# FPA THE FINANCIAL PLANNING ASSOCIATION LOS ANGELES CHAPTER

FPA-LA Newsletter **Fourth Quarter 2004**

Print this Bulletin

## President's Message

It is with great joy that I introduce the incoming President for 2005 - 2006 for the Financial Planning Association, Los Angeles Chapter. Starting in January, Mark Rothstein, CFP® will be taking over as President of the Chapter. Mark has served for the last 2 years as the Executive Director in Charge of Programs, and has done a wonderful job in bringing us excellent programs over the past few years.

Many of you remember Mark from his radio days as "Mr. Money." He is in the process of launching a national program. We all will benefit from having "Mr. Money" out in the media talking about financial planning, and more importantly talking about Certified Financial Planners® and the Financial Planning Association. Mark's exposure in the media should only help increase media opportunities available to the members of this chapter.

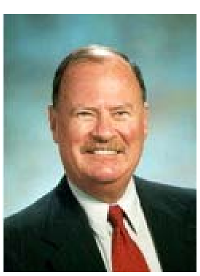
Speaking about media opportunities, there is currently one nightly television news program that has been contacting our chapter to have members appear on the news. We have already had two different members appear on the nightly news. If you are not able to participate in the chapter's media referral program, I strongly suggest you go to the web site (www.fpala.org) media relations section to become eligible. This is one of the great benefits of being a member of the Los Angeles Chapter.

As the outgoing president, I would like to thank each and every member of the chapter for the support you have provided me over the past two years. It has been a good deal of work, and fun. I feel we have come a long way over the past two years and I know that the chapter will only continue to improve under the guidance of Mark Rothstein.

I hope everyone has a wonderful New Year.

Cordially
Scott A. Leonard, CFP
President

## Practice Management



A marvelous way to increase a practitioner's circle of influence is to spend a few minutes sharing "The Investor's Guide," published by American Funds for its Investment Company of America fund.

This 24-page guide is free, and is arguably the best marketing piece in our profession. "The facts in this publication," I tell prospective clients and centers of influence, "are fundamental, easily read and of great help in accumulating wealth. I make it a habit of personally sharing this publication with folks who are serious about creating,

## FPA-LA Links

Media
Membership
Jobs
Resources
Meeting Information
About FPA-LA

### Calendar of Events

**December 15, 2004**
**Lunch Meeting/ Silent Auction**

**January 19, 2005**
**Lunch Meeting**

**February 16, 2005**
**Lunch Meeting**

**March 16, 2005**
**Lunch Meeting**

**April 20, 2005**
**Lunch Meeting**

**June 15, 2005**
**Lunch Meeting**

### 2004 Corporate Sponsors

Fidelity Advisor Funds
Peter Jakobs
1999 Avenue of the Stars, Ste. 1850
Los Angeles, CA 90067
Phone: (310) 843-3335
peter.jakobs@fmr.com

Franklin Templeton
Ray Bertrand
3940 Laurel Cyn Blvd, #162
Studio City, CA 91604
Phone: (310) 271-0997

growing and protecting wealth. When can we schedule a few minutes for me to share this with you?"

Whether dollar cost averaging, investing on the "worst day" each year, looking at a 70-year history of superior returns, comparing individual stocks with a solidly performing mutual fund and much more, I have yet to find anyone who does not develop a new perspective about systematic investing or learning about asset allocation after we review that Guide.

One important prerequisite, however, is for the practitioner to know EVERY page of the Guide. It is powerful and has gained me a substantial number of new and profitable accounts. "I will likely not recommend this fund, as good as it is, because we have others that have exceeded even Investment Company of America's fine record. But this Guide has proved invaluable to prospective clients (or, in the case of Centers of Influence . . . to those who refer us new clients). When shall we meet?"

Just call your American Funds wholesaler, whether you're commission-based, fee-only or a combination of both.

