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2011 Financial Planning Days In Northern California

*"There is nothing more powerful than an idea whose time has come."
-Victor Hugo*

Readers of this publication understand the power of financial planning. As financial professionals, we see the impact of financial planning on a daily basis. Unfortunately, millions of Americans with financial questions are unable to obtain the advice of experienced financial professionals for a variety of reasons.

Four years ago, a group of financial planners from the East Bay Chapter organized what was called a "financial planning clinic" in downtown Oakland. The objective was to provide consumers with free, objective advice from experienced planners with no axe to grind. The first year, there were more financial advisors offering advice than attendees seeking advice. Although the numbers were disappointing, the idea was powerful and support for the clinic grew.

In 2009, attendance in Oakland swelled to more than two hundred-fifty. In 2010, the FPA San Francisco chapter held their first clinic in San Francisco. This year, more than thirty FPA Chapters are holding clinics around the country during the month of October in a nationwide effort dubbed "Financial Planning Days" (www.FinancialPlanningDays.com).

2011 Financial Planning Days

Oakland

Saturday, Oct. 1, 2011
Oakland City Hall

Sacramento

Saturday, Oct. 8, 2011
West Sacramento City Hall

San Francisco

Saturday, Oct. 22, 2011
UC-Hastings College of the Law

Silicon Valley

Saturday, Oct. 29, 2011
King Library

This year, the Financial Planning Association has been joined by four other organizations to spread the word about Financial Planning Days: the CFP Board, the Foundation for Financial Planning, the US Conference of Mayors, and Kiplinger's Personal Finance. With the help of these organizations and the local city government, information about this valuable resource is spreading in our communities. In addition, the FPA East Bay Chapter is working with a local media partner KOFY-TV Channel 20 to publicize the event.

Cont'd on pg. 3

INSIDE

East Bay Chapter	4
Silicon Valley Chapter	8
San Francisco Chapter	13
Calendar	18



THE Financial Services NETWORK is pleased to welcome:

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Ted Lum

Paul Lenser, AAMS

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William Wang

Lev Revutsky, CAIA, AAMS

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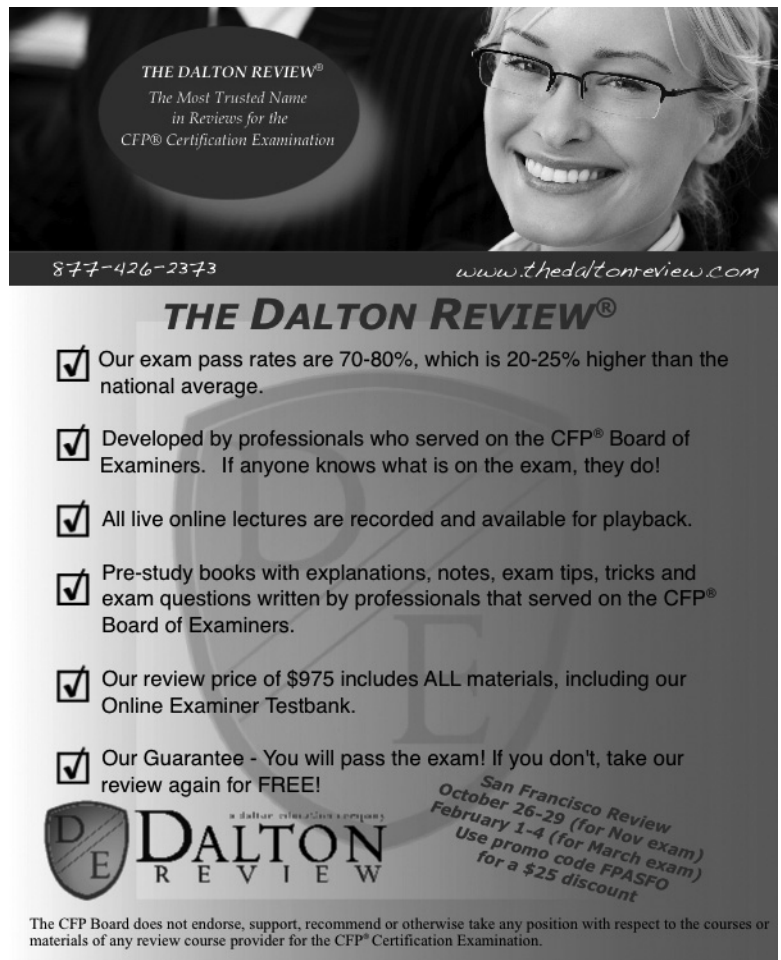
2011 Financial Planning Days In Northern California *Cont'd*

Gordon Dunne, Chairman of the FPA East Bay, believes the need for pro bono and volunteer work among financial planners stems from current economic conditions. "I think there were always advisors who were willing to help, with no particular personal gain involved, but now a lot more need has been generated by the unemployment and real estate problems." He thinks, "It is the times that have brought out these altruistic desires that were always present in a lot of planners. We have the ability to help people."

