WIFS Women in Insurance and Financial Services

WOMEN IN INSURANCE AND FINANCIAL SERVICES • MARCH / APRIL 2005

MISSION: TO SUPPORT, ENCOURAGE, AND ADVANCE THE SUCCESS OF WOMEN IN THE FINANCIAL SERVICES INDUSTRY.

Issue Highlights

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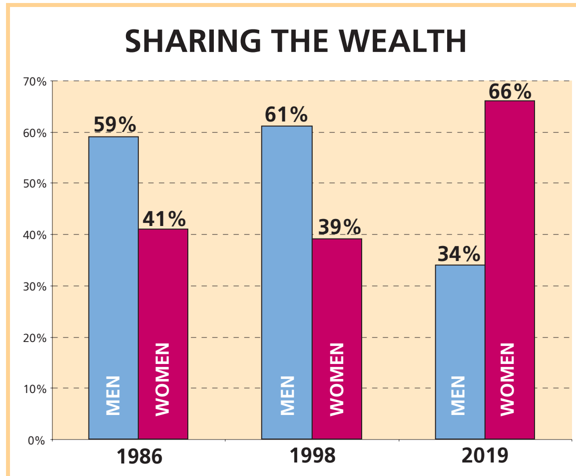
WIDE OPEN OPPORTUNITIES... Women, Top Wealth Holders

Aldo Svaldi, Denver Post Staff Writer



Women are laying claim to a greater share of the country's upper income bracket and will control a greater share of the nation's wealth over the coming years.

Of the 6.5 million individuals in the U.S. with $625,000 or more in assets in 1998, 39 percent were women, according to the Internal Revenue Service.

By 2019, women are expected to represent two out of every three of those "top wealth holders" – adjusted for inflation – in the United States, according to Horsesmouth, a New York-based consultant to financial advisors.

Some of that increase will come as baby boomers (born between 1946 and 1964) move into retirement and die. Boomer widows, by simply outliving their husbands, will get the final say over the next three decades on a huge block of accumulated wealth that some estimates put at $42 trillion and higher.

Also, more women are starting their own businesses or are marrying later in late, after having established careers and acquiring assets. They are already in the driver's seat.

The shift has huge implications for the financial services industry.

The old stereotype of men not seeking directions while driving often applies when it comes to figuring out a financial road map, advisers contend. Studies show that the traditional brokerage industry – with its focus on transactions, commissions and high staff turnover – doesn't appeal to many women. They favor a more relational, long-term approach, one where they are involved and told how decisions fit within a larger plan.

But an equal partnership is something that many women don't feel the traditional brokerage industry is offering, studies show.

"It is like a woman going into an auto dealership," said Teri Mangham, a real estate broker with Prestige Real Estate Group. Mangham said she sought out a female advisor after a male financial advisor in Texas kept ignoring her wishes not to buy more stock. "Some men are willing to accept a business relationship where they don't quite trust the guy, but still do business with them. Women will not tolerate that at all."

WIFS Messages

PRESIDENT'S MESSAGE

Wide Open Opportunities... All Within Reach

Diane Dixon, CLU

"Wide Open Opportunities" is the theme of our 2005 National Conference (see page 6). And indeed, both personally and as an organization, we have "wide open opportunities" within our reach.

Thanks to our Corporate Partnerships (see page 7), WIFS is offering several programs and coaching opportunities that have the potential "in a big way" to support, encourage and advance our success. Of course, it is up to us to reach out and take advantage of them. And we hope you will.

Our organization membership base is growing. This growth gives us opportunities to increase and expand our sphere of friends and colleagues to support, encourage and advance our success. Of course, it is up to us to reach out to these relationships. And we hope you will.

Our national committees are focused on the **five key strategies** that help keep us on track and give plenty of opportunity to get involved and expand our leadership skills. If you are a member, regardless of tenure, and interested in working with WIFS on a national level, the opportunity is wide open. Of course, it is up to you to reach out.

As stated in the article on page 1, we certainly have wide open opportunities in the marketplace to develop relationships with people who will soon dominate the wealth in this country. These individuals need our help, and most of the time they have no idea how much they need us. Of course, it is up to us to reach out to them.

Wide open opportunities... indeed!

