

# Financial Planning Forum Member Newsletter

October 2006

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## Directors & Officers

Todd Flesner, President  
Brad Elman, Vice President  
Carolyn Battaini, Secretary  
Karin Swanson, Treasurer  
Ken Kaye, Past President  
Krista Conover  
Veronica Dostal  
Bruce Hamilton  
Austin Lemoine

**Register For  
October 24  
Meeting  
On-Line**

**(Click Here)**

## President's Message



**October's** meeting promises to be extra special. In addition to having a talented speaker with a compelling message, every member in attendance will receive a complimentary copy of the author's book. There's no additional cost or up-charge for the meeting and you won't need to stand in line at Kepler's or Border's nor wait for the postal carrier to deliver from Amazon.com. You can read more about our presenter in the profile on the following page.

A special **THANKS** is due to Bernstein Global Wealth Management and Forum member Neil O'Keefe for hosting the September meeting. The reception, sponsored through their generosity provided a welcoming atmosphere to connect with fellow Forum members prior to an exceptional presentation.

The annual fall membership drive is underway. Now is the time to submit your registration or renewal. To ensure production of the Member Directory in a timely manner a cut off date of **October 27** has been set. Your registration and payment must be in by this date for inclusion in the hard copy of the directory.

The Board has set a goal of 120 members for this year, a 12% growth over last year. You can help us to reach this milestone by inviting colleagues and business associates to join the premier networking and educational organization for finance related professionals on the peninsula.

Electronic registration is available for membership and the October 24 meeting on-line. [Membership \(click here\)](#) [October 24 Meeting \(click here\)](#)

## Membership

### Have You Renewed Your Membership ?

The Financial Planning Forum is a membership organization that is supported through your annual dues. The fee charged for each meeting covers only the cost of your meal, with NO overhead built in to the cost. It's through payment of your dues that the Forum covers it's expenses for the website, newsletter production and distribution, member directory and Paypal transaction fees.

**[Register by October 27](#)**  
**[to be listed in the Member Directory](#)**

## 2006-2007 Program

**September 26, 2006**

Daniel Egan, Bernstein Global  
Wealth Management  
"Capital Markets Update"

**October 24, 2006**

Carmine Gallo, Author  
'Simple Secrets of the World's  
Greatest Business  
Communicators"

**December 5, 2006**

Jeanne Smith, Author/Speaker  
And one more thing before I  
go ... Practical insights and  
solutions to help you and your  
clients get your affairs in  
order."

**January 23, 2007**

Sam Harding, Retirement  
Administration  
"Find Out What You Missed in  
06"  
Retirement Plans and New  
Options for Roth Conversion

**February 27, 2007**

Russell Hancock,  
Joint Venture Silicon Valley  
"Valley Economic Conditions"

**March 27, 2007**

Dick Gould, Stanford  
University  
" Business Building Through  
Relationship Building"

**April 24, 2007**

John King, Alhouse-King  
Realty  
"Mid-Peninsula Residential  
and Commercial Real Estate"

**May 22, 2007**

TBA

### Meeting Location

Stanford Park Hotel  
5:30 PM - No Host Reception  
6:00 PM - Dinner  
7:00 PM Program

## This Month's Program

### Carmine Gallo

#### *Ten Simple Secrets of the World's Greatest Communicators*

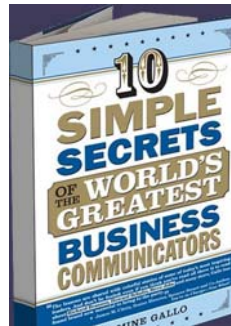


Carmine Gallo is the communications coach for the world's most admired brands including Intel, SanDisk, The Home Depot and many others. Gallo writes the communications column for Business Week Online and is a former Emmy award-winning journalist for CNN, CBS, CNET, Paul Allen's TechTV and Fox.

