

LTC – A Quality of
Life Decision ... 8

Don't Do It! (Yet)
Microsoft Releases ... 16

Giving the Media
What They Want ... 21

the **Register**



Vol. 8 No. 1 • January 2007

Official IARFC Publication

www.IARFC.org



**Extending
Financial
Planning
Throughout
China**

The Mission of Liang Tien Lung

Serving Financial Advisors Worldwide



IARFC 2007 Alaska Cruise Conference

Vancouver to Alaska ♦ August 17-24, 2007

Get Your CE at Sea and Network with Leaders of the Profession

Begin in Vancouver, British Columbia and cruise the calm and scenic Inside Passage, stopping in Ketchikan, Juneau, historic Skagway, and Alaska's wilderness port Icy Strait Point, Hubbard Glacier and on to Seward. View the majestic peaks and thousands of untouched wooded islands. Short wildlife trips get you close to whales, moose, harbor seals, bald eagles and mountain goats. Watch bears fishing for salmon. You'll be awestruck as you sail alongside the constantly calving Hubbard Glacier. Enjoy a local salmon bake and embark at Seward for transfer to Anchorage and optional tours.

800 532 9060

www.IARFC.org



Financial Planning Building
2507 North Verity Parkway
P.O. Box 42506
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

Lester W. Anderson
MBA, RFC®
landerson@rybd.com

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

Jeffrey Chiew
DBA, CLU, ChFC, CFP®, RFC®
JeffreyChiew@yahoo.com

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

Derek D. Klock
MBA, RFC®
ddklock@vt.edu

Edward J. Ledford
CLU, RFC®
eledford@gmail.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@showbizselling.com

Burnett Marus, Treasurer
RFC®
bmarus@sbcglobal.net

Rosilyn H. Overton
MS, CFP®, RFC®
roverton@nyfinancial.com

Ruben Ruiz
ChFC, CLU, MSFS, CSA, RFC®
rruiz@moneyconcepts.com

Michael Zmistowski
RFC®
mzfp@aol.com

Wendy M. Kennedy, Editorial Coordinator
Editor@IARFC.org

Stephanie Langster, Administrative Assistant
Stephanie@IARFC.org

in this issue

- 2 **The 2007 IARFC Calendar of Events**
- 3 **Extending Financial Planning Throughout China**
The Mission of Liang Tien Lung
- 6 **Growth Continues at Money Concepts**
- 6 **From the Chairman's Desk**
by Ed Morrow
- 7 **IARFC Financial Report for Years 2005 - 2006**
How the Association is Spending Your Money
- 8 **Long Term Care Insurance... A Quality of Life Decision**
by Louise Fallica
- 10 **Cato Comments – About Your Image...**
Why Is This Young Financial Planner So Successful?
by Forrest Wallace Cato
- 12 **RFC Executive Honored in China**
Dr. Teresa So – One of 100 Outstanding Women Entrepreneurs
- 13 **What's Your Intellectual Status Quo?**
Would You Like to Be an RFC Instructor?
- 14 **Compliance Friendly Marketing**
Helping Children Reach Prosperity Thinking
by Katherine Vessenes
- 16 **Don't Do It! (Yet) –**
Review of the New Software from Microsoft
by Ed Morrow
- 20 **Consumer Focus – Identity Theft**
A Growing Opportunity for Financial Advisors
by Paul Richard
- 20 **RFC Part One Course – to be held in Middletown in January**
- 21 **Giving the Media What They Want:**
the Dos, Don'ts and Pitfalls
by Lisbeth Wiley Chapman
- 22 **Business Mirrors Life – Cloning Warren Buffet**
by Hesh Reinfeld
- 23 **Internet Marketing Starts with Key Words**
by Sylvia Todor

The Register is published monthly by the International Association of Registered Financial Consultants ©2006, 2507 North Verity Parkway, Middletown, Ohio 45042-0506. It includes articles and advice on technical subjects, economic events, regulatory actions and practice management. The IARFC makes no claim as to accuracy and does not guarantee or endorse any product or service that is advertised or featured. Articles, comments and letters are welcomed by e-mail to: Wendy M. Kennedy, Editorial Coordinator, Editor@IARFC.org SSN 1556-4045 Application to mail at periodical postage rates is pending at Middletown, OH and additional mailing offices. POSTMASTER: Send address changes to, P.O. Box 42506, Middletown, Ohio 45042-0506

Register Letters

We welcome your thoughts and ideas.
Please direct correspondence to:

Editor@IARFC.org

Letters may be edited for length and clarity.

You Can Write A Great Article for the Register

We are accepting articles from 500 to 2,500 words on planning and practice management topics. Please submit your copy by e-mail, along with an electronic photo and short bio statement of less than 100 words to: Editor@IARFC.org

Your fine article can be sent to clients, prospects and centers of influence in your community — either as a reproduction, or as a complete copy of the entire issue of the publication. **Get Noticed!**

The Journal of Personal Finance Call for Papers

Get Involved: We welcome the submission of articles from IARFC practitioners. This is a great way to contribute to the profession.

Professional Articles: The *Journal of Personal Finance* is seeking articles by practitioners that may deal with the application of financial planning techniques, marketing and practice management. These are expected to be very high level papers or articles.

Publicity Opportunities: Naturally, we encourage published authors to advise both their clients and the media of their being published by sending a press release.

Contact Dr. Ruth Lytton
E-mail: rltton@VT.edu
Call: 540 231 6678



2007 Calendar of Events:

RFC Course — Part One

Client Acquisition & Engagement
January 16-17, Middletown, Ohio
See page 20 for Information

Critical Illness Insurance Conference

Fairmont Hotel
January 25-27, 2007, Victoria, BC
www.CriticalIllness.ca

Organizational Launch Meetings

February 19–23, 2007, Australia
February 24–28, 2007, New Zealand

MarketShare Leadership Convention

March 6-9, 2007, Las Vegas, NV

Financial Expo

Sponsored by the FPA, SFSP, NAIFA
and the IARFC
March 22, 2007, Tampa, FL

APfinSA Conference

April 13-15, 2007, Taipei, Taiwan

IARFC Financial Advisors Forum

May 15-17, 2007, Las Vegas, NV

MDRT Annual Meeting

June 10-13, 2007, Denver, CO

International Dragon Awards

August 11-13, 2007, Xiamen, China

IARFC Cruise/Conference — Alaska

August 17-24, 2007
Vancouver, BC to Anchorage, AK

RFC Forum — China

September, 2007, Dalian, China

RFC Forum — Malaysia

September, 2007, Kuala Lumpur

INTERNATIONAL IARFC COORDINATORS

Jeffrey Chiew

Asia Chair
DBA, CLU, ChFC, CFP®, RFC®
JeffreyChiew@yahoo.com

Liang Tien Lung

China Development Organization (IMM)
RFC®

Ralph Liew

Philippines Chair
RFC®
kilhk@myjaring.net

Tony Balmori

Executive Assistant
tonybalmori@iarfcphils.org

Jerry Tan

Singapore Chair
CIAM, CMFA, RFC®
jerry@iarfcsg.org

S. L. Choo

China Chair, Shanghai
RFC®
slchoo@vip.163.com

Samuel W. K. Yung, MH

Chair, Hong Kong and Macao
CFP®, MFP, FChFP, CMFA, CIAM, RFC®
chair@iarfc-hk.org

Dr. Teresa So

Advisor, Hong Kong and Macao
PhD, MFP, FChFP, CMFA, CIAM, RFC®
director@iarfc-hk.org

Allan Wan

RFC®
admin@iarfc-hk.org

Ng Jyi Wei

Malaysia Chair
ChFC, CFP®, RFC®
iarfcmgt@time.net.my

Aidil Akbar Madjid

Indonesia Chair
MBA, RFC®
akbar@pavillioncapital.com

Lisa Soemarto

MA, RFC®
lisa@pavillion.com

Richard Wu

Taiwan Chair
RFC®
richard@imm.com.tw

Preecha Swasdpeera

Thailand Chair
MPA, MM, RFC®
contact@iarfcthailand.org

Demetre Katsabekis

Greece Chair
MBA, Ph.D, RFC®
vie@otenet.gr

Extending Financial Planning Throughout China

The mission of Liang Tien Lung, RFC®, a native of Taiwan is quite modest — to increase the professionalism of life insurance agents and financial advisors who serve one and one half billion Chinese speaking persons in Asia... and he is doing it!

After a career in agency training at one of the most prominent companies in Taiwan, Cathay Life, he formed Insurance Marketing Magazine in 1983. But swiftly the focus of the company expanded from print media to a variety of educational opportunities and outreach programs. As the range of the company reached Singapore, Malaysia, Hong Kong, Macau and China, the name of the firm was changed to IMM International.

Magazines and Books

IMM now publishes three magazines, each from 100 to 126 pages in full color and beautifully illustrated. *Advisers* magazine is published in two editions — one in traditional (Mandarin) Chinese for the market in Taiwan, Hong Kong, Malaysia and Singapore. A different version of *Advisers* is published in “Simplified” Chinese for distribution in China and the text of the articles are a bit less technical, since the financial services industry is not yet as mature in mainland China.

Both editions of *Advisers* include articles helping the agents transition to financial advisory focus, frequently including copy from Ed Morrow, the Chairman and CEO of the IARFC — who often speaks to association meetings across Asia.

IMM still continues to publish Insurance Marketing magazine which is very popular



Liang Tien Lung, RFC (right) is shown conferring with Bo Xilai, outside the Convention Center at Dalian, China, during the Worldwide Chinese Life Insurance Conference organized by IMM International. Bo was then the Governor of the 83 million population Liaoning Province, and he is now one of the most influential men in China, as Minister of Commerce. He opened the Conference, and his remarks were followed by those of IARFC Chairman, Ed Morrow.

with supervisors, managers and home office executives as well as agents.

IMM also publishes and distributes books — some written by the outstanding and elites from the industry throughout Taiwan, Hong Kong, USA, Malaysia, Mainland China and many by noted insurance agents and financial advisors, such as Jack and Garry Kinder, RFC®, Ben Feldman, Norman Levine and John Savage.

Events and Recognition

Recognizing the need for Chinese speaking agents to have a local opportunity for motivation and education, Mr. Liang founded the World Wide Chinese Life Insurance Congress (WCLIC), with the first bi-annual session being held in 1996 in Taipei. The featured speaker then was Mehdi Fakhrazadeh, RFC® of New York City — who again addressed the

6,400 attendees at the 2006 Congress in Chengdu, China.

The WCLIC symposium is a four day event with the number attendees ranging from 6,000 to 8,000. Until 2004, all sessions have been presented in Mandarin Chinese. Translated sessions in English on the topic of Financial Planning were added in 2004 and these will be expanded in future years as the financial planning format becomes more widespread in Asia.

IMM also provides consulting and training services to life insurance companies — aimed at advancing agents, supervisors and agency managers.

Liang also identified that life insurance agents need a way to receive industry recognition for their achievements and service. So he created the IDA (International Dragon Awards) and they rapidly increased in popularity. Last year over 2,000 persons qualified for the Gold, Silver or Bronze Awards. In 2007 a new level, the Platinum Award will be presented for significant and



Liang Tien Lung, RFC, in the center, shown with Siak-Leung Choo, RFC®, on the left and Richard Wu, RFC®, at a ceremony honoring their appointments as Chairs for the 2008 WCLIC in Singapore and the 2007 IDA in Xiamen, China, respectively.

sustained production — at levels above MDRT Top of the Table.

The International Dragon Awards are presented at WCLIC and on alternate years at an IDA conference — usually about half the size of WCLIC, where focus is really more on CE than recognition.

For example IDA 2007 will be held in the city of Xiamen (population 1.5 million) on the east coast of China — a beautiful and historic maritime city. Attendance is now fully subscribed for the maximum 2,000 for August 10-12, 2007. The 7th Worldwide Chinese Life Insurance Congress will be limited to the first 5,000 registrants, to be held in Singapore, September 4-7, 2008 — and there's no doubt it will be fully subscribed.

To produce each of these events the staff of IMM usually includes over 100 of the company's 275 employees, plus more than 100 students recruited from local universities. Normally these are graduate students majoring in communication, marketing, business, economics or financial services.

Education and Training

In 2002 IMM accepted the challenge to extend financial planning throughout greater China and the results have been significant for the IARFC.

In Taiwan, under the leadership of Richard Wu, RFC®, there are offices in four cities, Taipei, Kauhsien, Taichiumg and Tainan. RFC® classes have been held in each, as well as in the cities of Hualien and Taoyun. Special classes and enrollment programs are in place for 15 companies and the number of RFCs in Taiwan will total 1,300 by the end of 2006.

To penetrate the Hong Kong and Macao market, Liang formed a separate firm including highly respected local insurance professionals Samuel Yung and Dr. Teresa So. With the administrative support of Allan Wan, the organization partnered with the General Agents and Managers Association and the Poon Kam Kai Institute of Hong Kong University. Classes are being formed in Macau with a different educational sponsor, the Macau Inter-University Institute.

In China, under the leadership of S. L. Choo, RFC®, there are office in Shanghai, Guangzhou, Beijing, Hangzhou, Dalian and Chengdu. In order to provide the better services to the RFC members in China, the

IARFC China Region had developed the Code of Ethics and Professional Responsibility, Disciplinary Rules and Procedures, financial planning practice standards, authorization to use the IARFC and RFC Marks, the requirement as a RFC member. RFC classes are being offered in Beijing, Shenyang, Tianjin, Guangzhou, Shenzhen and Dalian, with more classes being organized. The educational sponsor is Beijing Union University, one of the largest institutions in the capital city.