WIFS Women in Insurance and Financial Services

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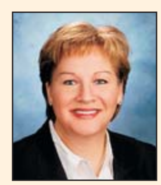

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WIFS Programs

Masterminds Teleconferences

Cornelia Philipson, CSA, LUTCF *– Program Chair*

PROGRAM SUMMARY

Masterminds are teleconference workshops designed to help you develop and maintain your professional skills. Topics range from keeping up with new technology to the fundamentals of client relationships.

REGISTRATION

FREE for WIFS members. $25 per call for guests or prospective members. All callers pay for the long distance call. **You do need to register.** **Click here to register for Masterminds.**

March 15, 2005 • Noon - 1:30 p.m. EST • Transamerica presents:
Janet M. Elie, Vice President National Accounts-Transamerica

“Special Financial Planning Needs of Women Caregivers”
Solutions to include estate planning, LTC insurance, DI and life insurance

Many women today not only work to help provide for their immediate family, but have the added challenge of being the caretaker for an elderly or disabled relative as well. Join us to learn about the special financial needs of these extraordinary women. The discussion will include solutions such as estate planning, long-term care insurance, disability and life insurance. These solutions can help caretakers maintain their financial health while ensuring that everyone who depends on them is provided for as well.

About Janet M. Elie

As Vice President of National Accounts for Transamerica Insurance & Investment Group, Janet M. Elie is responsible for the relationship initiative, brand growth and sales development of life insurance and fixed annuities within the financial services industry. Clients include the management within the broker/dealer community, career insurance companies and accounting firms.

April 19, 2005 • Noon - 1:30 p.m. EST
Jenny Crain, Performance Consulting

“Time for Spring Cleaning! Creating Clarity in Your Practice through Client Segmentation”

The beauty of the financial services industry is the ability to work with those whom you wish! We’ll ask and answer the following questions:

- Are you spending enough time with your top clients?
- How many clients can you effectively manage?
- What are the characteristics of your ideal client?
- How do you “touch” them differently than your average client?
- Have you defined your minimally acceptable client?
- Do you REALLY know who your clients are?
- Are you maximizing the potential of your client base through cross-selling?

We’ll discuss strategies to organize your clients and determine with whom you need to be spending more time!

About Jenny Crain

Jenny comes from over ten years of working in the financial services industry. She founded Performance Consulting in 2002 after seven years with Northwestern Mutual’s home office. Jenny has successfully coached over 100 financial representatives, as well as other professionals in the financial services industry.

WIFS Programs

Book Summary Club

Sabine Robinson, CLU

PROGRAM SUMMARY

No time to read the latest business books? Just pick up the phone for one hour per month and get detailed summaries of the top business books. You don't even have to buy the book to participate!

REGISTRATION

FREE for WIFS members. $25 per call for guests or prospective members. All callers pay for the long distance call. **You do need to register.** **Click here to register for Book Summary Club.**

March 24 (Noon EST)
"Discover Your Sales Strengths"
by Benson Smith and Tony Rutigliano

May 19 & June 16 (Noon EST)
"Storyselling for Financial Advisors"
by Scott West and Mitch Anthony

August 18 & September 22 (Noon EST)
"Values-Based Financial Planning"
by Bill Bachrach

November 17 & December 15 (Noon EST)
"The Power of Full Engagement"
by Jim Loehr

WIFS Coaching

PROGRAM SUMMARY

Some of our WIFS members provide individual and group coaching. Most of these coaching services are offered to other WIFS members at a discounted rate. Experienced coaches lead each session/class. After these sessions, you will walk away armed with new tools and techniques that you can implement.

MORE INFORMATION

Click here for details and contact information.

Teleclasses... Coming in April 2005

PROGRAM SUMMARY

WIFS Professional Development Committee with the support of our Platinum Level Sponsors presents ***"The Sales Success Series"*** brought to you by **Deb Schmidt** of The Loyalty Leader. Deb will cover "Building Client Loyalty", figuring out "What's Your WOW", help you "Sell More Through Networking", understand your "Behavioral Style Selling" and teach you skills for "Negotiating For All You're Worth".

MORE INFORMATION

This is only open to WIFS members, limited to 25 participants. Check out the website **www.w-wifs.org** under **Programs/Teleclasses** for details.

Thursday, April 14
Friday, April 22
Wednesday, May 25
Friday, June 3
Thursday, June 30
Friday, July 8
Thursday, September 29
Friday, October 7
Thursday, November 10
Friday, November 18

All Teleclasses 12:30 - 1:30 p.m. EST

WIFS Women in Insurance and Financial Services

WIFS Programs

Mentoring

MDRT MENTORING FOR WIFS MEMBERS!

