

## President's Message

*The primary aim of the Financial Planning Association is to be the community that fosters the value of financial planning and advances the financial planning profession.*



Mark Rioboli, Bill Krempa and a great committee. Their leadership and enthusiasm is a real credit to the meaning of commitment to our association and professional community.

On May 25th we held an exclusive luncheon meeting at Lincoln Financial Field, which was hosted by Lincoln Financial Advisors. There were over 75 of you there enjoying a great buffet lunch and listening to National FPA President Jim Barnash describe the commitment National FPA has on supporting you, the members of FPA. Jim also discussed the National FPA goals and strategies for growing the FPA, the profession and therefore, your practice.

I presented the "Heart of Financial Planning" and the commitment we must make to our clients and the importance of understanding our core values to do so.

Finally, Jack McCaughan, Managing Director of the Philadelphia LFA/Sagemark office, presented "Best Practice" scenarios which was designed to share tips with advisors seeking to grow their businesses. Afterwards we were all treated to a behind-the-scenes VIP tour of the LINC facility. A great time was had by all...if you were there, we thank you...if not, you missed a great event.

I would like to say that you have an active

Dear FPA Members:

On May 2nd we held our 18th Annual Spring Symposium led by Co-Chairs board that have, and continue, in my opinion, to go beyond just being volunteers. Without their support and dedication we would not be able to provide you with the quality programs and services you enjoy as an FPA Philadelphia Chapter member. I ask you, as a member of the association, to give them your support and to consider joining a committee and get involved with your chapter. It's a great way to make a difference, while forging new friendships.

Our next event will be the newly created July Quarterly Meeting. We have two great topics and speakers. This will also be a fun event at a new location...Dave & Buster's on the Philadelphia waterfront at Penn's Landing. Maybe we'll all play hooky that day for a couple of hours and get together and shoot a friendly game of pool, golf or any of the over 300 games they offer before the Quarterly meeting begins. As Dave & Buster's slogan says...."RECESS IS CALLING"!!! So, if you're not on vacation, why not join us? Look for the flyer in this issue.

As always, I thank you all for your support of our chapter and look forward to seeing you in July.

Prosit

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### SAVE THE DATES!

**July 19, 2005**  
**Quarterly Dinner Meeting**

**September 20, 2005**  
**Fall Retreat**

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# MARK YOUR CALENDAR

## QUARTERLY DINNER MEETINGS

**NOW AT A NEW TIME!**

**4:00pm-7:00pm**

**Miss Rush Hour Traffic Both Ways  
and Get Home an Hour Earlier! ☺**

**July 19, 2005**

Quarterly Dinner Meeting  
Hyatt, Penns Landing

**September 20, 2005**

Fall Retreat  
PineCrest Country Club  
Lansdale, PA

**November 4-6, 2005**

FPA Leadership Conference  
Inverness Hotel & Conference Center  
Englewood, Colorado

**November 17, 2005**

Quarterly Dinner Meeting  
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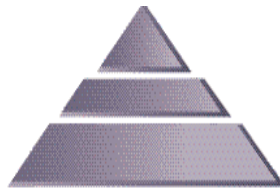
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# Education



If you don't have our chapter's quarterly meetings on your calendar you're missing a great educational opportunity. Olivia Mellan was awesome in March, but you haven't seen anything yet. Our special speaker in July is

Alexandra Armstrong. Alex's career is one of the most accomplished in financial planning. From the cover of Money Magazine to multiple appearances on Wall Street Week and countless other examples of recognition, she has been an inspiration in how to gain credibility and exposure. But what's so remarkable about this aspect of her career is that the vast majority of the opportunities she had were generated because of her participation in industry organizations. She is a past president of the IAFP, past chairman of the Foundation for Financial Planning, a former board member of the CFP Board, a for-

mer chapter officer, and a board member of many other organizations. In the midst of all this giving she and her partners also built one of the nation's most successful practices. She has learned much in her career, and on July 19th Alex will share with our chapter her most important lessons. Plan to join us at Dave and Busters on the waterfront for this special event.

