CHAPTER CHAT

Society of FSP
Financial Service Professionals

The Newsletter of the Omaha Chapter of the Society of Financial Service Professionals • January 2007

SFSP Jan. 18 Luncheon

"EndowNebraska – Nebraska's New Income Tax Credit for Charitable Gifts"

Join us for lunch on Thursday, Jan. 18, for an explanation of the technical details of Nebraska's new Income Tax Credit for qualifying charitable gifts. This program will review some actual case studies covering the application of these qualifying gifts. The presentation promises to help you provide an even higher level of service to your clients by helping them accomplish their specific charitable goals and objectives through implementation of the proper charitable gift plan.

Our guest speaker will be Jim Gustafson, Gift Planning Director for the Nebraska Community Foundation. Jim specializes in helping donors achieve their charitable objectives while working with professional advisors. Currently, he oversees the Nebraska Community Foundation's planned giving programs and projects initiated for the benefit of its 171 affiliated funds serving 162 Nebraska communities in 66 counties. Jim has guided the growth of the Foundation's expectancies from $5.1 million in 2001 to over $16.2 million today.

For the past 28 years, Jim has worked in various areas of financial planning. Jim's entire professional life has been in the financial planning field, including serving as an agent, trainer and supervisor with the Massachusetts Mutual Life Insurance Company in Lincoln, Nebraska and on the planned giving staffs of the University of Nebraska Foundation and The Salvation Army.

Jim consults and lectures on various topics related to charitable gift planning and fundraising. Since 2001, Jim has led over 35 workshops attended by over 600 financial advisors throughout the state of Nebraska. In 2005, he was one of the featured speakers at the National Conference on Planned Giving.

Special Program
Thursday, Jan. 18, 2007

Program Topic:
EndowNebraska – Nebraska's New Income Tax Credit for Charitable Gifts

Speaker:
Jim Gustafson,
Nebraska Community Foundation

Happy Hollow Country Club
1701 S. 105 St.

11:30 a.m. to 1 p.m.

COST:
FREE for SFSP Members
$10 for Prospective Members
(Payable at the Door)

ADVANCE REGISTRATION APPRECIATED!

SEE THE REGISTRATION FORM FOR MORE INFORMATION!

Society of FSP
Financial Service Professionals

Feb. 22 VTC

"Long Term Care and the Business Marketplace"

Mark your calendar and plan to attend the next Video Training Conference, set for Thursday, Feb. 22 at Happy Hollow Country Club from 8 to 10 a.m.

A panel of experts will address long-term care planning for the business owner and executive as part of a client's total estate and business planning process. Through case studies and examples, the panel will ex-

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Confirmation of Attendance Form

To confirm your attendance, please advise us no later than 5 p.m. on Tuesday, Jan. 16
You can confirm your attendance via one of the following ways:

__ Complete this form and fax it to Omaha SFSP at 397-0283 (no cover page necessary)

__ Mail to: Omaha SFSP at P.O. Box 24133 • Omaha, NE 68124

__ Call the Omaha SFSP/Creative Association Management office at 397-0280.
Simply leave a voicemail message if no one is available to take your call.

__ Send an e-mail to the Omaha SFSP office at *sfsp@cam-omaha.com*

YES! I plan to attend the Omaha SFSP Luncheon on Thursday, Jan. 18!

YOUR NAME ____________________

GUEST NAME(S) ____________________

COMPANY ____________________

YOUR RSVP IN ADVANCE IS APPRECIATED!

President's Message

From First Vice President Mark Lyons, J.D., CLU, ChFC, CEBS, MSFS

As some of you may have heard, our chapter President, Dave DeBoer, recently had surgery to replace a missing piece of vertebrae in his neck. During the operation, doctors discovered a mass growing on Dave's thyroid gland, which will require another operation in January. However, there is very good news — the prognosis is for a 100% recovery without chemotherapy or radiation treatment. I know that all of you join me in wishing Dave a speedy recovery. If you would like to drop him a note, his address is 10304 Huntington Avenue, Omaha, NE 68122.

