



THE FINANCIAL PLANNING ASSOCIATION

Philadelphia Tri-State Area

www.fpaphilly.org

A Gold Level Chapter

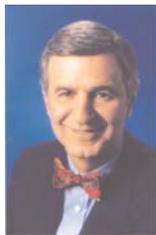
June 2006

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.

## Best Ever Spring Symposium!



The FPA-PTSA had its most successful Spring Symposium EVER! Great job to our event Chairs, Burt Hutchinson and Paul LaViola! We had rave reviews from Professor Jeremy Siegel's presentation and everyone enjoyed Harold Evensky's unique perspective on cash flow planning for clients.



We hope to live up to the high standard set by the 19th Annual Spring Symposium next year. 😊

### What's Inside

- President's Message* .....3
- The Path to Independence* .....4
- Quarterly Dinner Meeting Registration Form* ..... 7
- Public Awareness Report* .....9
- Study Groups* .....10
- Effectively Managing Client Expectations & Customer Complaints* ..11
- Education Report* .....12
- Internships* .....13
- Use Your Resume to Help Negotiate a Higher Salary* .....14
- Classifieds* .....15

## Please let us know if you are interested...

The University of Delaware may be offering a CFP® certificate program that can be completed in just one year. These series of courses would satisfy the education requirement for CFP® eligibility. This program has not been officially approved, and the Program Director would like to know your interest.

Please contact Daniel Danese at [ddanese@legacysolutions.com](mailto:ddanese@legacysolutions.com) if a program such as this would interest you.

## Mark Your Calendars

### July 20, 2006

Quarterly Dinner Meeting  
Hibachi Restaurant  
Penns Landing  
Philadelphia, PA

### September 11, 2006

Fall Retreat/Ethics/Golf  
PineCrest Country Club  
Lansdale, PA

### November 14, 2006

Quarterly Dinner Meeting  
Sheraton Park Ridge Hotel  
King of Prussia, PA

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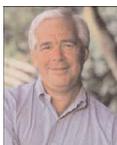


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# President's Message



*Networking with FPA Members is like a box of chocolates. You never know what you're going to get.*

How do you get connected to that one mentor who can advance your career in financial planning? Sometimes the answer isn't so obvious.

In 1987, I began my career in San Diego working as an agent for a company called MONY Financial Services. It was hard work, selling life insurance at nighttime to homeowners. I was just 23 years old, and still wet behind the ears from having graduated college. But the term financial planning was fast becoming a popular buzzword. People wanted to talk with you about "financial planning."

I remember musing: "Who can teach me and help me learn how to become a great financial planner?" The idea I had cooked-up in my 23-year-old head was: if I could just get connected to one mentor, somebody who would take me under his wing, I could do great things. One day, the office where I worked recruited three financial planners from IDS/American Express. They were CFP®'s; and they charged a fee to create a financial plan. Boy was that something new and different. Soon after, they invited me to attend an FPA meeting.

At the FPA meeting, we met some other financial planners who were using a software program called Harvard Graphics to create pie charts to show "asset allocation models." Pretty cutting edge stuff for 1988! Anyway, it got me thinking about new and better ways to present financial plans and it really energized my career in the direction of wealth management.

Well, I never met my one mentor, that one single person who would put me under his wing, at the FPA meetings. But what happened was, in talking and networking with other professionals, I met several different people and saw how financial planning could be done. More importantly, I crystallized my vision of what kind of financial planner I would like to be when I was grown-up. (Disclaimer: Anyone who knows me will probably tell you that I have not yet grown-up.)

Today, I think of some of the mentors in our local Philadelphia FPA chapter who helped my financial planning career, and it is not just one person: Mike Mattise, Patricia Brennan,

George Toth, Joslyn Ewart, Irving Schorsch, Geoff Boyer, and Bob Ratti - just to name a few bright and very thoughtful financial planners out there. And there are many, many more people in our FPA who share ideas-you just have to come out to the chapter events to meet them. Who knows, maybe you will meet someone who could be your next mentor or give you that next great idea? Leveraging success in business has always been about "who you know." See you at our next FPA meeting. You never know who may be your next mentor.

Thank you for reading this message. I welcome your ideas.