Best,

Frank Gleberman, CLU, CFP
Past Chairman, FPA-LA

## Holiday Party

**The Financial Planning Association -** Los Angeles Chapter

Our Traditional Holiday Luncheon & Silent Auction

**Wednesday, December 15**

**10:34 AM – 1:45 PM**

*USA Today Money Section Writer*

***Sandra Block***

**Program Description:**

- With all of the scandals on Wall Street and all the media reporting of these events,…what's a financial planner to do?
- With clients troubled about their accounts and wondering about "breakpoint discounts"...what's a financial planner to do?
- With Eliot Spitzer (friend or foe?) now going after the insurance business...what's a financial planner to do?

How can/should a financial planner address these concerns? How can/should a financial planner invest in these "troubled" times?

In this insightful talk from America's #1 newspaper-USA TODAY-key money columnist, Sandra Block, you will learn the what, when, where, how and why to react to this current environment. Clients want to know -- Here's what to say

Sandra Block has been at USA TODAY since December 1995 and has written the Tuesday "Your Money" column for four years. Before joining USA TODAY, she was a personal finance reporter for the Akron Beacon-Journal in Akron, Ohio. From 1989 through 1993, she covered the Securities and Exchange Commission, Treasury and the Federal Reserve Board for the Dow Jones News Service in Washington, D.C. She

rbertrand@templeton.com

Innovative Solutions Insurance Services, LLC
Lisa R. DiBugnara
1919 S. Vermont Ave.
Torrance, CA 90502
Phone: (310) 851-8222

Nationwide Financials
Jim Eckley
One Nationwide Plaza, 1-07-ll
Columbus, OH 43215
Phone: (805) 338-5955
eckleyj@nationwide.com

Payden & Rygel
Thea Reinhart
333 S. Grand Ave.
Los Angeles, CA 90071
Phone: (213) 830-4207
treinhart@payden-rygel.com

Pimco
Martin Burke
Pimco Funds
28402 Calle Pinon
San Juan Capistrano, CA 92675
Phone: 949.661.4775
Martin.Burke@pimcofunds.com

Thornburg Investments
John Gould
830 Camino Flores
Thousand Oaks, CA 91360
Phone: (805) 376-1144
jgould@thornburg.com

Wells Fargo
Tracy Nooner
2701 Wells Fargo Wy, 9th Fl
Minneapolis, MN 55408
(800) 342-7462 X 77864
tracey.nooner@wellsfargo.com

### 2004 Board Members

Marv Kaye, CFP
Chairperson

Scott Leonard, CFP
President

Mark Rothstein, CFP
President-Elect

Glenn Yasukochi, CFP
Secretary/Treasurer

Greg Fong, CFP
Executive VP – Membership

was a fellow in the Knight-Bagehot Fellowship Program in Journalism and Economics at Columbia University from 1993-1994.

Block was born in New Martinsville, W.Va. and graduated from Bethany College in Bethany, W.Va. in 1981 with a bachelor of arts in communications.

***Door Prizes – Silent Auction – Great Displays by our Corporate Sponsors***

Power Networking - And More!

Join a wonderful turnout of your colleagues for our final 2004 Chapter meeting, the traditional gathering featuring fun, fellowship and the warmth of the Holiday Season. Our elections for our FPA/LA 2005 Board of Directors will also be held.

Our annual Silent Auction provides an opportunity for tremendous bargains for software, gourmet dinners, fine wines, golf equipment, good books, services and other attractive items you are certain to enjoy. Door prizes are fun gifts and valuable business-oriented items you'll be pleased to receive if your number is called.

***EVERYONE IS A WINNER*** with special gifts from FPA/LA to all in attendance.

Be sure to sign up on line (http://www.fpala.org) for your reservation. Bring a colleague and bring your assistant(s) for a heart-warming luncheon and exceptionally informative program!

Location at our usual meeting venue, the Proud Bird Restaurant by LAX.

***PLEASE HELP MAKE THIS FUN MEETING A HUGE SUCCESS!***

DONATE A MODEST RAFFLE ITEM

OR A NICER GIFT FOR THE SILENT AUCTION

YOU WILL FEEL GREAT AND IT WILL HELP OUR TREASURY

*Thanks in advance*

Marv Kaye
Past Chairman, FPA-LA

## P.R. Pays Off

Regardless whether it is for the chapter or for your practice, public relations efforts should never stop. In that regard, here's what the chapter has been doing over the last few months.