Dave has assured me he is not going to let a little thing like neck surgery and cancer keep him from his important chapter duties. In fact, he wanted everyone to know that he has been reviewing upcoming VTC videos for technical correctness during his recovery period. And speaking of Video Training Conferences, we had a great one in November! The program was entitled "The Great Debate: Life Settlements" and was hosted by industry commentator Richard Weber of The Ethical Edge, Inc. The panel had a lively and entertaining discussion on the positive and negative aspects of the life settlement industry. I think everyone would agree this is just the type of quality program we have come to expect from the Society.

As a reminder, the DVDs from these training conferences are available for loan, so if you would like to borrow one to show at an office staff meeting or to share with our partners in the allied professions, such as lawyers, accountants, or trust officers, please consider doing so. It's important to put on display the quality people and programs associated with our organization.

As Dave mentioned in the last newsletter, our Chapter's goal is to have each member attend at least one Chapter event during the 2006-2007 year. Please help us achieve this goal. If you haven't been to a Chapter event, or you know someone who has not been to a Chapter event, make plans to attend or encourage others to attend. We have some fantastic programs coming up. January kicks off with a Chapter luncheon on the 18th at Happy Hollow Country Club. The program, "EndowNebraska — Nebraska's New Income Tax Credit for Charitable Gifts," will be presented by Jim Gustafson, Gift Planning Director for the Nebraska Community Foundation.

In February, there will be a Video Training Conference on "Long-Term Care and the Business Marketplace." In March, it's our annual Professional Development Day and New Designee Recognition. At this year's Professional Day, we will recognize those who have served as President of the Omaha Chapter in years past. This will be a "can't miss" event! More information will be available as the date approaches.

As the Membership Chair, I can't let this opportunity go by without talking about membership. This year we set a very high (but achievable) membership goal. During the first half of the Chapter year, we have focused on retention of our members from the previous year, and the second half will focus on acquiring new members. At this point, we are very near to achieving our retention goal, and we also have five brand-new members. But, I need your help. If you have not renewed your membership, please do so. If you know someone who has not yet renewed their membership, encourage them to do so. Do you know someone who would benefit from membership? Invite them to a breakfast or lunch program and let them see the benefits for themselves. Do you know someone taking American College courses? We have associate memberships available. Do you work with lawyers, CPAs, and trust officers? Talk to them about membership. Do you have wholesalers visiting your office? Are they FSP members? They should be. Anyone we do business with should adhere to the same ethical standards as we do.

As one year ends and a new one begins, many people take the opportunity to reflect on the past year and consider all for which they are thankful. We all know that 2006 was quite a year around the world — the wars in Iraq and Afghanistan, the violence between Israel and Hezbollah and Hamas, the ongoing humanitarian crisis in Darfur, Sudan, and the tensions between the United States and Iran and North Korea. We realize we are very fortunate to live in the United States and to have the opportunities we have.

Personally, I'm thankful for my family and friends, my career in an industry that serves the public in such a meaningful way, and for being a part of an organization that values integrity and wisdom. It is my sincerest wish that all of you have a great 2007.

Thank you so much for your continued support of our organization.

Feb. 22 VTC

"Long-Term Care and the Business Marketplace"

Continued From Page 1
amine current law and taxation rules about long-term care insurance, including changes in the Pension Protection Act of 2006. The ethical implications of product recommendations without sufficient adviser training or knowledge will also be addressed.

Upon completion, you will be able to understand:
- If self-funding for Long-Term Care makes sense for some clients.
- The relevance of Section 419 and VEBA plans for long-term care insurance
- How the Pension Protection Act of 2006 may affect premium payments for long-term care insurance
- The latest trends in long-term care insurance product development
- When to seek expert help

Who should attend? Financial planners, insurance producers, investment advisers, retirement counselors, and estate planners.

