

Our Mission:

"The Financial Planning Association of Ventura County promotes the financial planning process and the CFP® designation through quality education and high ethical standards to benefit the financial planning profession and our community."

President's Message *by Scott Hansen, CFP®*

It is hard to believe that I am entering the fourth quarter of my two-year term as President. We have come a long way as an organization in the last couple of years, and our progress is a direct result of the hard work of the board, volunteers and staff. Since we are halfway through 2007, I thought now would be a good opportunity to briefly inform all the members about what we have accomplished so far this year, and what we hope to achieve by the end of the year.

There are four major accomplishments we have made so far this year: *(President Continued page 2)*



Pro Bono Program *by Jeffrey Harwood, CFP®*

I recently had the opportunity to attend the FPA's Pro Bono Director's Forum where I met with other pro bono directors from around the country. It was exciting to see the passion that members have for improving financial literacy in their communities.

The pro bono committee is working on volunteer opportunities for our members, so that we can help members of our community. I expect to announce our chapter's first pro bono opportunity soon, and will soon be looking for volunteers.

LEADERSHIP

Leadership and learning are indispensable to each other.

- John F. Kennedy

Today before lunch, we will be holding an auction for a wonderful Compliance CD valued at over \$800. Proceeds to benefit our FPA Ventura County!



A Book of Interest and Impact *by Alan Ungar, CFP®*

"Plan B 2.0" by Lester R. Brown --The fact that the global economy is outgrowing the capacity of the earth to support it, moving ever closer to decline and possible collapse (global warming is just one aspect) is the foundation for this fascinating book. While this is possibly old news and apparent to we planners, what is less known are the solutions Mr. Brown (President of Earth Policy Institute) talks about. "We have the technologies needed to build the new economy, including, for example gas-electric hybrid cars, advanced-design wind turbines, highly

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FPA Membership a "Must" for Financial Planners *by Gary Strom, CFP®, CLU, ChFC*

As I made my usual calls to members and potential guests for the July quarterly meeting it struck me how diverse we all are and why more financial planning professionals do not belong to our FPA chapter. Almost every CPA or lawyer belongs to his/her local and national associations. Since planners come from so many different backgrounds and, in many cases, have more than one professional designation it is easy to see why we are struggling to grow the membership by 20% this year.

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MEDIA TASK FORCE *by Catherine Robson, CFP®*

The media have a choice as to whom they call upon for information and expertise on personal financial issues. They appreciate being able to gain access to many CERTIFIED FINANCIAL PLANNER™ professionals through the national Financial Planning Association. Our Chapter's Media Task Force is developing an email procedure so you may receive timely and direct notification of media requests.

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Classified Ads that relate to the Financial Planning

OFFICE SPACE AVAILABLE

Perfect for the financial planner or other professional looking for a full office but who really can't justify the expense of a reception area, conference room and the concomitant furnishings. Located in Old Town Calabasas, the facility is charming but not right for somebody who doesn't appreciate a huge oak tree and patio in the middle of the facility. You would be sharing space with a CFP® who has been in the business for 30 years. Call 818.222.4773.

Looking for a new job?

Have an open position available in your practice?

Seeking an intern?

Want to expand your practice? How about looking for office space in a different area?

Is your company having a social event and offering CE credit?

Business cards ads are also available

**Please contact anita.lebby@verizon.net
for any additional information**

OPPORTUNITY

Luck is what happens
when preparation meets opportunity.

- *Darrell Royal*

Ventura Study Group

Come and enjoy breakfast and stimulating conversation "outside the box" once each month. Bring your own agenda what could be better!

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Thanks to the efforts of **Marcy Burton**, we have revised our website www.fpaventura.org into a first-class site! If you have not had the opportunity to look at the site, please take a minute to do so. Also, we have opportunities for our members to advertise or list their practice on the directory, so if you are interested please let us know. We feel this is a key component to driving membership, which is under the able leadership of **Gary Strom, CFP®**.