Media inquiries coming into the chapter have continued to be disbursed to the membership. Of particular note are the separate appearances of Marv Kaye, Robert Greene and Phil Cook on the business section of the KCAL, Channel 9 evening news. The segment's news anchor, Alan Mendelson seems to be growing fond of the chapter as a source for story ideas and expert commentary. Robert Pagliarini was quoted in one of the local newspapers and has been interviewed for a Worth Magazine story to appear in Feb. 2005. Because our fame has spread far and wide 20th Century Fox asked the chapter for CFP professionals interested in appearing as the Judge Judy equivalent for a new series featuring couples with money issues. Unfortunately, as I learned just recently at Insurance Day from member Muriel Blake (one of the 7-8 members in the running), the producers decided to go with someone that had about 15 years of TV experience. Tough for our members to compete with that but, if the show airs, I will bet anyone that the host is more "personality" than substance. This is a reminder—in case anyone had forgotten—that the media is there to entertain and is not taken too seriously as an educational tool.

On Nov. 16th I attended a KEEP-SAFE Coalition meeting designed to kick start their efforts in Palos Verdes. This organization's purpose is to help seniors recognize and avoid financial fraud. A number of our members have provided pro bono financial counseling to seniors in the West LA area for the WISE Sr. Services organization. I hope to be able to call on them and any other interested members when KEEP-SAFE has their Palos Verdes operation up and running.

Let me know if a chapter media lead has resulted in you being quoted in print or an appearance on radio or TV. This helps the chapter determine how successful this benefit is to members.

Phillip Cook, CFP
Executive Vice President, Communications, FPA-LA

## "Life Planning"

***Successful Financial Plans Naturally Include "Life Planning"***
***"***Life Planning" is a term that has been bandied about frequently in recent years. Simply stated, it includes a values-focused process upon which a meaningful financial or estate plan is built, based upon the *intentiona*l purpose of the client's money. It places the proverbial cart *behind* the horse (where it belongs) as it explores and uncovers deeply held values, concerns, and wishes. Whether it involves questions concerning how to optimize the increasing vitality and longevity of retirement or how to convey our *real* legacy, beyond money, to ensuing generations, "Financial Life Planning" lays the groundwork for both uncovering and actualizing the client's vision of a fulfilled life.

Financial Life Planning is process, not product, oriented. At its best the planning professional creates a safe environment that encourages sharing what is most important to his/her clients about themselves, their families, and their communities. Open-ended questions are posed to which there are no right or wrong answers….questions that evoke and evolve new or buried thoughts and ideas of importance to the client. Clients feel comfortable in sharinge their most important and most personal life stories, and envision freely the world for their loved ones and their community that their legacy might build.

When done effectively, the client's core values come to the fore. It becomes clear to all what is truly important to them in life, and the planning and investment strategies then naturally unfold from there.

Erik Bruck, CFP
PR Chair, FPA-LA

## Become a CFP® Certificant – Special Online Tuition Offer for FPA Members

Join the Financial Planning Industry Elite!

FPA together with Dearborn Financial Services and

Kaplan University have partnered to offer an Online CFP® Board-Registered Program

that completely satisfies the education requirement for the CFP® Certification Exam. To learn more or take advantage of special tuition pricing, visit the website created exclusively for FPA at: [www.kaplan.edu/ms/fpa](www.kaplan.edu/ms/fpa) or call (toll-free) 866-523-3473 and choose option #1.

Kaplan University's program consists of six courses and Online Review with a Simulation of the CFP® Certification Exam and combines traditional textbook readings with online assignments. All quizzes and exams are taken online (there is no requirement to attend proctored testing centers) and your results are returned instantly! Students can complete the program within 12-18 months and a special tuition rate, including all textbooks, has been arranged. The special rate represents a combined savings of over $950.00 off the regular tuition and textbook price! You can also enroll in individual courses at a reduced rate, including textbooks.

Again, for more information or to enroll, visit www.kaplan.edu/ms/fpa or call (toll-free) 866-523-3473 to speak with a Kaplan University Financial Planning Admissions Advisor. Make a commitment to excellence and your own financial future, call or enroll today!

Sincerely,

Kaplan University
Certificate in Financial Planning
Admissions

Certified Financial Planner Board of Standards Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.