**John O'Brien, CFP®, CIMA**  
**Ortner, O'Brien & Ortner Advisory Group**  
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**www.taxlegalfinancial.com**

*"To give anything less than your best is to sacrifice the gift."*  
**Steve Prefontaine**

*Always do right; this will gratify some and astonish the rest."*  
**Mark Twain**

## LIFE SETTLEMENT

***A Far Better Option  
For Your Client  
Than Surrendering  
His/Her Unwanted  
Or Underperforming  
Life Insurance Policy***



- Cash settlements average 3X the actual cash surrender value.
- Term policies also qualify.
- Let us pursue multiple offers through our close ties with 8 institutional funders, thus ensuring a true fair market value offer for your client.

**Call for a Free Evaluation:  
610-449-0402**

**Stan Silverman**  
*Licensed Settlement Broker*

**Advanced Funding Corp.**  
*Havertown, PA*

# charles SCHWAB INSTITUTIONAL

## *The Path to Independence*

*By Dan Mincarelli  
of Schwab Institutional*

More than ever, advisors who have achieved success within financial services firms are considering the move to independence. The rewards can be greater professional freedom, the potential for deeper client relationships, and the opportunity to earn higher income while building lasting personal wealth and a legacy.

For advisor Michael Golub and his team, it was the realization that his broker/dealer was adding little value to the client relationships he has been building for more than 30 years. "Clients didn't even know who our broker/dealer was," says his partner Colin Higgins. "We finally had to ask: why are we paying out half our income to a firm that's not helping us?" That's when the Golub Group, a thriving business with 240 high-net-worth clients and \$180 million in assets under management, decided to leave their regional broker/dealer and strike out on their own.

Today, successful advisors are going independent-and in increasing numbers, they are choosing the registered investment advisor (RIA) model. As they realize that their success flows from their own skills and abilities, not the resources and reputation of the big Wall Street firms, they are making the leap toward independence and not looking back.

The RIA model holds strong appeal. According to Cerulli Associates, "Advisors operating under their own RIA have traditionally enjoyed greater flexibility than their registered rep counterparts, with respect to designing both their fee schedules and the services they provide -- a factor that is critical both to creating a pricing structure that appeals to the high-net-worth investor and developing a service model that addresses a multitude of problems for which there may be no product placement or obvious revenue-generating solutions."

Between 2001 and 2004, RIAs overtook leading wirehouses as the advisors of choice among high-net-worth investors, with 47.5% of high-net-worth households relying on RIAs compared to 30% in 2001; during that same period wirehouse brokers lost almost 10% market share, dropping from roughly 40% to 30%.

One factor influencing the decision to go independent is when advisors see a conflict between the needs of their clients and the policies of their firms. Just when advisors are being called upon to address increasingly complex needs among their high-net-worth clients, they are facing a more restrictive, product-centric business model that often does not allow them to properly serve their clients.

### **Understanding the Economics of Independence**

The big question facing all advisors considering independence relates to the economics of making the move. Will I lose clients? Will I take a hit in income? What are the transition costs? Before making the commitment, advisors considering independence need to feel comfortable with any potential financial implications.

Michael Golub's experience is illustrative. In making the move, he and his partners were able to retain 96% of client assets despite an aggressive telephone solicitation campaign by their former broker/dealer right after they left. Within fifteen months, The Golub Group had increased client assets under management by more than 30%, to \$240 million. And they are building equity in a business that will one day be in a position to carry on without them. "This reward that we're all now reaping is precisely because we cut ourselves loose," says Michael Golub. For those who are wary of starting from scratch, joining an existing firm remains a viable and attractive alternative.

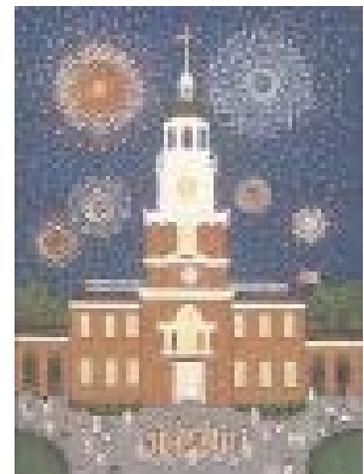
Of course, independence is not for everyone. That's why advisors must do the math before making the leap. To provide guidance, Schwab Institutional recently commissioned a white paper that analyzes the potential outcomes of independence at three different production levels: \$500,000, \$1 million and \$3 million. Based on analysis by accounting firm Moss Adams, the white

paper takes into account expenses and other variables that are easily overlooked by advisors moving from wirehouse-type firms. It helps quantify how independence can position advisors to keep more of what they earn and build equity in their businesses. And it outlines typical transition costs advisors face when going independent.