"Contributing pro bono time for people who cannot afford our services is a profound opportunity for us to help reduce the level of poverty," explains Frank Paré, one of the events early organizers. "It also shows the public we are a legitimate profession, because, unfortunately, there are some very smart people out there trying to rob the unsuspecting, and they can taint the whole profession."

San Francisco FPA member Sabrina Lowell said, "Last year, I was very impressed with how efficiently the clinics were run and how appreciative the attendees were for our expertise. It was rewarding to be able to help so many people during the day and I am definitely planning to volunteer again this year."

If you would like to join other FPA members who will be sharing their advice with members of the community, simple visit www.FinancialPlanningDays.com and click on the "Volunteer Login" page.



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San Francisco Review
October 26-29 (for Nov exam)
February 1-4 (for March exam)
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DALTON REVIEW

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Building a Successful Business in Fantasy Sports and Financial Services

by David Borrelli MBA, CRPC®
President's Column
FPA East Bay

A long time ago when I was a young man I had a dream to start my own company. This dream consisted of a company that dealt with something around sports and money. And then one day my dream became a reality. I was living in Palo Alto about a year out of college and I was sitting in a garage where I lived with 4 other guys (I shared the converted garage with my college roommate) and we hatched the idea of starting up a Fantasy Baseball League. Within days we had created a company called Zebra Sports and we took out credit card debt of over \$40k! to spend on advertising across the United States in Baseball Magazines. This was a crazy move and obviously we did not consult our financial advisor about this decision! After a few nervous weeks we started to get customers signing up all over the country and by the end of the year we had grossed over \$100k in revenues. During this period of the mid 1990's the Internet was just starting to take off and we were living in the epicenter of this boom in Palo Alto. My roommate was a computer programming wizard and one night he shared with me an early stage internet experience which later turned out to be Netscape! Within a few months he

had created a web page for our business and in our 2nd year we started to run our Fantasy Baseball League on the Internet. We did a search one night and realized that we were the only Fantasy Sports league that had any internet website or league on the Internet. To this day this exciting fact that my little company created the first ever Fantasy Sports league on the Internet is my one contribution to the human race and the internet community!! Lol

After another successful year in the business and expansion to Fantasy Football we were ready to quit our day jobs and build out the next Yahoo or Google! Then one day I came home and saw a beautiful letter with expensive writing on the outside with lots of names on it. I ripped it open and discovered that Major League Baseball and its team of 100 plus



David Borrelli is the President of the East Bay FPA. David has served on the board for the past five years and he is a VP with Oppenheimer Funds.

lawyers were suing us for infringement and royalty rights to using the names of Major League Players to make a profit illegally! My dreams of building the next multibillion dollar company went crashing down the drain and my company was forced to shut down soon after because of the large legal bills and lawsuits that were

pending. In the end I learned some great lessons about business and life. My journey in the Financial Service Industry soon began to take off right after that experience and I have not looked back since those reckless and exciting days of my youth.

I share this experience because every

day I meet with my clients (You the "Financial Advisor") who are building out your dream of a successful company that is owned and operated by you. And in this experience you are growing your company everyday with new clients and experiences. What I would like to share with you are my experiences to help grow that part of your business faster and smarter than I did at Zebra Sports!

Top Advice from Top Producers throughout the Financial Service Industry

- Personally fill out paperwork, not assistant....
- Clients have worked 30 or 40 years to accumulate assets, show them the courtesy of filling out papers yourself with them while joking around.
- Send client binder after they become client
- Set minimum investment amount 250k for a client unless they are a Center of Influence
- Why did you leave your previous broker?
- This can tell you a lot about them
- Lawnmower analogy: raise blade so you don't hit a rock
- You can only handle so many relationships....
- "Don't let the whiff of a commission cover the stench of a client"
- Client Retention/Referrals
- New Year's card

Cont'd next page

East Bay Chapter Executive Director

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925-935-9691

New address? Has your membership information changed?