Our symposium was another strong educational event. 200 members listened to a great day of speakers and networked at every opportunity. Thanks to co-chairs Mark Rioboli and Bill Krempa and their committee members: Chuck Boohar, Burt Hutchison, Rosa Kohler, Anita Krische, Paul LaViola, Beth Mastromarino and Martina Wilson-Farmer.

Thanks to Paul LaViola and his committee (Anita Krische, Bryan Saylor, Burt Hutchinson, Kathy Holden, Mike Paregian, Vince Dadamo, Rosa Kohler, Vicki Wooters, Mark Turner, Chuck Boohar and

Beth Mastromarino), the Fall Retreat is shaping up to be yet another great meeting. Most speakers are booked to cover topics including the every two years ethics session, college funding, income funding for retirement, technology in your practice and how to work with the press. September 20th at Pine Crest Country Club. Watch your email for details.

Please let me know at [jrl@ctcdelaware.com](mailto:jrl@ctcdelaware.com) if you have time you are willing to give or ideas you wish to share so that our chapter's education programs continue to improve.

Continued success,

**Jeffrey R. Lauterbach**  
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*Define your business goals clearly so that others can see them as you do.*

**- George F. Burns**

*Your vision will become clear when you can look into your heart, who looks outside, dreams; who looks inside, awakens*

**- Carl Gustav Jung**

*Every calling is great when greatly pursued*

**- Oliver Wendell Holmes**

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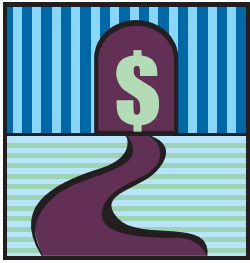
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Quarterly  
Dinner  
Meeting!

Registration Form on Page 10



# A Road Map for the Long-Distance Job Search

*Deborah Walker, CCMC*



Finding a job in the city where you live is hard enough; trying to find a job hundreds or even thousands of miles away can be even tougher. Not only are you fighting against the job market in a city you don't know, you're also dealing with three big challenges:

## **Challenge #1:**

### **Lack of a business network in the new city**

Whether you realize it or not, many job openings are filled before they even become public knowledge. This hidden job market consists of business and professional contacts who may let you know of job openings in their area or even offer you a referral. But how do you break into the hidden job market in a long-distance job search?

Solution: A career coach can help you identify potential networking opportunities—even in a long-distance job search. By developing and using a networking strategy, you will be able to make meaningful contacts in your chosen city. And knowing someone in the right company or industry can make the difference between wanting the job and getting the job.

## **Challenge #2:**

### **Reluctance of employers to choose outside talent**

When an employer can choose among many qualified candidates who are already local, why should he choose you? Outside talent actually represents a greater risk to employers for a number of reasons. Reimbursing relocation costs and ensuring a good fit for the employee in both the job and the region can be costly. And what if the employee moves, then doesn't like the area? How do you get an employer to take a chance on you?

Solution: A professional resume can help

showcase how you are actually adding value for the employer above and beyond the local candidates. A professionally written resume will:

- o Demonstrate your superior industry knowledge
  - o Highlight your strong transferable skills
  - o Show proof of value through accomplishments with real bottom-line results
- Investing in the services of a resume writer will help you craft a targeted marketing message that gets you noticed as a top candidate by employers, no matter how many local people apply.

## **Challenge #3:**

### **Long-distance interviews**

There are a lot of downsides to long-distance interviews, both for you and for your potential employer. Someone has to pay the cost of travel. You have to maintain confidentiality without arousing your current employer's suspicions as you take time off for the interview. And the time involved is much different than just taking a long lunch. Is it worth it for you to use up your valuable personal leave for a gamble that might not pay off?

