

FPA CHAPTER MEETING - TUESDAY, JULY 20, 2010!

Time: 5:30 - 6:00 PM—Registration and Networking ♦ 6:00 - 8:00 PM—Dinner & Presentations

Location: Hurricane 100 Room, UM's BankUnited Center, 1245 Dauer Drive, Coral Gables

Cost: *In Advance:* Members: \$45; Non-Members: \$55 / *At the Door:* Members: \$55; Non-Members: \$70

THE SOCIAL MEDIA REVOLUTION IN THE FINANCIAL SERVICES INDUSTRY

Presented by Melissa Raskin

In changing times, financial service professionals have had to open up to using new marketing techniques in order to raise awareness of their existence and communicate the benefits of their services to a new audience. This session will educate professionals on social media tools and services currently available, and in compliance with the Financial Industry Regulatory Authority (FINRA), used for continued education and creating consumer awareness.

HOW TO PROTECT YOUR CASH AND OBTAIN RESIDENTIAL MORTGAGE FINANCING IN TODAY'S BANKING CLIMATE

Presented by Jay Pelham, CFP®

The economic condition we have been experiencing in recent times, now known in many circles as "The Great Recession," has had a significant impact on all financial markets and the U.S. banking system. Due to the impact on financial markets, many "safe" cash alternatives have disappeared and some new ones have been developed. Banks have been criticized by the regulatory bodies for lending too much and equally criticized by the public for not lending enough. Recent scandals such as Madoff and others have reinforced the responsibility of board members on ensuring the safety of funds for charities. Today's financial planner needs to be well informed on how to evaluate and recommend the appropriate financial institution and vehicle for cash instruments. Additionally, today's borrower needs proper guidance on which refinance or purchase transactions are viable in today's banking environment. This presentation will cover how to evaluate a bank's financial condition; different alternatives for cash deposits; and educate attendees on the residential mortgage financing in today's market. (CE credit pending.)

To register, please forward payment by credit card or check by 5:00 PM, Friday, July 16, 2010

Fax form below with credit card information to: 305-470-7487

OR

Mail form below with check to: FPA of Miami-Dade, P.O. Box 560982, Miami, FL 33256-0982

Payment must be received prior to meeting or guaranteed with a credit card.

Cancellations received 48 hours prior to the meeting will receive a full refund. "No-shows" will be invoiced.

Please charge my MasterCard Visa Amex or I will send a check (must be received by 7/16/10)

Credit Card # _____ Exp. Date _____ Amount _____ *(Members: \$45; Non-Members: \$55)*

Name _____

Company _____

Company Address, City, State, Zip _____

Credit Card Billing Address, City, State, Zip (if different from above) _____

Phone _____ Fax _____

CFP Board ID # _____ Member _____ Non-Member _____

E-mail _____

By my signature below, I hereby authorize FPA of Miami-Dade to debit my credit card for the total amount. I have read and understand the cancellation/refund policy of this registration agreement.

Date _____ Signature _____

Questions? Call 786-390-7655 or e-mail: info@FPAMiamiDade.org