Personal Background

Mr. Liang has three children, each of which was educated in the United States. His eldest daughter, JJ Han-Ying Liang, who holds both the RFC® and CFP® designation, graduated from San Diego State University, San Diego, CA, where she acquired two MBA degrees (Business Administration and Information System MSBA), and previously worked with Crowell Weedon, Corp. in the United States as a Financial Planner and currently with Fortis Wealth Management Taipei, as an Investment Professional.

His son, Ben Chia-Ho Liang, is a graduate of Grossmont College, San Diego, CA, who holds a Bachelor Degree in Computer Science, and currently works at IMM as a Sales Executive. He has been especially effective helping with al the technology at the large events produced by IMM.

His youngest child, Jackie Chia-Tzu Liang, is a graduate of San Francisco State University, San Francisco, CA, who holds a Bachelor Degree in News Broadcasting, and she is currently advancing her studies in Japan.

We visited with Mr. Liang at the recent World Wide Chinese Life Insurance Congress in Chengdu, China where



Liang Tien Lung, Mehdi Fakhrazadeh, and Ed Morrow at the Financial Advisors Forum 2006.



Shown here are Siak-Leung Choo, Charlie "Tremendous" Jones, Liang Tien Lung, and Richard Wu following the well-received presentation by Jones at the Financial Advisors Forum 2006.

he successfully orchestrated all of the IMM employees, volunteers, speakers and the 300 executives of the life insurance companies. We asked him the following questions...

Do you feel the life insurance industry will continue its rapid expansion in Asia?

Yes, especially in the emerging markets such as India, Vietnam and Mainland China.

What do you feel will be the role of Registered Financial Consultants in the delivery of financial services in China?

The life insurance industry in China has grown rapidly in the past 13 years and now is the time for transition — in order to build the professional image of the

industry. The RFC emphasis on the client's interest, integrity, ethical, fairness, professionalism, competence is based on those principles to help people benefit from financial planning. The core values of RFC will increase the healthiness of the industry and finally, benefit the clients.

Does IMM plan to continue publishing books and are you looking for more titles?

Yes. Besides the Chinese authors, we work closely with the MDRT PowerCenter to bring the intelligence of the MDRT members to the Chinese underwriters. For example, IMM worked with the MDRT PowerCenter to translate and publish books, such as Million Dollar Closing Techniques, Million Dollar Prospecting Techniques, Million Dollar Selling Techniques, Expecting Referrals, The MDRT Objections Handbook, Savage on Selling and with other publishers from USA, UK, Japan and Korea.

We have published more than 100 books which coverage the topic of motivation, sales ideas and technique, handling objection, prospecting, selling process, insurance story, insurance writing, recruiting, biography, trend analysis, management and we are looking for more titles on practice management and financial planning.

You now have six offices in China, five in Taiwan, Hong Kong and also Malaysia. Do you plan to continue expansion to other countries in Asia?

I will focus on the management and development on the existing IMM offices. However, if the opportunities present themselves, we will consider and plan to continue the expansion of IMM to other countries.

Do you feel that life insurance companies in Asia will add the marketing of securities as they have in America?

It depends on the market in each different country and region. The maturity of the life insurance industry is very different in various countries and regions. I think that when the Asia market is as mature as in America, most insurance companies will be offering securities.

What do you feel will be the greatest needs of Asian insurance agents and financial advisors in the next few years?

The values and principles of integrity, fairness, ethical selling and client's

interest. Besides that, the professionalism of the industry is very important also because it will help the underwriters be competent and support the healthiness of the industry.

What can the IARFC do to help agents and financial advisors in Asia?

Emphasize and promote the principles of RFC. Advocate the right ethical and service values to be a professional financial advisor. What the IARFC is doing right now in Asia is to help agents to transform from a life insurance underwriter to a professional financial advisor through the training, education and continuing education programs.

You have delegated responsibility for the 2007 IDA conference to Richard Wu, RFC®. What do you feel will be his major challenge in presenting next August's conference in Xiamen?

Before Richard Wu took over as the IDA Chairman, he served the committee as the Vice Chairman and Chief Executive. He is a very creative and talented leader. The major challenge for Richard will be to advocate and promote the spirit of IDA, which is the spirit of Paragon, Perfection, and Noble pursuit of high-quality life, obedience to professional principles, practice of moral integrity, establishment of occupational dignity, and cultivation of a sound career environment. IDA advocates and promotes its members' life quality as well as builds up their status and honor internationally. I am sure Richard has very good ideas to bring the IDA and will lead this event to a higher standard. I have the confidence that Richard will lead his outstanding committee members to organize the 2007 conference in Xiamen as the best IDA ever.

The responsibility for the 2008 WCLIC in Singapore has been placed with S.L. Choo, RFC®. Do you expect him to present any unique events or opportunities?

S. L. Choo has vast experience in organizing major conferences. Since the WCLIC was founded, he served the committee as the Vice Chairman, Executive Vice Chairman and Chief Executive. The spirit, values and the principles of WCLIC will be continued by his leadership. Choo will aggressively lead all of his committee members to invent, plan and organize effectively.



Liang Tien Lung was the recipient of the Loren Dunton Memorial Award in 2005.

Whether the topic is to be discussion, or formal presentation, the educational content of the conference will be outstanding. The speakers at WCLIC represent many countries and companies, and Choo will invite the very best to cover the most important topics. Further, all regions will be embraced at a higher level than in the past. I have confidence in him and surely he will serve and reward the attendees and the industry, and the next WCLIC will be the best event that we have ever produced.

You've recently had some IARFC staff changes in Taiwan. How will this affect RFCs there?

Our firm has been in operation since 1983 and we are blessed with more than 275 associates. That's a great depth of talent — and I'm pleased we have many loyal and enthusiastic young men and women. Under Richard Wu's guidance we will continue all the periodic CE meetings for RFC graduates and launch new educational programs. We are very excited to be planning new marketing tools for all our RFC associates — that will help them acquire new clients and increase their production even further. ☐

You may contact Liang Tien Lung, RFC at IMM International: imm001@imm.com.tw

Growth Continues at Money Concepts



Denis Walsh, CFP®, RFC®

The October issue of the *Register* featured the career accomplishments and pioneering back ground of Jack Walsh. His continued development of management skills among the Money Concepts organization continues with the announcement of Denis Walsh, CFP™, RFC® as president and Chief Executive Officer. Denis is uniquely qualified for this expanded responsibility. He is a true professional in the field of Financial Planning and Wealth Management, having started with the company in its third year of existence, more than 25 years ago.

Throughout those 25 years Denis has made significant contributions to every aspect of operations of the company, particularly in technology, money management, financial planning, sales and marketing and International development. Mr. Walsh is a graduate of Florida State University with a BS degree in Business. He, his wife Alice and their two children reside in Palm Beach Gardens, Florida.

Money Concepts was founded in 1979 with the principle objective to deliver professional financial planning services to individuals, families, and businesses by establishing and supporting an international network of identifiable Money Concepts financial planning "centres." Money Concepts Companies now has over 1,000 licensed representatives and 615 franchise locations worldwide. Franchise locations are in Canada, Hong Kong, China, Malaysia, New Zealand and the Republic of Ireland.

561 472 2000
info@moneyconcepts.com

From the Chairman's Desk...



This Year is Full of Promise. This will prove true — for our Association, and for all the financial advisors that we serve — on a globally expanding basis. Across the world those who provide financial advice are prospering in a career of service.

You are Engaged in a Noble Calling. You help people realize, achieve and preserve their dreams. You secure their families and their businesses, you help them develop self-reliance, you pave the way for them to have a better life. What could be more important?

This was brought forward to me by a young lady in Hong Kong — at the RFC graduation ceremony held at a venerable auditorium on the campus of Hong Kong University. After the presentation of certificates and the many photographs, she came up to me, accompanied by her husband and small daughter who had enjoyed celebrating her achievement. What she said to me was really a message to you:

Please thank all the members of our association for sponsoring this course and sharing with me all of their wisdom and experience. And tell them that here in Hong Kong we will carry on their tradition of serving others.

I must admit that I felt proud to be a part of this professional delivery – for my role personally, and for the support of thousands of financial advisors who are helping us deliver a quality education and superior practice management tools.

We are Making a Difference. In many countries, in many communities. And this trend is continuing... It is accelerating... It is becoming clearer... It is becoming nearer.

What Can I Do To Help? This was a question asked by an RFC at our exhibit booth at the NAIFA-Chicago "Taste of MDRT" one-day conference. We talked for a few minutes, and I soon learned that he had grown disappointed teaching CFP classes.

He said, "I have been teaching the materials and conveying academic concepts, but the students aren't learning how to deliver plans. The curriculum just doesn't prepare them for the profession — they can't market their services, don't know how to prospect, aren't ready to close a fee-based engagement, and most important — they haven't learned how to build a financial plan!" When I described the nature of the RFC course we are developing he grew very excited, and said, "Count me in, I want to teach that course!"

Not Everyone Wants to Teach. Many members are better at writing, some at selling, others at speaking. Where can you make the best contribution? Maybe you would like to help out at the Financial Advisors Forum. We need helpers in the Registration Booth and to position the signs guiding attendees to each of the workshop sessions.

You can Always Recruit! Our strongest source of new members and new course enrollees is from our existing members. No one knows better how much the IARFC has to offer and how dedicated we are to supporting our members. You can do this quite easily — in two ways.

- Get the prospect to sign up instantly on line. They just go to IARFC.ORG and download the RFC Application, fill it out, and fax or mail it back.
- We will be happy to send a comprehensive membership kit to all the advisors you recommend. Just call 800 532 9060 and give us the information.

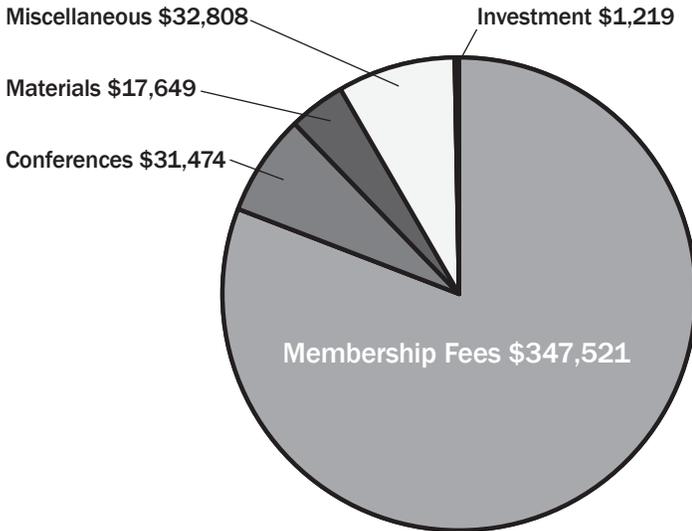
Next month we will run a Business Success Profile — a two page feature on a member that will be interesting reading for you as a fellow professional, and also by the prospects, clients and area professionals of our featured RFC. Look for this profile, and imagine yourself appearing here, and sending out several hundred reprints. ☐

IARFC Financial Report 2005 - 2006

As a non-profit professional association, the financial records of the organization are open to review by the members. The accounting is maintained in the offices of the IARFC and is carefully reviewed by James Hendricks, CPA, who prepares the filings with the IRS for the association's continued non-profit status. The fiscal year for IARFC ends June 30. The two most recent periods are summarized below.