Solution: There are many interview strategies that can actually help you maintain the confidentiality of your job search and use the travel/interview time to maximum efficiency. Hiring a career coach to tailor these strategies to your particular job search situation can make your job search shorter and more effective. With the guidance of a career coach, you can minimize your risk while improving your job search skills.

While no one enjoys embarking on a long-distance job search, there are many ways to make it easier on yourself. Investing in career coaching sessions and a professional resume can make your job search easier by providing you

with a road map to get you exactly where you want to be. With this valuable tool in your back pocket, you'll travel the career roads with ease, no matter which city or job you choose. And that type of guidance is always worthwhile.

Resume Writer ~ Career Coach

For more in-depth information on resumes, job-search strategy and interview skills, check out the article archive at my website:  
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*Oprah Winfrey*



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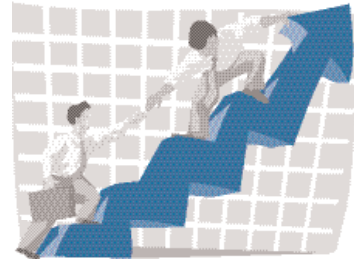
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**Date:** Tuesday, July 19, 2005  
**Time:** 4:00PM to 7:00PM  
**Location:** Dave & Buster's, 325 N. Columbus Blvd., Pier 19 North  
 Philadelphia, PA 19106 [www.daveandbusters.com](http://www.daveandbusters.com)  
 215-413-1951 – Parking \$4.00 with coupon secured at event.

4:00 PM- Registration, Networking, Cash Bar & Heavy Hors d'oeuvres  
 5:00 PM- **“Working More Effectively with Widow Clients”**  
 6:00 PM Speaker: Alexandra Armstrong, CFP®, CMFC, Chairman,  
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 6:00 PM- **“Reverse Mortgages and Financial Planning”**  
 7:00 PM Speaker: Trish Kauker, Business Development Manager, AIG Bank  
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*Advance Registration*

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# Membership Report



Our total membership is just over the 900 mark. Our goal is to have 1,000 members by year-end. We need every members help to acheive this goal. Here is what you can do:

1. Take advantage of our Member Get a Member Referral Program. If you bring a member in you will receive a \$25 Certificate from the Chapter that you or your Referred Member can use to offset the expense of a future Chapter FPA meeting. You will also receive a \$25 Certificate from National that can be used to offset your annual dues to National. Not a bad deal! You need to obtain a membership application and fill in your name on the "Referred By" line. Your new member will complete the rest of the application and return it to National. You need to submit a copy of the application to Chris Mucci-Stewart our Chapter Administrator. She will send your Referral Certificate within a couple of weeks. You

can obtain membership applications at the registration desk at our regular meetings or by contacting Chris or Dale Pope.

2. Talk to your CPA, Attorney and CLU friends. Take advantage of our "Bring A Guest Free" program. Remember, you and your guest can also receive continuing education (CE) credits for attending our meetings. This includes CE for insurance, CFP and CPA's. CPA's and Attorney's can also be great referral sources for your business and vice versa.

3. If you belong to other financial service related organizations, i.e. Estate Planning Council, invite your fellow members to attend our FPA meetings.

4. If you know a student who is studying in any area of financial services encourage them to join our Chapter as a student member.

5. We have many non-member CFP's in our Tri-State area. If you know any of these individuals, encourage them to join our Chapter.

Last, encourage your fellow members to attend our meetings. They will enjoy the education, fellowship and networking opportunities.

See you at the next meeting!

