



## Financial Advisors Forum - 2004

*Dear IARFC Members:*

*We wish to thank those who attended our Forum this year and would like to also express our gratitude to our speakers. The Forum will grow and become a greater event with increased participation. It is up to you!*

*Please enjoy a few photos of our speakers and guests who attended. You may also read some of the kind comments from this years attendees...*

*Ed Morrow, Chairman & CEO*



Steve Bailey



Bill Nelson



Burnett Marus



Bill Lindsey

**“Overall I can say, without hesitation, that I walked away with more useful financial planning information and tools than when I arrived in New Orleans.”**



Ed Morrow and Jamie Hassinger discuss the future of financial services at the new IARFC exhibit booth.



J.D. "Dock" Houk



Al Filippini



George Flack of Australia

**“The time and cost involved in attending was outweighed by the benefits I took away from the conference! I look forward to attending next year!”**



**Financial Planning Building**  
**2507 North Verity Parkway**  
**Middletown, OH 45042-0506**  
**800 532 9060 • Fax 513 424 5752**  
**www.IARFC.org**

**BOARD OF DIRECTORS**

**Edwin P. Morrow**, Chairman & CEO  
*CLU, ChFC, CFP, CEP, RFC*  
*edm@IARFC.org*

**Judith Fiset-Losz**, Executive Director  
*director@IARFC.org*

**Wendy M. Kennedy**, Editor  
*wendy@IARFC.org*

**H. Stephen Bailey**, President  
*LUTCF, CEBA, CEP, CSA, RFC*  
*steve@hbfinancial.com*

**L. Ann Coulson**  
*MS, Ph.D., CFP, RFC*  
*coulson@humec.ksu.edu*

**John E. Grable**  
*MBA, Ph.D., CFP, RFC*  
*grable@humec.ksu.edu*

**Vernon D. Gwynne**  
*CFP, RFC*  
*fsxfirst@aol.com*

**Richard D. Landsberg**  
*JD, LLM, APM, RFC*  
*Landsbr@nationwide.com*

**Edward J. Ledford**  
*CLU, RFC*  
*eledford@marketsharefinancial.com*

**Constance O. Luttrell**  
*RFC*  
*luttrell@mindspring.com*

**Ruth Lytton**  
*MS, Ph.D., RFC*  
*rlytton@vt.edu*

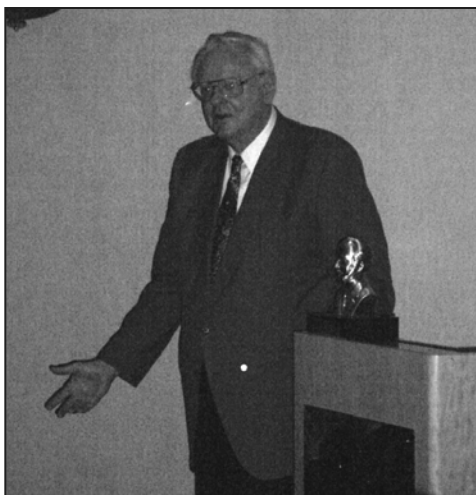
**James McCarty**, Secretary  
*CLU, RHU, LUTCF, RFC*  
*jimmccarty@showbizsilling.com*

**Burnett Marus**, Treasurer  
*RFC*  
*bmarus@sbcglobal.net*

**William J. Nelson**  
*LUTCF, CEP, RFC*  
*billn@nelsonfinancial.com*

**Ronald K. Stair**  
*AEP, EA, MLT, Ph.D., RFC*  
*rstair@cpd-nfg.com*

## Gwynne Receives Loren Dunton Award



Vernon D. Gwynne  
 2004 Loren Dunton Award Recipient

Vernon D. Gwynne, CFP, RFC has been honored as the fifth recipient of the prestigious Loren Dunton Memorial Award.

The Award memorializes Dunton, who is widely regarded as the "father" of the financial planning movement in the U.S.



Ben Baldwin, recipient of the  
 2000 Dunton Award

It is bestowed upon individuals for significant contributions to the financial services industry and strong concern for the financial welfare of the public.

Gwynne started in the investment business with IDS in 1950 (with the Dow Jones Average then at 250). He became a Divisional Manager in Washington, and Atlanta, and was recalled by the military during the Korean War, and served for three more years as Weapons Officer on an anti-submarine destroyer, rising to the rank of Commander.

Upon release from duty, Vern accepted a position in 1955 with Western Union, and was ultimately responsible for the sales force handling \$400 million of annual

sales in public messages, market research and the telex business. In 1973 he was recruited by the 2002 Dunton Award recipient, John Keeble, to become Vice President of Training for the Financial Service Corporation (FSC) in Atlanta. Later he became Senior Vice President of Marketing and of Operations for FSC.

