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Google Adwords - How to get started

by Lisa Cain
CEO PagePoint Web Solutions & MarketingU.com

Recently, a prospective client told me that she went online to try and understand how Google Adwords worked, but was overwhelmed and confused with the information on the Google site. I can't say that I blame her! Getting started can be overwhelming and confusing. Here is a brief overview and introduction to how it works:

Google Adwords can be a powerful way to reach your target audience. Some of the key benefits of a Google Adwords campaign include:

- Thousands of potential customers will be able to see your ad at absolutely no cost – you only pay when someone clicks on your ad
- You can set a daily budget to control your advertising spending
- You can pay more or less for particular keywords depending on their popularity in your market

Lisa Cain has a PhD in marketing from the Wharton School of Business and is CEO of PagePoint Web Solutions and MarketingU.com. She currently teaches at Mills College's Graduate School of Business

- You can set geographical constraints on where the ad will show (so local businesses aren't paying for ads to run in other cities or nationwide)
- People who are searching on your targeted keywords are likely to be more qualified prospects than those accessed with other traditional media.

How To Get Started with Google Adwords:

First you need a Google account. You can use an existing account or set up one

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Google Adwords - How to get started *Cont'd*

specifically for the Ad campaign (we recommend the latter if you want to share the login information with someone else.) Google charges $5 for the initial Adwords account set-up (you can go to: *adwords.google.com*) to get started. You will need to provide your credit card information for ongoing billing.

Next, you will create a campaign and an ad group.
All items under one campaign share a single budget (this is the daily maximum that you're willing to spend) and geographical locations. So, for example, if you have one product that is available nationally and one service that is only available locally, you would want to have two separate campaigns. You can also create separate Ad Groups within the same campaign if you want to share the single budget. This may apply if you want to promote investment management services as well as comprehensive financial planning – but in two separate ads that can be targeted to certain keywords and worded appropriately.

Then, you create your ad copy and also select keywords that you'd like to bid upon along with the amount you are willing to spend on each click. There is a separate bid amount for each keyword. This is where the Google adwords system can help you. If you want to target 'Financial Plan' the system will let you know the going bid is, maybe, $5 per click. If you bid less than that, your ad may still show but it may show on page 2 or 3 (or 4 or 5 depending on how competitive your keyword is) rather than page 1 (the most sought after space). You can set a base bid amount that will apply as the default.

Once you've finalized your ad, it will probably start as "pending review" which means that it will run from day one but that Google reserves the right to cancel it if it doesn't comply with the Google advertising policies. In some cases, the ad may be "under review" which requires an active approval by Google before they will even start running the ad.

How much does it cost?
You only pay per click up to the amount of your bid (also called "CPC" = cost per click) and you will often pay less than your full bid amount if there's not much demand for that particular keyword. Once you have met your daily budget, your ad will no longer be shown. So if you set a daily budget of $50 and you bid $5 per click, your ad could get 10 clickthroughs before it would be removed for the day because you reached your daily budget. It will appear again automatically the next day.

I also recommend that you implement Google Analytics when you start your Adwords campaign (if it's not already implemented on your site). Analytics will allow you to review your ad strategy in more detail than the standard Adwords data. There is no additional charge to implement Google Analytics, you just set up the account (*analytics.google.com*) and implement the code on your website.

What Next?
A Google Adwords campaign is all about trial and error. You need to test ads, keywords and bid amounts to see what works. The analytics will help you monitor which ads get clicked on and which keywords are being searched, as well as how much that is all costing you. Of course, the goal is to see not only increased web traffic, but to get actual prospects calling/emailing you! You will need to fine tune and adjust your campaign based on your results.

Be patient! It does take some time to get the hang of it and get your ads to work for you.

Lisa Cain, CEO PagePoint Web Solutions and MarketingU.com, will be a featured panelist the FPA San Francisco's upcoming Brown Bag session 6/14 from 11:30 – 1pm on Social Media.