Building a Successful Business in Fantasy Sports and Financial Services *Cont'd*

Sent with notepad and fridge magnet

- Holiday gathering in kitchen, people ask about you
- 4th of July card with gift certificate
- New restaurant – how would you like wealthiest people in your area to come in, split cost with me
- Thanksgiving card send with calendar
- Christmas card sent with small gift
- Invitation to 1 client event
- 1 birthday card
- Annual review
- Add section that says "I don't need a review at this time." (His favorite response)
- Whiteboard with his picture on it
- Cigars in waiting room
- Flowers in office
- No investment magazines or TV in waiting room!
- Create a relaxing environment with travel magazines
- Coffee machine
- One with multiple flavors to choose from
- Hot tea
- Mini fridge with water bottles
- Framed stock certificates on wall
- Hang things on your wall that will interest your clients and keep them talking about what they saw
- Frame by elevator and stairs that says "BD welcomes Client Names".
- You can digitally input their name before your meeting with them.

- Avoid distractions – You are the RAINMAKER

- Keep a piece of paper on your desk and write down every time a person or situation distracts you or gets you off task so that you aware of distractions.

- Keep a checklist on the outside of each new client folder for items you are still waiting on.

- Failure to pay attention to details is what creates a stressful environment.

- Toastmasters International

- Increase ability to speak in public

- \$20 one time/\$54 per year

- Reinvest in your office

- If you want large accounts then look like it!

- Fish tank in office calms clients

- Have a box of reading glasses available in your office with all prescriptions.

- What got you here won't get you there"

- Book to read for your development

Thanks for all the support so far this year in the East Bay FPA. See you at our next meeting. Final Trivia question of the day. What year was established? Email me or come to the meeting in October to find out

2011 Financial Planning Scholarships

The FPA East Bay chapter will be awarding two \$1,500 scholarships to members who are pursuing their CFP designation. The application deadline is October 15, 2011. Please encourage outstanding financial planning students to visit: www.FPAEastBay.org/Scholarship2011.pdf

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Signet Mortgage Corporation
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FPA East Bay Chapter Meeting

Helping to Secure Your Clients' Retirement, Transforming Social Security into a Winning Retirement Strategy

Rob Kron, Director, Value Add and Retirement Marketing

FPA Ethics Course

9:15 am to 11:15 am

Date:

October 5, 2011

Time:

7:15 am

Location:

Round Hill Country Club,
3169 Round Hill Rd.,
Alamo, CA

CE Credits:

1 Hour

Cost:

General Meeting:

\$30 FPA Members

\$40 Non Members -

Advance Registration

2 Hr Ethics Course:

\$40 FPA Members

\$60 Non Members-

Advance Registration

Overview:

The ins and outs of Social Security will be discussed with a focus on how advisors can help clients develop a strategy to optimize the potential lifetime benefits of Social Security.

Presenter's Bio:

Rob Kron has been in the financial services industry for more than 20 years and has extensive expertise and experience in all aspects of financial planning and retirement benefits. Currently, Rob is the head of Value Add and Retirement Marketing for BlackRock and is responsible for the development and delivery of practice management, wealth management and market insight programs. Prior to joining BlackRock, Rob spent 17 years at Merrill Lynch. He was most recently the Director of Equity Awards supporting large public company stock option, restricted and performance share plans as well as services designed to help senior corporate executives manage their benefits. His experience at Merrill Lynch also included managing the Individual Retirement Account platform, developing and supporting innovative, industry-changing investment advice and web-based initiatives to assist plan participants in planning and investing for their retirement. Rob also played a key role in the development of a comprehensive suite of financial planning tools.

How to register:

You can register for the General Meeting with check or credit card online at: www.123signup.com/event?id=vnzyn

For more information:

For more information go to www.FPAEastBay.org or contact Krysta Patterson 925.935.9691

This meeting is sponsored by our 2011 Gold Sponsor: Douglas Stockslager of Lord Abbett

*For information on future meetings please refer to the Chapter Meeting Calendar at the back of this issue.

How I do Research

by Bob Adams, CFP®, MBA, MSFP
FPA Silicon Valley

I am often asked by clients how I do research, what do I read and whom do I trust to get timely and accurate information. I also often have fellow advisors ask me the same question. My answers vary based on the audience.

As a solo planner I provide comprehensive financial planning as well as manage assets for my clients. I am the "investment committee" and my one person firm doesn't have holiday staff parties in Hawaii, although I have kidded my wife that the annual company strategic planning meeting should be in Maui. :-)

I have found first and foremost is that it is important to stay informed with current economic developments. Whether I am at a Rotary meeting, Chamber meeting or just out getting a coffee at Starbucks, I run into friends, acquaintances or clients that ask a question about the events of the day. Having a good answer and some interesting facts spurs conversations that often lead to enterprising follow-ups. Clients and prospects alike expect an advisor to be current and engaging.