Carmine will highlight contents from his book, "*10 Simple Secrets of the World's Greatest Business Communicators*", which features more than two dozen first-person interviews, stories, profiles and techniques of some of the most charismatic, inspiring and persuasive leaders of our time. He'll share practical advice and examples on:

- How to get people to care about your message.
- How to tell a business story that's clear, concise and compelling.
- How to make an emotional connection with your audience and captivate them in the first few seconds.
- How to talk, walk and look like a leader.
- How to grab more customers, boost sales, and successfully articulate the vision behind your service, product, company or cause.

**All attendees at the October 24 meeting will receive a complimentary copy of Carmine's book:  
"Ten Simple Secrets of the World's Greatest Communicators."**



### On - Line Registration Now Available

You can now register and pay for Financial Planning Forum membership and events on-line. Simply click on the links below and follow the directions on the website.

#### Financial Planning Forum Membership (click here)

Your payments can be made using a credit card or a bank account.

The web site registration page will take you directly to the Pay Pal site for payment. Simply enter the information for desired form of payment and you're done!

We are hopeful that this will facilitate making it quick and easy to make reservations for this and future Forum events.

**If you would like to mail or fax in your registration** please make your check payable to the Financial Planning Forum using the form below.

Financial Planning Forum, C/O Karin Swanson, CPA, 2600 El Camino Real, Suite 600, Palo Alto, CA 94306

Call 650.842.0330



- FPF Factoid -  
September's meeting was the 1<sup>st</sup> FPF meeting to allow on-line registration. Fully 2/3<sup>rd</sup>'s of the [registrations](#) were submitted electronically.

### Mail/Fax Meeting Registration Form October 24, 2006

*Registration deadline is 5:00 PM October 19, 2006 \* Late Fee = \$10.00*

Member Name: \_\_\_\_\_ (\$42) \_\_\_\_\_

Guest Name: \_\_\_\_\_ (\$52) \_\_\_\_\_

Guest Name: \_\_\_\_\_ (\$52) \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Meal Choice: \_\_\_\_\_ Meat or \_\_\_\_\_ Vegetarian

Please make your check payable to the Financial Planning Forum and mail to:

Financial Planning Forum  
% Karin Swanson, CPA  
2600 El Camino Real, Suite 600  
Palo Alto, CA 94306

Questions: Call Karin @ (650) 842-0330

Fax: (650) 852-9912

## Honor Roll of Sustaining Members

(as of 10/4/06)

- Holly Wong Agbayani
- Carolyn Battaini
- Rich Chambers
- Krista Conover
- Janet Craig
- John Rowden Davis
- Brad Elman
- Todd Flesner
- Cheryl Howell
- Judy Johnson
- Ken Kaye
- Stephen Lewis
- Carol Lillbridge
- Neil O'Keefe
- Jeffrey Ostrum
- Jennifer Rowe
- Brian Shetler
- Ilse Silis
- Jeanne Smith
- Karin Swanson
- Jeffrey Yoakum
- Your Name Here

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*As bonus for joining as a Sustaining Member you can have an expanded profile statement in the directory .*

## Sustaining Membership

A Sustaining Member is an individual that demonstrates their commitment to the work of the Financial Planning Forum. Sustaining Members help to underwrite operating expenses for special events, speaker honorariums, and additional activities not covered fully by membership dues.

Be listed among the honor roll of Sustaining Members. Upgrade to sustaining when completing your registration for the coming year.

Benefits of becoming a Sustaining Member include:

- Acknowledgement in monthly newsletter.
- Directory listing with expanded profile.
- Add your photo to your directory listing on the web site.
- Special acknowledgement in annual directory.
- Recognition as a leading supporter of the Financial Planning Forum.
- Special designation on website.
- Fame and fortune. While we can't promise either, the Forum greatly appreciates your demonstrated commitment and support of the premier networking and educational organization for finance related professionals on the Peninsula.

The support of Sustaining Members is enabling the Forum to provide additional tangible benefits to all members in the coming year.