Lisa has both practical and academic marketing experience earning a Ph.D. in Marketing from the Wharton School, a Bachelor's of Chemical Engineering from the University of Delaware, an MBA from the University of Delaware, and a Master's of Marketing from Wharton. [And, this list will not grow anymore!]. She has developed specific expertise in results-oriented Internet marketing. She helps her clients keep their marketing needs in mind when considering their Web development requirements and additional marketing strategies. In addition to her work with PagePoint Web Solutions, she teaches marketing and sales force management courses at Mills College and The Wharton School for both MBA students and executives. She also founded MarketingU in 2010 to bring the same level of education and training to small business owners.

Regional Government Relations Column

by Robert Finke, CFP®
FPA Monterey Bay

Greetings from your Regional Government Relations Representative.

The following is a list of important items on the Government Relations front:

Planner Petition Calls for SEC Fiduciary Rules
With opponents of a fiduciary standard looking to thwart SEC rule-making, FPA has launched a petition to support the Commission's plans to require broker-dealers who provide personalized advice to retail customers to act in the customer's best interests. Already, over 3,000 planners have signed onto the online petition sponsored by FPA and its Financial Planning Coalition partners - NAPFA and the CFP Board of Standards - with many adding comments in support.

Robert Finke is co-founder of the Center for Financial Studies. He has since created the Center for Financial Affairs as a way to provide integrated fee-based financial planning services and financial education.

To add your signature and show your support, go to – *www.change.org/petitions/fiduciary-standard-for-financial-professionals-2*

Dodd-Frank Progress
According to a report by a major law firm, regulators have finalized only 5.4% of the rules required by Dodd-Frank as of the end of March, including 10 out of the 151 that must be promulgated by the Securities and Exchange Commission and the Commodity Futures Trading Commission. In April they reported that the SEC missed every single deadline (26 in total) and no new rules were finalized.

To see the progress report, go to –*www.davispolk.com/files/Publication/922b7ace740f42f794c94e47dd5121fb/Presentation/PublicationAttachment/23f60f00932642d59fc1a882db3a83de/050211_ProgressReport.pdf*

SEC Will Take Another Look at 12b-1 Fees
According to SEC Commissioner Elisse Walter, the SEC will again take up the subject of 12b-1 fees later this year. Speaking at a recent conference, she said that the bulk of the commission's work required by Dodd-Frank should be completed by July 1. Once this work is completed, the commission will return to the proposal that they issued last summer. She gave no details, except to state that she supported the staff's earlier recommendations.

SEC Delays the Switch
The Dodd-Frank bill set a deadline of July 21, 2011 for mid-size investment advisers to switch from SEC to state oversight. In a letter dated April 8, 2011, Bob Plaze the associate director of the SEC's Division of Investment Management stated that the deadline for "the Switch" is likely to be extended until the first quarter of 2012. While he expects the SEC to have the rules required for the Switch in place by July 21, the re-programming of the IARD system necessary to make the switch actually occur will take until end of the year to complete. Because of the delay it appears that advisers who grow beyond $30M AUM this year will have to register with the SEC and then go back to their state at the beginning of next year.

For more information, go to – *www.sec.gov/rules/proposed/2010/ia-3110-letter-to-nasaa.pdf*

When Right is Wrong

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

Labels are everywhere, simplifying our lives by providing information in quick, digestible quantities. Labels tell us what we eat, how we think, and who we are. We learn that six crackers have 60 calories, people are more patriotic when they wear a pin of the United States flag on their lapels, and that if someone is arrested, he or she must have done something wrong.

Labels lay everything out for us. When labels become too nasty and uncomfortable–say, when beliefs and actions are based upon appearance and background–we have the fallback of attaching words like "stereotype", or "racism", or "sexism", and we can return to regularly scheduled programming, none the worse for wear.

As time becomes more precious, we have less time to even consider labels. We now have the Nike swoosh, the Gatorade squiggle, and the Safeway SimpleNutrition program, to direct us. Even law firms and financial planning firms, which once boasted the names of three or more founding partners, now become a one word message. Simple. Direct. Branding.

The shorthand solution becomes our obsession, for better or worst. As planners, we want our clients to be neat, gift–wrapped delegators, who will follow our requests and advice. We offer the "right" solutions–maximize here, save there, protect everywhere-and the clients fall in line.