Obviously, my daily research is intended to provide me with more than fuel for a conversation. I believe it is important to have what I call a "macro-economic" view of the

current environment and where that might take us. I don't believe in day trading, swing trading and I am not a chartist. I do believe you should as an advisor have an outlook and that you should be willing to change that as circumstances change. The most important aspect of this for me is to always incorporate the wider global view. As we know, 75% of the World's market cap is outside the U.S. and as I like to say, because of the lightning speed of communication these days if a person sneezes in China someone in New York may catch cold a nanosecond later, and it is so in the investment world as well. I think the secret is to assimilate it without letting it overwhelm you.



Bob Adams is the President of the Silicon Valley FPA. Bob has served on the board for the past 3 years and he is President of Armstrong Retirement Planning in Cupertino

We are indeed lucky to live in a world where most everything you could want in the form of an information source is on the web. Remember the days where people would slog through printed Value Line publications or when for the general public the previous day's stock prices were available in the following day's evening paper. Ouch, not exactly real time. I've told my clients more than once that without the on-line tools and resources I have, it would be much more difficult to do my job. Three cheers for Al Gore and the internet.

We all know the downside of the internet is that not everything published out there is factual, fair and accurate so while there are thousands of sites, you do want to be a bit careful and stick to established sites. Blogs are yet another challenge

because you want to be sure you understand who the blogger is and whether not you trust their content. As some have said, the internet is still in its "wild wild west days" and blogs are certainly the bleeding edge of that new paradigm, reader beware.

Web sites I like include cboe.com, cnbc.com, bloomberg.com, economist.com, irs.gov, marketwatch.com, morningstar.com, googlefinance.com, nytimes.com, reuters.com, and yahoo.com. Morningstar.com is a wonderful site with large amounts of free information and tools. Morningstar also offers for a small monthly fee of about \$15 a month a great deal of extra content and tools that I think are well worth the cost.

Other sources I use include nytimes.com, seekingalpha.com, pimco.com, a weekly subscription to Barron's, stratfor.com (paid site), and various content I get from Johnmauldin.com. I also subscribe to a service from John's web site for \$39 a quarter that gives me 20-25 articles and newsletters from a variety of sources around the world (really great content). There are also the Journal of Financial Planning and trade magazines that give me information on research, current news and upcoming issues.

The bottom line on all of this is that you need to use your own filter to separate fact from opinion from bias. Happy reading.

Silicon Valley Chapter Executive Director

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New address? Has your membership information changed?

The Secrets of Our Success

by Peggy Martin, MSFS, ChFC, CASL

Just as there are phases of our lives, so are there phases of our careers. As I look back on my more than 30 years in the financial services industry, I recall transitioning from what felt like struggling to gain a toehold to the profitable momentum I now currently enjoy. I am proud to say that I have built a lucrative business and loyal client base. During my tenure in the industry, I have earned a Bachelor's degree and a Master of Financial Services, as well as a host of other credentials. I joined forces with my husband, Craig Martin, in 1998 and we have built a successful practice with more assets under management than I could have imagined as a young planner and we have brought our daughter into the business as our business continuation plan. Concerns about the economy aside, things are going pretty well for us.

Much of my success in business has been predicated on the professional, yet intimate relationships we've built with clients over time. We have done work with clients helping them define and document the legacies they will leave, as well as ensuring their wishes are carried out. I realize that part of the legacy I will leave will be the positive

impact I can have on my fellow practitioners of financial planning and the financial planning profession itself. With that in mind, I want to share with you some of the secrets of our success.

Client retention—and the number and quality of referrals you'll receive—are a function of the quality of your relationship. Yes, they must trust your expertise in investments and the other technical functions we fulfill. Beyond that, though, the more you know about them and the more valuable insight you can provide, the deeper your relationship is and the more loyal the client will be. Your clients are not islands. If you aren't integrating conversations with and about their families and the people that are most important to them, you're missing a huge opportunity.



Peggy D. Martin has more than 30 years of experience in the financial services industry, specializing in Family Wealth Planning: includes legacy, financial, estate, investment, and insurance planning. Peggy is a Past President of the Silicon Valley Planned Giving Council.