Our programs have improved again this year, thanks to our Program chairs **Richard Smith, CFP®** and **Alan Ungar, CFP®**. In addition to bringing quality speakers to the meetings, they have introduced an interactive case study, using real-life examples to the program. There are many things we would like to accomplish in our chapter, and here are the top three priorities:

Establish a Chapter Study Group. I am happy to announce that **Joe Dilman, CFP®**, has agreed to take on this responsibility on behalf of the board. Our vision of the Chapter Study Group is simple: once a month a group of advisors will meet for breakfast for an open forum discussion. The meetings will be facilitated by a group leader, however there will be no formal agenda and attendance is completely optional. The topics of conversation will be determined by the group, and may include such issues as practice management, technology, economics, marketing, and client needs. This will provide an excellent opportunity to network with your peers, learn what is working (and not working) for them, and provide your own insight into our challenging business. You will be hearing more about the Chapter Study Group in the months to come.

Increase membership participation. This is not exclusive to the attendance of our quarterly meetings. We would like to have our members more active in Media Relations, Program Case Studies, Pro Bono as well as identifying and recruiting new members. We are only as strong as the involvement of our members!

Identify future leadership. There is only one thing I can guarantee at the end of the year and that is I will be stepping down as President and riding off into the sunset, so to speak. While we currently have a strong board, it is important to prepare for the future. Finding and grooming future board members and leadership is crucial to the future of your chapter.

It goes without saying we can use all the help we can get. If you are interested in helping to make this the best FPA chapter in the country, please see **Anita Lebby** for more details!

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As I talk to potential members I get the same old objections---too many meetings, broker-dealer provides same information, wholesalers are all they need, no interest in attending the annual convention or chapter meetings, or I am cutting back on so many organizations, etc. It really bugs me when I hear them. If someone is in the financial planning business FPA membership is a “must.”

However, with all the promotions we have, including the free guest policy I am afraid that if we are to grow and succeed it is up to US. This means that each of us has to talk to financial planning professionals about the benefits of belonging to the FPA chapter and make sure that these individuals come to a meeting and see for themselves.

We need your help on this! Whatever your friend or associate says, “sell” them on coming to a quarterly meeting and finding out whether it would make sense to join. Let us know if you have any questions about the guest policy or the benefits of membership. Good luck and have a great summer.

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efficient refrigerators, and water-efficient irrigation systems. I found one of the most interesting parts of the book was his suggestion of changing our tax system to more accurately reflect the cost of the resources we use. His point is that resources such as oil do not manifest the cost of depletion or the cost of subsidizing that industry to the tune of 200 billion a year. Mr. Brown suggests that income taxes be substantially reduced while taxes are increased on those resources that are now causing global warming and are not sustainable.

This plan would encourage people to conserve, create money for financing the major infrastructures needed for the new economy and replenish that revenue lost from income tax reduction. This is no page turner—but definitely a good read.

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“Outside the Box” FPA Ventura Study Group: Come and enjoy breakfast and stimulating conversation “outside the box” once each month. Bring your own agenda—what could be better! Exchange your ideas, challenges, questions and successes in your practice with your colleagues. Interested? If so, we invite you to the informal FPA Ventura Study Group we are forming in Conejo Valley. Of course, it’s great for networking, but commingling ideas, points of view, problems, solutions and the latest news are what we all want. And, if you’d like to be a Group Leader, speak up. We are an active FPA Chapter and we want YOU. Please contact *Anita Lebby* for any additional information.

Get involved. So many wonderful things are happening in our FPA Chapter. Have a passion - PR, Pro Bono, etc.? Board positions and committees are open for 2008. Please contact Anita Lebby 805.444.1404 for information.

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As a member of our Media Task Force, you will receive media requests emailed directly to you from FPA National. Media requests may include consumer and trade press—newspapers, periodicals and journals—radio and television. Please keep in mind that these requests are sometimes filled within the first hour or two of their initial release because over one hundred Chapters are participating in the program.

The following example of media request:

‘A columnist with the New York Post is working on a column to coincide with the NCAA basketball tournament about when/ if a college kid should decide to skip the rest of his/her year of school for a pro career. He’d like to speak with a member of FPA who has advised athletes on financial matters. If you fit this bill and would like to speak with him this week, please e-mail me at your earliest convenience.’

If you would like to participate, please complete the Media Task Force Individual Application and Participation Agreement for our Chapter. You may submit your application by using our convenient website link. You will receive an email to join a Google group. Once you respond, all media requests will automatically be forwarded to you. For further information, please contact Catherine Robson, CFP® at 805-494-9777.

Mark your calendars for our remaining meeting of 2007!
October 19th