOR

COMMITTEE MEMBERS: STEVE FISCHER JENNIFER RAGBORG
GERALD BRENNAN KEITH LOVELAND JOSH WOLBERG



'Fiduciary' under Certified Planner Board Conduct Rule 1.4

The Certified Financial Planner Board of Standards Standards of Professional Conduct ("the Code") contains Rule 1.4, as follows:

A certificant shall at all times place the interest of the client ahead of his or her own. When the certificant provides financial planning or material elements of financial planning, the certificant owes to the client the duty of care of a fiduciary as defined by CFP Board.

The Terminology section of the Code defines "Fiduciary" as follows:

One who acts in utmost good faith, in a manner he or she reasonably believes to be in the best interest of the client.

CFP certificants may ask 'what specifically must I do to demonstrate adherence to the fiduciary duty of care'?

For CFP certificants who are either registered investment advisers ("RIA") or are investment adviser representatives ("IAR") of an RIA, the federal law requires them to adhere to a fiduciary standard of conduct. For CFP certificants who are neither RIAs nor IARs, but who hold themselves out as financial planners, financial advisers, financial counselors (or some similar description), Minnesota Statute 45.026 (for example) requires them to adhere to a fiduciary standard of conduct. In other words, act like an investment advisor. But what does that mean, specifically, they ask.

Most often, I direct them to the website www.fi360.com. There they can view Prudent Practices for Investment Advisors. The 20+ prudent practices are grouped within 4 steps – Organize, Formalize, Implement, and Monitor.

Following prudent practices should go a long way towards demonstrating that a CFP certificant placed the interest of the client ahead of his or her own, and acted in utmost good faith, in a manner he or she reasonably believes to be in the best interest of the client.

ANNOUNCING THE NEWEST FPA MEMBER BENEFIT: KIPLINGER'S PERSONAL FINANCE & SMARTMONEY

If you are an FPA member, look forward to receiving these magazines as part of your FPA membership!

Kiplinger's Personal Finance is the most trustworthy source of information available today on savings and investments, money management, taxes, home ownership and many other personal finance topics.

SmartMoney, the personal finance magazine from *The Wall Street Journal*, offers unparalleled information to help its readers live their best financial lives and have more fun doing it.

Note: If you are not currently getting these magazines, log in (through fpanet.org) and check your communication preferences. Be sure to opt in to sponsored mailings.

Mark your calendars!!
October 8 and 9, 2012
Minneapolis Convention Center

Annual Symposium Event

*"is the place to be and the
place to be seen"*
as spoken by
Julieann E. Schroeder,
Director of Symposium.

Team Symposium is proud to present an agenda where you can earn up to 13 CE credits including 3 credits that qualify for ethics.

The "star studded"
speaker line-up includes :

★ **Nick Murray** ★
★ **Natalie Choate** ★
★ **Chris Waller** ★

Dr. Martin Murenbeeld
(Dundee Wealth)

Tom Duncan (Nationwide)

Greg Supple (Thornburg)

★ **Dan Candura** ★

★ **Scott West** (Invesco) ★

★ **Jack Surgent**

Dr. David Kelly (JP Morgan)

Jerry Webman (Oppenheimer)

Rick Gold (Invesco)

Stay tuned more updates to follow in upcoming newsletters.

TEAM SYMPOSIUM:

JOHN BERGSTROM

JACK HINZ

MIKE BETZ

RACHEL INFANTE

CHARLES BUCK

CRAIG JERGENSON

BOB CALLAHAN

PETE LUDWIG

KAREN D'ALIO

JULIEANN SCHROEDER

LYNN DALY

LAURA SEYMOUR

Financial Literacy & Stability Committee

JEREMY SCHMIDT, CFP® • FINANCIAL LITERACY & STABILITY COMMITTEE DIRECTOR



COMMITTEE MEMBERS:

SOPHIA BERA
JOHN COMER

CHRISTINE DAMICO
MICHAEL ERPENBACH

KAREN GEMMILL
JASON PLANK

JEANNA SABERS
HILARY VANDESTREEK

Financial Literacy & Pro Bono VOLUNTEER Opportunities

By Christine Damico, CFP® - Committee Member

Now that we are well into the New Year, we thought it would be beneficial to outline some opportunities to give back to the community through financial education and guidance.