However, as financial planners, most of us specialize in investment technicals. To initiate a more personal conversation might seem like you are violating boundaries or likely to offend them. A rare few planners have natural, graceful skills at integrating clients' relationships, values, and wishes into conversations. If you are not one of these planners, you can still learn to be better at having clients be comfortable sharing intimate details. Beyond one-on-one conversations, some of our most successful client relationships involve conversations between extended family members. Remember, to many wealthy people, money is love. When people have two things that

are fundamentally not related to one another (money and love) collapsed as one, there is tremendous value in open dialogues that can help people have insights and think new thoughts. Your aim as trusted counsel should be to provide clarity and insight that inspires new conversations and new actions that improve the quality of peoples' lives.

We are delighted to present Helga Hayse and Denise Hughes in an educational event on this topic on November 2 from 12:30pm-4pm in our San Jose office. Please email info@fwcg.net for more information or visit <http://clientcommunication.eventbrite.com/>.

FPA of Silicon Valley Idea Fest October 20, 2011

Join us for a fun Fall get-together over hors d'oeuvres and wine to brainstorm topics and speakers for our future chapter meetings. Meet and mingle with fellow members, learn about topics and speakers in the works for 2011 and 2012, and share your favorite meeting topics and your "wish list" of future presentations. This event will be at The Basin Restaurant in Saratoga from 6:00pm to 8:00pm.

If we all just do ONE THING, imagine the impact we can have on our Chapter and on shaping our profession.



Upcoming Silicon Valley FPA Brown Bag Lunch Events

Note: Silicon Valley FPA Brown Bag Lunch Events require FPA membership to attend. FPA members from other chapters are welcome to attend as well as guests of FPA members

Title: Special Needs Trusts and Conservatorship: What You Need to Know

Date & Time: Friday, Oct 21st, 12:00 - 1:30pm in San Jose

Speaker: Ann Marshall Robbeloth, JD/MSW

Location: Saratoga

RSVP: Cynthia Riley at CynJRiles@Aol.com

Ann will briefly address the two basic estate planning resources available to special needs families. Special Needs Trusts function differently than traditional estate planning vehicles, and are a crucial component of planning undertaken by a parent of a special needs child. These trusts can allow for government benefits to be obtained, while assets are set aside to assist with other needs that cannot be met by these benefits. Conservatorship is a method for parents to both protect and assist their children. Families often seek Conservatorship in order to strengthen their ability to advocate for a special needs family member. A brief presentation on these topics will be followed by Q&A. A \$10 fee will be collected at the door.

Title: Beyond the Money: Keys to a Fulfilling Retirement

Date & Time: Friday, Nov 18th, 12:00 - 1:30pm in San Jose

Speaker: Sara Zeff Geber, Ph.D.

Certified Retirement Coach, Owner of LifeEncore, a retirement coaching business www.LifeEncore.com

Location: Saratoga

RSVP: Neil Narvaez at Neil@ba-taxservice.com

Retirement isn't all about money. It's a challenging transition, especially for the baby boom generation. Most baby boomer clients will live another 20-30 years, many with a high level of vitality and energy, so if they don't know what they will be or do after they retire, it can be a pretty scary step. Learn from Sara how people achieve a fulfilling retirement lifestyle, regardless of how much money they have accumulated. Learn about the choices people must make as they retire and the questions they need to answer to ensure that they have the life they envision when they make the transition. Use this valuable information to help guide your clients in the non-financial aspects of preparing for retirement. A \$10 fee will be collected at the door.

FPA Silicon Valley Chapter Meeting

Retirement Withdrawal Strategies for The Silver Tsunami of Boomer Retirements - Are You Prepared?

**Jack Gardner, CIMA®, AIFA®
President, Thornburg Securities Corporation**

Date:

October 14, 2011

Time:

11:30am - 1:30pm

Location:

TechMart, 5201 Great America Parkway, Santa Clara

CE credits:

1.5 hr CE available

Cost:

Early Registration

\$35 members \$40 non members.

At the door

\$55.00 for FPA members,

\$60.00 non-members.

Overview:

The baby boomer wave of retirements has begun. This presentation will discuss strategies for improving income, tax-efficient withdrawals and spending in retirement.

Presenter's Bio:

Jack Gardner is the President of Thornburg Securities Corporation, distributor for the Thornburg family of mutual funds and a Managing Director of Thornburg Investment Management, the advisor. Jack has been involved in the investment advisory industry for over thirty years.

Jack received the Certified Investment Management Analyst® designation from the Investment Management Consultants Association ("IMCA") and the Accredited Investment Fiduciary Analyst® designation from The Center for Fiduciary Studies. He is the author of How to Write an Investment Policy Statement and is a frequent author on a variety of retirement income and fiduciary topics. He is the recipient of the 2009 Stephen Kessler Writing Award from IMCA for his Investments and Wealth Monitor article, "The Case for a High and Growing Stock Dividend Strategy in Retirement Portfolios". He is also on the Policy Board for the Investment Fiduciary Leadership Council. Jack holds a B.S. degree in Accounting from Stonehill College and an M.S. in Computer Information Systems from Bentley College.