In financial planning, we are looking for ways to simplify our relationships with clients. We use labels to identify the type of client (for example, A, B, and C). We create investment policy statements and other guidelines with our clients, to anticipate possible crisis situations in the future. We take efforts to remove the potential for emotional irrationality from what lies ahead, so clients will stay the course during market corrections, or worse. We use model portfolios so we are not recreating the wheel every time we take on a new client, or when circumstances cause a shift in an existing client's current allocation.

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

The unique feature of being human, according to Daniel Gilbert in his book, "Stumbling on Happiness," is the ability to think about the future. Our whole financial planning industry takes advantage of this "advanced" thinking, as we use cash flow projections, retirement planning, and goal setting to make sure our clients are on the right track to financial independence, financial freedom, and financial nirvana!

Yet when reflecting on these efforts, I am reminded of the gold watch which passes at the end of a 30 year career. The watch symbolizes a lifetime achievement, but of what? Similarly, as planners, we figure out how the numbers add up, but to what end? As we continue to provide information and insights to our clients, we often do not realize the impact we are having on them.

The "roadmap to success" we devise for our clients often becomes an expectation and a responsibility. We deliver the mantra: save for the future, plan for the future. Your Monte Carlo is only 22%! We need to make changes immediately! The job of a good financial planner is to know what is *right* for their clients. Yet when clients do not follow what we lay out, they inevitably feel *wrong*. They did not complete their estate plan–they are wrong. They spend too much, wrong again. We constantly pull people in the direction we want them to go, where the ends (growing portfolios) justifies the means (sacrifice and vigilance). If the person is not able to take these steps, then they are not ready. Simple. Or is it?

The irony of George Kinder's third question, where people are asked to come face-to-face with regrets in their lives through the prospect of dying in 24 hours, is that the emphasis on the "here and now" is not what we do as planners. If we were to focus on the present, clients would take that trip today, quit their job tomorrow, and spend more time with family the day after.

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New address?
Has your membership information changed?

When Right is Wrong

Cont'd

There would be no need for modeling and scenario planning, as the emphasis is on what is most fulfilling and life-giving.

The point here is not that thinking ahead is wrong (there's that word again!); it's that there is so much more to financial planning than following a blueprint. When we get lost in the shorthand, we often miss the beauty of taste, smell, sound, and feeling.

Labels may help simplify our thought process, but they deny the rich sensation of a glass of Duckhorn merlot, the poetry of Mary Oliver, or a heart-felt story of a lost parent. All of these await us when we scratch below the surface of our clients, and of our own lives. As we free our clients to become more, and as we see them as whole, we naturally become this way ourselves. The limitations of the labels and rules we impose, while providing simplicity and order, eventually give way to expansiveness and possibility.

What is the end we seek with our clients? Is it to capture their children's money and continue to maintain our business, or is it to allow them to grow as individuals, to become fulfilled and empowered, to live the life of their choosing? If clients decide to step away from our relationship, as a cost savings mechanism or because they want to handle the investment decisions on their own, then perhaps this is the ultimate success. At the end of the day, we are not the client. We have enough to handle in getting our own lives RIGHT!

Please feel free to share your feelings and thoughts with me at ralph@privateocean.com. Life is an ocean, do something wrong.

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Social Media Rewards and Risks

by Randy Schneider, Fort Point Insurance Services

Many of us are enthralled with social media as a new and fascinating window into other people's lives, but we may be like toddlers climbing on the counter to get to the cookie jar: all excitement and no sense of danger. Social media can be a life enriching tool that is fairly safe, if you approach it thoughtfully. Below are some tips about online risks:

Randy Schneider is an Assistant Vice President at Fort Point Insurance.

• **Facebook: Be social…but not too social.** The better you know your audience, the less likely they are to connect with someone who has bad intentions. Choose your friends carefully. How well do you *really* know the person who has sent you a friend request? Not well, or even at all? Did the request come from the car salesman who just sold you a BMW for your daughter? Simply delete the request. Cases of on-line stalking and harassment have been on the rise. Ask your friends not to post photos of you, or "tag" you in photos without your *permission*. Adjust your account settings so that "friends only" is chosen for your profile. This ensures that only people you have accepted as friends will be able to view your private information.

• **There may be ulterior motives behind the online quiz or the birthday card app.** The quizzes and interactive apps on social media sites can be a lot of fun, but they also may be collecting private info about you *and your friends*, even if you have chosen strict privacy settings. At a minimum this could be rich fodder for marketers; at worst an opportunity for identity thieves.