- Complimentary copy of Carmine Gallo's book **"Ten Simple Secrets of the World's Greatest Communicators"** for those in attendance at the October 24, 2006 meeting.
- Complimentary copy of Jennie Smith's **"Exit Strategies: A Plan and A Place For Your Estate Information™"** software program for those in attendance at the December 5 2006 meeting.

## September Recap

Special **THANKS** are due to Bernstein Global Wealth Management and Forum member Neil O'Keefe for generously sponsoring the annual reception at our September kickoff meeting.

The reception, on a lovely fall evening, provided a welcoming atmosphere to reconnect with fellow Forum members, and presaged an exceptional presentation by Daniel Egan of Bernstein Investment Research.

Mr. Egan delivered a stimulating and informative talk on Bernstein's view of the capital markets, domestic and international – emphasizing among other noteworthy points, that growth stocks, which have lagged since the dot.com collapse, might now be viewed as value stocks.

Between the charts and graphs there was also mention of specific companies that warrant keeping an eye on. While there were no claims of hot stock tips, plenty of information was presented that anyone in attendance could easily apply to their practice.

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*"What were once considered growth stocks might now be viewed as value stocks"*

## Member News

This space is designated for our members to share important information and announcements with the rest of the Financial Planning Forum. Send an email to [alcap@pacbell.net](mailto:alcap@pacbell.net) to submit your information, article, or announcement for inclusion in the next issue. [Submit your news or announcement](#)

\*\*\*\*\*

FPF member and immediate past president **Ken Kaye** just completed a major remodel of his office suite. Nearly 80% of the suite was gutted to the walls and completely reconfigured. In addition to creating a much brighter and more open environment, Ken's conference room has been moved from the rear of the suite (where it had no windows), to the front, and now includes a window wall.

In addition, Ken has been able to create an additional private office with its own secretarial area, which is available for rent to an attorney, accountant, or financial services professional who may be looking for a modern office in a congenial atmosphere in Los Altos.

"I'm glad to be back in my office," says Ken. "It's like being in a brand new office, with all the excitement that brings, but in the same location I've been in for 20 years."

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On the national scene Brad Elman, CLU was the keynote speaker at the NAIFA meeting held in Boston in September. The National Association of Insurance and Financial Advisors protects and promotes the critical role of insurance in a sound financial plan and the essential role provided by professional agents and advisors.

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The Milpitas Post newspaper just released its annual "Best Of" edition. Current FPF President **Todd Flesner**, a resident of the Milpitas area, was named in the categories of Best Mortgage Broker & Best Business Person.

## Submit Your Member News

[Submit your news or announcement](#)

## Financial Planning Forum

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PHONE:  
(650) 842-0330

FAX:  
(650) 852-9912

E-MAIL:  
info@financialplanningforum.org

### 2006 - 2007 Meeting Dates

Sept. 26, 2006  
Oct. 24, 2006  
Dec. 5, 2006  
Jan. 23, 2007  
Feb. 27, 2007  
Mar. 27, 2007  
April 24, 2007  
May 22, 2007

**We're on the Web!**

See us at:

[www.financialplanningforum.org](http://www.financialplanningforum.org)

### *About Our Organization...*

The Financial Planning Forum, Inc. was founded in 1972 by a group of attorneys, accountants, financial planners, and life insurance professionals who recognized the mutual advantage of exchanging ideas and of networking with others who shared their interests in rendering quality services to their clients. The principal purpose of the organization is fostering professional growth through learning experiences and interaction.

### Calendar and Activities

**The Forum meets monthly, in September and October and from December through May.**

- Each meeting includes a time for networking, dinner, and a featured presentation on a topic of current interest.
- Program formats include a mix of local and nationally recognized speakers, and seminars and panel discussions.
- Program topics include specific, technical discussions about recent financial, legal, tax and investment developments; and topics of more general interest, such as economic forecasts and demographic trends and implications.
- Monthly newsletter, occasional social gatherings, and a Web site. The Web site includes a membership directory where members can list and describe their businesses.

### FINANCIAL PLANNING FORUM

2600 El Camino Real  
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Palo Alto, CA 94306

