

FPA.
FINANCIAL PLANNING ASSOCIATION
OF CENTRAL OHIO

The Heart of Financial Planning™

2010 CONTINUING EDUCATION SYMPOSIUM

A Day in the Life of a Financial Planner

September 14, 2010
Quest Conference Center
8405 Pulsar Place
Columbus, Ohio 43240



FPA of Central Ohio • 4010 Executive Park Drive, Suite 100, Cincinnati, Ohio 45241
Telephone: (877) 688-8807 • Facsimile: (513) 563-9746 • Email: admin@fpacentralohio.org
www.fpacentralohio.org

KEYNOTE SPEAKERS



E Gordon Gee, among the most highly experienced and respected university presidents in the nation, returned to The Ohio State University after having served as Chancellor of Vanderbilt University for seven years. Prior to his tenure at Vanderbilt, he was president of Brown University (1998-2000), The Ohio State University (1990-97), the University of Colorado (1985-90), and West Virginia University (1981-85).

Born in Vernal, Utah, Gee graduated from the University of Utah with an honors degree in history and earned his J.D. and Ed.D degrees from Columbia University. He clerked under Chief Justice David T. Lewis of the U.S. 10th Circuit Court of Appeals before being named a judicial fellow and staff assistant to the U.S. Supreme Court, where he worked for Chief Justice Warren Burger on administrative and legal problems of the Court and federal judiciary. Gee returned to Utah as an associate professor and associate dean in the J. Reuben Clark Law School at Brigham Young University, eventually achieving the rank of full professor. In 1979 he was named dean of the West Virginia University Law School, and in 1981 was appointed to that university's presidency.

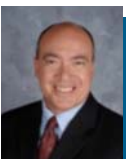
Active in a number of national professional and service organizations, Gee served as a Trustee for the Harry S. Truman Scholarship Foundation and as chairman of the Kellogg Commission on the Future of State and Land Grant Universities. He is a member of the National Commission on Writing for America's Families, Schools, and Colleges, founded by the College Board to improve the teaching and learning of writing. He also serves as co-chair of the Association of Public and Land-Grant Universities' Energy Advisory Committee.

Gee is a member of the Board of Governors of the National Hospice Foundation, the Advisory Board of the Christopher Isherwood Foundation, and the Board of Trustees of the Christopher Columbus Fellowship Foundation, an independent Federal government agency established to "encourage and support research, study and labor designed to produce new discoveries in all fields of endeavor for the benefit of mankind." He also is a member of the Business-Higher Education Forum.

Gee has received a number of honorary degrees, awards, and recognitions. He was a Mellon Fellow for the Aspen Institute for Humanistic Studies and a W.K. Kellogg Fellow. In 1994, he received the Distinguished Alumnus Award from the University of Utah as well as from Teachers College of Columbia University. He is the co-author of eight books and the author of numerous papers and articles on law and education.



Bryan Jordan, CFA is the Chief Economist and Director of Financial Markets Analysis at Nationwide Insurance. He produces Nationwide's U.S. economic and interest rate forecast, as well as the firm's global growth and currency estimates, and he authors both a weekly economic commentary and quarterly economic newsletter. Prior to joining Nationwide in February 2005, Bryan served as an economist at Banc One Investment Advisors, where he was the honored recipient of the Henry J. Reese Memorial Award in 2001. He has been quoted in several media outlets, including The Wall Street Journal, The New York Times, Investor's Business Daily, Reuters, The Dow Jones Newswire, and The Associated Press and his research has appeared in Barron's and Blue Chip Financial Forecasts. He holds degrees in Economics and Political Science from Miami University and has earned the Chartered Financial Analyst designation. Bryan currently serves as the Chairman of the Ohio Council on Economic Education and is a member of the CFA Institute, the CFA Society of Columbus, the Ohio Governor's Council of Economic Advisors, the National Association for Business Economics, the Bloomberg monthly economic forecasting panel, and Mensa.



Patrick Kuhse became an expert on ethics the hard way - by taking part in his own criminal acts and suffering the consequences. Patrick utilizes his 20+ years of experience as a financial planner, stockbroker, entrepreneur, international fugitive and federal inmate to uniquely translate common critical thinking errors into our everyday personal and professional ethical challenges and dilemmas. He takes his audiences with him as he describes his descent down the "slippery slope" of unethical behavior, his critical thinking errors, his gradual lapse into unprofessional ethics and the "greed is good" philosophy he encountered. Patrick's dynamic presentations have entertained, enlightened and inspired countless audiences.

BREAKOUT SPEAKERS



Michael Avery is President and Chief Investment Officer of Waddell & Reed Financial, Inc., a national asset management and distribution company headquartered in Overland Park, Kansas. Mr. Avery also serves as Executive Vice President and Chief Investment Officer of Waddell & Reed Investment Management Company and Ivy Investment Management Company.