You might be thinking, “How do I get involved?” or “But, I have little free time.” Maybe even, “I wish someone had taught me more of the fundamentals of personal finance early on...”

Well, there are many opportunities available to suit both your schedule and your area of interest. All you need is enthusiasm, life experience, professionalism, and a willingness to teach and guide those in need of financial education and advice. Below are some ways you can get involved in the coming months:

JUNIOR ACHIEVEMENT: www.jaum.org

1) One day opportunities and 2) Four to five 45 minute sessions delivered over a course of five to eight weeks

[Junior Achievement Volunteer Opportunity Website link](#)

Clicking on the link above will direct you to a list of the current opportunities available. This includes the specific school, date(s), and time(s). After you find an opportunity, contact the Junior Achievement representative listed on the website to sign up.

BESTPREP: www.bestprep.org

➔ **Classroom Plus** - Enriches teachers' curriculum for students in grades 4-12 by coordinating volunteer business professionals to give classroom presentations and host workplace tours. These speakers bring to life the real world of business, career options, and financial literacy for tomorrow's leaders. http://www.bestprep.org/programs/classroom_plus/

➔ **Financial Matters Initiative** - Four interactive presentations have been created (Money Matters, Budgeting Matters, Credit Matters and Investing Matters) and are ready for you to present in classrooms. The presentations were developed and tested with input from financial planners and teachers. http://www.bestprep.org/programs/classroom_plus/fmi/fmi_volunteers/

For more information, contact Rachel Schwalbach at 763.398.0090 ext 235 or go to the FAQ website at http://www.bestprep.org/volunteer/cp_volunteer_form/cp_vol_faq/

➔ **Minnesota Business Venture** – A one-of-a-kind summer program that offers firsthand experience of the business world.

Students in grades 9-12 attend this weeklong program at either St. Cloud State University from July 8-13 or St. Johns University from July 22-27 to participate in sessions led by professionals. Topics include marketing, investing, interviewing skills, ethics, entrepreneurship, philanthropy, business plan creation and so much more. Over 150 volunteers are needed to make MBV a success. Short-term volunteer opportunities exist for mock interviewers, financial planners to present to small groups, and business plan judges. If you are interested in volunteering, please fill out the following form: http://www.bestprep.org/volunteer/mbv_volunteer_form/

For general information about the program or to get your son or daughter enrolled visit http://www.bestprep.org/programs/minnesota_business_venture/

➔ **eMentors** – An excellent opportunity for students to learn how the skills they develop in school play into their future success in the workplace. Students from a high school class are paired with members of the business community to exchange weekly emails based on a series of guiding questions, monitored by teachers, and tailored to meet various curriculums. This year's connection with Mahtomedi High School is booked for spring 2012, but to sign up for the spring 2013 session, please contact financial_literacy@fpamn.org.

TWIN CITIES FINANCIAL PLANNING DAY: www.financialplanningdays.org/twincities

The Third Annual Twin Cities Financial Planning Day will take place in October 2012 (final date to be determined.) The event will include one-on-one financial counseling sessions as well as a series of workshops targeted towards different financial life stages. The purpose of the event is to increase awareness about the value of financial planning while providing the public with access to objective, professional advice. Time commitment is one Saturday in October.

Contact Steve Gilbertson at Steve@accredited.com for more information or if you are interested in getting involved with this year's event.

DULUTH FINANCIAL WELLNESS DAY:

Organizers in the Duluth area have already begun preparations for their first annual financial wellness day. The event will

Continued on Page 10...

VOLUNTEER Opportunities - Continued from Page 9...

take place at Lake Superior College, likely on either October 13th or October 20th. The format of the day will be similar to that of the Twin Cities Financial Planning Day event and will include one-on-one financial counseling sessions and a series of workshops. The Duluth mayor's office is on-board with the event, as are a number of community partners. FPA members in Duluth and the surrounding area are needed to volunteer for the one-day event as well as potentially serve on the steering committee for ongoing preparations for the event.

Contact Steve Gilbertson at Steve@accredited.com for more information or if you are interested in volunteering for this year's inaugural event.