Educational Level: Intermediate

This program will provide two hours of continuing education credits, pending approvals. Watch your mail and e-mail for registration information coming soon!

Society of FSP Offers Free 60-Day Online Membership

Qualified professionals now have the opportunity to "test drive" membership in the Society of Financial Service Professionals (FSP). A free 60-day trial membership is now available, during which qualified professionals can access a wealth of online resources and tools designed to build business and advance professional growth.

Society of FSP research consistently shows that credentialed professionals who are aware of the benefits of Society membership generally join. The trial membership program provides potential members with a powerful tool to experience firsthand the many benefits of membership.

During the 60-day trial period, qualified professionals have free access to all of the online benefits, resources, and tools of membership in the Society of FSP, including:

- **Online Research.** A powerful keyword search capability makes it possible to pinpoint relevant information in an extensive library of financial service publications and articles, including the *Journal of Financial Service Professionals* and newsletters devoted to nine different areas of professional interest.
- **Online Discussion Groups.** Monitor any of nine Professional Interest Section email discussion groups to see what top professionals are talking about. The trial membership also includes access to archives, with keyword search capability to help members and prospective members find information on past discussion topics.
- **Education 24/7.** The free trial membership includes the opportunity to view one of the FSP's many archived educational web casts.

Qualifying credentials for Regular membership are: EA, CEBS®, CFA®, CFP®, ChFC®, CLF®, CLU®, CPA, CPC, CTFA, JD (licensed), MSFS, MSM, REBC® or RHU®.

Professionals working towards any of the above credentials qualify for Associate membership and are eligible for the free trial.

If you are interested in this program, please point your web browser to *www.financialpro.org* and click on the Free Trial Membership button, or call the FSP's customer service department at (800) 392-6900.

Miss a VTC? Check It Out From Our Library!

Here's Another Great New Service Provided by the Omaha Society of FSP!

The Omaha Chapter is now compiling a library of past video training conference (VTC) programs on DVD that members and other entities can check out for viewing on their own time.

The DVDs are available for individual viewing — or can be used for a company meeting by CPA firms, law firms, insurance agencies, investment firms, and other entities.

Rental fees are $25 for SFSP members and $50 for nonmembers, with a $50 refundable deposit fee (if the VTC is returned within 30 days).

For more information, contact Chapter Executive Joe Pittman at 397-0280 or via e-mail at *sfsp@cam-omaha.com.*

MEMBERSHIP APPLICATION

Society of FSP™ Financial Service Professionals

Please check applicable box: ❒ Regular ❒ Associate

HQ USE

I hereby apply for membership in the Society of Financial Service Professionals and the ______________________ Chapter.

Name ______ Designations/Degrees ______

Nickname ______

Firm/Agency ______ Primary Company Affiliation ______

Mailing Address ______

City, State, Zip+4 ______

Bus. Phone ______ Fax ______ E-Mail Address ______

Referring Member's Name (if applicable) ______

I agree to be governed by the Bylaws of the Society and the Chapter and conform to the Code of Professional Responsibility of the Society of Financial Service Professionals.

Signature of Applicant ______ Date ______

Please complete this application and forward with payment to:

Creative Association Management
P.O. Box 24133
Omaha, NE 68124

VISA, MasterCard, or AMEX payments may fax application to 610-527-1499.

For more information on the Society's member benefits, visit www.financialpro.org

1) NATIONAL DUES: In January only, dues are 33% off
Regular $ ~~212~~ $142 Associate $ ~~106~~ $71 $ ______

2) CHAPTER DUES: Regular $ ~~128~~ $85.80 Associate $ ~~84~~ $56.30 $ ______

3) SECTION(S): (Membership is a prerequisite to join a Section.)

Rates — Initial Section FREE; $30 for each additional Section.