If you are a WIFS member and want to take your practice to the next level by way of Million Dollar Round Table (MDRT) qualification, **click on this link to learn more** about how you can participate in this program.

VOLUNTEER TO BECOME A MDRT MENTOR FOR WIFS MEMBERS

Any qualifying MDRT member can become a MDRT mentor. WIFS encourages all MDRT qualifying members to consider becoming a mentor to another WIFS colleague striving to reach the MDRT level of production. Truly, this opportunity to give not only serves the mentoree, but many times gives the mentor new enthusiasm and an even more productive year.

MORE INFORMATION

Details of how to become a mentor can be found on the MDRT website, search word "mentor". This is a great way for WIFS to advance its mission of support, encouragement, and advancement to women in the insurance and financial industries. Please consider this opportunity if you are a qualifying MDRT member!

Mark Your Calendars

MARCH

3/13/05 - 3/16/05
GAMA/LAMP Conference
Atlanta, GA

3/15/05
Masterminds Teleconference
Janet Elie, VP National Accounts-Transamerica
"Special Financial Planning Needs of Women Caregivers"
Noon-1:30 pm EST (see page 3)

3/24/05
Book Summary Club
"Discover Your Sales Strengths"
Noon EST (see page 4)

APRIL

4/19/05
Masterminds Teleconference
Jenny Crain, Performance Consulting
"Time for Spring Cleaning! Creating Clarity in Your Practice Through Client Segmentation"
Noon-1:30 pm EST (see page 3)

4/26/05
Chapter-to-Chapter Teleconference
2:00 pm EST

4/27/05 - 5/1/05
WIFS Board Retreat in Canyon Lake
San Antonio, TX (see page 6)

MAY

5/17/05
Masterminds Teleconference
Sabine Robinson, CLU – "Moving Forward While Standing Still"
Noon-1:30 pm EST

5/19/05
Book Summary Club
"Storyselling for Financial Advisors"
Noon EST (see page 4)

JUNE

6/16/05
Book Summary Club
"Storyselling for Financial Advisors"
Noon EST (see page 4)

6/21/05
Masterminds Teleconference
Candi Kaplan
Employee Benefits/Qualified Plans
Noon-1:30 pm EST

6/26/05 - 6/29/05
MDRT National Conference
New Orleans, LA

JULY

7/19/05
Masterminds Teleconference
Robin Weingast, President,
Robin S. Weingast & Associates, Inc.
"Marketing & Closing the Largest Product Sales through Retirement Plans"
Noon-1:30 pm EST

7/26/05
Chapter-to-Chapter Teleconference
2:00 pm EST

AUGUST

8/16/05
Masterminds Teleconference
Bill Treasurer, Giant Leap Consulting
"Taking YOUR Business to New Heights!"
Noon-1:30 pm EST

8/18/05
Book Summary Club
"Values-Based Financial Planning"
Noon EST (see page 4)

SEPTEMBER

9/10/05 - 9/14/05
NAIFA National Conference
Baltimore, MD

9/20/05
Masterminds Teleconference
Vicky Madden, Alliance Financial Group – "Disability – You are the Difference" How to add DI to your product offerings
Noon-1:30 pm EST

9/22/05
Book Summary Club
"Values-Based Financial Planning"
Noon EST (see page 4)

OCTOBER

10/20/05 - 10/23/05
WIFS National Conference
Colorado Springs, CO

NOVEMBER

11/15/05
Masterminds Teleconference
Laurie Lega, Hoopis Financial Group of Northwestern Mutual Financial Network

WIFS Women in Insurance and Financial Services

WIFS Events

WIFS National Conference

Don't miss out this year.

WIDE OPEN OPPORTUNITIES

October 20th - 23rd
Cheyenne Mountain Resort
Colorado Springs, Colorado

This conference epitomizes our mission to support, encourage and advance the success of women in the financial services industry. The four-day event will include networking, motivation, top tier speakers, relaxation and rejuvenation.

Click here for National Conference details and tentative agenda.

WIFS Board Retreat

April 27 - May 1
Canyon Lake
San Antonio, Texas

Each year the WIFS Board of Directors meets for a strategic planning session and retreat. The Board will be meeting on the 28th, but then the retreat is open to all WIFS members, especially for those who are interested in future national office.