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**dpope53@comcast.net**

## Membership Committee

**Chairman:**  
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**Vice-Chairman:**  
**Al Marland, CFP®**

**John O'Brien, CFP®**

**John Hochschwender, CFP®**

**Eric Faddis, CFP®**

## Welcome New Members!

**James Kelly, Jr.**  
**David Benglian**  
**St. Joseph's University**

**Catherine Biernacki, CFP®**  
**The Vanguard Group**

**Christopher Camburn, CFP®**  
**Merrill Lynch**

**Don Lowry**  
**SEI Investments**

**James Rea**

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**Simone Financial Services**

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**Mercer Global Advisors**

**Donald Calcagni**  
**Mercer Flobal Advisors**

**Joe Fasy**



Radnor Financial Advisors, Inc.

## Financial Planning Position Available

Radnor Financial Advisors, a fee-only registered investment advisor, seeks a Financial Planner/Analyst to support growth of our firm. Series 65 a plus. The candidate must be able to multi-task and should possess strong analytical and organizational skills supported by excellent written and verbal skills. Compensation commensurate with requirements of the position plus attractive benefits (employer paid health plus 401(k) and Profit Sharing Plan).

**All applicants must send cover letter with salary requirements and resume via e-mail to:**  
**S. Vermillion at [radnor@radnorfinancial.com](mailto:radnor@radnorfinancial.com)**

# Financial Planners Care Program

## *A Pro Bono Service*



On March 25, 2005 the Pro Bono Steering Committee met to discuss our current status and future direction. A summary of the meeting is as follows:

Steering Committee has 12 members. Planner's sub-committee has 27 members. A total of 39 FPA members are involved in the Pro Bono programs with representation from PA, NJ and DE.

Eleven (11) power point slide presentations are in process of completion. Six (6) are completed in draft; the other five (5) should be submit shortly. One (1) additional presentation is not assigned, which when completed will give us twelve (12) Pro Bono power point financial educational tools. Presentations will also include a notes section to assist Planners with their presentations. Arrangements have been made to convert the slides to Spanish.

An introductory packet will be prepared to assist Planners with their contacts to non-profit organizations. It will include an explanation of the programs, a summary of power point presentations available, a letter from our local chapter President authorizing the specific Planner to provide Pro Bono seminars and other information as appropriate.

Our Practitioner's Manual will be updated which will explain your role, responsibilities and limitations as a Pro Bono Planner. Public Relations (PR) guidelines and consultant contact information will be included.

A training program for Planners will be conducted to cover the many aspects mentioned above as well as how you can leverage existing or new organizational contacts.

Power Point presentations are as follows:

- Cash flow & budgeting
- Credit counseling services
- HUD
- Coping with debt (credit cards, costs, effects on credit rating, etc.)
- Banking (handling checking, title, reconciling, paying bills, etc.)
- Street loans (costs, pitfalls, vs bank loans, etc.)
- Rent or leasing furniture & appliances (when appropriate, costs, vs buying, etc.)
- Investing (risk tolerance, asset allocation, sectors, definitions, rebalancing, investment policy statement, RoR, etc)
- Education planning (PV, FV, finding sources, loans, grants, aid departments, etc.)

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*Anne Frank*

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## Financial Planners Care Program *A Pro Bono Service, continued*

- Buying first home (effects on IRS form 1040 tax filing, settlement sheet, deed, title, etc)
- Retirement planning (PV, FV, inflation, needs, wants, etc.)
- Check cashing agencies (costs, pitfalls, why have bank account, etc.)

Planners have an opportunity to provide Pro Bono seminars and services which is a way for us to give back to the community for the success we enjoy in this industry, while self-ishly generating local media interest for FPA and yourself.

**Eugene A. King, MST, CFP®, CSA**  
**King Financial Advisors**  
**1631-B Loretta Avenue**  
**Feasterville, PA 19053**  
**Phone: 215.364.9160**  
**Fax: 215.364.6858**  
**kingfinadv@att.net**

## FPA Launches Fresh Identity Statement Provides simple way to share Core Ideology

Committed to positioning ourselves as the organization of the financial planning community, FPA® felt it was increasingly important to have a singular statement that reflects who we are, but also what we aspire for the association.