MILITARY INITIATIVE:

The FPA of MN pro bono committee is looking for members of our professional society willing to conduct basic money management seminars and provide one-on-one financial counseling to soldiers returning from deployment overseas between April and September of this year. The time commitment is upwards of once a month on either a Saturday or Sunday at military facilities located primarily in the Twin Cities. We plan to gather recruits for training on the morning of March 20th, prior to the regular monthly FPA of MN chapter meeting. If you are willing and able to assist, please contact Cynthia Levine at Cynthia@accredited.com.

ACCOUNTABILITY MINNESOTA (AAM):

<http://www.accountabilitymn.org/>

AAM, a community based non-profit, works to lift and keep thousands of families out of poverty and on to the road of economic security and mobility by providing free tax preparation and financial services. Through this program, FPA volunteers offer scheduled one-on-one financial planning sessions to low income individuals who are utilizing the tax preparation services that AAM offers. Volunteers provide financial education and guidance on a wide variety of topics, including budgeting, saving, improving credit, and investing basics. Financial planning volunteers commit to two four-hour blocks (weeknight evenings or Saturday mornings) a month during tax season (January 27 – April 17) and work out of the main office in St. Paul, the Minneapolis Urban League location in Minneapolis, or Creekside Community Center in Bloomington. While the initiative is already underway for 2012, look for information late in the year as to how to get involved in this project for 2013. In the meantime, you can contact Steve Gilbertson at steve@accredited.com with any questions you may have.

Pro Bono Committee

STEVE GILBERTSON, CFP® • PRO BONO DIRECTOR



COMMITTEE MEMBERS:

MELANIE HARDIE
LOUISA HEXT

DAN KATAN
CYNTHIA LEVINE

LAURI SALVERDA
DAVID THESING

A Call for Volunteers - Foster Youth Initiative

By Steve Gilbertson, CFP® - Director

The Pro Bono committee is seeking volunteers among the FPA membership to serve as financial mentors to individuals “aging out” of the Foster Youth system. Clearly facing a unique set of challenges, these individuals are very much in need of someone they can turn to as a resource for financial guidance as they set out on their own into the world. While these individuals typically not only have the challenge of not having an adult role model to turn to in their lives for financial guidance, many also face additional obstacles such as the fact that their credit may have been negatively impacted by parents or other family members who applied for credit cards or loans in their name. Without a doubt, then, they are very much in need of thoughtful and objective financial guidance as they navigate the real world.

The Foster Youth initiative is being coordinated in conjunction with the MN Jump\$tart Coalition, the

community development arm of the Federal Reserve Bank of Minneapolis and the Minnesota Department of Human Services. The pilot program has a target launch date of April, with 8-12 individuals potentially needing mentors. Involvement in this program will take the form of a combination of workshops with potential mentees as well as ongoing 1-on-1 mentoring as needed, primarily through phone or e-mail (following much the same model as the Best Prep E-Mentor program.) The program is designed, then, for busy planners to be able to make a substantial impact in the lives of these Foster Youth even in the midst of their full schedules.

If you have an interest in volunteering for this important work or would like to learn more, please contact Steve Gilbertson at steve@accredited.com. Thanks much for your consideration!

For online information about the Pro Bono committee and our services, please refer to our websites: <http://www.fpamn.org/committees/Pro-Bono-Committee.html> and <http://www.fpamn.org/visitors/Pro-Bono-Service.html>. To join the committee for 2012 (we'd love to have you!), please e-mail us probono@fpamn.org.

Public Relations Committee

KEVIN O'LAUGHLIN, CFP® • PUBLIC RELATIONS DIRECTOR



COMMITTEE MEMBERS:

MATT BLEWETT
SHANNON KING

GRANT MEYER
NATE WENNER

MIKE WESTLING
MIKE ZIPKO

Welcome

On behalf of the entire Public Relations Committee I would like to take this opportunity to extend a hearty welcome to our newest member, Kevin Sale. We are very grateful to have more help getting the word out about FPA MN and all the great things we do.

Congratulations to Sophia Bera for her quote in Money Magazine on conversations parents should be having with their children about money! Great job, Sophia.

As ever, if you have been mentioned in the media please contact Kevin O'Laughlin the Director of the PR committee at 952-253-2581 or kevin@affiancefinancial.com so that we may share your recognition.



PLANNERS IN THE NEWS

Money Magazine - Over the years, my wife and I have amassed a decent net worth. When, if ever, should we tell our children what it is?