How to register: Register now via credit card at www.fpasv.org

For more information: www.fpasv.org

This meeting is sponsored by Thornburg Investment Management

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Planning For Our Future

by *Ralph Latza JD, LLM, CFP®*
President's Column
FPA San Francisco

I sometimes wonder how financial planners continue to earn their money. Through outsourcing of our roles and responsibilities, and from falling back on default positions for advice, how much value are we really adding to the client relationship? The search for "financial planning value" affects how we carry on our businesses, see our profession, and are perceived by the public. There is no time like the present to take stock of where we are, and to consider a couple ways to shape perception of our value going forward.

Our Approach

As the complexity of financial planning increases, many of us choose to bring in experts to assist on topics, particularly in technical areas such as insurance, estate planning, and real estate. While we hold ourselves as the "quarterback," "CFO", or any other flavor of the month, we are essentially moving away from a position of actually offering advice. With the increase in CPAs offering financial advice, we are at further risk of falling behind as a trusted advisor.

Reliance on default positions also impacts our value with clients. We all have quick ways of handling certain situations. We may have a preference for 529 plans, or we are anti-

annuities because of the fees. We may favor the paying down of mortgages, as this gives clients a sense of accomplishment and freedom for debt, while others see a fixed rate mortgages as a hedge against inflation. While we each follow different ways of practicing, many of us cannot say with certainty that our approach is tested and sound in this new environment.

I have not even touched on taxes, real estate, and stock options, let alone business succession planning and philanthropy. These are all areas which are often relevant to our clients, but for which we may not be directly involved, perhaps due to complexity or lack of expertise. And as we become more removed from



Ralph Latza, JD, LLM, CFP® is the President of the San Francisco Chapter and a wealth advisor with Private Ocean in Marin.

the actual planning our clients receive and need, and less current with the latest planning research and practices, our value is not perceived as highly. Thus, the stickiness of financial planning gives way to other areas of concentration, often times portfolio performance. We are reduced to comparing invest-

ment returns to benchmarks, and our value goes missing. So, how are we really adding value to our clients?

The Architect for Our Clients

Our value add is not in the pieces, although each has importance, but rather in how we are able to create something significant in the sum of what we do. I would suggest that planners earn their money as the

architects of our clients' lives. We are paid for our vision and strategy, not for rates of return and not as quarterbacks simply passing balls to other professionals.

The model which is often used for financial planning is the jigsaw puzzle, and the planner puts together the pieces of insurance, retirement, taxes, etc., to create the full picture of a person's life. This outdated image reduces our clients to something flat and single dimensional, with only one way of putting the pieces together. Perhaps the better "puzzle" image is the Soma cube, where seven interlocking pieces can create a cube in 240 distinct ways, with the possibility of thousands of geometric shapes. The planner as architect works with the client to create possibility from what each brings to the relationship.

This building begins with an understanding of the surroundings. We survey the land, understand the obstacles. We are aware of the natural hazards posed by the sun and wind, and we position the home accordingly. We work within the parameters of the landscape—we take what we are given. We are building for the long term.

We begin with a strong foundation. We outsource parts which are beyond our expertise, though we remain involved in shaping all the parts of the project. We design the plan according to the tastes and desires of our clients. We build with the best materials, with

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San Francisco Chapter Executive Director

San Francisco
Marion Briggs

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New address?

Has your membership information changed?

Planning For Our Future *Cont'd*

constant feedback from our clients. Building for the long term requires the ability to make changes.

If we are to remain active in the project, we are called upon to stay current with the latest developments in material and product. We must be able to meet the evolving person our clients are. We are creating something sustainable and which can last.

The Architect for Our Profession

All these efforts require continued commitment to excellence, and time. Malcolm Gladwell, in his book, "Outliers," chronicled the work of Anders Ericsson and others, highlighting the need for 10,000 hours of deliberate practice to become expert in any field. We are not only working for ourselves, to become and remain expert, but for those who are to follow us.

If the skills of financial planning can be developed in a classroom, or from self-study, then what we provide is really not worth that much—heck, then anyone can do it. This is not to denigrate the training received, but to recognize it is only a jumping off point.