Out of this vision came a new identity statement: FPA - The Heart of Financial Planning. Going beyond mere words, FPA seeks to tie a feeling to the organization, a feeling so many of us experience each and every day. Whether we work with clients or those who serve them, we help make a difference in their lives.

This statement encompasses our Core Ideology, bringing together those who deliver financial planning, those who support it and those who benefit from it - reflective of the first three statements in the Primary Aim.

At last year's Leadership Conference, chapter leaders asked if there was a simple way to say the Primary Aim. Our identity statement serves to provide that.

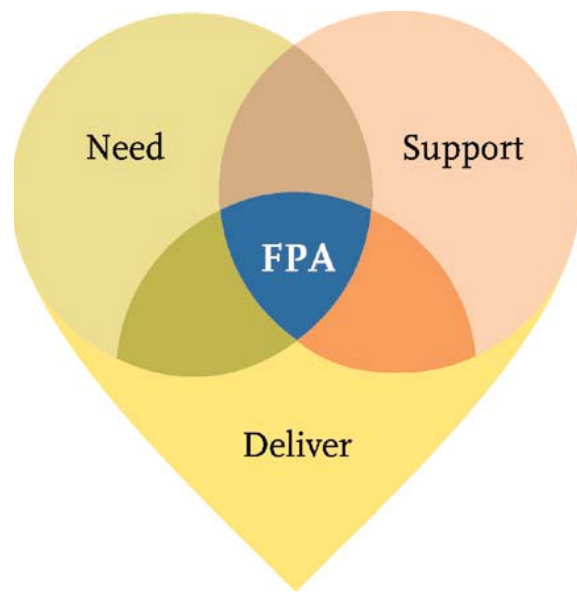
FPA hopes to embrace this simple yet powerful statement as a way to share and practice our Core Ideology. With the help of our chapters and members, keeping this statement in the center of our thoughts is key to keeping compassion and integrity in our work. FPA is indeed the Heart of Financial Planning!

## Career Opportunity

### Financial Planning Director

CFP® professional needed to manage the financial planning division of an established Bucks County fee-only financial planning/advisory firm. Candidate should possess strong client skills and be well versed in planning software. Salary and incentive to build own client base available.

**Please e-mail resumes to:**  
**dmccarthy@cpaginc.com**



# Government Relations



**FPA Government Relations Advocacy Site Online.** For the latest information on advocacy issues, please go to [http://www.fpanet.org/member/govt\\_relation/index.cfm](http://www.fpanet.org/member/govt_relation/index.cfm). The GR web site contains recent FPA comment letters, links to important CFP® professional issues, securities, insurance, and tax information.

**FPA Files New LawsUIT Against SEC.** The Financial Planning Association® (FPA®) filed a petition on April 28 in the United States Court of Appeals for the District of Columbia Circuit challenging the Securities and Exchange Commission's (SEC) final rule exempting certain broker-dealers from the requirements of the Investment Advisers Act of 1940 (the 1940 Act or Act).

"FPA believes that the Rule is contrary to law and encourages broker-dealers to engage in self-dealing with their clients without disclosing their conflicts of interest," said James A. Barnash, CFP®, FPA president. "Although FPA recognizes that the SEC enhanced certain disclosure requirements for brokerage customers in the Final Rule, we are convinced that it is nonetheless contrary to the public interest and will harm consumers by formalizing two different levels of consumer protection for the same advisory services." To view the full release, visit [www.fpanet.org/member/press/releases/042805\\_newsuit.cfm](http://www.fpanet.org/member/press/releases/042805_newsuit.cfm)

**Broker and Investment Adviser Disclosure Legislation Passed by U.S. House.** For a number of years, NASD has provided information to investors on request regarding broker-dealers and registered representatives. However, they have limited the information given out, most of which is taken from the Central Registration Depository (CRD), because of liability concerns. On April 6th, the U.S. House of Representatives passed by voice vote H.R. 1077, the "Realtime Investor Protection Act." The bill updates the information