Gwynne was among the first 50 in the world to earn the CFP designation and later became a Registered Financial Consultant, (RFC). He wrote many of the first exam questions for the Certified Financial Planner program as it continued to expand during the 70s and 80s. When the offices of the IAFP were moved to Atlanta, Bob Spencer, then president of IAFP, persuaded Vern to place his private financial practice on hold and run the IAFP. While Executive Director of the IAFP, Vern spearheaded efforts to rebuild the organization and produced five important achievements:

- Code of Ethics
- Standards of Professional Conduct
- Corporate Program
- Financial Planning Update
- Expanded *Financial Planning* magazine

During his tenure at IAFP from 1978 to 1982, the treasury went from zero to over one million when he retired. Membership was only 3,900 when he assumed the executive director's role and when he left, it was 13,000. Gwynne set a standard of performance, and stimulated an atmosphere of "class" that helped the IAFP grow exponentially.



Vernon and Betty Gwynne

(Continued on page 3)

(Continued from page 2)

After leaving the IAFP in 1982 along with Kay Baird he formed Source International, headquartered in Irving, Texas. Source was a broker dealer that grew to 160 reps before its acquisition by a CPA firm. Thereafter Gwynne founded his present company, Fi-



“Big Joe” Clark and Bill Nelson

ancial Services Exchange, a corporation specializing in due diligence services, presenting an exchange between investment sponsors who are looking for money, and for NASD member firms having clients able to place money and who are looking for



Peter Conlon, Jr., Roger Pulham,  
Diane Sahr and Morty Sahr

attractive investments. FSX has been responsible for bringing over \$900 million to its participating sponsors. Gwynne continues today to be a strong advocate for ethical and professional conduct – a topic that many believe deserves more attention in our society today.

In bestowing the Loren Dunton Award, the IARFC recognizes the contribution of Dunton's vision. One of Dunton's major creations was The College for Financial Planning, which long ago became a fully accredited institution of higher learning. Its graduates founded the Institute of Certified Financial Planners (ICFP) and in 1985, the College gave birth to the Certified Financial Planner Board of Standards. Another outgrowth of the College in the 1990's has



Jamie Oder, Gabriel Asebedo,  
Sarah Boyd and George Flack

been the National Endowment for Financial Education (NEFE). Loren also set up the Association of Financial Counselors, which became the International Association for Financial Planning. In 2000 the ICFP and the IAFP merged to become the Financial Planning Association. An early



Beth and Robert Gagne,  
Jamie Hassinger and Susie Schowen

member benefit of the IAFP was *Financial Planning* magazine, with Loren serving as its first editor. Dunton also founded the Institute for Consumer Financial Education, a foundation which continues his mission. Another outgrowth of Dunton's leadership was the International Association of Registered Financial Consultants (IARFC), which carries on his mission to help the public, and their advisors, to learn how “to spend, save, invest, insure and plan for the future in order to achieve financial independence.”

Previous recipients of the Dunton Award include Ben Baldwin, Donald Ray Haas, John B. Keeble, III and Alexandra Armstrong. One of many organizations serving the financial community, the IARFC is the fastest growing professional association in financial services, with educational and practice support programs now offered in nine countries.■

## INTERNATIONAL IARFC COORDINATORS

### Jeffrey Chiew

Asia Regional Chair  
DBA, CLU, ChFC, CFP, RFC  
cchwee@pc.jaring.my

### Liang Tien Lung

Asia Development Organization (IMM)  
RFC

### Ralph Liew

Philippines Chair  
RFC

kihkh@myjaring.net

### Jerry Tan

Singapore Chair  
CIAM, CMFA, RFC  
jerry@breakthroughstrategies.com

### Huang Wu Qi

China Chair, Guangzhou  
RFC, AMTC  
Iarfc-china@tom.com

### Billy B. Ray Tam

Hong Kong and Macao Chair  
LL.B., LL.M., RFC  
billy@hoeandtam.hk.net

### Ng Jyi Wei

Malaysia Chair  
ChFC, CFP, RFC(M), RFC  
iarfcmgmt@time.net.my

### Aidil Akbar Madjid

Indonesia Chair  
MBA, RFC  
akbar@pb-co.com

### Jeffrey Chen

Taiwan Chair  
RFC  
rosemary@imm.com.tw

## IARFC Directors

In accordance with the ByLaws, elections were held at the Financial Advisors Forum and the following were re-elected for terms ending 2006, **Steve Bailey, John Grable, Bill Nelson**, for terms ending 2007, **Constance Luttrell, Burnett Marus, and Ed Morrow**.

Four new directors were elected: **Vernon Gwynne, Ed Ledford, Ann Coulson and Ruth Lytton**. Each of these will be profiled in a future issue of the Register, and their background will be added to our website and brochures.