Mr. Avery joined Waddell & Reed in 1981 as an investment analyst following the healthcare industry. In June 1986, he was appointed Vice President of Investor Relations of Torchmark Corporation in Birmingham, Alabama. He rejoined Waddell & Reed in August 1987 as Director of Investment Research. In 1994, he assumed portfolio manager responsibilities. In 1997, he was appointed co-portfolio manager of the Waddell & Reed Advisors Asset Strategy Fund, Ivy Funds VIP Asset Strategy (formerly W&R Target Funds Asset Strategy Portfolio), and Ivy Asset Strategy Fund. Mr. Avery was named CIO of Waddell & Reed in 2005. He was named portfolio manager with the inception of the Ivy Managed International Opportunities Fund and Ivy Managed European/Pacific Fund in April 2007, and of the Pathfinder Portfolios in March 2008. Mr. Avery was named President of WDR in January 2010.

Mr. Avery graduated in 1978 from the University of Missouri/St. Louis with a BS in business administration. He earned an MBA with an emphasis in finance from Saint Louis University in 1981. From 1978 to 1981 he was an equity analyst for Mercantile Trust Company in St. Louis, Missouri.



Ric Dillon, CFA, Department: Portfolio Management, Chief Investment Officer & Corporate CEO
Diamond Hill Investments

Co-Portfolio Manager:
Long-Short Strategy

- Education

- Chartered Financial Analyst (CFA), 1982
- MBA, University of Dayton
- MA, The Ohio State University
- BS, The Ohio State University

- Experience

- 2000-Present: Diamond Hill Investments
- 1986-2000: Portfolio Manager, Loomis, Sayles & Company and Dillon Capital Management

1977-1986: Portfolio Manager, Winters Bank and Parker, Carlson & Johnson; Analyst, Ohio Public Employee Retirement System (PERS) of Ohio.



Daniel C. Finley is the President and Co-Founder of Advisor Solutions, Inc.—the Premier Financial Advisors Business Consulting and Coaching Service dedicated to helping Advisors Build a Better Business.

His 16-year successful brokerage career which began in 1993 includes 13 years as a successful financial advisor, as well as over 3,000 plus hours of individual and group coaching sessions coaching financial advisors since 2004. His financial advisory and coaching experience includes all three major channels of distribution: wirehouse, bank and independent. He has personally experienced and coached successful strategies in all types of business environments so he truly understands the financial advisory business. He holds licenses with the NASD, (Series 7, 63, 65) life, health and annuity.

He is the author of the book, *The Rookies Survival Guide: A Financial Advisor's Guide to Building a Better Business*. He is the creator of the S.M.A.R.T. Start Group Coaching Program which stands for (systematically managing activities requires training). He is currently finishing his second book, *101 Advisor Solutions: Advisor Success Stories to Educate, Motivate and Inspire*. He is a frequently asked to speak at branch offices and national conferences. His individual coaching and group coaching client list include advisors from A.G. Edwards, Ameriprise Financial, LPL Financial Services, Smith Barney, UBS, Morgan Stanley, H. & R. Block Financial Advisors, Wachovia, Wells Fargo Investments, Bank of America, Edward Jones as well as independent firms.



Kathleen Gaffney, CFA Vice President, Portfolio Manager Loomis, Sayles & Company, L.P.

Ms. Gaffney is Vice President of Loomis, Sayles & Company and Portfolio Manager for the Loomis Sayles fixed-income group. In addition to working as co-portfolio manager for the firm's flagship Loomis Sayles Bond Fund, she also manages a variety of mutual fund and institutional strategies. These include the Fixed-Income, High Income Opportunities, Institutional High Income, Investment Grade Bond, Investment Grade Fixed-Income and Strategic Income Funds, Multisector Full Discretion, Core Plus Full Discretion, High Yield Conservative and High Yield Full Discretion strategies. Ms. Gaffney started her investment career in 1984 when she joined Loomis Sayles as a fixed-income and equity trader for the Boston Counseling Group.

Ms. Gaffney received her BA from the University of Massachusetts.



Michael Kass, Portfolio Manager Baron International Growth Fund

Michael graduated from Tulane University, *summa cum laude* with a BA in Economics in 1987. He began his career in 1987 as an analyst in corporate finance at Bear, Stearns & Co. Inc., and from 1989-1993 was an associate in investment banking at Lazard Freres. Michael spent the next ten years in equity investment management at ING Furman Selz, and was named a senior managing director and portfolio manager in 1996. From 1996-2003, Michael co-managed the Furman Selz Large Cap Growth portfolios, and beginning in 1998, he co-founded the Artemis Funds, a long-short strategy with a similar discipline as Large Cap Growth. In 2003, Michael formed Artemis Advisors, LLC to acquire the Artemis Funds from ING Furman Selz. Michael joined Baron in 2007 to develop an international growth strategy and in 2008 became Portfolio Manager of [Baron International Growth Fund](#).



Kenneth Zahn, Financial Experience

With investment experience spanning over 50 years, financial planning experience spanning over 30 years, and preparing individuals to take the CFP® Certification Examination spanning almost 25 years.

Mr. Zahn has been a Licensed Life/Health agent since 1975. He was a Licensed Property and Casualty agent from 1981 to 2001.

Mr. Zahn Purchased stock for himself, Merrill Lynch Chicago 1957. He traded stock and options since 1957. He went public with a small company (Florida Reg A) in 1969.