Sections — Please indicate which Section(s) you would like to join:

- ❒ Business & Compensation Planning
- ❒ Employee Benefits
- ❒ Estate Planning
- ❒ Financial Planning
- ❒ Leadership & Management
- ❒ Life, Health & Disability
- ❒ Multiple Risk Management
- ❒ Qualified Plans
- ❒ Retirement Counseling (Default Section)

SECTIONS DUES TOTAL $ ______

4) TOTAL DUES $ ______

❒ Enclosed is my check for $ ______ made payable to the Society of Financial Service Professionals.

❒ Charge: ❒ MasterCard ❒ VISA ❒ AMEX for $ ______

Credit Card # ______ Exp. Date ______

Signature ______

Bank Draft available. Call Customer Service at 1-800-927-2427 for details.

Dues payments are normally deductible as an ordinary and necessary business expense. However, to the extent dues are used to lobby on your behalf, no deduction will be available. If necessary, you will be notified of this amount. Gifts to the Society are not deductible as charitable contributions for income tax purposes.

MA-6/04

Please complete the MEMBERSHIP PROFILE information below.

Society of FSP™ Financial Service Professionals

All Society members are asked to please take the time to complete the Membership Profile Information below. The data you supply us with here allows us to better understand your professional needs so we can create programs and products to help you achieve your goals.

MEMBERSHIP PROFILE INFORMATION

1. Practice/Specialty Areas (CIRCLE ALL THAT APPLY):

- 8B Business Planning & Compensation
- 8E Employee Benefits/ Group Insurance
- 8P Qualified Plans/ERISA
- 8F Estate Planning
- 8H Financial Planning
- 8E Multiple Risk Management
- 8Q Individual Insurance (life, health disability)
- 8R Retirement Planning/Counseling
- 7A Office/Agency Management & Training
- 7B Eldercare Planning/Counseling
- 7C Long-Term Care
- 7D Trust Services
- 7E Casualty and Property Insurance
- 7F Tax/Audit
- 7G Investment Adviser
- 7H Security Sales and Marketing

2. Product/Service Provided (CIRCLE ALL THAT APPLY):

- 8D Disability Insurance
- 8G Executive Compensation
- 8I Group Insurance
- 8J Health Insurance
- 8M Life Insurance - Property/Casualty
- 8O Mutual Funds
- 8S Securities
- 8T Income Tax Planning
- 9A Annuities
- 9B Asset Allocation/Management
- 9C Business Insurance
- 9D Buy/Sell Agreements
- 9E Charitable Planning
- 9F Deferred Compensation
- 9G General Insurance Planning
- 9H Long-Term Care
- 9I Qualified Plans/ Nonqualified Pension
- 9J Split Dollar Insurance
- 9K Succession Planning
- 9L Trusts
- 9M Variable Life Insurance
- 9N Universal Life Insurance
- 9Z Other (specify) ______

Omaha Chapter Membership Update

WELCOME to the following new members who recently joined the Society of FSP:

Dewey Meyer	Mutual of Omaha
Kevin Pearce	Mutual of Omaha
Jeff Wilson	Mutual of Omaha

THANK YOU to the following members who recently renewed their memberships:

Name	*Company*
Jeff Allen	Allstate
Antoinette Bac	Mutual of Omaha
Dave DeBoer	Mutual of Omaha
Keith Deras	Williams-Deras & Assoc.
T. Jay DiBacco	Ohio National
Lew Doane	Doane Associates
Bernie Duhaime	AXA Advisors
John Emery	UNIFI Companies
Tim Freed, Sr.	Mutual of Omaha
Tom Fridrich	Mutual of Omaha
Larry Gardner	Pacific Life
Lou Harrison	Northwestern Mutual
Mary Herriott	SilverStone Group
Rod Jewell	Foundations Financial Group
Gordon Keator	SilverStone Group
Shirley Keen	SilverStone Group
Mike Kozlik	Harris Kuhn Law Firm
Ron Lee	Mutual of Omaha
Lizanne Lefler	SilverStone Group
Brian McGuire	Sequoia Wealth Partners
Nancy Milledge	SilverStone Group
Todd Morris	Midwest Capital
Bob Murphy	Physicians Mutual
Ron Niederhaus	State Farm
Peter Ogaard	Mutual of Omaha
Evan Olson	Wealth Management Partners
Dale Percival	Financial Visions
Patrice Pirsch	Jefferson Pilot
Dick Raasch	Raasch Financial
Gary Raetz	Benchmark Financial Group
Chris Sawyer	United Life
Sol Schwartz	United Life
Jeff Sharp	SilverStone Group
John Sutton	SilverStone Group
Tom Von Riesen	SilverStone Group
Mark Weber	SilverStone Group
Donna Zach	SilverStone Group
Mark Zagurski	Mutual of Omaha