### IARFC Officer Elections

The Association ByLaws call for officers to be elected by the Board of Directors. **Ed Morrow** was elected to the position of Chairman and Chief Executive Officer, and **Steve Bailey** to the position of President. The corporate Treasurer position will be filled by **Burnett Marus** and corporate Secretary by **Jim McCarty**. Each of these positions are currently for a one year term of office with no limit on tenure.▪

From the Chairman's desk...



*Ed Morrow*

**Financial Advisors Forum:** the meeting was an intellectual success, according to all the evaluations. It is too bad that so many members missed the sessions. When we get the details on the 2005 Forum, you will want to make a reservation immediately – to assure your attendance and reserve time in your schedule.

**Advisor Websites.** Dave Rochlin emphasized the new features of the websites that a growing number of RFCs are using through his firm, Financial Visions. Of particular interest to many at the Forum was E-mail. Dave explained the value of a “real” e-mail address that belongs to the advisor, and not to a broker/dealer or to a marketing organization such as AOL, Yahoo, Juno or Hotmail. For example, many attendees did not know that you can have your own e-mail address and have it automatically forward your mail to a broker/dealer’s system if required by compliance – but you control your e-mail connection should you be required to change to another brokerage firm.

**Update Your Advisor Profile.** We have just spent great effort to revise the IARFC.org website routine, **Search for an RFC** to support all our advisors more effectively. But you must take action immediately to edit your personal listing. View your Profile and make edits now. Don’t wait. We are getting hundreds of requests every day, and you want to put your best face forward – literally.

**New RFC Exhibit Booth.** We had a new booth panel designed, and it appears to draw traffic more effectively. The new design has a large RFC key and features the word “International” at the top. We will be using it at the Hong Kong GAMA AIM convention June 7-10 and then at MDRT in Anaheim June 11-16. If you are attending either event, please drop by. Our booth number at MDRT is **413**.

**RFC Courses.** We have had many requests for a RFC course that can be delivered locally – as were the LUTC classes and the original CFP classes that were offered through local colleges. While the Internet offers great connection, there are many who prefer to learn in the traditional classroom setting. When the courses are developed and ready for deployment we will be looking for instructors.

**Last Minute NICEP Registration.** You can register to attend the June 30 – July 2, conference of the National Institute of Certified Estate Planners. Phyllis Nelson, RFC, and Bill Nelson, RFC, CEP will present a special full-day Practice Management Workshop on June 29<sup>th</sup>. I will speak on “Client Relationship Management and Bill will speak again on “Don’t Stretch, Insure” and my son will speak on “No More Unified Credit.”

**RFC Attendees at NICEP** will also receive \$200 of free tools from Tony Jeary the Keynote Speaker, plus a credit of \$195 toward the NICEP course – all for the conference Registration fee of \$295. For further information: [www.NICEP.org](http://www.NICEP.org) or call 765 457 1812.

**Registry of Estate Planning Attorneys.** The IARFC is reviewing with NICEP the concept of a Registry of Attorneys who would like to work cooperatively with advisors. These attorneys would be listed on our websites. There would be a Code of Inter-Professional Conduct and a Model Estate Planning Process, which will facilitate the joint work relationship.

**Referrals Work for IARFC.** Almost 60% of our new members are referred to us by current holders of the RFC designation. A number of our members have recommended more than ten. Are you doing your part? Can you, right now, fax to 513 424 5752 the cards or a list of persons you would recommend for RFC?▪

### GET YOUR MESSAGE ACROSS

*E-mail an article to  
The Register  
[director@iarfc.org](mailto:director@iarfc.org)*

We are encouraging articles from IARFC members. Would you please submit article copy in Word format, 600-1,500 words, with a mini biography and electronic, high resolution photo suitable for printing in *The Register*. We welcome for review financial books, services or products offered by IARFC members.

The IARFC Register is published by the International Association of Registered Financial Consultants, Inc. Copyright 2004 by the IARFC.

The Register publishes articles on technical subjects, economic events and practice management. The IARFC makes no claim as to the accuracy of such advice and the Association does not guarantee or endorse any product or service that may be advertised or featured.