2005

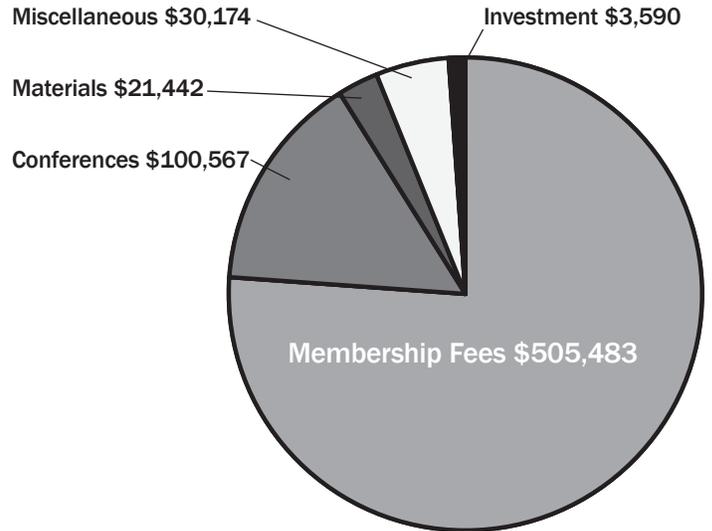
Sources of IARFC Revenue



Membership Fees	81%
Conferences	7%
Materials Sold	4%
Miscellaneous	8%
Investment	0%

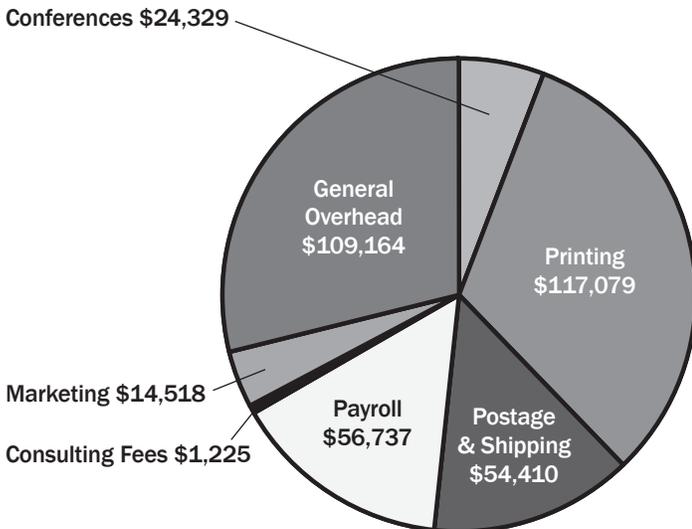
2006

Sources of IARFC Revenue

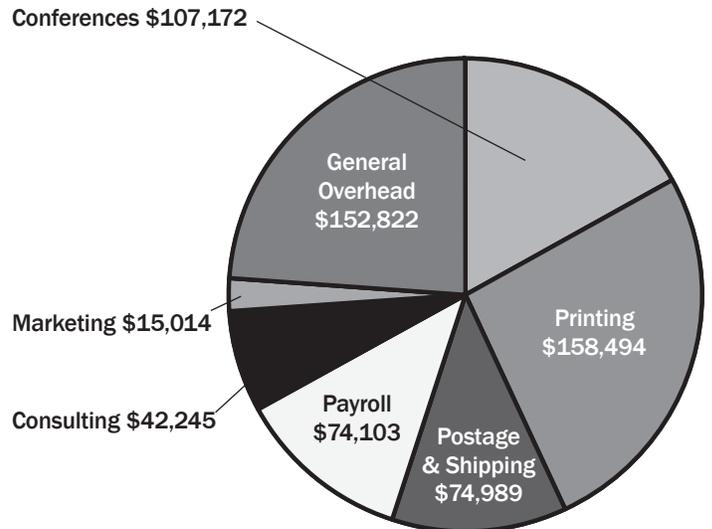


Membership Fees	76%
Conferences	15%
Materials Sold	3%
Miscellaneous	5%
Investment	1%

Uses of IARFC Funds



Conferences	6%
Printing	32%
Postage & Shipping	14%
Payroll	15%
Consulting Fees	0%
Marketing Expense	4%
General Overhead	29%



Conferences	17%
Printing	26%
Postage & Shipping	12%
Payroll	12%
Consulting Fees	7%
Marketing Expense	2%
General Overhead	24%

Long Term Care Insurance... A Quality of Life Decision



Louise Fallica, RFC®

Dad retired at age 62 and my parents moved west to Arizona to start the next chapter in their lives — and, boy, were they ready for it! They had worked hard, saved, invested and now looked forward to pension checks, Social Security and grandchildren on the way. Mom and Dad thought they had everything covered: Wills, Living Trust, Health Care Proxies, Powers of Attorney. They even upped their life insurance at this time (something Dad swore he would never do, even if his daughter and son-in-law were in the business).

Dad was always active and retirement years were no different. At age 65, he received a baseball bat and glove for Christmas; he had discovered Senior Softball and we had to worry about broken arms. But on June 10, 1995, life changed forever: Mom called to tell me that Dad was diagnosed with Amyotrophic Lateral Sclerosis (ALS) better known as “Lou Gehrig’s Disease.” I didn’t know anything about the disease and the more I read that evening at Borders, the more frightened I became. There is no cure or treatment, and death is certain. This once healthy and vibrant man was now becoming depressed and withdrawn.

The disease took hold fast. Within nine months, Dad lost his ability to speak. Within one year, he lost the ability to eat. There are those who eat to live and those who live to eat: Dad fell into the latter category. Throughout his life, food had symbolized love; dinnertime at an Italian household is a big deal. Now he was reduced to eating pureed meals which could take three hours to finish. Have you ever had to watch someone struggle to swallow, choking? On May 13, 1997, Dad had a feeding tube installed. It was an

important decision. He was still well enough to swim daily and ride his bicycle, and he enjoyed playing with his grandchildren. He was just tired of struggling to maintain his weight.

Another difficult chapter of this saga started. Dad’s insurance carrier refused to pay for his liquid nutrition. It wasn’t a supplement, it was all he could eat — and the cost was \$1,400 each month! After two weeks of calls, we finally got it covered. Of course, as time wore on, Mom was relied upon for more and more custodial care. Dad’s medical insurance didn’t provide sufficient home health care, and Mom didn’t like these “strangers” constantly entering her house. For her, sleep became a luxury.

On October 10, 1997, Dad fell. It was 5:00 am and Mom was asleep. Dad lay on the kitchen floor, panic-stricken, unable to yell for help or move. Mom found him almost two hours later, but she was unable to lift him. Mom had to call 911, and then she placed her call to me, 2,500 miles away.

My husband and I had made frequent trips to Arizona during Dad’s illness; now it

was a medical necessity. Mom needed a break. She couldn’t leave Dad for more than an hour at a time. How could she shop for groceries or arrange to obtain his medication? What about her needs? On November 20, 1997, we flew to Arizona and sent Mom to bed for some much needed rest.

During the evening, we would take two-hour shifts caring for Dad. My greatest fear was that my father would have to use the bathroom on my shift. I would do anything for Dad, but I certainly did not want to embarrass him. Thankfully, my husband was able to assist him at those times.

On Thanksgiving morning, Dad couldn’t breathe. He had to go to the hospital, but after his treatment, the doctors wanted him discharged. We knew he had to be admitted for at least three days. Have you ever tried to reach your primary care physician at 8:00 am on Thanksgiving morning? Mercifully, the doctor came to the hospital and had Dad admitted. At first he felt better, but he soon contracted pneumonia which extended his stay. After ten days in bed, he was too weak to go home.



Louise Fallica on the right with her parents, Ralph and Marie DeLuca, at Ralph’s 70th birthday party which was thrown several months early, just in case his illness would prevent him from being well enough to celebrate on the actual date.



looked at us and wrote weakly on the hospital sheet, "I WANT TO LIVE." Thus began another chapter.

On December 31, 1997, Dad was transferred to an acute care facility. The cost was \$245 daily and increased to \$360 per day on February 1, 1998. Dad had HMO insurance that covered 100% of the first 100 days in a nursing home, but that would run out fast and we were scared. We reviewed and audited bills in an effort to see just how much Dad's care would cost us. Incidentals, including respiratory care, nutrition, and the facility, averaged \$1,100 daily. Who could possibly sustain this expense?

Mom feared we would go broke. Privately we asked ourselves, "Why couldn't Dad just die, now, quickly?" Then guilt followed. How could we even be thinking like this? Dad worried

too. You see, with ALS, the mind is still fully functional. We tried to quell his fears.

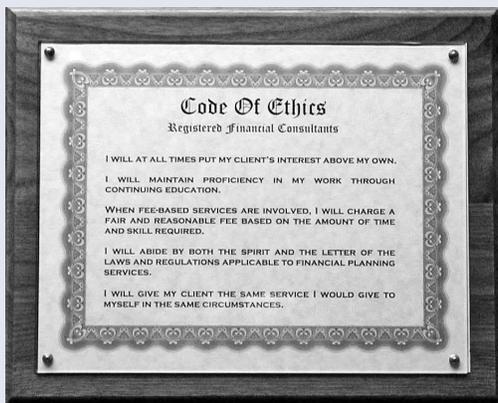
Dad's medical insurance would have expired on April 14, 1998. He had the good grace to die on April 1. On what was the last day of his life, we had spent five hours speaking with his insurance carrier, trying to determine exactly what it would cover. Being there throughout his illness, this was not what we had envisioned. It was a rough road. It was time to let go. You want to hold

your father's hand, tell him that you love him — not spend hours on the phone learning the intricacies of his medical insurance plan.

If only they had purchased long term care insurance, we could have held Dad's hand on his last day with us. Mom would not have tried to handle everything herself because they couldn't afford to hire help. If only we had known, Dad could have kept his independence longer, his family could have spent more time with him... reminiscing with him, loving him, just being with him during his illness. In times of sickness, your body's daily needs should be left to the health care professionals. Make choices now to help ensure that you and your family won't lose precious time with each other when you need it the most. 

Louise Fallica, RFC[®], has worked in financial services for over thirty years and speaks publicly about her father's three-year battle with Lou Gehrig's Disease. She has addressed audiences at Yale University, Adelphi University, Dowling College and other organizations on topics such as Investment Planning, Money Management, and Long Term Care Planning. Ms. Fallica has lectured at Yale on "Practical Applications of Charitable Remainder Trusts." She is a registered principal with and offers securities through Securities Service Network, Inc., member NASD/SIPC, and she is Vice President of The Design Capital Planning Group, Inc. She is a registered investment advisor and works closely with her husband, Richard Fallica, RFC[®]. Phone: 631 979 6161 or e-mail: lfallica@designcapital.com

I was still there, in Arizona. Alone in the hospital with Dad, I spoke with him at the doctor's request. He had become well enough to leave the hospital, but could not go home. He needed rehab to regain his strength. In crisis mode, Mom, my sister and I visited several nursing homes. Mom selected a facility near their house so she could spend entire days with her husband. Care at the facility was inadequate at best. On December 7, 1997, Dad aspirated and hospital physicians said he had to be intubated. We asked Dad. He



Display the IARFC Code of Ethics Plaque For Your Business!

Where does the IARFC stand? We solidly re-affirm our Code of Ethics. The simple, straightforward yet thorough Code is easily and clearly understood by consumers as well as other advisors.

Proudly Display Your Code of Ethics Wall Plaque in the entrance of your office, waiting area or in the room where you meet with clients. *Handsomely placed behind clear plastic on a walnut base*

(8.5" x 13" — with some assembly required)

Call Today and order the IARFC Code of Ethics wall plaque at a cost of \$50 plus \$10 shipping: 800 532 9060

Cato Comments – About Your Image...

Why Is This Young Financial Planner So Successful? ... In Indonesia?

The Jakarta *Financial Record* recently reported, “Aidil Akbar Madjid is the expert for Islamic Syariah financial planning in Indonesia and he may also be the most successful financial planner in Indonesia.” Aidil Akbar Madjid, MBA, is an RFC who earned his Bachelor of Business Administration from Loyola Marymount University in Los Angeles. He graduated from Woodbury University of Los Angeles, with a Masters in Finance and Capital Markets. His financial career began in L.A. at Sun American as a junior financial planner before becoming a stockbroker for AmeriTrade in Los Angeles.

While living in Santa Monica, California, he worked for the international financial PR firm of Lazar and Associates. Then he began his career as a financial advisor at American Express in Los Angeles, until his return to Indonesia. Today he is the youthful host of the popular Indonesian TV program Rich Game. He is also the successful Managing Director of **Pavillion Capital**, an asset and wealth management company of Global Financial Service Holding, located in Jakarta Pusat, Indonesia. Akbar currently serves as Chairman of IARFC Indonesia. He credits personal image branding for playing a key role in his success as a financial planner.

Cato: What is personal image branding, or PIB, all about?

Aidil Akbar Madjid: Having worked at an international PR company's office in Santa Monica, California for some years, I learned well the many important aspects of personal image branding that benefited my eventual financial planning practice and everyday professional advancement.

Personal image branding is about being yourself and making prospects more aware of who you are and what you can do to help them. PIB also reassures your existing clients and helps encourage them to stay with you.

Planners must not pretend to be something they are not. On a positive basis, they must: (1) Continually communicate effectively in their market area, (2) Be able to deliver precisely what is conveyed by the image they create, (3) Establish and reinforce a positive image.

Is Branding important for success as an RFC in Indonesia?

Here in the Indonesian markets, personal image branding is essential for attaining professional leadership status plus reaching maximum success serving clients. Personal image branding is of such vital importance, that I believe financial advisors in every country must strongly create, establish, and maintain their desired image within their market area. If you are qualified and dedicated, then this becomes the formula for your greater success. But, if you do not clearly define and establish your image — then your competition will define you to their advantage.

What is unique about your markets in Indonesia?

Our Indonesian market contains many highly competitive sectors within identifiable segments. The middle and high net-worth people of Indonesia believe that price and established overseas brands mean desirability and well-proven quality.

People in Indonesia do not mind to pay extra to get top quality financial products or services. They prefer this. Therefore, it is important for me to always project the appropriate high or up-scale image.

Only a highly skilled media advocate can actually build your **just right** and most effective image. A media advocate can even build upon my overseas affiliations with the IARFC and my overseas media exposures, to make additional positive impressions here in my local Indonesian market area. This is in addition to my local targeted media recognition.

With personal image branding, it becomes acceptable to charge a planning fee, and logical to earn appropriate compensation for premier services.

My branding efforts and writing activity all combine to attract qualified prospects. **This even gives special attraction and unique advantage to my practice.** Branding has definitely contributed to my bottom line.



Aidil Akbar Madjid, RFC®

What is your ultimate bottom line?

In the end, I must always **deliver superior quality advice and service that best benefits my clients and helps them to achieve their stated objectives.** Since our Indonesian market is very “fragile” I also use personal image branding to stimulate positive ‘word of mouth’ — this also supports my practice.

People here, like people everywhere, do talk. They ask questions, and gossip, and share notes, and compare experiences and swap information. Negative comments even if not justified or accurate, can easily spread. PIB helps me prevent this. If less scrupulous competition spreads negative comments about you, then PIB helps counter that. With PIB I am able to obtain many thousands of dollars worth of valuable targeted media exposures. **PIB promotes my practice and gives me the edge in my market.**

Personal image branding helps me to manage people's expectations.