To obtain the July 2005 release and complete report of Schwab Institutional's White Paper, "Going Independent: Why Many Successful Financial Advisors are Starting or Joining Independent Firms," please contact:

**Dan Mincarelli**  
**Schwab Institutional**  
**Radnor, PA**  
**610.971.8695**  
[Daniel.Mincarelli@schwab.com](mailto:Daniel.Mincarelli@schwab.com)

*Schwab Institutional is a division of  
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SIPC. (0605-00752)*



# IMPORTANT CE CREDIT INFO!



Since January, 2005, we are required to report all CE credits electronically to the CFP Board of Standards. We are having difficulty with this process because **members are not providing the necessary information.**

**We must have your CFP Board of Standards ID Number.** This is **not** to be confused with your FPA National ID Number.

There has also been a change in the reporting process of CE credits for the PA Department of Insurance. Social Security Numbers are no longer accepted for reporting. Please provide your **PA Insurance License Number** when applying for credit.

It is quite time-consuming for our administrator to follow-up with attendees to obtain the correct information. Help us help you by being prepared and having this information when you are applying for CE credits.



Andrew Gluck  
Founder and CEO of  
Advisor Products, Inc.

Don't Forget to Register for the  
July 20th Quarterly Dinner Meeting  
with Andrew Gluck!  
Registration Form is on Page 7

## **VOLUNTEERS WANTED FOR FPA-PTSA PUBLIC AWARENESS COMMITTEE**

***NO ONE CAN TELL OUR STORY BETTER THAN WE CAN.  
IF WE DON'T - WHO WILL?***

- ◆ Promote and publicize the FPA-PTSA as the premier financial planning professional organization.
- ◆ Give workshops and seminars to inform the public about the importance of financial planning.
- ◆ Present story pitches for local and national print media.
- ◆ Represent the FPA-PSTA on local and national TV.
- ◆ Work with the Pro Bono Committee to publicize the outreach program.
- ◆ Opportunity to brand yourself as an expert in financial planning.

**MUST BE CFP® CREDENTIALLED AND SUBMIT A MEDIA AGREEMENT.**

\_\_\_\_\_ Yes, I am interested in joining the PR Committee

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

Fax: \_\_\_\_\_

**To obtain the agreement please fax this form to 215-295-3652  
or e-mail to [ccstewart@comcast.net](mailto:ccstewart@comcast.net)**

**Thank you for your interest.**

**Pamela Townsend, CFP®  
Telephone: 215-869-5247  
Email: [pcht@comcast.net](mailto:pcht@comcast.net)**



THE FINANCIAL PLANNING ASSOCIATION

Philadelphia Tri-State Area

## Quarterly Dinner Meeting Registration Form

**Thursday, July 20, 2006**

**4:00PM to 7:00PM**

**Hibachi Restaurant**

**Located behind Dave & Buster's on the River - Park at Dave & Buster's**

**325 North Columbus Blvd., Pier 19**

**Penns Landing, Philadelphia, PA 19102**

**215-592-7100**

**4:00PM**

Cocktails, Heavy Hors d'oeuvres, & Networking

**5:00PM to 7:00PM**

***"Creating Financial Plans, Managing Portfolios, and Marketing"***

Andrew Gluck, Founder and CEO of Advisor Products, Inc., a marketing company serving 1,700 financial advisory firms.

Andy is also Editor At Large for *Financial Advisor Magazine*.

2 CFP CE Credits (Pending)

### Advance Registration

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

Company: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

FPA Member ..... @ \$50 \_\_\_\_\_

Student (Full-Time Students Only) @ \$20 \_\_\_\_\_

Non-Member..... @ \$80 \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Visa

Discover

MasterCard

AMEX

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

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

Make Checks Payable to: FPA Phila. Tri-State

Mail To: FPA Philadelphia Tri-State, Attn: Chris Stewart, P.O. Box 38, Fairless Hills,

PA 19030 or fax to our secure fax line at 215-295-3652. Call 215-295-0729 with any

questions. Cancellation Policy: 48 hours for refund. No-Shows will be billed.

FPA Philadelphia Tri-State Area is registered with the NASBA as a sponsor of CPE on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credits. Complaints regarding registered sponsors may be addressed to NASBA, 150 Fourth Ave., North, Nashville, TN 37219-2417. Web site: [www.nasba.org](http://www.nasba.org) Methods of presentation: Lecture and open discussion. Level of Learning: Overview, Advance Preparation: None. Prerequisite Knowledge and Experience: None. For additional information on administrative policies such as complaint and refund, please contact Chris Stewart at 215-295-0729.