Comments and publishable letters from our readers are welcome, and should be sent by e-mail to: [director@IARFC.org](mailto:director@IARFC.org)

# Tools To Enhance Your Practice

- Membership Certificates
- Brand Building Supplies
- Plaques

*Financial professionals dedicated to helping people do a better job of spending, saving, investing, insuring and planning.*



**IARFC Certificate (16" x 20")**  
includes Gold Seal, Ribbon  
Item #1 \$35

Professional Framing Available for attractive pricing call for complete order form 800 532 9060 or www.IARFC.org



**Gold Key Announcement Cards**  
Item #8 \$0.60 ea.  
\$100 per 250 boxed includes envelope

Imprinting Extra. \$0.30 per card



**Confirmation Notice Certificate**  
Suitable for a display stand or use in a presentation note book. (8.5" x 11")  
Item #2 \$5



**Code of Ethics Plaque**  
13" x 10.5"  
Item # 9 \$50.00

*IARFC Code of Ethic handsomely placed on a wooden plaques*



**Consumer brochure - 4 page**  
8.5" x 11 full color  
Item # 3 \$ 0.50 ea.

Quantity Pricing	
50	\$20
100	\$36
200	\$60
500	\$120



**Professional Jewelry**  
IARFC emblem lapel pin  
Item # 10 \$35.00



**Consumer brochure - Tri Fold**  
Item # 4 \$ .40 ea.

Quantity Pricing	
50	\$15
100	\$25
200	\$45
500	\$100
\$20*	\$35*
\$65*	\$150*

\*Imprinted (Flat)



**Professional Jewelry**  
IARFC emblem tie bar with chain  
Item # 11 \$45.00



**Professional Jewelry**  
IARFC emblem ladies broach  
Item # 12 \$55.00



**Consumer Brochure bi fold - 2 panel**  
8.5" x 3" two color  
Item # 5 \$0.25 ea.

Quantity Pricing	
50	\$10
100	\$18
200	\$30
500	\$60



**RFC Gold Foil Labels**  
Perfect to add a touch of class to your marketing materials, brochures, and presentations.  
Item # 13 \$30.00 \*  
\*(Per quantities of 250)



Item # 6 **Plastic Display Stands Available**  
8.5" x 11" for large brochures \$10 ea.  
3" x 8.5" for small brochures \$6 ea.

Item # 7



International Association of Registered Financial Consultants  
P.O. Box 42506  
Middletown, OH 45042-0506  
Phone: 800 532 9060 or Fax: 513 424 5752



# Member Supply Order Form

Mail to: P.O. Box 42506  
 Middletown, OH 45042

Fax: 513 424 5752  
 Phone: 800 532 9060

Item #	Product	Quantities available	Price ea.	Quantity	Total
1	<b>IARFC Certificate (16"x 20") includes Gold Seal, Ribbon</b>		\$35.00		
2	<b>Presentation Certificate (8.5"x 11")</b>		\$5.00		
3	<b>Consumer brochure - 4 page (8.5" x 11) full color</b> <i>quantity pricing on pg.1</i>	50, 100, 200, 500	\$0.50		
4	<b>Consumer brochure - Tri Fold</b>	50, 100, 200, 500	\$0.40		
5	<b>Bi-Fold - 2 panel (8.5" x 3")</b>	50, 100, 200, 500	\$0.25		
6	<b>Plastic Display Stand for (8.5" x 11") brochures</b>		\$10.00		
7	<b>Plastic Display Stand for (3" x 8.5") brochures</b>		\$6.00		
8	<b>Formal Announcement Cards (4" x 5") imprinted pricing on pg.1</b>	250	\$100.00		
9	<b>IARFC Code of Ethics plaques (1.05" x 13')</b>		\$50.00		
10	<b>Professional Jewelry lapel pin</b>		\$35.00		
11	<b>Professional Jewelry tie bar</b>		\$45.00		
12	<b>Professional Jewelry ladies broach</b>		\$55.00		
13	<b>RFC Gold Foil Labels</b>	250	\$30.00		
<b>Shipping &amp; Handling U.S. Only</b>			<b>Subtotal</b>		
	0 to \$10.00	No Charge	Ohio residents add 6.5% tax		
	\$10.01 to \$50.00	Add \$10	Shipping and Handling		
	\$50.01 to \$100.00	Add \$15	<b>Total</b>		
	\$100.01 and Up	Add \$20	Allow 6-8 week for delivery in the U.S		

Name: \_\_\_\_\_

Check payable to IARFC

Firm: \_\_\_\_\_

Master Card  Visa

Address: \_\_\_\_\_

Amex  Discover

**Name for Imprinted Items\*** Type or print on the below line exactly the way you want your order to be imprinted. The type will be set exactly as it appears below.

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Ohio Residents Sales Tax 6.5% must be added

Phone: \_\_\_\_\_ Card No. \_\_\_\_\_ Expiration: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

## RFC Class Expansion in Indonesia



Jeffrey Chiew, Aisa Chair greets Aidil Akbar Madjid, IARFC Indonesia

The IARFC Indonesia Chair, Aidil Akbar Madjid, RFC, MBA, recently signed an agreement with the University of Indonesia, Graduate School, to establish Financial Planning Classes at this University. The University of Indonesia, located in Jakarta, is the number one public (state-owned) University in Indonesia, both for its Undergraduate school and Graduate school.