This sets the tone prevailing at any time. **My prospects have mental positions that parallel my philosophy before we begin a relationship.** This remains during our relationship. This makes me largely pre-sold. Now I do not have to work so hard at selling myself. I already did this through image branding.

However, I must admit that I struggled until I placed personal image branding to work for me. Then I surpassed

continued on page 11

established financial advisors who had three times my age and far surpassed me in years of experience.

After returning from U.S. to Indonesia how did you advance so quickly?

I moved-up by helping clients achieve their goals. After working for a couple of years at Manulife Asset Management in Indonesia as one of the Senior Managers, I advanced to Managing Director for Pavillion Capital. Pavillion is an asset and wealth management company.

What licenses do you have?

I hold Capital Market Licenses from the US such as series 7, series 65, and series 63, plus other licenses in insurance. I also hold the Indonesian Investment Manager License (Wakil Manajer Investasi), Broker-Dealer License (Wakil Perantara Pedagang Efek), and Mutual Fund Selling Agent License (Wakil Agen Penjual Efek Reksa Dana). I am a Registered Financial Consultant (RFC) and a member of the IARFC. I specialize in serving high net-worth investors. My financial planning practice largely involves asset allocation, trusts, private investment, and estate planning.

I Moved Up — By Helping Clients to Move Up!

Can you please explain in the most simple of terms how you became successful in Indonesia?

My IARFC affiliation and the RFC designation denote my standing as a quality advisor. The IARFC is rapidly becoming better known and respected in Indonesia.

As for the simple stuff it is all the same here as in any other section of our civilized world. I have to brush my teeth often, wash, shampoo, condition and style my hair. I must attend to all aspects of proper personal grooming and hygiene.

I must always be neat, clean, dress for success, choose and wear jewelry with taste. It is essential to display professionalism in everything I do and say, and use the appropriate male grooming fragrance products at all times. **I have to show by my appearance, health, body, social skill, stature, talk, and movements, that I am a disciplined and intelligent person who thoroughly knows his specialty.**

My car must always be clean. Punctuality is important. **I always mean what I say. I am not ashamed to acknowledge that I may need to research something before making statements with confidence.**

Being a “know-it-all” doesn’t work in Indonesia any more than it works in America. I even have to speak slower at times and use the right pronunciation. I have to be patient and never overly aggressive, lest I offend or annoy my prospect or client. I have to ask the right questions and listen, and appear to listen, very carefully to learn true circumstances of the prospects, or clients, and to fully understand their desires, actual potential, and to help them best visualize all their options.

Do you find that you need to help motivate your clients?

I find that more and more **I must help my client maintain his or her motivation.** Personal motivation, self-help, and inspirational guidance are subjects that have always interested me.

Do you read any American materials?

Yes, I read American business and motivational authors like **Dr. Ken Blanchard, Napoleon Hill, Zig Ziglar, Dr. Robert H. Schuller, Al Altman, Dr. Wayne Dyer, Dale Carnegie, W. Clement Stone, Harvey Mackay** and others.

Also I read the American financial legends like Mehdi Fakharzadeh, Loren Dunton, and Norman G. Levine. And I study writings by the proven American sales trainers such as Lew Nason and Jack Kinder. I have consumed their works since I lived in California as a young man. I read nonfiction for business purposes. This is my pleasure. I am seldom involved with fiction for pleasure reading.

Regarding personal image branding, what specific PIB actions were you able to accomplish for yourself?

Just like any other highly successful financial professional in the United States, I use professional help. I did not start-off at the top. I never thought that I was an instant expert at getting the right kind of publicity and effectively merchandising my media exposures. I knew that this was a specialty discipline that requires a certain type of proven creative talent with financial and media industry contacts and knowledge, plus related experience.

It is important that I did not tell the media advocate what to do. I had enough common sense that I knew to allow him to tell me. Time and again I had seen other planners in the US louse-up their personal image branding with excessive control and over-directing that smothered their media advocate and killed their results even when they had a major financial PR firm working for them.

I began building my image by writing columns in one small publication. Now I am writing monthly for the two largest business magazines in Indonesia. Media impact takes time! Plus, I frequently write for our leading economics tabloid. I also participate in interviews by radio programs. I am involved with newspaper articles from time to time. And I am working on a book.

I learned how to get the appropriate media contacts in Indonesia to use me as an information source, or as a reference, regarding various financial aspects, especially personal financial planning. This proved to be very helpful indeed.

Were you a “national” speaker?

Gradually I became a more accomplished public speaker. Again I started small and worked myself up. Now I host successful public seminars, participate in conferences, workshops and regional gatherings conducted by others, and routinely I appear on TV talk shows.

I Strive To Always Think Carefully Before I Speak!

For all media exposures and all of my other conduct I always-always follow a cardinal rule. I know the critical importance of being accurate and precisely correct and never embellishing, never exaggerating, never over-promising, never bragging, and above all, never saying anything that is not entirely true.

I try to think before I speak. When I speak I mean precisely what I say. I select every word carefully. I never make snap-statements then later change them. This is very serious. Speaking very quickly then having to revise your comment later can harm a professional far more than most advisors realize. Don’t say you will do something when you know you will only later make an excuse for not doing it. I

continued on page 12

consider such action as this to be a part of communication that is not honest. It is human nature to dislike this practice that we see so often. Doing this suggests a lack of discipline, a less than controlled mind, and may even reflect negatively on the character of an agent, or a planner. This is a proven turn-off that kills you with clients and prospects. Could you respect a surgeon or attorney who did this?

You can bank on my word. People in Indonesia are offended by pomposity and suspicious of self-aggrandizement. To be dishonest is the kiss of death. Here dishonesty is not an acceptable part of selling one's service. Couching, or "shaping" the truth does not work here. While living and working in the US I often saw much abuse in this area by financial planners.

I have been in the middle of the creation of the Indonesian Television series "Rich Games." This is a TV game show. We teach people about personal financial planning and investing by using games that are fun to play and to watch. The concept we use is a combination of Robert Kiyosaki's famous game and the American game of Monopoly.

This is all part of my Personal Image Branding program. My PIB program does not just stress that I am a qualified financial planner. We seek to convey that I can enable others to rather quickly understand financial concepts and practices that will highly benefit them. I help people to realize how they can take correct action beginning from any starting position. I strive for long-term relationships as opposed to selling something and moving on. I appreciate the benefits from the IARFC. Life is good... ☐



Forrest Wallace Cato, RFMA, RFC® has over 25 years experience as a multi-national Media Advocate for financial professionals. He is former Editor-In-Chief of *Trusts & Estates: The*

Journal of Wealth Management and Financial Planning magazines. Cato wrote the Introduction to the classic book, *How To Sell Your Way Through Life* by Napoleon Hill, author of the all-time best selling motivational book *Think And Grow Rich*. Contact: Intergroup II/Atlanta, Inc. Woodstock, GA., 770 516 9395, wcato7@juno.com or website: www.CatoMakesYouFamous.com



RFC Executive Honored



Standing in front of the Great Hall of The People in Beijing is Dr. Teresa So, MFP, FChFP, CMFA, CIAM, RFP, CIFP, RFC®

Dr. Teresa So, RFC®, of Hong Kong was recently honored as one of the "100 Outstanding Women Entrepreneurs" in the entire country of China. She was joined by other honored women business owners and founders from Hong Kong, Macau, Taiwan and China at a ceremony held on October 29th in the Great Hall of the People in Beijing.

The recognition and awards were presented by government officials in appreciation for the important role played by these outstanding women entrepreneurs who were nominated for their excellence in business innovations and services to their communities and nation.

Dr. So is the Chief Executive Officer of General International Agency, Ltd. and is affiliated with the American International Group. She has built an organization of over 100 associates and staff who are involved in financial planning and insurance.

She is also one of the executive advisors for the Hong Kong and Macau branch of the IARFC, and she has served as a primary lecturer for the RFC courses offered in conjunction with Poon Kam Kai Institute of the University of Hong Kong. In addition to a Ph.D. in Business Administration she holds many professional designations, including the MFP, FChFP, CMFA, CIAM, RFP, CIFP and RFC®.

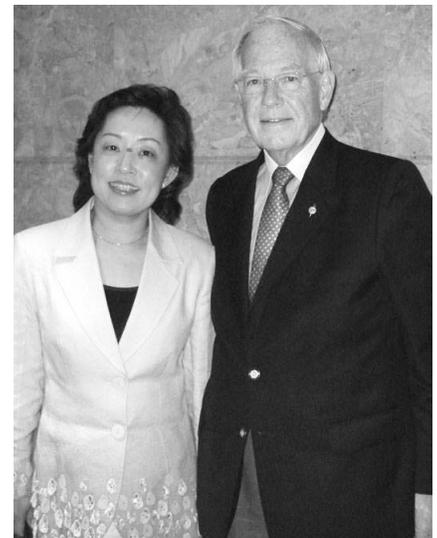
The China Association of Women Entrepreneurs was established in 1985 and it is registered with the Home Affairs Department of China. It is the only nationwide entrepreneur's organization and is a member of the China Enterprise Confederation and also the All-China Women's Federation.

Presently, the Association has a national leadership body of 46 corporate members from provinces, municipalities and self-administered regions, and over 10,000 full and associate individual members who are all very accomplished women entrepreneurs and outstanding managers of famous enterprises.

The mission of the Association is to provide services to women entrepreneurs. The Association bridges communications between women entrepreneurs and government agencies and among women entrepreneurs themselves.

Dr. So has been very active in professional associations in Hong Kong and is highly respected as a leader with great enthusiasm.

In the picture below, she is joined by Ed Morrow, chairman of the IARFC, outside of a recent meeting where the RFC designation was conferred on over 190 recent course completers in Hong Kong. She is also pictured holding the Certificate presented to her, in front of the imposing Great Hall of the People — the most prestigious convocation facility in Beijing. ☐



Dr. Teresa So and Ed Morrow

What's Your Intellectual *Status Quo*?

We often hear people refer to *Status Quo*, which is Latin for "How things are today" or as a diplomat might phrase it, "The current state of affairs." They frequently indicate that we should pay a lot of attention to the Status Quo to consider just how matters are today and perhaps then we could make plans for the future.

But, I hate to tell them, "There is NO *Status Quo*!" Why? Because things are changing rapidly. Even as we try to measure something (be it the stock market, real estate values, computer software ability or computer hardware prices) it is changing.

Laurence J. Peter, author of *The Peter Principle*, is reported to have said, "Bureaucracy defends the status quo long past the time when the quo has lost its status."

What's Your Status Quo? I sincerely hope it is changing rapidly.

Are You Progressively Intellectually? You should be able to answer, "Yes!" You may be taking courses or chasing an intellectual pursuit that is not business oriented. One advisor is aggressively studying and recording his family genealogy. First, he had to acquire and learn a new software program. Then learn how to access major sources of information. Now he is writing biographical profiles on all his ancestors, going further and further back into history. He is meeting distant relatives — who are interesting and talented people — and meeting new kinfolk is exciting.

Are You Progressing Intellectually in Business? We did some surveys of financial advisors who have been in business between ten and forty years. Many responded, "No — years ago I studied (CLU, ChFC, CFP, CFA...) but I

really haven't been studying much in recent years." Does that apply to you?

Other advisors cheerfully told us of their business-oriented intellectual activities, and you could see their eyes light up as they described their endeavors.

The IARFC has recognized this problem, a need for intellectual enrichment, and we have taken several initiatives to help you:

- We adopted Business Source as a resource to help our members access the most critical thinking and writing.
- Helped develop three additional designations RMA — Registered Mortgage Advisors, REP — Registered Education Planner and RCA — Registered Clergy Advisor, for your continued study and expanded market opportunities.
- Formatted the new RFC course so that it can also be offered as refresher to current RFCs.
- And we are developing a MBA in Personal Financial Planning on an international basis — in cooperation with World Trade University, an agency of the United Nations.

Teachers Learn the Most! Many IARFC members have been instructors — for CLU and ChFC study groups, CFP classes. Very many have served as LUTC instructors, and enjoyed the opportunity to guide new entrants into the profession.

Teaching a professional course is an incredibly rewarding experience. It is a gift of your time that keeps on giving.

First, **you are paying back**, or perhaps it is paying forward, to your profession. This is activity that makes you feel

good — about yourself, about your students and about the clients they serve. You're making a positive and far reaching difference.

Second, **you are advancing your own understanding** and your own knowledge. When you are preparing for your class or lecture and realize you will be the presenter — you read or re-read the material far more closely. When students ask you challenging questions — you re-think your previous understandings, you see new applications.

Third, **you become rejuvenated** in the financial planning process. The enthusiasm from the classroom will carry you for the rest of the week. It will spur you on to achieve more, learn more and give more.

Fourth, **you receive public recognition** when the course you are teaching announces the initial organization or the list of graduates the instructor is normally referenced. But if not, you can always send your own press release.

Fifth, **you receive professional recognition** because other advisors always respect those financial professionals who have accepted the responsibility to educate and uplift their peers.

Get Ready for Action. Later in the year the IARFC will be offering classes to financial advisors — new entrants to financial services, to those making a transition from strictly sales to advise and sales, and to those who what to re-embrace the planning process with the latest tools and technology.