Dynamic, independent, financial planning firm in Yardley, Pennsylvania is seeking exceptional individuals to fill two positions in our growing practice. The successful candidates would directly assist the Financial Advisors in all aspects of Comprehensive Financial Planning and Investment Management Services. The successful candidates will be exposed to all facets of the investment management business. There will be an opportunity and expectation to grow with the firm into various roles.

**1. Assistant Financial Planner:** We are looking for a CFP® or CFP candidate to develop and prepare comprehensive financial plans. Requirements:

- Bachelor's degree
- Good understanding of Microsoft Office (Word, Excel, Outlook)
- Solid working knowledge of all aspects of financial planning , including investments, income taxes, estate planning, and retirement planning, cash flow analysis and risk management.
- Experience with NaviPlan software is a plus

**2. Planner's Assistant:** A part-time position with flexible hours. We are looking for an individual to assist planners in a dynamic financial planning firm. Must enjoy working in a small business environment where you are involved in a wide variety of tasks and enjoy helping out the team. Qualifications:

- Good understanding of Microsoft Office (Word, Excel, Outlook); experience with some financial planning software is a plus
- Strong organizational skills
- Attention to Detail
- Curiosity about learning new technology and new software

**Please Send Resumes to:  
Prometheus Capital Management Corp.  
30 S. Main Street  
Yardley, PA 19067  
pcmcorp@comcast.net**

**DON'T BE LEFT OUT!**

**DO WE HAVE YOUR CORRECT EMAIL ADDRESS?  
PLEASE CHECK BY LOGGING ONTO OUR WEBSITE AT:  
WWW.FPAPHILLY.ORG**

**OR**

**EMAIL: DANIELLE.HALL@FPANET.ORG  
WITH YOUR CURRENT EMAIL ADDRESS.**

***WE DON'T WANT YOU TO MISS ANY IMPORTANT ANNOUNCEMENTS!***

# Public Awareness



## Financial Planning Awareness Week is October 2 - 9, 2006.

Plans to celebrate the week are being finalized. As in the past four years, the week will be announced through the bright display of the Philadelphia Crown

Lights high atop the PECO building. Proclamation requests have been requested from the governors of Pennsylvania, New Jersey, and Delaware. Resolutions declaring the week have also been requested from the Philadelphia City Council, and the Mayors of Philadelphia and Camden. Of course, national is working to get the week designated nationally.

We are also talking with representatives at the American College to investigate a joint venture and perhaps tying the event to a local charity.

### Our objectives for this year are:

- To make the public aware of the FPA-PTSA as the professional financial organization available to conduct workshops an seminars on all areas of financial planning.
- To endorse and promote the CFP® designation as the premier certification of professional financial advisors.
- To promote the importance of financial life planning for everyone.

- To promote financial literacy especially in schools, to provide children with tools needed to make sound financial decisions.
- To serve as a professional media resource for television, radio and print mediums.

You can help by becoming involved in this week's activities. Plan to give a talk at your child's school on the importance of saving. Go to a senior center and present a seminar on long-term care and retirement. If your expertise is in the area of education planning, you may want to seek out the local PTA. Libraries, churches, and clubs are also great sites to promote financial topics. The opportunities are endless and you'll be providing a great community service while promoting the FPA.

If you would like to be a part of our team, we invite you to join our talented team. Contact me today at 215-869-5247.

### New Members:

Welcome to Bill Love and William Mueller who have recently joined our team!

### In The News:

Bob Smith appeared recently on CN8's Money Matters and did a stellar job promoting the FPA. Bob has appeared on the show numerous times verifying that his professionalism and expertise has true value. Congratulations Bob!

Each week the committee submits great story pitch ideas to the media. The topics have been fantastic. Some of the recently submitted topics have been "Cashing Out Your 401(k)", "Becoming a Millionaire Before 21", "Does Your Stockbroker Really Work for You?", and Myths and Facts about Social Security. If you have a local paper that may have an interest in receiving our pitches, please contact me so I can add them to our list.

If you have recently received recognition for some activity or are planning a financial seminar or workshop event, please let me know so that we can share you achievements with the membership and the media.

### Web Site:

For an update on our calendar of events, or if you're looking for a study group or a new employee, check out our web site. The address is [www.fpaphilly.org](http://www.fpaphilly.org). The goal of the site is to serve as a link between the media and us and to introduce the public to the CFP® professional. Your thoughts and contributions are always welcome.