NASD will make public, approves use of the Internet for disclosures, limits NASD's liability and authorizes reasonable fees to be charged. In addition, the North American Securities Administrators Association (NASAA) got an amendment added to the bill that requires a similar public disclosure system regarding information about SEC and state-registered investment advisers and representatives. While not stated in the bill, it is expected that NASD will be the disclosing entity. Finally, the bill authorizes the SEC to designate an alternative filing depository with which investment advisers should file required reports. The text of the bill can be found by going to <http://thomas.loc.gov> and searching for H.R. 1077.

## Help FPA Represent Your Interests In Washington.

The Financial Planning Association's Political Action Committee (FPA-PAC) was created to support candidates for federal office who have demonstrated support for the financial planning profession and issues of interest to financial planners. It is a valuable tool that can enhance our efforts to represent your interests in Washington and ensure FPA's voice is heard. Contributions to FPA-PAC are entirely voluntary. Please help FPA support your interests in Congress by giving generously to FPA-PAC.



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# Government Relations, continued

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Contributions to FPA-PAC are not deductible for federal income tax purposes. Contributions made by corporate check cannot be accepted, however, sole proprietorship monies are acceptable. Only U.S. citizens and persons admitted to the U.S. for permanent residence may contribute to FPA-PAC. Federal government contractors are prohibited from contributing. All contributions prohibited by law

will be returned to the sender. Federal law requires political action committees to report the name, mailing address, occupation, and name of employer for each individual whose contributions aggregate in excess of \$200 in a calendar year. Make checks payable to FPA-PAC and mail to:

Treasurer, FPA-PAC  
1615 L Street, N.W., Suite 650  
Washington, DC 20036  
202.626.8770 Fax: 202.626.8233

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## DON'T BE LEFT OUT!

DO WE HAVE YOUR CORRECT EMAIL ADDRESS?  
PLEASE CHECK BY LOGGING ONTO OUR WEBSITE AT:  
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OR

EMAIL: [DANIELLE.SCHMIDT@FPANET.ORG](mailto:DANIELLE.SCHMIDT@FPANET.ORG)  
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*WE DON'T WANT YOU TO MISS ANY IMPORTANT ANNOUNCEMENTS!*

# Public Awareness



## **FPA-PTSA Media Participation Team.**

Our chapter's association with Perception, Inc., a public relations firm, is helping us promote the value of working with an advisor and creating more visibility for the FPA-PTSA and the CFP® license. Media

opportunities consisted of serving as sources for newspaper articles, a special supplement on retirement planning in the May 12th issue of the Philadelphia Inquirer, and several television appearances.

The media is starting to recognize the value of working with FPA members regarding financial issues. While the team's effort in submitting weekly story ideas to generate media opportunities has so far been disappointing, unsolicited requests from the media are picking up momentum. This is a case where persistence and determination truly are the keys to success.

**Financial Planning Awareness Week (October 3rd - 9th).** Pamela Holland-Townsend is coordinating the activities for this week's events. Activities like proclamations, community involvement (education at

libraries and schools) and media segments. The past couple of years we have even been able to have the announcement brightly displayed on the PECO sign at the top of their building in Philadelphia. Efforts are underway to coordinate our chapters activities with other FPA chapters across the nation.

As you may recall from our last newsletter, we were trying to host a Gala as the main event during the week, but scheduling the event during this week is not feasible and so we are exploring the possibility of having this event later in the year. The event may be tied to a local charity, include awards (one might be for the media person who had the most impact on promoting the benefits of financial planning), and might involve local celebrities to help promote the event, such as, the Eagles. Mike Mattise is currently researching this opportunity for what could become our chapter's signature annual event. This would be a significant undertaking and we would need the support of our members to make an event like this a success.