Kaplan University does not certify individuals to use the CFP®, CERTIFIED FINANCIAL PLANNER™ and certification marks. CFP certification is granted only by the Certified Financial Planner Board of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience and examination requirements.

## FPA-LA Web Site FAQs

**Help is on the way! Web Site FAQs**

Isn't technology wonderful? It can be after you have figured out how to use it. The new LAFPA website has many wonderful features that require a log-in to use. Posting a job listing, changing your user name and password information, adding a topic to the bulletin board are just a few of the features that require log-in. In order to familiarize you with using the website, the most commonly asked questions are listed below. Don't forget to give the new site a try. It's been getting rave reviews from members and visitors alike. **www.fpala.org**

**How do I log-in to the site?**
All members receive a user name and password that will allow you to log-in. If you do not have a user name and password go to the log-in screen and type in your e-mail address. You will be sent an automated e-mail message with your log-in information. If your log-in information does not work, please contact our webmaster Heather (heather@catchafirefly.net) and she will send one to you.

**How do I retrieve my user name and password?**
Go to the log-in screen and type in your e-mail address. An automated message will be sent to your e-mail with your user name and password.

**how do I change my user name and password?**
Log-in to the site using the user name and password provided. Click on the button marked "Inbox" just beneath the blue bar on the top of your screen. At the "Inbox" you will see your information currently in our database, including your user name, full name and e-mail address.

Click on the "Edit my profile" link located on the right hand side of your screen. Once you are in the "modify profile" section, you will be able to change your user name, password and e-mail address. Hit "update" when you are finished making changes. The updates will take effect immediately.

**How do I add a job to the job board?**
Log-in to the site, using the user name and password. After you are signed in, go to the "jobs" page and you will see the following: "Add +" under the "Job" heading up at the top of the page. In the left hand margin you will see 5 different job categories. Pick the one that best describes your job, and click "Add +" and add your job. If you feel you have a job that does not fit into one of these categories and would like to suggest a new category you may do so by e-mailing Heather (heather@catchafirefly.net) our webmaster.

**Please note:** If you have a firewall, you may experience problems logging in. We ask that you temporarily disable your firewall and try logging in once it is disabled. We apologize for any inconvenience this may cause.

**How do I add a topic on the bulletin board?**
Log-in to the site using your user name and password, click on "bulletin board" up at the top of your screen under the blue bar. Once on that page, you will see "bulletin board" underlined, right under it you will see: "Add +" click on add and type your topic. Other members will be able to see this topic and respond.

**How do I use the Instant message chat feature?**
Log-in to the site using your user name and password, click on "chat" under the blue bar up at the top of your screen. You will only be able to chat with those members currently logged in.

**How do I log-out of the site?**
Revisit the log-in screen. Once you have done this you will be logged out. (If you notice at the top of your browser it will say: http://www.fpala.org/login?action=logout) This means you are no longer logged in to the site.

**Help, I'm still having problems!**
If you have tried the solutions above and are still having trouble, please e-mail Heather (heather@catchafirefly.net) our webmaster and she will be happy to assist you. Please allow 24 hours (in many cases just a few hours) to respond. Thank you!

Dirk J. Huybrechts, CFP;
Vice President-Website, FPA-LA

## Welcome New Members

Kelly Beamer - Kaye Capital Management - (310) 207-5293

Fanor Bohorquez - UCLA School of Medicine - (310) 206-8369

Patrick Burns Jr., JD - BHRCG - (310) 275-7300

Louis Dettman - Lufer Gas Cylinders

Sanae Garcia - Smith Barney - (310) 208-4707

Amy Hallenbrook - Morgan Stanley - (310) 285-5680

Geraldine Hannon - Intersecurities, Inc. - (310) 278-8744

Jennifer Hartman - (323) 937-9948

Benjamin Lupu - Wedbush Morgan Securities - (213) 688-6619

John May - Charles Drew University of Medicine & Science - (310) 471-0073

Oscar Navarro - onavarro80@hotmail.com

Robert Palmer, CFP - American Express Financial Advisor - (310) 477-1561

Patricia Wolf - The Master's College - (661) 259-3540