Mr. Zahn started teaching income tax module in 1985.

He consulted with many companies after RISA was passed in 1974. He sold defined benefit, money purchase and other retirement plans 1975.

He presented many estate plans prior to 1981 when the only exclusion was \$250,000. Since 1981, mainly worked with wealthy individuals doing custom estate planning.

Prior to the CFP® Certification Examination, taught the basic courses for the College for Financial Planning in Denver (1985-2004). Since the CFP® Certification Examination, Ken continues to instruct the six individual education courses and the "live review" for the examination (2005 to present). Ken has been an adjunct professor for Tallahassee Community College, University of Central Florida, and St. Petersburg College.

Approximately 9,000 students have attend Ken's Live Review classes and passed the CFP® Certification Exam Continuing Education Ken conducts a variety of live continuing education classes which are approved by various states for insurance, the CFP Board, and the Board of Accounting since 1989.

These courses are filed individually (the Financial Planning Institute) or through FPA national and local chapters, in addition to private company courses.

SCHEDULE AT A GLANCE

The Financial Planning Association of Central Ohio is honored to continue our mission to serve and inspire those who deliver, support and need financial planning by offering to financial planners a full day of continuing education with outstanding speakers and programs!

Please read the program information below and register online at www.fpacentralohio.org. Be sure to take advantage of the early bird savings and register by August 16th!

Tuesday, September 14, 2010

6:45 am – 7:30 am	Registration and Continental Breakfast
7:30 am – 7:45 am	Opening Remarks – Jamie Menges, FPA of Central Ohio President
7:45 am – 9:00 am	It's the Economy – Bryan Jordan, Nationwide Insurance
9:00 am – 9:30 am	Developing the Millennial Talent - President Gordon Gee, The Ohio State University
9:30 am – 9:45 am	Break
9:45 am – 10:45 am	Breakout Sessions Breakout 1: The Lost Art of Financial Planning – Ken Zahn Breakout 2: Designing Your Business Purpose – Dan Finley Breakout 3: Know Your Retirement Plans – Andy Larson, Columbia Funds
10:45 am – 11:45 am	Mutual Fund Panel I – moderated by Robert S. Keidan CFP®, PDS Planning, Inc. Panelist 1: Kathleen Gaffney, Loomis Sayles Bond Fund Panelist 2: Mike Avery, Ivy Asset Strategy Funds
11:45 am – 1:00 pm	Lunch
1:00 pm – 2:00 pm	Mutual Funds Panel II – moderated by Robert A. Cochran, CFP®, PDS Planning, Inc. Panelist 1: Ric Dillon, Diamond Hill Funds Panelist 2: Michael Kass, Baron Funds
2:00 pm – 3:00 pm	Breakout Sessions Breakout 1: Protecting Your Client's Assets – Ken Zahn Breakout 2: Building A Better Business – Dan Finley Breakout 3: Know Your Retirement Plans – Andy Larson, Columbia Funds
3:00 pm – 3:15 pm	Break
3:15 pm – 5:00 pm	Prominence to Prison: Why Smart People Do Dumb Things – Patrick Kuhse
5:00 pm – 5:15 pm	Closing Remarks – Jamie Menges, FPA of Central Ohio President

REGISTRATION INFORMATION

REGISTER EARLY AND SAVE BIG! EARLY BIRD REGISTRATION DEADLINE IS AUGUST 16th !

FPA Members: \$175 Early Bird / \$225 after Aug. 16th

Non Members: \$200 Early Bird / \$250 after Aug. 16th

Membership

Not a member of FPA of Central Ohio? Join our chapter and receive a discount on the chapters seat licence and enjoy the remainder of the 2010 and 2011 Central Ohio Programs! Go to www.fpanet.org to join!

Join within 30 days of attending the symposium and receive a 50% discount on the seat licence!

Join within 60 days of attending the symposium and receive a 25% discount on the seat licence!

HOTEL INFORMATION

Wingate by Wyndham Columbus / Polaris

8505 Pulsar Place

Columbus, Ohio 43240

(614) 884-5888

\$91.00 if you mention that you are attending a conference at Quest Conference Center.

Best Western Franklin Park Suites - Polaris

2045 Polaris Parkway

Columbus, Ohio 43240-2000

(614) 396-5100

\$89.00 if you mention that you are attending a conference at Quest Conference Center.

Fairfield Inn & Suites by Marriott® Columbus Polaris

9000 Worthington Road

Columbus, Ohio 43082

(614) 568-0770

\$109.00 if you mention that you are attending a conference at Quest Conference Center.



QUESTIONS



Please contact: Lauren Estnes, FPA of Central Ohio, Chapter Executive , at (877) 688-8807 or admin@fpacentralohio.org

Up to 25 Continuing Education Credits Available!



Members who bring a qualified non-member guest Will receive a \$10.00 gas card!

THANK YOU TO OUR SPONSORS!



ARTISAN FUNDS

Investment Management Practiced with Intelligence and Discipline is an Art[®]



charles SCHWAB

ADVISOR SERVICES



William Blair & Company[®]



Nationwide[®]



Lord Abbott

U.S. Global Investments



THE COLUMBUS FOUNDATION