Sophia Bera, January/February 2012

New York Times - Color the 1 Percent 99 Percent Conflicted

Ross Levin, February 8, 2012

Seen your name in print lately? We would like the spotlight to be on *YOU*. If you have been quoted in any news or media article, let us know. We will post a link to the article.

Programs Committee

MARK DUDER, CFP®, CLU, ChFC • PROGRAMS DIRECTOR



COMMITTEE MEMBERS:
JERRY BRENNAN

EARL COHEN
LAURA KUNTZ

KELLY OLSON-
PEDERSON

MARK REKOW
PAUL WILSON

Chapter Program Review - February 21st

Mark Duder, CLU, CFP®, ChFC - Programs Director

**Best Income Tax & Estate Planning Opportunities for 2012
presented by Bob Keebler, CPA, MST, AEP**

REGISTER FOR WEBCAST



Mr. Robert Keebler returned this month to the FPA of Minnesota to share his insights on income and estate tax planning in 2012. Mr. Keebler has spoken to our chapter a few times before and he again demonstrated why he gets asked to come back again and again, delivering an excellent and informative presentation.

Bob started out discussing Income Tax Planning Opportunities in 2012 and reminded us that capital gains taxes are going to go up from 15% to 20% in 2013 and that loss harvesting is a strategy to consider for clients. Other income tax related topics Bob covered were shifting income to younger generations, Roth IRA conversions (and re-characterizations), NUA, and the forthcoming importance of "after tax" asset allocation.

Bob also discussed wealth transfer opportunities in 2012 utilizing strategies of lifetime gifting, GRATs, CRTs, CLTs, dynasty trusts and IDGTs, as well as installment sales. Bob suggested that with the lifetime exemption likely to be at \$3.5M or \$5M per person that most advisors will want to focus on income tax planning in the retirement distribution phase.



NEWS FROM NATIONAL FPA

February 24, 2012

Dear FPA Member Colleague,

In FPA's ongoing effort to keep you informed of key policy measures in Washington, D.C. that can affect you and your clients, we want to share the **latest information on tax reform** and hear your feedback as well.

On February 22, 2012, the White House and U.S. Treasury Department released a **Framework for Business Tax Reform** aimed at making the federal corporate statutory rate competitive with major U.S. trading partners; creating incentives to promote domestic manufacturing; overhauling international tax rules; and simplifying and cutting taxes for small businesses.

The Framework recommends broadening the base by ending most credits and deductions and lowering the federal corporate rate from 35 to 28 percent. The document contains few specifics about what to cut, but an extensive list from an earlier analysis by the U.S. Joint Committee on Taxation can be found [here](#).

As details become available, FPA will be assessing the impact of any proposals. While most of focus of the Framework is on C-corporations, the base-broadening provisions and reforms could remove credits and deductions used by passthrough entities as well, though without the benefit of a lower rate. FPA has been educating policymakers about the potential punitive treatment of passthroughs since the Treasury Department floated this proposal in early 2011.

Outlook

The Framework's release was delayed for over a year and does not provide legislative language. House Republicans are working on their own tax reform proposals. Passage of either party's proposals this year is very unlikely. The President's Framework is best viewed as a blueprint for what he would like to accomplish in a potential second term.

We want to hear from you:

There are two easy ways for you to share your thoughts:

- Take our quick online survey by clicking [here](#); or
- FPA Connect: [Log in here](#) to share your opinions and follow what other professionals are saying in our online Public Policy – Planners Making a Difference community.

Sincerely,

Dan Barry
Managing Director
FPA Government Relations & Public Policy
Dan.Barry@FPA.net

**FPA - Research Center:
Research About You &
Your Practice**
**Groundbreaking Research,
Practical Application,
Advancing Knowledge**

Dear Valued Member,

FPA, in partnership with Cerulli Associates, would like to better understand your practice. Please take 20 minutes to complete our newest survey by [clicking here](#) or by copying and pasting the following URL into your browser: <https://www.fparesearch.com/R.aspx?a=169>

To thank you for your time, upon completion of the survey you will have instant access to **The Cerulli Edge: Advisor Edition (Q1, 2012)** - a \$2,500 value if purchased directly from Cerulli! In addition, all survey participants will be **entered to win a free FPA conference registration**.

Thank you in advance for your participation,

The FPA Research Team



NEW MEMBERS!