Do you want to be an Instructor? It is easy — just complete the small box on the bottom of this page and fax it back to the IARFC. We'll be in touch. ☐

Yes! I'm Interested in Being an RFC Course Instructor

Name: _____ Designations: _____

Email: _____ Phone: _____

Please briefly describe any academic or professional teaching experience:

Please fax to: 513 424 5752

Compliance-Friendly Marketing

Helping Children Reach Prosperity Thinking

By Katherine Vessenes, JD, CFP®, RFC®



Katherine Vessenes, JD, CFP®, RFC®

One of the most profound gifts we can give our children, is not great wealth, but **“prosperity thinking.”** The examples we set for our children can be much more powerful than the money itself. Here are five things you can do to help create prosperity thinking in your children.

- 1. Set the example of Prosperity Thinking.** Look in the mirror first. Review your own thinking on finances. Look at the questions on how your family treated money when you were growing up. Then rephrase these questions and ask your children what they think about money and what they think their own parents feel about money. This can be very revealing.
- 2. Create A Series Of Successful Financial Experiences.** For young children, you may want to work with them on a money plan that is more than just an allowance. Suggestions:
 - Create a matrix of good habits that you want to enforce. Children get money each week for successfully completing their chores, being nice to mom and dad, avoiding arguments with their siblings, and getting good grades in school.
 - As they get older, hire them for special tasks around the house. Pay extra for a job well done and with a good attitude.

- Even young children can have a financial plan. It can be as simple as three envelopes for gift money and allowance: part for charity, part to be saved for big items like college or a car, and some instant gratification money to blow now on entertainment or clothes.
- Make charitable donations part of your child’s plan.
- Help a child create their own budget. Teach them to track their spending. Older children could learn to track the entire family’s finances on one of the fine financial programs available. It can be an eye-opener to children to see just how much it costs to support a family.
- Even children as young as 8 or 12 can learn about investing. A parent may start by helping a child invest in mutual funds. For a few years you may want to treat it like a game and just do paper transactions.
- You can encourage savings by creating your own matching program. Every time your child puts money into long term savings, you can match it. This really stimulates thrift.
- Once children get older, encourage them to take jobs outside the home or in the family business. Teach them how to negotiate for good pay, and how to pay themselves first.

We have used most of these techniques with our own children as they were growing up. One year we paid one of our sons to enter all of our spending data into the computer so we could track our expenses. He did a great job at this, but I did not realize how much it was impacting him until that summer when I wanted to send him to church camp. He magnamously said he did not think he wanted to go that year. The comment puzzled me because they had such a fun time with this group. A little probing brought out the truth: He did not think we could afford it. After all, he knew exactly what it cost to keep a family of 5 going!

(He went to camp. It was so important to us that I was more than willing to make sacrifices in other areas.)

One thing we did as each of our children graduated from college was sit down with them to help them to develop a detailed budget on Excel. It took into account their estimated expenditures and actual ones. It also encouraged them to pay their school loans off in a short period of time. The model included putting money aside every month for savings and emergency funds. The projections were fun, because they could see that in a few months, they could save enough for a down payment on a house.

- 3. Establish Healthy Money Communications.** We all know families where no one ever talks about money. These children never really feel comfortable discussing finances. However, this is a great topic for dinner conversation or for the car when you have uninterrupted time with your offspring. You may want to talk about relatives and how they are handling money and how you feel about it. Get the kids’ input. This shouldn’t be a hard conversation since kids today have an opinion about everything.
- 4. Discover Risk/Reward and The Consequences.** This is a technique we used with our children from a very young age. The key thought is they can’t have their cake and eat it, too, or all spending has consequences. We had planned a trip to Disneyland when the children were very small, and we had talked a lot about saving the money for the vacation. The children were all aware that spending fun money now would jeopardize their funds for the family Disneyland trip. I didn’t realize how seriously this message had entered our 5-year-old daughter’s subconscious until she and I were garage sale shopping. I wanted to buy a game that cost about 75 cents. Sarah became very upset. She kept pulling on my skirt. Finally her fears came out, “Mom, if we buy this game, can we still go to Disneyland?” I realized then that we

continued on page 15

were making headway in conveying the message, that **you cannot spend and save the same dollars.** There are consequences to spending money now.

Fourteen years later, when Sarah went away to college, one of her big concerns was that she could not continue to put enough money every month into her mutual funds. These childhood experiences do have life long consequences.

5. **Teach Children Good Consumer Shopping Techniques.** A few years after this garage sale incident we wanted to send all three children to summer camp. The job of choosing a camp seemed overwhelming. So we created a checklist of things to consider about the summer camp options. It included where they were located, what the activities were, and of course, the fees for going to camp. We took the checklist with us and went to the summer camp fair held at a nearby shopping mall. The children interviewed each of the camps and made comments on the checklist, including a numerical ranking system. By the time we had finished this, they were very clear about which camp scored highest and which would be the best value.

Don't forget to instill the moral compass about money.

One of the services Arnie Abens, a planner from Edina, Minnesota, does with his wealthy clients is offer to meet with their children. He does this at no extra charge because he wants to help instill a moral compass. For very young children, he might start them on a simple investment program. For older children he has a series of thought provoking interviews. Sometimes Abens is left with the chore of explaining to the children they will be very wealthy some day. "One thing I always want to cover," says Abens, "is how they can recognize a true friend from one who is just after their money. We also talk about why money is important. I try to explain it is not just about buying things, but using it to make an impact on the lives of others. I strongly encourage them to develop a moral compass with their money and to make charitable gifting a high priority." Frequently, he says, the children understand this message much better than the parents who spent their whole lives accumulating the wealth.

Discussion questions for children:

- Is money important? Why? Why not?
- How do you feel about money?
- What is important about money to you?
- How can you manage your own money well when you grow up?
- What should you do if you want to buy something but you don't have the money to buy it now?
- Why is it important to have savings?
- What should you use your savings for?
- How do you think we (your parents) react to financial crises or financial abundance?
- What would be a better way to react?
- What would you do differently? The same?
- If you have a lot of money, do you think this will affect the kind of person who wants to be your friend?
- How should you deal with a person who pretends to be your friend but is really only interested in your money?
- How much of your earnings should go to charity? Why?
- How can you be a better steward of your money?
- When you think about money, what do you think about?
- Will it be easy or hard for you to make a lot of money when you grow up? Why?

For the older child. If your children are grown, it is not too late to impart some values about money. The discussion points listed below can further family dialogue. I sometimes see wealthy parents make serious mistakes with their legacies. It can include a number of things:

1. **Exchange Information.** Sometimes families do not share any detailed information about their finances. When they die, children have to "pick up the pieces". They have no idea where assets are located, the extent of any debts and what bills need to be paid. They also are unaware of their parents wishes regarding a funeral and the use of their inheritance. If this is your situation, sit down with your children and discuss your plans for an inheritance. If this is difficult for you, work with your adviser to explain things to your children.
2. **Solicit their information.** Sometimes even older children do not have the

financial maturity to handle large sums of money. If you stop to think about it, it is hard to think of people who inherited great wealth and still made a significant contribution themselves.

3. **Is great wealth involved?** This group, people who inherit large sums of money, is the sole focus of financial advisor Myra Salzer's practice. One way to help preserve the money from the grave is with a good trust. Work with an experienced attorney to set up a trust that will protect your children from themselves. ☐

Katherine Vessenes, JD, CFP®, RFC®, is a nationally known author and speaker, focusing on sales, marketing, compliance and practice management issues for broker/dealers and advisors. Look for her latest book: Become a Multimillion Dollar Financial Advisor. She can be reached at katherine@vestment.net or her website: www.vestment.net. Or by phone at: 952 401 1045

Don't Do It! (Yet)

New Software from your Friend Mr. Bill at Microsoft

Microsoft has finalized the code for its next release of Microsoft Office 2007. Larger corporate customers will be able to get their hands on a download of Office Small Business 2007 in December. However, smaller businesses and individual users will have to wait until early in 2007 to buy a boxed version of Word, Excel, PowerPoint, Outlook and the other members of the Office 2007 family. The consumer editions of Microsoft Office 2007 are expected to hit stores in spring, in step with the Microsoft's new Vista operating system.

You'll be paying. Not only will Office 2007 take a lot of time to get used to, it will cost you money. There will be eight levels of release, each at a different price level. The Interface (the way you use and move around the various programs) will be dramatically changed. Gone are the toolbars, drop-down menus, side-of-the-window Task Panes and the customization features you've been accustomed to using regularly. The features are still there, merely rearranged. You will need to re-learn tasks, and may want to attend a new training program — offered by Microsoft as well as third party vendors. Your total cost may range from \$4,284 for a solo practitioner to \$45,840 for a 15 employee firm. (see chart on page 18)

First Look. We've examined the final production version of Office 2007, released to software developers and computer manufacturers who bundle their new models with Microsoft software. For more than a year, we've been following the development, with pre-release reviews by industry publications, and slide shows from Microsoft. We have also tested rough-draft versions of Word, Excel, PowerPoint and Outlook. In fact, this article was edited in Word 2007, but we must save it in Word 2003 format to be compatible with editors and printers.

Installation. Placing the new Office 2007 Suite onto each system took us about 10 minutes on a fast Windows XP computer. You're allowed to install Office 2007 software on two computers for your personal use. The user license agreement makes you agree that you will



download updates whenever Microsoft deems necessary. Also at any time, Microsoft may now verify your license key to make sure that you're not using pirated software.

Don't steal from Mr. Bill!

The updating of the new programs is important because each prior round of Microsoft Office versions has experienced more post-installation development needs — otherwise known as “bug fixes.” You can expect frequent messages as you open up your computer to install new updates.

Space Required — Yes, the new version of Office 2007 will require more hard drive space. But not so much as to be likely to cause a problem for you. Before conducting the installation Microsoft says it will check the hard drive and verify that adequate space is available.

A New Appearance. Once you open each new Office 2007 application, you'll be greeted by a dramatically different new interface. Office 2007's major programs each organize features into a Tab or “Ribbon” structure, rather than the familiar drop-down menus and dialog boxes. The fresh face of Office takes some time to get used to, but it also surfaces some useful tools that have been long buried within the dialog boxes.

All the internal menus will change and familiar icons will be replaced by a “ribbon” bar that goes across the top of each program, containing various smaller icons — replacing the tool bars. What does this mean for you? Your customary way of creating documents, spreadsheets and presentations will be gone. You'll have to re-learn how to do those jobs — and for you that means time, and your time means money.

Revised File Structure. Another big change to Office is its new XML-based files, which squeeze more data into fewer kilobytes. However, as with the release of Office 1997, you won't be able to open a file in the new format immediately when using earlier versions of the programs. This could cause grief if you have the new software but need to share work with people who haven't upgraded their computer with Office 2007. It is obvious that one of Mr. Bill's objectives is to force all the world's computer users to purchase or upgrade to legal copies of Office 2007.

The 2007 applications let you save backward-compatible files, but not by default. Those running, say, Word 2003 that need to open Word 2007 DOC file that you send to them, will first have to download a one-time Microsoft Compatibility Pack.

Macro Problems. We're glad that you'll be able to run all of your familiar Office 2003 programs side by side with the new Office 2007 apps, with the exception of Outlook, on the same hard drive. This would be useful if you want to compare, say, how a macro was created in 2003. Unfortunately your smoothly working Office 2003 Macros will have to be reconstructed in Office 2007. These costs are not included in the chart I have provided. If you have done a lot with Word or Excel macros this will be a major time waster for you. Microsoft says the result will be better — but initially it will take more of your time.



Outlook 2007 will totally replace your prior versions — and you will have to adjust quickly. If you frequently synchronize Outlook with your PDA, Blackberry or Treo — it may not function as before, until those developers revise their synchronization routines.

New Style Sheets. Office 2007's other notable features include a strong emphasis on style templates, with the ability to preview on the fly changes made to fonts and graphics. There are more options usually offered by top-end desktop publishing software for dressing up documents with charts, diagrams, and pictures. Microsoft is becoming a stronger competitor to other publishing programs.

For instance, new shortcuts for analyzing information within Excel let you display patterns of data as a colorful heat map. Will this feature be of benefit to financial advisors? Not likely. There's new support for blogging within Word, useful provided you are a committed Internet blogger. Outlook gets deeper search and task management abilities in addition to SMS text messaging. Do you send, receive and store lots of text messages generated by the cell phones of your clients or friends?

Improved Security. Microsoft Office 2007 claims that it features easier-to-manage overall document security. This is important, since every year their customers face far more SPAM and other objectionable e-mail plus identity theft intruders.

New Document Format. The way that documents from all the Microsoft Office programs will be saved and then re-opened

will be changed. You can expect it will be better, and perhaps safer as Microsoft promises, but different, and that may still slow down your usage for a while.

Summary of Changes. If you were just getting started with Office, you'd definitely prefer 2007. However, experienced users will find the learning curve is likely to be time-consuming, frustrating and steep.

When to Install Office 2007. Unless you want bragging rights in your personal or business neighborhood — postpone installation for a while. There are several reasons: training sessions may be offered locally on a cost effective basis. Bugs will be encountered by other users and Microsoft will get them fixed.

Check with your key vendors. This especially includes your broker dealer. If they don't want you to move right away to Office 2007 by all means don't do so. They may have valuable, or even critical reporting or operational tools that haven't been updated to work with Office 2007. Also, any vendors that use Microsoft for documents (Word) or calculations (Excel) or display (PowerPoint) will have to alter their programs to accommodate Mr. Bill's newest version — and that includes the last minute "bug" fixes.