**Pamela Townsend, CFP®, CRPC®, CLTC**  
**Vice President, Public Awareness**  
**First Financial Group**  
**Two Bala Plaza, Suite 901**  
**Bala Cynwyd, PA 19004**  
**(215) 869-5247**  
**[pcht@comcast.net](mailto:pcht@comcast.net)**

## The Benefits of FPA-PTSA

### Membership Just Got Even Better!

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 2006

### Regular Advertising Rates

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

\* For more information about advertising, please contact 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 geo-

graphical 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

**Jenkintown  
Allentown**

**We are looking for Group  
Leaders for the Jenkintown  
Group and the Allentown Group  
If you are interested, please  
contact Joe Halpin at  
jphalpin@msn.com**

## FPA-FTSA STUDY GROUPS

### Main Line Group

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

### Center City, Philadelphia Area Group

Amira Adams or Richard J. Busillo, CFP®  
RTD Financial Advisors  
215-557-3800  
30 South 17th Street, Phila., Pa. 191033  
amira@rtdfinancial.com  
rbusillo@rtdfinancial.com

### South Jersey Group

Robert Hammond, CFP®  
Managing Principal  
Lincoln Financial  
1800 Chapel Ave. West  
Suite 200  
Cherry Hill, NJ 08002  
856-488-2860  
rmhammond@inc.com

### Delaware/West Chester Group

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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

### 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  
(4:30 PM - 6:30 PM)  
Location: call/email Larry

# EFFECTIVELY MANAGING CLIENT EXPECTATIONS AND CUSTOMER COMPLAINTS



*By Andrew Davitt, Esquire  
and Rachael Luken, Esquire*



In our law firm's Securities Practice Group's experience, we have encountered situations where financial planners, investment advisors and Registered Representatives become subject to customer complaints that might be unwarranted and which might have been easily prevented by the professional. It is not uncommon to learn through our investigation, that such complaints are being instigated by other professionals such as the client's lawyer, accountant, tax preparer or, most interestingly, competing planning and investment professionals that are your competitors.

A potential means of retaining clients and diffusing customer complaints is to reasonably manage client expectations. We have had many situations where someone in the industry has recommended a particular investment or advised a client that a product was a good investment based solely upon the prior performance of the particular investment vehicle. We have also handled situations where the professional provided the client with ideas, a/k/a "recommendations", as to specific investments (i.e. mutual funds, stocks), yet when the client complains about the recommendation's underperformance (and generally asserts a claim of unsuitability), the investment professional takes the position that the client made all the investment decisions. You, as the "professional", must understand that in giving a client a "recommendation" or opining that an investment seems reasonable for the client's portfolio, you are likely to be deemed to be "recommending" that particular investment. Hence, you should consider doing a "suitability" analysis and documenting your basis for such opinion (i.e....research, due diligence).

When you, as the professional, first come to learn that a client is dissatisfied, it is strongly suggested that you take the appropriate steps to promptly review the situation and consider how to best interact with the client as to the client's previously articulated goals, objectives and other relevant criteria. The best way of avoiding having to (1) pay legal fees, (2) deal with lawsuits, (3) regulatory

investigations and the like is for you to dedicate the time and the effort at the outset to attempt to extinguish and, hence resolve, any customer concerns or "complaints". Keep in mind that you do not have to necessarily do anything "wrong" to be the subject of a customer complaint, but the ramifications of having to deal with regulatory inquiries, arbitration, mediation or litigation if a customer problem is not addressed with, early on, can not only be very costly from emotional, economic and time standpoints, but can also tarnish your professional record and reputation.

Among the most important documents that you would need in order to attempt to defuse or defend against customer complaints (or regulatory investigations or inquiries by the CFP® Board of Standards) would be data intake materials which reflect what the client expressed, in the client's handwriting, as to issues including, but not limited to, his or her expectations, risk tolerance, investment experience, other holdings, net worth and income. This critical information, many times, can refute and diffuse complaints. Frequently, we often come across situations in defending professionals in your business where the professional does not have this relevant critical client information.

In summary, in this litigious society, your industry is in the crosshairs of the regulators as well as the plaintiffs' bar. You need to take the time (and dedicate the energy and resources) to properly documenting and maintaining your files, managing client expectations and keeping in touch with your clients on a regular basis. If you receive a customer complaint, do not "bury your head" or become insulted, rather, you need to confront and attempt to resolve the issues promptly and effectively.