The classes will be initiated the first week of June at this University and there will be two sets of classes; one is for public during the weekend and another for the graduate financial advisor students, conducted during weekdays.

With this new installation, IARFC-Indonesia now has two Universities conducting the Financial Planning education, the other being the Christian University of Petra, located at Surabaya. There are two additional universities planning to initiate RFC financial education programs, one in the city of Bandung and the other located in Medan.

Currently, the IARFC-Indonesia chair, Aidil Akbar Madjid, is also a guest lecturer for IPMI Graduate School teaching the Financial Planning class. IPMI is the most prominent private Graduate School in Indonesia.

In order to promote RFC in Indonesia, IARFC-Indonesia just received placement for two columns, one in *SWA Magazine* and another in *Mix Magazine*. The new columns were launched with a half day seminar with the topic: "Financial Planning Helps in Creating the New Middle Class in Indonesia." The IARFC is also likely to be profiled in *Bisnis Indonesia*, the leading business newspaper in Indonesia. The Indonesia

directors will also start writing articles for the newspapers and magazines and using RFA and RFC designations to promote it. They are also seeking a law firm or legal counselor to have a TV program talking about Financial Planning and Estate Planning.

Meetings are scheduled with the Dean from the University of Petra, who will come to Jakarta for a weekend planning session to discuss Financial Planning modules to be included into their academic curriculum and the possibility of having Bachelor or Master degree in Financial Planning.

There are now 28 Registered Financial Consultants in Indonesia. Another 20 students have completed studies and are now submitting their RFC applications. Many more are enrolled in class and will soon complete their studies and commence practice.

Any American financial advisors already planning a trip to Indonesia are encouraged to visit IARFC-Indonesia and make a public presentation to the community of financial advisors. Contact Aidil at: [amadjid@gsindonesia.com](mailto:amadjid@gsindonesia.com)

## Why Don't You Have a Foundation?

Your quick response may be, "Because I'm not Bill Gates or Andrew Carnegie!" But that is not sufficient once you learn just how easy and effective it is to have your own foundation, using the services of the National Heritage Foundation. You need not be wealthy. In fact only 5% of those creating their foundation through NHF would be considered truly wealthy. The guy who created the concept in 1968 of a "foundation holding company" is Dock Houk, and he indicates, "We serve the average American who wants to have more flexibility and more control over his or her charitable interests."

The typical public philanthropic foundation or community trust manages many millions of dollars, and is subject to rigid rules for the disbursement of funds, the accounting and reporting required under

(Continued on page 9)

## IARFC 2004 Exhibit Calendar

### GAMA AIM Conference

June 6 - 9, 2004  
Hong Kong

### MDRT Annual Meeting

June 12 - 16, 2004  
Anaheim Convention Center  
Anaheim, CA  
Booth: 413

### NICEP Annual Meeting

June 30 - July 2, 2004  
Caribe Royale Hotel  
Orlando, FL

### Money Concepts

July 6 - 10, 2004  
Disney's Yacht Club Resort  
Walt Disney World, FL

### Worldwide Chinese Life Congress

International Dragon Award  
August 20 - 22, 2004  
Hong Kong

### MarketShare Financial

September 15-17  
Indianapolis, IN

Visit the IARFC Exhibit Booth

Meet one of the IARFC Directors at any of the above exhibit booths

INTERNATIONAL  
REGISTERED  
FINANCIAL  
CONSULTANT

- Enhance your professionalism
- Demonstrate your competence

IARFC  
INTERNATIONAL ASSOCIATION OF REGISTERED FINANCIAL CONSULTANTS

# Financial Advisors Forum • New Orleans 2004

## EXHIBITORS & SPONSORS

The 2004 Financial Advisors Forum was successful in large part due to the support and contributions of the Speakers, Sponsors and Exhibitors. We wish to thank this group for their outstanding efforts and hope to leverage their support next year for an even greater 2005 Forum.



**Abundance**  
TECHNOLOGIES, INC.

Abundance is the first company to integrate fee-based money management, financial planning and coaching into one comprehensive process for experienced financial professionals who want to take their practice to the next level of success.

Abundance Technologies, Inc.  
3700 Park 42 Suite 105 A  
Cincinnati, Oh 45241

Financial Visions has helped thousands of financial services professionals leverage the web for their advisor practices. For roughly a dollar a day you can have a website that is comprehensive, easily updated, customizable, and compliant.