A New Vista for You

But the most dramatic change will be Microsoft's new Operating System which is due for release in spring of 2007. It was first announced in April 2002 as "Longhorn" that would roll out later that year. As timetables were extended, the

name was changed to Vista and the scheduled release postponed to 2005. The new operating system replaces Windows and is called, "Vista." This new Vista has supposedly been "optimized" for Office 2007 — and vice versa.

Vista replaces Windows XP and Windows Net. It requires more hard drive space, really likes a fast hard drive to load larger programs swiftly, and it requires more RAM (memory). Most especially it needs to be running on a fast computer processor, because it has many more functions — most of which you'll never see or use.

New Processor Requirements. Microsoft recommends a minimum level of processor power. But if you want blazing performance you'll need a faster system and more memory. Unfortunately this will mean some of your computer systems have just now reached their life expectancy — perhaps much earlier than you had thought they might.

You Can't Upgrade Hardware. Technically you can upgrade old equipment — swapping motherboards and installing new processors or more RAM chips — but it isn't cost effective. You have to pay retail price for the components, plus labor for the retro-fit — and you still might not have a system with maximum performance. Despite the best of intentions and skill, computer technicians often find new components aren't truly 100% compatible. So, trying to have an old unit upgraded can take the

Five Pricing Levels of Vista		
	Purchase	Upgrade
Home Basic	\$199	\$99
Home Premium	\$239	\$159
Business	\$299	\$199
Ultimate	\$399	\$259
Enterprise Version	Not Available	

system out of your office for a while — and it may produce a controversy if the speed improvement doesn't seem to justify the parts and labor costs.

Michael Dell is Deliriously Happy! The New Vista operating system is going to force a lot of businesses to buy new systems. That's because you need several power components. Many computers that perform quite adequately now lack them and they simply will not be effective later in 2007 for heavy use. For example, in addition to the faster motherboard, faster CPU and more RAM, you'll need a "Vista-Compliant" video card. Without one, your screen refresh and mouse functions will drag. Yes, you can replace the old video card if you are comfortable "inside" your desktop — but retrofitting isn't possible with your old reliable laptop.

Many financial advisors, even those who primarily practice by themselves, have three or four computers:

- **Advisor's desktop** — where most of your operating programs reside and a lot of your files. It must work smoothly because your office time is at a premium. You need speed and reliability.
- **Assistant's computer** — critical to production of documents, maintenance of customer files and storage of historical service data. Needs a good video display and a very substantial amount of storage that is easy and swift.
- **Laptop** — this is the unit you take outside the office for remote presentations, seminars and large proposal delivery. It must stay compatible with the two office

machines so that it will accurately reflect what you have already worked hard to develop.

- **Home Computer** — this may be the slowest of the three, but compatibility of files is essential — if you are going to get any meaningful work done after hours. This unit might be where you test all your backup CDs or tapes.

When to Purchase Vista? Again, our response is, *certainly not right away*, if you can avoid it. By waiting you'll get an operating system that has first been in use on millions of other computers — and debugged — before you start installing it in your firm.

Furthermore, if there is a price spike in new computers you'll be purchasing faster and cheaper pieces of equipment the longer you can postpone your new hardware purchases.

Special Warning. Do not buy any new computers — either desktop or laptop — that do not now exceed the minimum requirements of Vista. You can see on the next page Microsoft's published minimums.

The visual aspects of Vista have two interfaces, Basic and Aero. If your hardware is Aero compliant, a minimized program will subtly animate to a specific location on the task bar. New task bar thumbnails will reveal the contents of a window if you pause your cursor over the window tile. You can also flip open programs and arrange them in a 3D stack. Do you need this 3D effect? Maybe not, but the dynamic content display requires a 1 GB dual-channel processor and a 256 MB video card from ATI or nVidia.

By all means, consider only the **Business Version**. The Ultimate version has some features you may not need on business systems, but you'll have to be the judge.

- **Windows Media Center** — linking your business photos and CDs from your business computer to your living room system. Do you need this?
- **Gaming and active entertainment** using Microsoft, Xbox 360 and other devices. Do you want these features on business computers?
- **Drive Encryption** to secure your data from intruders. Great for drug dealers

or Enron executives, but a complication for backups, and not really the type of protection you could get with a physical firewall device.

When You Do Upgrade

Remember to back up very thoroughly. And retain your back up CDs or tapes long after the new Vista has been operative. One advantage of all new hardware — you can save the old computers as your back-up — ready to go at a moment's notice.

For More Info see Charts on page 19

You can be selective regarding which systems to upgrade to Vista, but when you move to Office 2007 you probably need to move all your associates and all your computers to have file compatibility.

Change is inevitable and technology advances faster than we might expect or wish. Eventually you will enjoy the Vista and Office Suite enhancements — but there is much to be gained by your making a thoughtful upgrade — later. ☐



Ed Morrow, CLU, ChFC, CFP®, CEP, RFC®

Ed Morrow is the chairman and chief executive of the IARFC and he speaks frequently at professional conferences on topics related to his practice experience — and enabling financial advisors to increase their sales production and client services, by building their practices through effective client relationship management. He first used computers in '70 and he has authored seven computer programs and 21 operation manuals. For information on his speaking services e-mail: edm@IARFC.org or phone: 513 424 1656 ext. 14

	Absolute Minimum	Microsoft Recommends	We Recommend
CPU Processor Speed	800 MHz	1 GHZ	2.66 GHZ
RAM Memory	512 MB	1 GB	2 GB
Hard Drive Size (capacity)	20 GB	40 GB	250 GB
Free Hard Drive Space available	12 GB	15 GB	200 GB
Hard Drive Access Speed			Fast!
Video Graphics RAM (on the Card)	32 MB	128 MB	256 MB
Aero Graphics Card	No	Yes	Yes

As you can see, when PowerPoint, Outlook, Publisher and Access are added, the price goes up sharply. Most financial advisors will probably find the Small Business version to be adequate – at an upgrade cost of \$279 per computer. However, if you want the Outlook Business Contact Management (BCM) and Access, you'll need to get the Professional version – for an extra \$50

Office 2007	Purchase	Upgrade	Word	Excel	Ppt.	Out.	Pub.	Acc.	1note	BCM
Basic OEM only	n/a	n/a	✓	✓		✓				
Home & Student	149	n/a	✓	✓	✓				✓	
Standard	399	239	✓	✓	✓	✓				
Small Business	449	279	✓	✓	✓	✓	✓			✓
Professional	499	329	✓	✓	✓	✓	✓	✓		✓
Ultimate	679	539	✓	✓	✓	✓	✓	✓	✓	✓
Professional Plus	volume	n/a	✓	✓	✓	✓	✓	✓		
Enterprise	volume	n/a	✓	✓	✓	✓	✓	✓	✓	

	Solo Advisor	Small Firm	Larger Firm
Number of Persons	1	4	15
Total Computers (desktop, laptop, home)	3	10	30
Upgrade to the Small Business version of Office 2007 *	837	2,790	8,370 **
Acclimation Costs – (5 hours @ \$75 an hour/per person)	375	1,500	5,625
Vista Upgrade - (Business version \$199) *	597	1,990	5,970
Upgrade Installation - (2 hours @ \$75 hour/per PC)	450	1,500	4,500
New Hardware (Average per unit \$600) ***	1,800	6,000	18,000
Training (no tuition included) 3 hours @ \$75/per person	225	900	3,375
Total Estimated Costs	4,284	14,680	45,840

* Costs are for upgrade of current licensed software. New version costs may be higher, depending on the hardware “bundle.”

** May receive some savings by using an Office 2007 Enterprise version, mixed with some single station upgrades.

*** New hardware assumes half the systems will need to be replaced, plus a new Vista-compliant video card installed for the rest.



Identity Theft – A Growing Opportunity for Financial Advisors

The public, fueled by news reports of identity theft reports, is keenly concerned about the loss of privacy and property through the ballooning number of identity thieves. The Institute of Consumer Financial Education (ICFE), an award winning San Diego based public education organization reports the "ICFE Certified Identity Theft Risk Management Specialist™" (CITRMS™) training and certification program is being very well received. It has been accepted for 30 Continuing Education (CE) credits by the IARFC, the CFP Board and the Society of Financial Service Professionals PACE continuing education requirements.

The ICFE Identity Theft educational and certification testing program comprehensively prepares and equips financial planners, law enforcement professionals and CPA's, resolution advocates, lawyers, credit and debt counselors to help the public. The course offers well prepared education, testing and computer software training, combined with the knowledge and skills necessary to help consumers and businesses fully assess and minimize their present risk of credit and identity theft.

There are 15 CE units on the general principles of financial planning and 15 CEs deal with insurance planning and risk management.

Financial planners, insurance advisors and counselors are on the front lines of helping their clients secure their financial futures. The rampant epidemic of Identity Theft, cyber-crime, and other types of consumer fraud poses a serious threat to that financial security, and the impact can do be truly devastating.

The acceptance of this course by the professional bodies clearly demonstrates that in today's environment, it is critical for financial services professionals to educate and assist their clients in addressing all aspects of risk management.

Today this means not merely in the traditional sense, it must include credit

and identity theft risk management. Most consumers are simply unaware of the extent of their risk exposure, and the professional who is in a position to provide this type of client assistance provides a valuable, much-needed service that distinguishes themselves amongst their peers.

The program enrollment includes an Independent Study Guide, the CasePlanner Software, an ICFE PowerPoint Show on ID Theft Risks, and a 100 question written examination. An 80 passing percent grade is necessary for enrollees to become an ICFE Certified CITRMS and earn the 30 units of CE. There are five areas of study and testing:

1. Understanding Identity Theft
2. Credit Reports, Specialty Reports and Public Records
3. Identity Theft Risk Management and Resolution – Using the CasePlanner Software
4. Consumer Protection Law Summaries
5. Identity Theft Risks and Issues for Businesses.

The ICFE has certified over 1500 professionals nationwide as Certified Credit Report Reviewers™, Certified Identity Theft Risk Management Specialists™ and Certified Personal Finance Instructors for the ICFE's Money Instruction Book personal finance curriculum.

Advisors and consultants from over 108 institutions have enrolled in one of the ICFE's certification programs. 

The author, Paul Richard, RFC® is the Executive Director of the ICFE, founded by Loren Dunton. Paul is also the author of the Certified Credit Report Reviewer and is a highly regarded

nationally as the foremost identity theft prevention specialist.



RFC Part I Class

As readers of the Register are aware, the IARFC is in the process of developing a new five-part curriculum. This focus on the **process** of financial planning, rather than academic topics and exams. Because prospecting and marketing are topics of major concern to financial advisors, reported to be the reason why many new entrants fail, the first course will concentrate on that critical element of the practice. The five courses are:

- The Client Engagement**
- Gathering Information**
- Problem Identification**
- Developing Recommendations**
- Implementation & Monitoring**

Part 1 students will receive an excellent text and workbook on Client Acquisition by I. David Cohen, RFC®, CLU, ChFC originally published as Prospect or Perish. In order to close the client engagement of the financial advisor's services on a fee-basis the first course will also include **Client Builder Financial** – a PowerPoint presentation of the need for a financial plan, an explanation of the Planning Process, a Suggested Fee Schedule, a Client Satisfaction Agreement and an Engagement Agreement.

Initial Class Scheduled. The first course will be offered in Middletown on January 16 and 17 (Tuesday and Wednesday) and twenty persons are invited to attend.

Course Fee Waived. The fee of \$1,095 will be waived – just for this first class. The attendees will be asked to complete an extended evaluation and suggestion form to help guide future classes.

Who Should Attend?

Financial Advisors – a credentialed person who wishes to strengthen their abilities.

Advisor Staff – A Client Service Representative, personal assistant or para-planner who works closely with an advisor.

Financial Manager – who supervises or recruits persons in financial services who will function as an advisor or consultant.

Home Office – a manager or trainer of a life insurance company or broker/dealer who has direct contact with field persons. Life Agent or Registered Representative – who wants to market as a financial advisor rather than as a sales person.

How to Register

Call, e-mail or fax the IARFC and request the Registration Form. While the course fee is waived, you will be responsible for your own transportation and lodging.

Phone: 800 532 9060
E-mail: director@IARFC.org
Fax: 513 424 5752

Giving The Media What They Want: *Dos and Don'ts and Pitfalls*



Lisbeth Wiley Chapman

There are two assumptions that seem to fuel the attitudes investment advisors have toward the media:

1. There is nothing I can say that would be of interest to the media.
2. The media should find me because my value proposition is so great.

I hope you are not surprised when I say that both statements are completely false. Instead, financial advisors should put the following two statements on their desk where they are visible every day:

1. Every issue I discuss with my clients is a story idea for the media.
2. The media will not pay attention to me unless I give them a reason.

The media is always hungry for good story ideas. Recently, an advisor who had been trying to get the attention of the personal finance reporter for his metropolitan newspaper, finally got a vestige of interest with the fifth story idea submission. He realized that several very large local companies had announced layoffs that would impact his community. He developed a story idea about "When layoffs loom, it is essential that you understand your retirement plan options." This is topical, timely, and gave the reporter several significant bullet points to use as the central part of his story.

This column dealt previously with generating media interest in you and your expertise. Check out the archives for "The right way to contact the media" and also "Developing story ideas."

There is additional information you need, however, when you have begun to generate the interest of the media and are starting to handle incoming calls. Expectations are funny things, and particularly with the media, so managing

your expectations about what is likely to happen when the media calls is important. Here are some do's and don'ts of working the media and suggestions for overcoming likely pitfalls.