Click here for WIFS Retreat details.

WIFS Women in Insurance and Financial Services

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RNA
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...for women and those they care about℠

WIFS Membership

Local Chapters

Hopefully, you have seen the updated WIFS website. Two areas that are under construction are the Local Chapter information and Reporting for Local Chapters. These will be released by April 15th.

Local Chapters and Contacts include:

Alaska
Thresia Raynor – 907-277-9947, tthresia.raynor@examone.com

California
San Francisco Bay
Tonia Mathison – 925-979-2367, tmathison@finsvcs.com

Colorado
Rocky Mountain
Tricia Murray – triciamurray@msn.com

Florida
Gold Coast
Danielle Diaz – 954-354-1169, dxdiaz@lnc.com

South Florida
Anne Lopez – 954-983-3800
annelopez@compassionatehomecare.com

Tampa Bay
Debbie Johnson – debjohnson@mindspring.com

Georgia
Atlanta
Ellen Springer – espringer@springerfinancial.com

Kansas
Stephanie Connor – 816-519-5533, sconnor@kc.rr.com

New Jersey
Linda Kubit – 732-591-0406, lkubit@optonline.com

Ohio
Sherry Sicking – sherry.sicking@prudential.com

Texas
Dallas
Anne Reed – 214-265-1442, areed@farmersagent.com

Alamo/San Antonio
Cheri Koester – 210-617-8573

An update on new chapter in Albany, New York: "Start Spreadin' the News..."

by Kathleen Godfrey

Just had to let you know – it looks like a NY chapter is going to happen! I met with nine women for lunch today, and EVERYONE is excited to get a local WIFS chapter off the ground. So far, we've got two bankers (a branch manager and a commercial lender), a recruiter for Met Life, two CFPs, two independent insurance agents, a general agency owner for Principal Life, and myself. We are meeting again on 3/23. Everyone agreed to bring at least one more woman, and everyone is planning to join WIFS by our next meeting. The excitement is growing!

Local Chapter Websites

Finally, take a look at Gold Coast's local website www.successfulwifs.com which will be linked to the National website. This is the best way to link your local. Please email any local website information to **wifsmanagement@aol.com** for your local site inclusion.

WIFS Membership

This photo is titled 'Gathering of Power'. Join WIFS and gather the power of other individuals dedicated to our mission.

How to Join!

Complete and return the application below or ***click here to join online.***

M E M B E R S H I P   A P P L I C A T I O N

Individual Membership

Membership Dues:
(payable in U.S. dollars) $ 150

Local Chapter Dues:
(Please check affiliate)
plus $ _____

Total $ _____
(payable in U.S. dollars)

Local Chapter	Dues
❑ Alamo City Chapter, San Antonio, TX	$25
❑ Alaska Chapter, Anchorage, AK	$25
❑ Atlanta Chapter, Atlanta, GA	$35
❑ Cincinnati Chapter, Cincinnati, OH	$45
❑ Colorado Chapter, Denver, CO	$100
❑ Dallas Chapter, Dallas, TX	$30
❑ Gold Coast Chapter, Boca Raton, FL	$50
❑ Greater Kansas City Chapter, KS/MO	$50
❑ New Jersey Chapter, Northern NJ	$25
❑ N. California Chapter, Sacramento, CA	$25
❑ South Florida Chapter, Miami, FL	$25
❑ Tampa Bay Chapter, Tampa, FL	$25
❑ Member At-Large (national only / no local chapter available)	$150

_______________________________ / /
Name (First, M.I., Last, Designations) Birthdate

____
Company

____
Preferred Address ❑ Home ❑ Business

____
City, State, Zip

_______________ _______________ _______________
Business Phone Home Phone Fax

____
Preferred Email Address

____
Area of Expertise or Specialty

Method of Payment

Payments to WIFS are not deductible as charitable contributions for federal income tax purposes. They may be deductible under other provisions of the Internal Revenue Code. No portion of your dues payment is attributable to lobbying expenditures.

PLEASE RETURN FORM AND PAYMENT TO:
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6748 WAUCONDA DRIVE, LARKSPUR, CO 80118
OR JOIN ONLINE AT WWW.W-WIFS.ORG

❑ Check/Money Order (Payable to WIFS in U.S. Dollars)

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