*Andrew W. Davitt, P.O.C.C. is Chair of the Securities Practice Group within the law firm of Marshall, Dennehey, Warner, Coleman & Goggin based in Philadelphia, Pennsylvania. Andy's background includes*

*licensure as a Registered Representative, associated RIA and insurance agent. Andy is a past member of the Board of Directors of the Delaware Valley Society of FPA and currently serves as outside counsel to the Chapter. He and his team represent the interests of financial planners, RIAs, NASD Registered Representatives and broker-dealers as well as insurance agents and brokers. He can be reached via phone at 215-575-2679 or via email at [awdavitt@mdwvcg.com](mailto:awdavitt@mdwvcg.com).*

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*Celebrate what  
you've accomplished,  
but raise the bar a little  
higher each time you  
succeed.*

**Mia Hamm  
American  
soccer player,  
Olympic gold  
medalist**

# Education Report



Lots of kudos to 2006 Spring Symposium Chairs Burt Hutchinson and Paul LaViola, who, under the guidance of 2005 Symposium Chair, Mark Rioboli, worked tirelessly for months and produced one of our most successful annual meetings ever! Over 250 of

you came to a great day of education and networking. Remember, if you need handouts or outlines they're in the member's section of the chapter's website.

We also had another educational meeting thanks to the leadership of President John O'Brien. The event occurred at the SEI headquarters in Oaks, PA and included both leadership training which can be put to use in just about any context as well as a free cocktail reception followed by an approved One Hour CE presentation given by Ron Albahary of SEI Advisor Network. Thank you to all who participated in this special event.

And don't forget our July meeting, on the 20th at Hibachi Restaurant at Penn's Landing in Philadelphia. We'll enjoy cocktails and heavy hors d'oeuvres as we gaze out over the lazy Delaware River on a hot summer day and then adjourn to listen to an exciting and informative presentation by Andy Gluck. Andy is a well respected columnist and knows more about what's going on with technology and how to use it for successful marketing than just about anyone else in the industry. Watch your email for more details of this event.

Finally, Ty Agar is fast at work on the Fall Retreat scheduled for September 11th in Lansdale. If you would like to contribute to his sub-committee let him know via email: tyagar@wisdomwealthadvisors.com

Continued success,

**Jeffrey R Lauterbach**  
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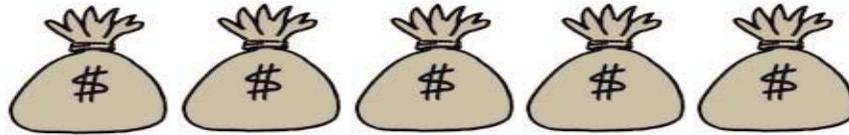
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# Use Your Resume To Help Negotiate a Higher Salary



Most job seekers believe that salary negotiation starts once they have an offer in hand, and nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

- A prospective employer’s first impression of you is created entirely by your resume.
- The employer’s first impression of you will assign a value and build a level of urgency for the employer to contact you before someone else does.
- First impressions are nearly impossible to change.

If your resume sells your skills short, then you can’t expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future.

There are three resume strategies for promoting high salary negotiation success:

## 1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase “results oriented,” but they fail to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percent-

age of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

## 2. Illustrate the breadth of your experience.

Notice the use of the word “breadth” rather than “length” of experience. Just because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on quality, not quantity.

There are two key ways to express breadth of experience:

- Industry knowledge  
Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.
- Transferable skills  
If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

## 3. Entice the reader to want to know more about you.

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you.

What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader’s interest and leave them saying,

“I’ve got to call this guy for an interview today!”

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

*Deborah Walker, CCMC  
Career Coach ~ Resume Writer  
Find more job-search tips and resume samples at: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)*

*Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it.*

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Go straight to the head of the class if you're the first with three referrals to join between May 1 and July 31, 2006, and win an FPA Retreat 2006 Conference Recordings CD, a \$499 value.

The period between May 1 and July 31, 2006, is the first flight of six between now and the end of May 2007. With each flight there is a prize for the member who recruits the most new members, as well as a prize for the person who is first with three referrals that join. Prizes include electronics and FPA products. And of course, the grand prize across all six flights for the member who refers the most new members – a trip to the City of Lights in September 2007.

Chapters win as well. Chapters with winning members as well as high levels of Member-Get-a-Member activity will be recognized at FPA Leadership Conference in 2006 and 2007. Stay tuned for special chapter awards for Member-Get-a-Member efforts.



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