Putting your best foot forward. Always prep your staff about how to handle the media. Work with the primary people on your phones to understand the importance of phone etiquette with the media. They are always on deadline. Let's repeat that — the media is ALWAYS on deadline. Therefore, it becomes urgent they reach you as soon as possible.

Why the urgency? The media keeps dialing for sources as long as it takes to find someone to answer their questions. They do not wait for call backs. The early bird — well, you know the rest of that saying.

Do: Call or e-mail the reporter making the query immediately. Tomorrow will not work. When you call, if you do not reach them, give them all of your contact information, including office phone, cell phone and e-mail address. They may e-mail their question while on the phone with someone else. Time is of the essence.

Do: Give a thoughtful response. You are competing for "top of mind" awareness with the reporter. When you find out the question, ask the time frame and whether you could have a few minutes to e-mail your thoughts. If they prefer a verbal interview, try to write notes of the points you make.

Don't let the reporter hang up without giving you their phone and e-mail. As soon as you finish the call, send them an e-mail synopsis of what it is you thought you said. Stay on point.

Do: Offer the reporter additional professional sources. Never hesitate to give a reporter someone who is specifically able to answer the question. You get points for not wasting their time.

Do: Offer additional materials. If appropriate, ask a reporter if they would like to receive additional material that supports your point, tax codes, bulletins from professional organizations, or overviews found in trade journals. This may require a special fax number they will give you.

Don't Guess! One of the worse things you can do is take a stab at the answer. It is

also not smart to become an "instant" expert by doing a quick review of the subject with reference material you have on your desk. If the question is not spot on in your area of expertise, don't go there.

Don't share the topic of a media query with other media. It may be tempting to discuss with a second reporter what the first one just asked. It is considered bad form in the journalism world. A reporter will not trust you going forward if another reporter uses you for the same story at the same time. Wait until the first reporter's story is published.

Pitfalls With the Media. Expect that you may be misquoted. The e-mail outline of what you thought you said may help avoid this, but never entirely. Keep in mind that on day two after the article appears, most people will only remember that you were smart enough to be quoted, not what you said.

It is not at all uncommon to be interviewed and not quoted. This happens all the time. Most common is that you can see your thoughts in the substance of the story, but there is no attribution. There is really nothing to do, except if the same reporter calls again, make it clear that you hope to be quoted, because you were not the last time. It is also not uncommon not to be quoted if you are new to the reporter as a source. Sometimes you have to "earn" your quotes through several interviews. No reporter deserves more than two interviews without a quote.

The attribution may be incomplete. If the attribution is garbled, last name only, no company name, or no town, that is correctable and the reporter will likely accede to your request that your proper attribution be printed in the newspaper or magazine's next issue.

Despite all the does, don'ts, and pitfalls, working well with the media is an important tactic to build the reputation, referrals and revenues of your firm. ☐

Lisbeth Wiley Chapman, Ink&Air, delivers clients and assets to investment advisory & financial services firms through a blend of media and web communications strategies. Author of "Get Media Smart! Build Your Reputation, Referrals & Revenues With Media Marketing," a professional development program. Contact: 508 479 1033 www.inkair.com

Business Mirrors Life – Cloning Warren Buffet



Hesh Reinfeld

We named him Warren but called him Buffy for short. Since he was able to sit up, I would read him chapters from *The Intelligent Investor: the Definitive Book on Value Investing* by Benjamin Graham. He listened attentively, but I think his favorite was a cartoon version of Adam Smith's *Wealth of Nations*.

My plan was simple. I was not going to invest in my company's 401(k) and watch my money grow miserably year in and year out. No, I was investing in my son's education. I had worked out the math. If Buffy beat the S&P 500 consistently by at least 5 percent a year, compounded, by the time I am 65, I would retire a very rich man.

Buffy was like many 6-year-olds — very precocious. He had a talent for memorizing facts and figures that dazzled most adults. He could name every Nobel Prize winner in economics and for extra fun, add the title of their Ph.D. dissertations. (His grandparents gave him leather-bound copies for his birthday.) It was obvious, little Warren was going to be home-schooled. Why waste precious hours building with Lincoln logs and playing dodge ball. He had lots of material to absorb.

Once a state education inspector surprised us with an unscheduled visit and almost caught Buffy going through his stock-exchange drills. It was a game he loved. We would name the company, and he would give us its ticker abbreviation, or vice versa. I would try to trip him up by saying the names of companies that had merged out of existence. But he would ask "Dad, you want their old ticker or their new one?"

Fortunately as soon as the inspector walked in, Buffy switched to doing the multiplication tables, without missing a beat. The inspector knew Buffy was gifted and asked him for his favorite subject. Buffy said, "history." A safe answer.

The inspector then asked him what period interested him the most. Buffy said, "The financial collapse of 1873; it was a true precursor of the great depression." I laughed, my wife laughed, and fortunately the inspector laughed too. I think he just thought it was a little practical joke we played on people.

Unfortunately as Buffy became a teenager, his hormones kicked in and he began rebelling. First, he practiced unprotected investing. We had told him that he could buy and sell indexed mutual funds with our supervision. Instead he had hacked into our computer and was buying gold futures on the Chicago commodity exchange.

I should have punished him, but he actually made a lot of money. I decided a stern warning was sufficient. But I knew we had seen just the beginning of his teenage rebellion.

Then he did something we just never expected. He crossed the line, challenging our entire belief system. He had discovered gold. Then he discovered girls. He was 16 and fell hard for a 15-year-old with matching nose rings.

My wife was worried that she wasn't Jewish; I was worried that she was not a she. In desperation, I called Buffy's godfather, Alan Greenspan. Alan actually flew in to meet with Buffy. He had seen this behavior before in his own kids and had developed an intervention strategy that was highly successful.

We all gathered in the den, with Buffy sulking in the middle on a small stool. Greenspan challenged him, reminding him that he was not only giving up a possible great personal career, but also that capitalism needs him more than ever. Our balance of payments was off by 15 percent. Inflation was returning with a vengeance like it was the late 1970s. And most disturbing, the Republicans were spending money like they were competing against FDR.

Buffy was somewhat responsive, but clearly still rebellious. Greenspan decided

to pull out his biggest gun. He placed a call to the real Warren Buffett. Warren was waiting to take the call.

Greenspan gave the phone to Buffy. To our amazement, Buffy took the phone; soon he was no longer sulking on his stool. He was standing at attention. All we could hear was "Yes sir ... no sir ... thank you sir... I promise sir." Buffy gave the phone back to Greenspan. He smiled, so we smiled.

Buffy looked at me and said, "Mr. Buffett and I negotiated a deal; I promised to continue my studies, and he promised to introduce me to his granddaughter. I saw her photo in Forbes Magazine. She is hot, and dad, she has only one nose ring." . 📷

Hesh Reinfeld commutes 4.5 yards every morning from his bedroom in Pittsburgh to his office (it's his grown daughter's old bedroom). The pink walls inspire him to write about the inane experiences we all encounter just trying to get through the business day.

Hesh also uses his storytelling skills to help financial advisors. He writes marketing biographies that transform their image from financial calculators into authentic and appealing people. As an experienced journalist, Hesh passionately believes that a properly crafted bio or marketing profile will cause a prospective client to be sufficiently attracted to read it, and feel, "I'd like to meet this person."

In future issues of the Register, we will be printing two-page articles about IARFC members, in a format especially designed for easy reproduction and distribution: Business Success Profile.

Meanwhile, Hesh will be entertaining us with his glimpses of Business Mirrors Life — a humorous examination of the world we live and work in. We all need to work hard to be successful, but not take the world too seriously, and laugh just a bit at ourselves.

To read more of Hesh's material — then visit his website: www.heshreinfeld.com If you would like to have him help prepare a similar biography for you, or to assist you with writing assignments that will help you maintain a positive image in your market, you can phone him at: 412 421 8379 or hesh@heshreinfeld.com

Internet Marketing Starts with Key Words



Sylvia Todor

Whether you currently or eventually perform some aspects of Internet Marketing yourself, or outsource portions of it, it is to your advantage to understand some of the fundamentals in this very complex arena. Here is a “big picture” overview of the eight major online marketing tactics that you can use to drive more traffic to your website and generate leads for your practice:

1. **Keywords** – The search terms people use that will find you
2. **Site Content** – Having a website that is useful, relevant, and keyword-rich.
3. **Submissions** – To Search Engines and Directories.
4. **Link Strategy** – Constantly building the number of relevant, incoming links.
5. **Paid Search** – The small ads that appear on search results pages.
6. **Email Marketing** – Both your own, and ads in other, targeted e-newsletters.
7. **Banner Ads** – The graphic ads placed on specific sites.
8. **Affiliate Marketing** – Paying others who send you traffic that result in sales (or the reverse).

Most businesses do not attempt to do all of these, and most small businesses do not bother with the last two on the list because of the relatively high costs or complexity. But you can easily make progress on the top six, and at minimum, you can discuss them with marketing service providers. One of the truly amazing things about the Internet is that small companies can compete with much

larger ones in many of these areas because they can be very cost effective.

Change Your Thinking

Another way to think about the list above, is that there are two major ways to market online: PULL marketing that attracts people to your site, primarily through keyword search, and PUSH marketing that is a form of direct marketing, primarily through email to targeted groups.

Your Visibility is Essential

As a financial professional, you are probably aware that the competitive nature of your business is reflected in the competition for online visibility as well. The good news is that many of your competitors are quite confused about Internet marketing. They simply do not know much about it, or feel they’re too busy to really think about it, or do anything about it. The other good news is that your online marketing efforts can primarily focus **on local Internet marketing**. The services that you provide are, in most cases, offered to people within a specific region, and your prospective clients will search within that region. In other words, you don’t have to compete with the entire world.

The Power of Keywords

Most people know that keywords (also called key phrases) are the terms that people type into the search windows when trying to find anything on the Internet. In fact, everything about “Search Marketing” begins with keywords.

Start by making a long list of every possible keyword and phrase that someone might use to find you or your website. Include the cities, districts, and region that your services cover, as well as the zip codes. Also, the more “niche” your market, the better chance for higher search engine ranking because the less competition you will have for your specialty keywords.

Ways to Research Keywords

A quick shortcut to adding to your keyword list is to go to any search engine, and type in a typical search phrase that might identify your business. Then follow these steps to view some of the keywords used by your competitors:

1. Select the top financial advisory services website that comes up on the search.
2. Go to “View” in the top menu, and select “View Source” or “Page Source” in the drop down selections.
3. Notice the text that follows `<title>`, `<meta name=“Description”`, and (sometimes) `<meta name=“keywords”`.
4. Sometimes you have to be patient and let the entire site download before “View Source” is enabled. If it remains disabled, select a different site to examine.

Do this for several of the top ranked sites in your searches of several keyword phrases. Write down any keywords that are relevant and critical to how you want to expand your own business.

Once you have your keywords, what do you do with them? First, you put the most important ones in your “Page Titles” and “Description Meta Tags” in your website source code. This is the content that will show up on the search results page when your site is found by an Internet search engine.

continued on page 24



Your website service provider can help you with this, but you must build your own keyword list first.

If you have an IARFC website, there is a simple tutorial to help you do this at: www.iarfcwebsites.com, click "Customer Central", then click "Marketing Tips" and "Tip #2."

Content Enhancement with Keywords

The next step is to begin expanding the number of relevant key phrases throughout your site by inserting them into the content wherever it is practical. Read through your current text, and see where you can add them, while keeping the content flow and readability. In place of "we" or "us," use your company name whenever possible.

Search engines will give more weight or importance to words that appear near the tops of pages, so opening headlines and the first paragraphs are especially important for including keyword-rich copy.

Bulleted lists are a good way to keep it from sounding awkward. You don't want to stuff keywords here, however. Google expects a keyword density in the entire body text area of maybe 1.5% to 2% for a word that should rank high.

As you begin to think "keywords," you'll begin to make important progress with your Internet marketing efforts. And you'll begin to understand what it takes to pull in more traffic to your site.

Quick Responses

Be sure that you respond within one business day to any inquiry that comes from your website. No matter how poorly the inquiry may be phrased the prospect may be quite affluent – and very interested in doing business with the first responder. ☐

Sylvia Todor is the Marketing Director for Financial Visions, an IARFC technology partner that creates affordable, high-content websites for IARFC members. If you have questions you can reach her at: 800 593 9228. To view the website that hundreds of RFCs are using to connect either prospects and clients, go to: www.IARFCwebsites.com.

To learn more join Financial Visions during a workshop at the IARFC Financial Advisors Forum May 15-17 in Las Vegas.

The BUILDER Suite
Software, Training and Support for Financial Advisors

PlanBUILDER
FINANCIAL
Interactive, Real-time, Personal Financial Planning System

PracticeBUILDER
FINANCIAL
Client Relationship Management Solutions for Financial Advisors

ClientBUILDER
FINANCIAL
Presenting Your Financial Services to Prospects

Financial Planning Consultants, Inc.
Serving Financial Advisors Since 1975
www.FinancialSoftware.com

Implement strategic steps to improve your practice —
to help you work on your practice instead of working for your practice.