A website is an important tool for enhancing your professional image, running direct response campaigns, and generating referrals. Financial Visions tools make it easy to build, edit, and update a customized website that has the same features as many of your biggest competitors' sites. Special pricing for IARFC members is available by visiting [www.IARFCwebsites.com](http://www.IARFCwebsites.com)



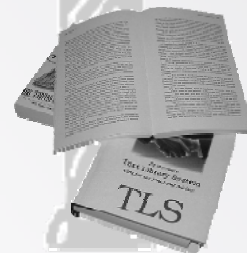
MarketShare Financial® is an employee- and producer-owned financial service marketing organization. We partner with high achieving financial advisors nationally to form one of the most powerful producer groups in the industry. Since opening its doors in 1985, MarketShare Financial has made a significant impact on the lives of over 1,000 successful financial advisors.

MarketShare Financial  
10333 N. Meridian Street, Suite 205  
Indianapolis, IN 46290  
800 421 8260  
[info@marketsharefinancial.com](mailto:info@marketsharefinancial.com)



Text Library System is a mature, fully featured Client Relationship Management (CRM) system. Built around "Best Practices" of financial planners the system is designed to help you every step of the way - from prospecting for new clients to generating and harvesting referrals from your most satisfied "A" clients. As competition increases, as market conditions drive you to make changes for more productivity and as your desire to work less for more reward, CRM stands alone as the tool that can help you easily and economically. Call today for a free web-based demonstration.

Financial Planning Consultants, Inc.  
2507 N. Verity Parkway  
Middletown, OH 45042-0430  
800 666 1656  
[sales@FinancialSoftware.com](mailto:sales@FinancialSoftware.com) or [www.FinancialSoftware.com](http://www.FinancialSoftware.com)



### Speakers

Steve Bailey  
George Flack  
John Grable  
Vernon Gwynne  
Donald Haas  
J.T. "Dock" Houk  
William Lindsey  
Burnett Marus  
Ed Morrow  
Brian Nelson  
William Nelson  
Dave Rochlin  
Fred Siegel

### Thanks!

A word of gratitude to the IARFC home office staff for their efforts and great job putting the conference together.

Judith Fisette-Loz  
Wendy Kennedy  
Mark Terrett  
Nida Thompson



## The Cato Award Presented at the Financial Advisors Forum 2004



Forrest Wallace Cato

Two respected writers received the Cato Award for Distinguished Journalism in the field of Financial Services, presented by noted financial and motivational journalist, Forrest Wallace Cato, at the fourth annual Financial Advisors Forum.

**John E. Grable**, MBA, Ph.D., CFP, RFC was presented the Cato Award for his significant role in the establishment and editorship of the *IARFC Journal of Personal Finance*, and award winning articles such as the "Outstanding Conference Paper for 2003" and the "Best Theoretical Journal Article for 2002" by the Association for Financial Counseling and Planning Education (AFCPE).

Grable has also produced many individual articles for the *IARFC Register* newsletter, the *Financial Services Review* of the Financial Services Association, the *Journal of Business Psychology*, the *Journal of Psychology and Financial Markets*, and articles in the *Journal of Financial Planning* of the Financial Planning Association. Grable is a professor of financial planning at Kansas State University and an IARFC director.

**Edwin P. Morrow**, CLU, ChFC, CFP, CEP, RFC, was recognized for his editorials, articles, and editorship within financial services - as exhibited by his columns in *Probe* magazine, his extensive series of practice management columns for the *Journal of Financial Planning* magazine of the Financial Planning Association, and many

marketing and relationship building articles developed just for the 160,000 readers of the *Agents Sales Journal*.

Morrow's article "A Trust is not Enough," written jointly with his son, appeared in the *CCH Journal of Practical Estate Planning* and received an award from the CFP Board of Standards. Morrow also has written often for the *Advisor Today* magazine of NAIFA, the *IARFC Register*, the *IARFC Journal of Personal Finance*, the Society of Financial Services *Financial Counseling Newsletter*, the *Financial Planning Magazine* and also in the *Financial Services Advisor* magazine.

Morrow has been a financial advisor and association leader since 1969. In the early eighties he prepared 27 manuals on the operation of a financial planning firm.

The presenter of the Cato Award, **Forrest Wallace Cato**, was one of the early editors of the *Financial Planning* magazine. He is now the Editor in Chief of *Financial Services Advisor* magazine and also *The Inspirator International*, a widely distributed business traveler/reader publication.

Cato regularly publishes material for the Napoleon Hill Foundation and the estate of W. Clement Stone. Cato has facilitated more than thirty books on motivation, business conduct and financial services. ■



John E. Grable, MBA, Ph.D., CFP, RFC

(Foundation Article — Continued from page 7)

current legislation. Private foundations have been severely restricted to the point that few are being formed. "But we have simplified all that at NHF," says Houk, who first conceived the idea of a "super-structure" for foundations that would appeal to the average citizen who did not want strangers controlling his charitable bequests, all under a qualifying public foundation umbrella.