• **Venting online can cause your lifestyle to go up in flames.** It's easier than ever to make a hasty comment about an acquaintance, boss or service provider before you've had time to cool off. But, be careful: your comments can get you sued for defamation, even if you think you made then anonymously. Mind what you say online.

• **Your children may be your biggest risk.** How much detail are your children providing about your next family trip which will take you out of the country, and away from your home, for three weeks? Is it possible for online predators to obtain photos of all family members and piece together your daily routine? Remind your children that people online may not be who they seem, and that without the proper security settings, everything they post may be available to all.

Your insurance policies, of course, provide some coverage for identity theft, libel, slander, defamation of character *Cont'd next page*

Social Media Rewards and Risks *Cont'd*

and may even provide some help should you become the victim of a stalking or harassment crime. Overall, however, what's the best measure of protection? Be thoughtful about your online behavior. This is one area of your life that you truly can control.

What Keeps You Awake at Night?

What do you worry about?
What challenges are you facing in your business?
What issues get your blood pumping?

We'd like to know so that we can ask our fellow FPA members to write interesting articles. We'd also like to hear your complaints and compliments. We would like to provide a forum for additional interaction, so now you can send a "*letter to the editor*" of The Planner at ***Editor@FPANorCal.org***.

We believe that collaboration among our members and chapters provides numerous benefits to our members. *The Planner* newsletter is published on a monthly basis thanks to the volunteer efforts of more than one dozen FPA members from five FPA chapters in Northern California. Let us hear what you have to say!

FPA of San Francisco Brown Bag Lunch Event

Note: FPA SF 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.

Social Media: Is it really worth it?

Speaker: Cathy Curtis, Curtis Financial Planning, Oakland, CA
TJ Gilsenan, President & Founder, The Interactive Advisor
Lisa Cain, Ph.D., CEO Pagepoint Web Solutions

Date: Tuesday, June 14, 2011
Time: 11:30 am to 1:00 pm
Location: Golden Gate University
536 Mission Street, San Francisco, CA (Room TBA)
Cost: $10

First you HAD to have a 'legitimate' email address (no more @aol.com!), then you HAD to have a website. Now we're being told we HAVE to be a part of social media or we'll miss all those clients who are trying to find us. Really? Is that true? And who are all these people needing investment and financial advice surfing Facebook??

Join us for a timely and informative discussion where our panel of real life experts will explore where social media is today, who's using it (and who isn't), what firms are having success and which aren't (and why), what trends are developing and where (and if) you need to be involved. Our panel features two social media industry experts as well as a local CFP who uses social media in her practice.

Cathy Curtis, CFP, Principal & Founder of Curtis Financial Planning (Oakland, CA)
Cathy is a Registered Investment Advisor independent since 2001. Her practice helps clients from across the financial spectrum and specializes in helping women to work through their unique financial issues. Prior to her career in financial services, she served as a sales and marketing executive in Fortune 500 and private food companies. She uses social media as a primary marketing tool for reaching her target clientele.

TJ Gilsenan, President - The Interactive Advisor
A former financial advisor, TJ Gilsenan has been working with Independent Advisors for almost 20 years. In the early 90s, TJ joined what is today known as Schwab Advisor Services. While there, he worked with advisors in a variety of ways - as a territory salesperson, a Regional Vice-President, and as the National Sales Director of Managed Accounts. In the mid-2000's TJ was recruited to Pershing Advisor Solutions - the division of Pershing/BNY Mellon that serves Registered Investment Advisors - to help them better serve Independent Advisors. While there, TJ helped launch a managed account custody platform, served as a Divisional Sales Manager, and was the Director of RIA Sales Strategy.

Today, TJ is the President and Founder of The Interactive Advisor; a firm dedicated to helping Independent Advisors make the most of web marketing. He is a graduate of the University of North Carolina at Chapel Hill, holds a Masters Certificate in Internet Marketing from The University of San Francisco, and writes a blog for Financial-planning.com called The Web-Savvy Advisor.