I am reminded of the failings of cooking schools, where students are filled with visions of being "Top Chef," without receiving the proper training to be a good line cook. In the law, there needs to be a learning stage before someone tries a murder case, let alone a slip and fall injury claim. With carpentry, too, there is a level of apprenticeship before

someone can build a house. One of our opportunities for future growth is greater attention to "apprenticeship" in financial planning. If Donald Trump can do it, why not financial planners? Remember those planners who are age 57 and older? Isn't it time we find a way to use them as a resource for new planners?

Reshaping Public Perception

The need for awareness also extends to the public as a whole. The recent back and forth between author, Dan Ariely, (see www.advisorperspectives.com/commentaries/pi_83011.php), and financial services guru, Bob Veres (www.advisorperspectives.com/newsletters11/Predictably_Incorrect.php), in *Advisor Perspectives*, over the value of financial advice, highlights our failure to communicate effectively what we do as financial planners. Ariely, a frequent speaker on the financial services circuit, including serving as a keynote speaker at FPA NorCal in 2010, begins his article with "From a behavioral economics point of view, the field of financial advice is quite strange and not very useful. For the most part, professional financial services rely on clients' answers to two questions:

1. How much of your current salary will you need in retirement?
2. What is your risk attitude on a seven-point scale?"

Veres was surprised at Ariely's comments, and he more than capably takes on the fight. The point here, however, is that the problem is not in the mindset of Dan Ariely—one would suspect he is sound in his reasoning and thought process. The failing is in the message we deliver. My goodness, could there

not be a greater miss than having a speaker at financial planning conferences believe our work is about asking several questions about risk tolerance, and simply rebalancing of portfolios?

The title "financial planner" has gotten lost, and adulterated with many impurities along the way. The approach with the public is not in our title, but in what we deliver to them. Our task begins with educating the consumer and showing them what we do.

Financial Planning Days

October is financial planning month. This is the time when Saturdays are filled with financial planners volunteering in front of the public to offer services and address the financial needs of the public at large. These are pro bono activities, in that we are not paid for our time and effort. Yet those who we advise are not necessarily downtrodden, as it is not unusual to find attendees with seven figure net worth. Overall, there could not be a better environment to provide great service to those who do not receive financial planning. We also begin to dispel the view that financial services are about selling products and taking advantage of the public. (Please see volunteer information at the end of the article.)

The education of the value we add as planners begins at the grassroots level with the consumers as we raise their expectation of what financial planning does and its overall worth. We change perceptions as we build trust by showing up as knowledgeable professionals, attentive to the needs of those who come to us for assistance. We listen. We care. We build. We deliver.

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Planning For Our Future *Cont'd*

So, too, as individual planners, when we continue to raise our game and push ourselves to be better, our clients benefit. We know more about them and about areas which impact their lives.

Helping other provides us with a wonderful feeling, and we are doing great work for our profession. Think like an architect. We are building lives, and building our future.

Please feel free to share your feelings and thoughts with me at

ralph@privateocean.com. Financial Planning Day is our ocean; let's fill it with volunteers and attendees!

The Financial Planning Day schedule is as follows (each is on a Saturday): October 1st, Oakland; October 8th, Sacramento; October 22nd, San Francisco; and October 29th, San Jose.

The volunteer registration for San Francisco, which is being held at UC Hastings College of Law, can be located at www.FinancialPlanningDays.org/SacramentoVolunteerReg. Links to the other programs can be accessed

through the general website at www.FinancialPlanningDays.org.

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FPA of San Francisco Financial Planning Day and Phone-A-Thon

Financial Planning Day 2011

Mark your calendars – October 22nd, 2011 will mark the 2nd Annual Financial Planning Day, and we would love to have you volunteer this year, as it will be bigger and better than ever! Come help us transform lives through the power of one-on-one financial planning for those in need. Join us, the CFP Board, the Foundation for Financial Planning, the U.S. Conference of Mayors and the City of San Francisco in making a difference in our community again this year.

The event website (with registration for the public and volunteers) has been launched and our pages are now easily accessible through the friendly URL link below. These pages will be updated, so you may be asked to revisit them in the future.

More information at www.financialplanningdays.org

You will be required to register for the 2011 event even if you participated last year or have already put your name on the communication list for this year. Please sign up through the Registration link, above, as soon as you can commit to October 22nd. This will allow us to begin to identify speakers for programs and track our progress toward our volunteer target. Thank you!

Phone-A-Thon 2011

We will also be assisting with a Phone-A-Thon in conjunction with the City of San Francisco's Office for Financial Empowerment on September 27th and 28th, from 4:00 pm to 8:00 pm, and will be looking for volunteers.