Corey Anderson
Secura Consultants, LLC

Jeffrey Benson
Prudential

Anthony Bolstorff
Hastings, MN

Cullen Byre
Anchor Trust

Derek Dove
AdvisorNet Financial

Trevor Johnson
Staples Financial, Inc

Sara Kancor
Bloomington, MN

Richard Longseth
Duluth, MN

Bruce Lyon-Dugin
Lyon-Dugin & Associates, LLC

Mitchell Nelson
Secura / My Disability Plans

Robin Prince, CFP®
Aspiriant Investment Advisors

Andrew Spaanem, CFP®
Northwestern Mutual Fin'l Network

Bruce Strom
Hibbing, MN

Christopher Wagner
Duluth, MN

Congratulations!

HAPPY ANNIVERSARY!

20 Years

James Goedtke,
RFC, CSA
Investors Choice Financial Services

15 Years

Ellen Scholz, CFP®
Effective Money Strategies, Inc.

10 Years

Nancy Anderson, JF, CTFA
US Bank, Private Client Reserve

Debra Groezinger, CPA/PFS, CFP®
Stevens Foster Financial Advisors

Bradley Jenson, CFP®, CIMA
Lake Superior Financial Services, Inc.

Jeffrey Thorup, CFP®
Focus Financial Network Inc

5 Years

Nancy Bergstrom, CFP®
Meristem

Jeffrey Betts, CFP®
Grant Thornton LLP

Dana Hornquist, CFP®
Hornquist Financial

Jonathan Liang, CFP®
CTB Financial Services, Ltd.

John Pitz, CFP®, ChFC, CLU
Ameriprise Financial

Chris Woods
CNL Securities Corporation

SAVE THE DATE!



13th Annual FPA MN Golf & Bocce Ball Tournament August 14th

It's never too early to start thinking about golf! Mark your calendars as the 2012 Annual FPA of Minnesota Golf Tournament has been set for **Tuesday, August 14th**. This year's event will be held at **Prestwick Golf Club in Woodbury**.

Our Charity Pick This Year: Greater Minneapolis Children's Crisis Nursery

This first-class tournament brings the Board Room outdoors so you can network with other financial and business professionals from around the state of Minnesota. The unique Scramble format opens the tournament up to golfers of all abilities. For all of the non-golfers out there, we hope you will participate in the Bocce Ball tournament!

**Mark your calendars today -
you won't want to miss this!
Registration details to be
released soon!**

Are you a Raving Fan of FPA and FPA Minnesota?
Click on this link to see 108 reasons why you should be.
[108 Reasons to be a Raving Fan of FPA](#)

Know a colleague or allied professional who would benefit from FPA membership. Ask them to join. If they do, you will receive a \$30 gift certificate from FPA MN good for Golf, Symposium, meeting cost and other events. You will also receive \$25 off your next annual dues renewal from FPA National. You'll be helping the profession and depending on how many people you help join may qualify for a tremendous gift or trip from FPA National. **[Refer A Colleague.](#)**



JOIN NOW

Thinking About Retirement Income Solutions?
THINK TRANSAMERICA

Your Minnesota Wholesalers Are:

Kevin Beaubien, Transamerica Variable Annuities
 Email: kbeaubien@transamerica.com
 Phone: 763-502-0124

Eric Fox, Transamerica Retirement Service/401(k)
 Email: eric.fox@transamerica.com
 Phone: 952-449-5228

Kent Stadum, Transamerica Mutual Funds
 Email: kstadum@transamerica.com
 Phone: 651-324-7609

FPA of Minnesota 2012 Silver Partner



VADFPA0212 For financial professional use only.

The ads in this newsletter are paid advertisements and reach 3,000+ individuals. The newsletter and FPA MN site contain links to other web sites, resources and advertisers. FPA MN does not perform "due diligence" on these advertisers, speakers, or sponsors, nor is it responsible for the availability of these external sites. FPA MN does not endorse or take responsibility for the contents, advertising, products or other materials made available on or through such external sites. For rates, call 763-781-1212.

FPA - PAC

Representing financing planners and issues affecting planner practices are primary objectives of the FPA. To enhance our efforts, the FPA-PAC was created as the federally registered political action committee of FPA, the only registered PAC on Capitol Hill representing the interests of the financial planning profession.

By contributing to the FPA-PAC Fund, you're helping support candidates for the United States Senate and House of Representatives - primarily incumbents, regardless of political party - who have demonstrated previous support of issues FPA believes critical to advancing the profession.