Lisa Cain, CEO Pagepoint Web Solutions
Lisa has both practical and academic marketing experience. She earned a Ph.D. in Marketing from the Wharton School, a Bachelor's of Chemical Engineering from the University of Delaware, an MBA from the University of Delaware, and a Master's of Marketing from Wharton. [And, this list will not grow anymore!]. She has developed specific expertise in results-oriented Internet marketing. She helps her clients keep their marketing needs in mind when considering their Web development requirements and additional marketing strategies. In addition to her work with PagePoint Web Solutions, she teaches marketing and sales force management courses at Mills College and The Wharton School for both MBA students and executives.

Seating is limited. To reserve your seat, please RSVP at fpasf.org.

A Trip Down Memory Lane

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

As we embark on graduation season for High School and College graduates and others that are finishing up on credentials, designations and certificate programs I thought it would be fun to reflect on the past few decades in the Financial Service Industry and marvel at the changes that have taken place and that have help shape the world that we live in today.

I started my career in 1994 and on my first day of work the company had a celebration luncheon for the group of management trainees that I was part of and I remember how alcohol was a big part of the 1pm lunch menu. The days of having an after market martini's have passed us by except during bear markets! Technology in the 1990's was just getting going in the Financial Service Industry but I can remember if you wanted to check out any stock quotes beside looking them up in the Wall Street Journal you had to wait in line to use a Bloomberg Machine. That was cutting edge at that time and basically was like using Yahoo Finance today. The only problem was that Bloomberg Machines were expensive to rent and only Portfolio Managers and Analyst had access to them. Now Yahoo Finance and other web sites can give you almost everything you want to know about a stock with a few clicks of the button. Stock picking back then was also an old school process. I remember going to the library to use Value Line. It seems like my stock picks were just as bad back then using Value Line as they are today following Jim Cramer on Mad Money!

David Borelli 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.

Heading into the 2000's the big fad at the time was the onset of handheld calendars. I remember throwing away my Franklin Covey Calendar and buying a Palm Pilot. The only problem with the Palm Pilot was using the Stylist. Those things would always get lost and you would have to use an old pen to try to navigate around the calendar. My first switch to the Blackberry was in the mid 2000's but the funny thing about it was that the early Blackberry's were actually blue in color. I could never figure that out. Eventually RIM figure that out also and now they come in the color black again!

The Mutual Fund Industry in the late 1990's also used to have some interesting things that are long gone. Remember those Class II C shares from certain firms that paid a nice upfront commission and trail. Also part of the glory of those days was firms that had a sales charge on reinvested dividends! I would love to see that try to pass through compliance now. Speaking of compliance, that was the go go times of the industry. It seemed like events and parties were always a form of sponsorship and taking people golfing at Pebble Beach or Five Star dinners at nice restaurants was a monthly occurrence. I remember going on trips to the Bahamas for Due Diligence trips and actually winning a trip to Ireland for a golf tournament on my first day of work. Those days are long gone as now taking people to an event can create a headache for the compliance audit team.

The last thing I will mention on my trip down memory lane is the way the marketing of the investments changes every couple of years. I remember the big debate of the late 1990's was Growth vs. Value and which one was the better vehicle to invest in. Index investing and Technology Funds were the talk of the market at the peak in 2000 and now it's all about Financial Planning and Fee base investment planning. Below is a list of some historical milestones in the Industry dating back to the Securities Act.

- 1933: Securities Act of 1933
- 1934: Securities Exchange Act of 1934
- 1940: The Investment Company Act of 1940
- 1971: Bruce R. Bent established the first money market fund in the U.S. The Reserve Fund

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East Bay Chapter Executive Director

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New address? Has your membership information changed?

A Trip Down Memory Lane *Cont'd*

• 1974: Creation of the Individual Retirement Account (IRA)
• 1976: Municipal Bond Funds allowed by law
• 1976: John Bogle oversees the creation of the first retail Index fund
• 1981: Creation of the 401k plan
• 1993: Creation of the Spider ETF
• 2003: Mutual fund scandals
• 2008: The Reserve Fund breaks the buck

The one thing that still stands out is the way the Financial Service Industry has emerged as a brand name today in the minds of the public. Everyone that has served their clients and built their own successful practice in this industry has helped shaped the way the industry is today. Through this help we have built a very successful industry that will help millions of families across the country and we may always be changing with the times but we are always changing for the benefit our clients!