Please contact info@fpasf.org if you are interested in volunteering for the Phone-A-Thon or learning more about this event.

FPA San Francisco Chapter Meeting

Estate Planning and Administration Best Practices: How Planners Can Add Value for Clients Past, Present, and Future

Lucinda Lee

Date:

October 4, 2011

Time:

11:30am-1:30pm

Location:

City Club of San Francisco, 155
Sansome Street

CE credits:

1.0

Cost:

Early Registration \$45 members \$65
non members.

At the door \$65.00 for FPA
members, \$85.00 non-members.

For more information:

www.fpasf.org

How to register:

www.fpasf.org

Overview:

Advisors and Planners know how to help a client plan before death, but what happens afterward? How do you work with the team to help them fulfill the client's directions and wishes? How does a planner add value in the estate administration process and maximize the potential to retain management of the assets with the next generation?

Join us for a lively discussion with attorney Lucinda Lee, who will suggest check list items that can help our clients and their fiduciaries handle the estate administration process to successful completion.

Presenter's Bio:

Lucinda Lee received her J.D. in 1971 from Stanford Law School and her experience involves tax planning for individuals (including entrepreneurs, executives, artists, professionals, and heirs), their families, and their family businesses. She has been a member of the San Francisco Estate Planning Council since 1982 and the national American College of Trust and Estate Council ("ACTEC") since 1989. She served on the Tax Advisory Commission of the Board of Legal Specialization (1983-1986) and was an Executive Member of the Taxation Section and Co-Chair of the Continuing Education for the California State Bar (1980-1982).

This meeting is sponsored by Schroder Investment Management

*For information on future meetings please refer to the Chapter Meeting Calendar at the back of this issue.

Chapter Meeting Calendar

2011	East Bay FPAEastBay.org	San Francisco FPASF.org	Silicon Valley FPASV.org	San Joaquin Valley FPASJV.org
OCTOBER	<p>Wednesday, October 5th 7:15 am Round Hill CC <i>Helping to Secure Your Clients' Retirement, Transforming Social Security into a Winning Retirement Strategy</i> Rob Kron</p>	<p>Tuesday, October 4th, 11:30 am - 1:30 pm City Club <i>The Game Plan for the Estate Administration Team - From Spring Training to Game 7, Bottom of the 9th</i> Lucinda Lee</p>	<p>Friday, October 14th, 11:30 am - 1:30 pm TechMart <i>Retirement Withdrawal Strategies for the Silver Tsunami of Boomer Retirements</i> Jack Gardner</p>	<p>TBD <i>Your Business and Social Networking</i> Zenet Negron & Carri Giannecchini</p>
NOVEMBER	<p>Wednesday, November 2nd, 7:15 am Round Hill CC <i>Best Practices with Fund Selection</i></p>	<p>Tuesday, November 15th, 9:30 am - 1:30 pm City Club <i>Transition Planning and Exit Strategies for Business Owners</i> TBA</p>	<p>Friday, November 11th, 11:30 am - 1:30 pm TechMart <i>Using ETFs to Implement 529 College Savings Plans</i> Vivian Tsai</p>	
DECEMBER	<p>Wednesday, December 7th, 7:15 am Round Hill CC <i>International Outlook</i> Thomas Melendez</p>	<p>Tuesday, December 13th, 11:30am - 1:30pm City Club <i>Advisor Panel Discussion: Client Education Techniques</i> TBA</p>	<p>Friday, December 9th, 11:30 am - 1:30 pm TechMart <i>Navigating the Many Housing Options for Seniors</i> Kaye Sharbrough</p>	<p>Sunday, December 11th, 7:30 pm Atherton Auditorium, San Joaquin Delta College <i>Stockton Symphony's Holiday Pops Concert</i> Doug LaBrecque, Stockton Chorale, Stockton Youth Chorale, & Stockton Symphony</p>

For advertising opportunities, please contact
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Creating Clients for Life

CFP Board Accepted CEU Workshop

- TECHNIQUES TO DEEPEN CLIENT RELATIONSHIPS
- WHY GENERATIONAL DIFFERENCES MATTER
- FACILITATION SKILLS THAT WORK NOW!

Presenters: Helga Hayse | Denise Hughes
November 2, 2011 12:00-4:30 pm
25 Metro Dr. Suite 600, San Jose, CA 95110

Sponsor: Family Wealth Planning Group
"This is our chance to give back to the financial
planning community."
Peggy Martin, MSFS, ChFC, CASL

Space Limited. REGISTER TODAY:

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