PlanBUILDER

- ❖ Develop **high quality comprehensive financial plans** — Retirement Planning, Insurance Needs, Education Funding
- ❖ Create **unlimited "what-if scenarios"**— including Monte Carlo simulations
- ❖ Present **product solutions** powerfully and swiftly
- ❖ Easily **justify a substantial planning fee** to help you work on your practice instead of working for your practice

PracticeBUILDER

- ❖ **Track** prospects, clients, **follow-ups, appointments**, Select from **hundreds of letters and articles**
- ❖ Run **Targeted Drip Marketing** Campaigns
- ❖ **Identify** clients and prospects by needed **products, services** or items of interest
- ❖ Implement **Due Diligence** and **Liability Protection**

ClientBUILDER

The presentation system for financial advisors that motivates the prospect to engage your services on your preferred basis. It is ideal for helping you charge a separate fee for the financial plan. A sample (editable) Plan Fee Schedule is included.

Solutions creatively designed, continuously enhanced,
well-trained and supported to help build your success.
Sales@FinancialSoftware.com ❖ 800 666 1656
www.FinancialSoftware.com



IARFC Cruise Conference

Get Your CE at Sea

Vancouver, British Columbia to Seward, Alaska August 17–24, 2007 on the award winning Summit Celebrity Ship. Appropriately named, Summit will leave you feeling as if you've reached the absolute pinnacle of premium cruising. Large in size, yet intimately elegant in ambience, Summit boasts all the services and amenities that have made Celebrity the preferred choice of avid cruisers around the world. Come aboard and scale the heights of luxury on Summit.

This cruise features the most famous of Inside Passages in the world, virtually everything you come to Alaska hoping to see, including rain forests, glaciers, fjords, American Eagles, bears and majestic white-capped peaks. All of which create a setting that's perfect for viewing whales and sea lions.

- ◆ Vancouver, British Columbia
- ◆ The Inside Passage
- ◆ Icy Strait Point, Alaska
- ◆ Skagway, Alaska
- ◆ Juneau, Alaska
- ◆ Ketchikan, Alaska
- ◆ Seward, Alaska
- ◆ Glacier Bay



Imagine yourself here watching the glaciers calve and the whales jumping.

Professional Continuing Education. The presenters and the attendees will be among the most elite in the financial services profession: authors of many books, articles and popular speakers. You will spend seven exciting days and evenings in the company of the world's leading professional advisors.

Optional Pre and Post Tours. You can extend your trip in the beautiful city of Vancouver, in Anchorage or take the scenic train to Denali Park.

Airfare is not included in any of the quoted cruise prices. Consider using your frequent flyer credits. Contact Talgood Travel for airfare and the pre- and post- cruise options at: **877 651 9997**

Deposit of \$500 per person to secure space availability for a stateroom. Final payment is due May 25, 2007.

Cruise and IARFC Registration Refunds. Until April 1 – 25% penalty. April 1 - June 6 penalty of 40%. June 7 - July 15 - 50% penalty. After August 8 non refundable. You can purchase insurance (through Talgood or another agent) to cover unforeseen medical circumstances that might require trip cancellation.

Port Charges and Government Fees. Presently \$295. These charges are subject to change and beyond our, or Celebrity Cruise Line's control or authority.

Name *exactly as it appears on your Passport* _____ Address _____

Companion Name *exactly as it appears on Passport* _____ City, State, Zip _____

Phone _____ Country _____

Your Preferred Salutations - *for our Name Tags* _____ E-mail _____

Method of Payment

- Check payable to the IARFC Visa
 Discover MasterCard American Express

Credit Card Number _____ Expiration Date _____

Signature _____

- Number of Adults in your party: _____
- Number of Children in the party: _____
- Royal Suite & Veranda, \$4,530 _____
- Sky Suite with Veranda, \$3,030 _____
- Balcony, Concierge Svc. \$1,780 _____
- Balcony, Traditional Svc. \$1,630 _____
- Oceanview, windowed, \$1,280 _____
- Interior Cabin, no window, \$930 _____
per guest, based on double occupancy
- Port & Government Fees, \$295 _____
- Airport Transfer (optional)
- Seattle \$139 Vancouver \$99

Fees & Transfers are per person round trip based on 2006 pricing and subject to change.

Subtotal: _____

Less Deposit: _____

Balance Due: _____

Deposit \$500 Per Person

- I am interested in Cruise Insurance. I am interested in a Luxury Suite.

Cruise rates are in U.S. dollars, per guest, based on double occupancy. Government taxes, fees and air transportation are additional.

My signature indicates that I have read the cruise/conference policies and fully understand the charges involved, and if requested above, I am authorizing the amount indicated to be charged to my credit card. I agree to the terms and conditions of the IARFC Cruise/Conference refund policy.

The International Association of Registered Financial Consultants

Phone: **800 532 9060**

Fax: **513 424 5752**

E-mail: **Director@IARFC.org**

www.IARFC.org

New RFC, RFA and RFM Members

Harlan Accola WI
 Hesty Afriany Indonesia
 Jufrani Amsal Indonesia
 Chong Kooy An Malaysia
 Cintya Anindita Indonesia
 Steven V. Avdul CA
 Roger T. Blair Canada
 Cathy Blaszyk CA
 Carl Bonn TX
 Mike Brouse CA
 David C. Buckner AZ
 Martiana Budiarti Indonesia
 John H. Chai CA
 Michele Chapel CA
 Meng Kam Chee Malaysia
 Lim Chee Cheng Malaysia
 Ng Gan Chong Malaysia
 Thien Yow Choo Malaysia
 Wong Kok Choong Malaysia
 Chu Yat Choy Malaysia
 Lim Wei Chuan Malaysia
 Tan Poon Chung Malaysia
 Steven Citarella NY
 Matthew R. Cloutier CO
 Franklin Nathaniel Cochran AZ
 Josh Colvin AZ
 John Corden CA
 Donna J. Cuculi WI
 Setia Dharmia Indonesia
 Chandrawati Dharmadij Indonesia
 Paul Theodore Di Cicco MA
 Brian S. Doherty MA
 Ma Soon Eow Malaysia
 Jose Estrada CA
 Loong Swee Fah Malaysia
 Eric Fairon CA
 Siow See Foon Malaysia
 Chin Lee Fong Malaysia
 Lai Kien Fong Malaysia
 Chua Teong Foo Malaysia
 Tan Khai Foo Malaysia
 James F. Fortney GA
 Chan Zuet Fui Malaysia
 Robert L. Gardner SC
 Cheang Gaik Ghee Malaysia
 Gary Goldberg MO
 Malcolm D. Golson Germany
 Robert T. Handy TX
 Hartiyanti Hartiyanti Indonesia
 Foo Shih Heng Malaysia
 Wong Chong Heng Malaysia
 Chong May Hong Malaysia
 Pan Yoke Hoong Malaysia
 Jay B. Howard MI

Lim Lib Huat Malaysia
 Ong Soon Hup Malaysia
 Michelle L. Hyton CO
 Leong King Ing Malaysia
 Lim Chong Jee Malaysia
 Lim Fang Jiaw Malaysia
 Niki Rasta Joenoes Indonesia
 Marilyn Johnson CA
 Paula M. Jones Trinidad
 Cheng Ying Ju Malaysia
 Ling Teoh Kah Malaysia
 Teguh Hendro Karmo Indonesia
 Kok Tsin Ken Malaysia
 New Say Keong Malaysia
 Phang Siew Keong Malaysia
 Cheong Chee Khoon Malaysia
 Khoo Suan Chai Malaysia
 Lai Chee Kin Malaysia
 Lee Yong Kiong Malaysia
 Todd M. Klein SD
 Leong Hing Kok Malaysia
 Alicia S. Kong MD
 David Konikow NJ
 Goh Wai Kuan Malaysia
 Hooi Yee Kuan Malaysia
 Lim Wai Kuen Malaysia
 Yap Foong Kuen Malaysia
 Lee Woh Kwai Malaysia
 Koh Keng Lay Malaysia
 Ong Hwee Lee Malaysia
 Tan Poo Lee Malaysia
 Yaw Ai Lee Malaysia
 Hoo Jee Lay Malaysia
 Wong Siew Li Malaysia
 Ho Choi Lin Malaysia
 Chong Pei Ling Malaysia
 Ong Wai Ling Malaysia
 Tan Siau Ling Malaysia
 Teoh Kah Ling Malaysia
 William Lowden CA
 Alex B. Luaders WI
 Sujasmin P. Manik Indonesia
 Will Manion AZ
 Dave Manovill OR
 Manuel Martinez CA
 Julianah Abdul Mateen Malaysia
 Denise Matthis CA
 Inshan Meahjohn Trinidad
 Yeap Ai Mee Malaysia
 Loh Hui Mei Malaysia
 Woo Chee Mei Malaysia
 Robert W. Meldrum Canada
 Thomas E. Mills NY
 Jim Milone NY

Low Yoke Min Malaysia
 Wong See Ming Malaysia
 Joni Montroy NY
 Andrea E. Moodie Germany
 Tai Pak Moy Malaysia
 Chong Kah Mun Malaysia
 Tai Kin Mun Malaysia
 William Harrington Murphy TX
 A/L Subramaniam Nalliah Malaysia
 Cynthia Low Yin Nee Malaysia
 Hajir Nejadi CA
 Richard S. Ngin CA
 David Paul Noakes AI
 Wahyudiyani Nugraheni Indonesia
 R. Dean Ogelby NH
 Frank E. Ogoreuc NJ
 Diah Oktavia Indonesia
 Daniel J. OToole MI
 Riza Pahlerny Indonesia
 Alec Pedersen CA
 Cheng Lai Peng Malaysia
 Chim Chai Peng Malaysia
 Chong Po Peng Malaysia
 Tiow Suet Peng Malaysia
 Yew Lee Peng Malaysia
 Goh Chin Peow Malaysia
 Matthew Picking CA
 Wong Swee Pin Malaysia
 Chong Lai Ping Malaysia
 Yeap Su Ping Malaysia
 Teh Thian Poh Malaysia
 Hera Primayani Indonesia
 Chua Wei Qiang Malaysia
 M. Scott Rasmussen TX
 Darrell D. Reynard VA
 Peter Roberts Trinidad
 Raymond R. Roberts MN
 Kerrie J. Rose MO
 Daniel J. Rossi OH
 Mary J. Roupp IL
 John W. Roy MA
 David Runyan CA
 Barbara Salerno CA
 Liu Tet Sang Malaysia
 I Made Satyaguna Indonesia
 Christopher Lee Schaefer TX
 Michael J. Schussele IL
 Tan Lip Seng Malaysia
 Cheok Lin Shyang Malaysia
 Liew Lee Siam Malaysia
 Leonard R. Simpson CA
 Yap Kuan Sin Malaysia
 Guek Thing Siong Malaysia
 Neo Wu Siong Malaysia

Sugeng Siswall Indonesia
 Patrick Edward Slouck MD
 Anna Smith CA
 Low Teck Soon Malaysia
 Yap Teck Soon Malaysia
 Scott A. Staschke CT
 Wayne A. Staschke CT
 Suhenda Suhenda Indonesia
 Ruben Sukatendel Indonesia
 Lim Chung Sun Malaysia
 Irene Surmonins-Thompson FL
 Fajar Haryo Suseno Indonesia
 Entis Sutisman Indonesia
 Chai Chiew Swee Malaysia
 Noer Syamsuddin Indonesia
 Joeeph F. Szewczak NC
 Valentino R. Taddei VA
 T. Michael Tallman WA
 Donald F. Taylor TX
 Jeffrey P. Taylor CT
 Pang Chin Tee Malaysia
 Lim Lip Thiam Malaysia
 Kwan Kin Thin Malaysia
 Loh Peng Thong Malaysia
 Robert W. Tiller FL
 Lee Chui Ting Malaysia
 Phua Kea Tong Malaysia
 Foong Ming Tuck Malaysia
 Pan Yong Vui Malaysia
 Yap Chooi Wah Malaysia
 Chong Chee Way Malaysia
 Peter White NY
 Brian Wiesner CA
 Choo Kim Wong Malaysia
 Alice Lim Yoke Wui Malaysia
 Bee Yang CA
 Lee Mei Yee Malaysia
 Wong Chu Yee Malaysia
 Ng Kong Yeen Malaysia
 Siew Ho Yeen Malaysia
 Lim Chee Yen Malaysia
 Lim Sham Yeng Malaysia
 Teh Huey Yeng Malaysia
 Lee Chin Yeow Malaysia
 Yip Kien Yik Malaysia
 Ng Yin Yin Malaysia
 Ju Cheng Ying Malaysia
 Sim Peng Yong Malaysia
 Ng Heong Yoong Malaysia
 Sin Lee Yuon Malaysia
 Robert Cary Zinn CA



phone
800 532 9060



fax
513 424 5752



email
Director@IARFC.org



web
www.IARFC.org

Members Who Recommended New IARFC Members



Referrer of the Month
Lana Puckorius

David Bolden
 Jon Bucklin
 Donald Byrd
 Jeffrey Chiew
 David W. Clancy
 Jeff Eshun
 Brandon Glasscock
 Tim Herbert
 Joseph Heverin
 Scott A. Huebner
 Aidil Akbar Madjid
 James B. Moss
 Bill Nelson
 Lana Puckorius
 Jeff Rattiner
 Rick Ray
 Steve Rothschild
 David M. Stitt
 Joan Stover
 John P. Walsh
 Anderson Wozney

the Register

International Association of Registered Financial Consultants

Financial Planning Building - 2507 North Verity Parkway
 P.O. Box 42506 - Middletown, Ohio 45042



Financial professionals helping people do a better job of spending, saving, investing, insuring & planning