My trivia question for you this month is on this topic of history in the industry. Please name the first Mutual Fund that topped $100 billion in assets?

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The Importance of Client Communication

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

The best and least expensive marketing idea on the planet is client retention. Client retention is not that hard, but like everything there is no free lunch. Bob Veres once wrote that client retention was not about how well your client's portfolio performed, but rather how well and how frequently you communicated with your clients. I think he was right on target as client communication is the key. For those of you who don't know, Bob has been a writer and contributor to the financial planning profession for over 20 years. He writes a very useful and always thought provoking subscriber newsletter on practice management entitled "Inside information". His web site is *www.bobveres.com*.

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

There are many theories on client communication and there is even a term called "drip marketing" that refers to a series of communications over a period of time. Some advisors purchase "drip" services from a third party that will send out a newsletter, birthday card, anniversary card, or other communication or maybe even a small gift periodically to your clients. I know several advisors who send out monthly newsletters. Over the years I have spoken to many advisors and the choice of frequency and type of communication varies widely. I've also spoken to those who don't engage in any formal or informal mass communication to their clients. One advantage of monthly newsletters to clients that is often overlooked is that clients may forward them to their friends or co-workers and in that respect the newsletter very likely will have an impact on bringing in future prospects or future referrals.

The time where client contact is most critical is during recessions or other market downturns. It can be as simple as a short email, but it is very powerful. During the market downturn I lost only one client and I strongly believe that had a lot to do with some infrequent, but important emails I sent to clients. The emails discussed where the market was and above all that my conviction was that despite the news stories to the contrary, the world was not about to end. Each time I communicated with my clients I received 2 or 3 replies from different clients expressing their thanks for the emails. Each time I received one of those emails I knew my messages were making a difference.

The one client I lost during that period contacted me on March 7th (two days before the now famous market bottom) to say that he was going to invest his own money going forward and that he was intending to buy an 18-month CD with the money. My position on something like that is very clear. This is he and his wife's money and I am their advisor. While I can and do make recommendations to them, in the end it is their money, their risk tolerance and their choice to do as they wish. I did suggest he not take this course of action, but he was convinced that the markets were headed much lower. I can only imagine how he felt six months later.

Another form of a "client touch" is a holiday gift. A local service club, Quota club of Cupertino, sells poinsettias every December for the holidays as a club fundraiser. The local Quota club is part of Quota International, an international woman's service organization. For those clients that are near-by I give them a poinsettia and that has gone over very well. I have one client who is an artist and she took a picture of her poinsettia one year and two years later she painted it. When it hung in a local exhibition at the Cupertino Library I mentioned to her how nice the picture was, and she thanked me and replied, "Do you know where I got that idea?"

Silicon Valley Chapter Executive Director

Silicon Valley
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New address? Has your membership information changed?

Silicon Valley FPA Brown Bag Lunch Event

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.

Credit Scores and Credit Repair: What You Need to Know

Speaker: Robert Callaway, Certified Mortgage Planning Specialist® & Certified Real Estate Paralegal

Date: Friday, July 22nd, 2011
Time: 12:00 noon to 1:30 pm
Location: San Jose, CA (Rose Garden Area)
Cost: $10

Your credit score has never played a more important role in your ability to borrow money, whether for a home, a car, or revolving debt (credit cards). But it has become even more influential in recent years, with your ability to get a job or insurance being similarly dependent upon a good score. Come and find out how you can better understand, maintain, improve and prevent fraud against your credit rating. Learn about this topic to better share this information with your clients and provide guidance to them in their financial decisions.

Speaker and Company Information: Robert Callaway has deep roots in the South Bay. Born at Stanford Hospital, raised in Menlo Park and then Los Gatos, California, Bob grew up in a bilingual, legal and military family. His mother, a native of El Salvador. was a WAC at Fort Ord, Monterey and then a Federally-Certified Court Interpreter, providing Spanish-English interpreting services for the court system in San Jose for over 35 years. His father, from a small town in Montana, was a Colonel in the Army for over 30 years, and his brother Dave, a career prosecutor, is the head of the San Jose Branch of the U.S. Attorney's office here in San Jose. Robert, in addition to being a Certified Mortgage Planning Specialist® and Certified Real Estate Paralegal, likes to refer to himself as a "Credit Crusader", doing presentations on Credit Education and Repair at local colleges and universities, including De Anza, West Valley, San Jose City, and San Jose State.