**Newsletter and Web Site.** Four issues of our newsletter are scheduled to be distributed in March, June, September, and December via email notification and posted on our web site. Even past issues of the newsletter can be viewed on our web site

under the Members section.

Have you taken a look at the PFA-PTSA web site lately? The address is [www.fpa-philly.org](http://www.fpa-philly.org). View the latest information about our chapter meetings under the Calendar of Events. Now you can even register for our meetings online. Go to our Members section for presentation handouts, to view the newsletter, and for study group information. Looking for a new employee, then post your classified ad in our Jobs Listing section? It's free and you enter the information yourself with the easy to follow instructions. Take the time to check it out and see how you might be able to become more involved in your FPA chapter activities.

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## The Benefits of FPA-PTSA

### Membership Just Got Even Better!

**Beginning in 2005 the Board implemented a new rate schedule for advertising in the Quarterly Newsletter. All members receive a 50% discount from the regular advertising rates!**

**Members may also place classified ads in the Newsletter & on the FPA-PTSA website FREE!**

## FPA-PTSA 2005

### Regular Advertising Rates

<u>Ad Size</u>	<u>Non-Member Price</u>	<u>50% Discount Member Price</u>
Full Page	\$600	<b>\$300</b>
1/2 Page	\$300	<b>\$150</b>
1/4 Page	\$150	<b>\$75</b>
Full Page (4X)	\$2000	<b>\$1000</b>
1/2 Page (4X)	\$1000	<b>\$500</b>
1/4 Page (4X)	\$500	<b>\$250</b>

\* For more information about advertising, please contact our Newsletter Editor, Johanna Walters at [johannawalters@comcast.net](mailto:johannawalters@comcast.net) or 610-466-9497



# Study Groups



The FPA Study Groups offer all members an opportunity to meet and interact with other members as well as to obtain Continuing Education Credits.

To continue to improve the content of our meetings, please contact the Study Group Leader, in your geographical area, about financial topics that interest you. Also, please provide the names of people that would like to make an educational presentation to our Study Groups.

**Joseph P. Halpin, CFP®**  
Chairman, Study Groups  
J.P.Halpin & Co., LLC  
1604 Bane Way  
West Chester, PA 19380  
610-431-1036  
jphalpin@msn.com



## HELP WANTED

**South Jersey  
Allentown  
Wilkes-Barre/ Pocono**

**We are looking for Group Leaders for the South Jersey Group, the Allentown Group, and the Wilkes-Barre /Pocono Group. If you are interested, please contact Joe Halpin at [jphalpin@msn.com](mailto:jphalpin@msn.com)**

### Main Line Group

Joseph P. Halpin, CFP®  
610-431-1036  
jphalpin@msn.com  
Schedule: 1st Wed. of Feb., April, Oct.,  
Nov. & Dec. (8:00 AM - 9:15 AM)  
Location: Planco/Hartford  
1500 Liberty Ridge Drive  
Wayne (Chesterbrook) PA. 19087

### Delaware/West Chester Group

Robert S. Pennartz, CFP®  
302-654-5451  
bob@financialhouse.com  
Financial House  
Centerville, DE 19807  
Location :Concord Plaza, Silverside Rd  
near Concord Pike, Talleyville, DE  
Schedule:Call/email Bob

### Jenkintown Group

Paul Giangiulio  
215-947-9190  
-OR-  
Jim Dresselaers, CFP®  
800-667-0952  
Valley Financial Group, Inc.  
380 Red Lion Road, Suite 101  
Huntingdon Valley, Pa. 19006

### Jersey Shore Group

Larry R. Schneider, JD, CFP®  
609-653-0052  
Larry.R.Schneider@exp.com  
American Express Financial Advisors  
2000 Shore Road, Suite 201  
Linwood, N.J. 08221  
Schedule: 3rd Thursday of each quarter  
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Location: call/email Larry

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[ghaefner@wmfd.net](mailto:ghaefner@wmfd.net)

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