One donor commented, "I had just about decided to give a large farm to my alma mater when their board suddenly headed the university in a strange direction, one I did not agree with. Would they continue down this path I considered to be immoral and irreligious, or would they someday change back to a steady course?" So he created a foundation at NHF and transferred the farm. It was sold, and the tax on realized appreciation was avoided. The funds were invested by his personal advisor, not a bank trust committee of blue ribbon plutocrats. To maximize the gift, even a bit of second-to-die life insurance was employed. The donor and his family will be able to determine the direction of the funds. Someday, there will be a lot of money in this foundation, and it might even employ a grandson to assure proper distribution - in accordance with the family's long term ethical values.

Of course, employment of a family member by a trust is subject to certain rules, but Houk points out, "Congress has provided reasonable direction to assure no impropriety, but the rules are complex, as is the accounting. We perform all of that service, and the donor can be comfortable that there will be no challenge."

This solution to private giving, and the maximum public tax advantage has been successful. Over \$ 2.5 billion in deferred gifts is already committed to foundations supervised by National Heritage Foundation, and the special interests range from the ecology and education, to feeding the homeless and conducting scientific research in the Brazilian jungle.

Back to the original question, "Why don't YOU have a foundation?" The reason is probably that you have never realized how inexpensive and flexible this is, by using the oldest established public/private foundation. Remedy this now. Call Dock Houk at the National Heritage Foundation 800 986 4483 and he will send you the "Financial Advisor Kit for Creating Your Foundation." ■

## Why Help Your Prospects Organize?



Ed Morrow, CLU, ChFC, CFP, CEP, RFC

When you first meet with a prospect, whether in your office, in a seminar, or even at their home or office, (if you make outside calls) you must **overcome their inertia**. They have been plodding along, frequently very disorganized, and without clear structure and planning.

Your clients look to you to help them **get** organized and **stay** organized. Your efforts to do this will secure the relationship, help retain the client and reduce your service time. The client needs two tools – both of which you can easily provide.

We started using a documents listing and accordion file folder in 1981 – and it was very successful in closing new engagements – from very affluent (but just as disorganized) prospects. They would bring their accordion folders to subsequent meetings.

Then last fall we talked with Jeff Rosen, President of Liberty Publishing about the need for an updated versions. Jeff was in the process of acquiring the Boxes by Pandora company and re-vamping their offerings. The first tools required were those to help **acquire** the new client:

- A Reference Manual for Documents and Information.
- A Documents Storage Chart.

The **Reference Manual** is not a fact finder,

although the 16 page consumer completed booklet will contain valuable information you will want to copy for your file. You might even be able to reduce your financial fact finder form if the client always completed this organizer.

What is important is the impression your prospects and clients will form of you when they see this very professional Documents Reference Manual.

The **Documents Storage Chart** will help your clients know where to locate all of their valuable items. The value is in its simplicity. Everything goes in one of four places:

Safe Deposit Box  
Financial Documents Organizer  
Attorney's office  
Home File Cabinet

The chart also has retention guidelines and a three-step process that can be easily followed by the client.

### How to Use Them

With prospects, show one copy of the Manual and the Organizer Chart and explain that each of your clients receives these two items – to help them get and stay organized. It is a benefit acquired by their retaining your services.

In a seminar you could pass them both around the room and explain the, “when you register for your personal no-obligation interview, with Susie in the back of the room, she will give you one of each of these to help you get organized.” No registration, no stuff!

In a personal session, prospects begin to indicate their feelings about establishing a relationship with you if they hand back these items, as opposed to placing them on their side of the table.

For use with prospects and established clients you can mail them a Reference Manual, and include a stitched in Business Reply/Referral Card.

Costs for these powerful tools are very reasonable. In a quantity of 100 they are \$4.50 for each Reference Manual set. Pricing is adjusted for more or fewer.

An organized recordkeeping system will help your clients avoid frustration, while saving them valuable time and money. This 16-page booklet and quick reference card explain how and where both legal and vital non-legal documents should be safely stored for quick and easy retrieval. To help clients gather all the important information, the **Documents Reference Manual** has fourteen general topics:

Family Members  
Trusted Advisors  
Banking Assets & Liabilities  
Retirement Plans  
Investments  
Insurance Policies  
Real Estate  
Autos & RVs  
Tangible Assets  
Tax Returns  
Estate Planning  
Aware Directives  
Prevent Identity Theft  
Personal & Professional

To order, call Boxes by Pandora at 800 232 6937 ext 135 and request the special pricing for IARFC members.