Seating is limited. To reserve your seat, please RSVP early to Skip Frenzel at Info@AgapeLTC.com
A $10 fee will be collected at the door.

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FPA Silicon Valley Chapter Meeting

The Cutting Edge of Behavioral Finance

Dr. Hersh Shefrin

Date:
July 8, 2011

Time:
11:30am - 1:30pm

Location:
TechMart, 5201 Great America Parkway, Santa Clara

CE credits:
1 hr CE available pending approval by the CFP Board

Cost:
Early Registration
$35 members $40 non members.
At the door
$55.00 for FPA members,
$60.00 non-members.

Overview:
This talk will present the basics of behavioral Finance and what is cutting edge in that area. This will include a discussion of the results recent research regarding online investors stated objectives for investing, what they do, in terms of the broad investing strategies they employ, and how their portfolios perform in terms of return, risk, and factor exposure. In particular, the research analyzes how systematic differences in investors' traits interact with their objectives and strategies. The results provide insights into the impact on investors' portfolios stemming from overconfidence, perceived competence, gambling and speculation, and risk appetite.

Presenter's Bio: Hersh Shefrin holds the Mario L. Belotti Chair in the Department of Finance at Santa Clara University's Leavey School of Business. He is a pioneer of behavioral finance, has worked on behavioral issues for over thirty years and has published multiple books and textbooks defining the field. He holds a Ph.D. from the London School of Economics, and an honorary doctorate from the University of Oulu in Finland.

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

For more information: www.fpasv.org

This meeting is sponsored by Home Instead Senior Care
*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	Monterey Bay FPAMontereyBay.org
JUNE	**No June Meeting**	**No June Meeting**	**No June Meeting**	**Thursday, June 23rd,** 11:30 am - 1:30 pm Location TBA *Working With Clients in This Economy* **Brown Bag Group Discussion**
JULY	**No July Meeting**	**Wednesday, July 13th,** 11:30 am - 1:30 pm City Club *Tax update* **TBD**	**Friday, July 8th,** 11:30 am - 1:30 pm TechMart *Behavioral Finance* **Hersh Shefrin, SCU**	
AUGUST	**No August Meeting**	**Tuesday, August 9th,** 11:30 am - 1:30 pm City Club *Working with Clients in Transition* **Marcee Yager**	**No August Meeting**	

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New address? Contact your chapter office directly at the email or phone below

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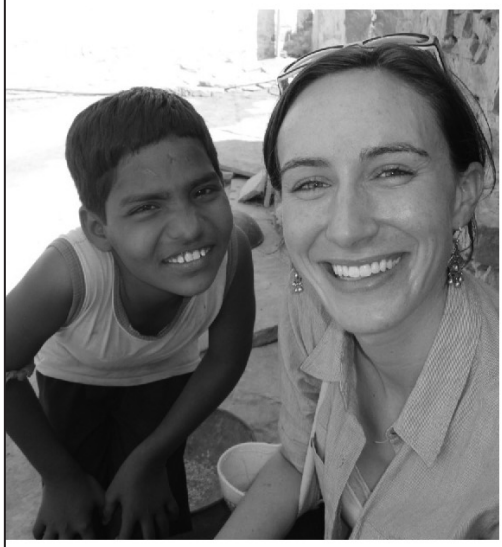

Have you thought of going on a philanthropic trip with your clients? There may be no better way to bond than by sharing a powerful giving and learning experience in a different culture. If this sounds worthwhile to you, then consider joining the Make It Real Foundation on its trip to Nicaragua in September.

For the past two years, Randall Manley (Lodestar Private Asset Management) has led a team of clients on successful trips where donors get to see their charitable dollars in action. There's also plenty of time to embrace and enjoy the local culture. Join in on this year's experience in Nicaragua without having to organize a trip and all its details! (Space is limited.)

Like us on facebook

Build Relationships.

(925) 838-1234 or
info@makeitrealfoundation.org

Make It REAL FOUNDATION

For more information visit our website:

www.MakeitRealFoundation.org