To contribute, go to <http://www.fpanet.org/GovernmentRelations/FPAPAC/> and click on Contribute.

CHAPTER PARTNER



Helping people in need take control of their financial lives.

THE FOUNDATION FOR FINANCIAL PLANNING

The mission of the Foundation for Financial Planning is to help people take control of their financial lives by connecting the financial planning community with people in need. We achieve this by supporting pro bono advice and outreach activities.

The Foundation helps bring national organizations together to provide FREE financial education and planning to underserved populations via Financial Planning days throughout the United States.

To learn more about the Foundation for Financial Planning or how you can contribute, visit its website at www.foundation-finplan.org or call or email [Jim Peniston](mailto:Jim.Peniston), Executive Director, 770-938-1110.

The FPA of Minnesota is proud to be a contributor to the Foundation.



mail a real card to someone you care about

AND do it from your computer or smart phone

*NO Set Up Fees.
NO Contract.*

**PICK IT - CLICK IT
Personalize it
& SMILE!**

We'll Print it - Stuff it - Stamp it - and Mail it

Bonnie Stanley • 763-208-9119
www.sendoutcards.com/bonniestanley

John Comer • 763-540-0711
www.sendoutcards.com/comerconsulting

Cards less than \$1





Private Mortgage Banking
Solutions from
Minnesota Bank & Trust

A Partner You Can Count On.

You've worked hard to earn an outstanding reputation in Financial Services. You need a dependable mortgage partner who respects your client relationships as much as you do.



Whether your client is buying a first home, expanding real estate investments, or refinancing an existing home, you can count on your partners at Minnesota Bank & Trust to offer straightforward, expert mortgage advice, an unwavering commitment to the needs of your clients, and a firm dedication to ensuring your complete satisfaction.

Denny Bennett, Manager, Private Mortgage Banking
dbennett@mnbankandtrust.com
(952) 841-9333

Your Goals. Your Team. Your Bank. Minnesota Bank & Trust.

MINNESOTA
BANK & TRUST

952-841-9300 | www.mnbankandtrust.com



When you see what's happening today, do you see your clients in the picture?

It's a new world. One filled with dramatically increased personal and property risks for your high-net-worth clients. As a financial advisor, your clients expect you to understand and advise them of all the risks that could lead to the loss of their wealth. Need expert advice? Call us at 1-877-77-CHUBB for a referral to an independent expert on personal risk management. To learn more about how modern risk can affect your clients, look for the Chubb Continuing Education course at an industry meeting near you.

Relax. You're working with Chubb.™



**CHUBB
PERSONAL
INSURANCE**

Chubb refers to the insurers of the Chubb Group of Insurance Companies. Actual coverage is subject to the language of the policies as issued. Chubb, Box 1615, Warren, NJ 07061-1615. Copyright © 2006 Chubb & Son, a division of Federal Insurance Company. www.chubb.com/personal

**Get Connected with
FPA CONNECT!**



 **CALENDAR
OF EVENTS** 

March 20 - Understanding Liability Exposures and Redefining Emerging Markets, Monthly Chapter Meeting, 11:30 am, GVCC

April 17 - Rethinking Risk Tolerance for Retiring Clients followed by **Understanding Tactical Asset Allocation** with Presenter Michael Kitces, 7:30 - 10:00 am, followed by 2 hours of Ethics, 10:15 am - 12:15 pm, GVCC.

April 17 - Ethics in Action with Presenter Dan Candura, 10:15 am - 12:15 pm, GVCC.

May 15 - Strengthening Client Trust by Integrating Dominant Money Motives with Presenter Susan Zimmerman, 2:30 pm, GVCC

June 19 - Medicare and Related Planning with Presenter Marilyn Theesbeld, 7:30 am, GVCC

July 17 - Monthly Chapter Meeting, 11:30 am, GVCC

August 14 - Annual Golf & Bocce Ball Tournament, Prestwick Golf Course in Woodbury

We are FPA.™



*The Heart
of Financial
Planning.*

The community that brings together those who deliver, support and benefit from financial planning.

FOLLOW US!

[Click here to join us on Facebook](#)



[Click here to join FPA of Minnesota on LinkedIn](#)



[Click here to follow FPA MN on Twitter](#)