In the next issue of *the Register* we will review the **Financial Documents File Box**, which encourage clients to organize more effectively and how the use of The Financial Documents File Box can increase the number of appointments from seminars by 15 to 20%. ■

**About the Author:** Ed Morrow, is the Chairman of the IARFC and he has developed Text Library System a practice building and client relationship management software. Ed has worked from the beginning, side-by-side, with financial planning founders and is recognized as performing the key role in establishing financial planning in China and in most of the Pacific-Rim countries. Ed specializes in enabling financial advisors to increase their sales production and client services, by building their practices. For more information on Ed, please contact his offices at the Financial Planning Building, in Middletown, Ohio: 513 424 1656, Ext. 14 or e-mail: edm@financialsoftware.com

Fred Siegel interviewed Steve Bailey, Don Haas, Ed Morrow, Burnett Marus and Michele von Hoven during his live radio *Talking Money Show*



Don Haas and Fred Siegel

**'Thank you' for hosting one of the best conference I've ever been to. The students had a great time, and we all learned of things that we are already bringing back to the classroom this week.**



Industry leader takes a photo with Financial Advisors of the future- Gabriel Asebedo, George Flack, Ed Morrow, Jamie Oder and Sarah Boyd



Ed Morrow and Fred Siegel



Ted Gilman and Michele von Hoven met Bob Spencer who flew in from Panama



Burnet Marus



John Grable introduces Kansas State Financial Planning Students, Gabriell Asbesedo, Sarah Boyd and Jamie Oder

**"I can honestly say that this was the best financial services conference that I have ever attended, including AFS, AFCPE, FPA, and NAPFA."**



Carol Edward, Margaret Aaron and Don Haas proudly showoff the Dunton Award



Judith Fisette-Losz, and Mauro Losz welcome a RFC member Linda Miller-Khelik



Bill Nelson and Len Pappas chat about their practices in the Storyville foyer of the Pere Marquette Hotel



Bob Spencer and Ben Baldwin enjoy some lighter moments at the Forum



Connie Luttrell, takes one of many photo opportunities with the IARFC- Taiwan Jonathan Hsu and Abby You

# the Register

Presort Standard  
U.S. POSTAGE  
PAID  
Permit No. 42  
Middletown, OH

**International Association of Registered Financial Consultants**  
**Financial Planning Building - 2507 North Verity Parkway**  
**P.O. Box 42506 - Middletown, Ohio 45042-0506**

**Return Service Requested**

## ***New Registered Financial Consultants & Registered Financial Associates***

*Leonard H. Abrams OH*  
*Christopher W. Aiken SC*  
*Peter J. Alofsin RI*  
*Yan Kit Au Hong Kong*  
*Katherine Berke CO*  
*Dennis K. Bertrand TN*  
*John T. Buckley WA*  
*Jon G. Bucklin MI*  
*Karra L. Canum CA*  
*Matthew J. Curfman MI*  
*Alan H. Dewar PA*  
*Karen W. Dewar PA*  
*Douglas DiTore NJ*  
*Nick A. Edwards FL*  
*Randy J. Eshleman PA*  
*Odih N. Ewoterai NY*

*William F. Furest, Jr. MI*  
*Jonathan D. Furgison NY*  
*Jeremy Glasser-Hyman NJ*  
*Jeffrey Brian Golubeff FL*  
*Buddy Gore SC*  
*Lisanne A.C. Graham Barbados*  
*Ronald W. Hannes WA*  
*John E. Harris, Jr. OH*  
*Garrett S. Hoge PA*  
*Rex W. Jenkins MO*  
*Kirk O. Knapp CA*  
*Wolfgang Konezny FL*  
*Barry W. Kosoris OR*  
*David R. Lundstrom UT*  
*Douglas W. Lytton CA*  
*Richard K. Ma CA*

*Jose Vincent Marti CA*  
*Joseph E. Matson FL*  
*Eugene G. McCarthy NY*  
*Ronald E. Metcalf, Jr. SC*  
*Michael A. Miller FL*  
*Robert G. Miller FL*  
*Karen D. Miller PA*  
*Barry V. Munro GA*  
*Kirk M. Nagel OH*  
*John E. Pickarski OH*  
*Phillip R. Rust TN*  
*James C. Sewell PA*  
*Richard K. Sutter OH*  
*Reginald Derec Thomas MA*  
*Deborah L. Wallace OH*  
*Gary M. Warner CA*

## ***Members Who Recommended New Members***

*Garyn Angel*  
*Steve Bailey*  
*Lou DiCerbo*  
*Ed Ledford*

*Mark Matson*  
*Ed Morrow*  
*Burnett Marus*  
*Bill Nelson*

*Len Pappas*  
*Jeff Rattiner*  
*Scott Wasserman*  
*Val Wheeler*

***Have your name appear here in the next issue — call us with referrals***