Now is a great time for new members to join. You can join online at *www.financialpro.org,* or contact Chapter Executive Joe Pittman at 397-0280 or via e-mail at *sfsp@cam-omaha.com* to request a membership application.

Enrolled Actuaries, Certified Pension Consultants Can Now Join FSP

The Society of Financial Service Professionals (FSP) has expanded its membership eligibility criteria to include two additional designations: Enrolled Actuaries (EA) and Certified Pension Consultants (CPC). Professionals with these credentials can now take advantage of the many educational, networking, and ethics programs offered by FSP.

According to Rich Lindsay, CLU, ChFC, RFC, AEP, president of the Society of FSP, the decision to add these designations was based upon the recommendations of a task force formed to evaluate credentials in the pension and actuarial fields.

"As the premier multidisciplinary organization in the financial services arena, we're continually seeking to add value for our members," he said. "By expanding our eligibility criteria, we create new opportunities for our members to create profitable professional alliances with their fellow members."

Five criteria were used to evaluate designations within the pension and actuarial fields:

1. The designation or degree must be awarded by a credible institution or examining body as a designation or degree. The Enrolled Actuary credential is awarded by the Joint Board for the Enrollment of Actuaries (Department of Labor and Treasury Department); the Certified Pension Consultant is awarded by the American Society of Pension Professionals and Actuaries (ASPPA).
2. The credential is awarded after successful completion of an examination or series of examinations designed to measure mastery of a body of knowledge.
3. Attainment of the credential should be subject to a minimum experience requirement appropriate to the field of expertise.
4. The individual earning the credential should have a continuing commitment to advanced education.
5. Earning the credential should require adherence to a professional Code of Ethics.

Individuals holding the EA and CPC designations are now eligible for regular membership. Individuals pursuing these designations are eligible for associate membership.

For more information on FSP membership, visit *www.financialpro.org* or call, toll-free, (800) 392-6900.

Calendar of Events

Please note the following dates on your calendar and plan to attend!

Jan. 18
Chapter Luncheon
11:30 a.m. – 1 p.m.
Happy Hollow Country Club

Feb. 22
Video Training Conference
8 – 10 a.m.
Happy Hollow Country Club
"Long-Term Care and the Business Marketplace"

March 22
Professional Development Day and New Designee Recognition
10 a.m. – 2 p.m.
Location TBA
Case Study with Panel – 3 hrs CE

April 26
Insurance Ethics Seminar
8 – 11 a.m.
Speaker and location TBA

May 17
Video Training Conference
8 – 11 a.m.
Happy Hollow Country Club
"Annuity Strategies in Financial Planning"

Society of FSP™
Financial Service Professionals

Board meetings are generally held the first Wednesday of every month, 7:30 – 8:30 a.m. at Chastain-Otis Insurance, 9394 W. Dodge Rd., Suite 150.

CHAPTER CHAT

Society of FSP™

Financial Service Professionals

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Omaha, NE 68124

RETURN SERVICE REQUESTED

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Visit *www.financialpro.org* — your link to society events, current information, educational programs, and much, much more.

For information on local chapter news and events, log on to *www.sfsp.net/omaha.*