

# Business

Barry Jensen editor/591-2300

Thursday, January 2, 1988 O&amp;E

(D1D)

## Financial planning is never-ending process

By Sid Mittra  
special writer

finances and you

**Sid  
Mittra**

Through this column I would like to share with my readers a unique experiment which began in the fall of 1985. In September, Oakland University introduced a Certificate Program in Personal Financial Planning to prepare qualified individuals for a career as a professional personal financial planner. It has been my pleasure to be the academic director of the new program and guide its development.

Our experiences thus far have been extremely positive. We are emphasizing that personal financial planning is an on-going process and the importance of that process. The professional planner is a key factor in the process. The planner takes a variety of other professional resources to develop information and offer alternative courses of action for clients to consider.

WE ARE preparing people for the real-world. The program uniquely combines conceptual and theoretical knowledge in financial services with practical approaches to serving clients' financial planning needs. Case studies are used in each course to allow students to apply what they are learning. Final take-home examinations are comprehensive and quite time consuming but they serve as a useful tool to bring all the materials together and help students realize the scope of the financial planner.

The ten-course curriculum offers much more than simply preparation for the Certified Financial Planner (CFP) national examinations. Qualified instructors bring a wealth of real-world experience to the classroom as an integral part of the pedagogy. Special seminars provide program enrollees with a unique opportunity to interact with leading professionals in the field.

Access to sit for the CFP examinations is being expanded. In the past, ac-

cess required enrollment in the CFP Professional Education Program offered by the College for Financial Planning in Denver. Beginning in September 1986, individuals who meet specific criteria will be able to sit for the CFP examinations without enrolling in the College for Financial Planning educational program.

The criteria will include those persons who are enrolled in personal financial planning programs through an educational institution whose curriculum has been approved by the International Board of Standards and Practices for Certified Financial Planners. The IBCFP has been established to test and certify candidates for the CFP designation. I am honored to have been asked to serve on the five-person Board of Examiners of the IBCFP. Oakland University will be submitting its certificate program for review by the IBCFP early in 1988.

TO PROVIDE additional help to anyone who plans to sit for the CFP examinations, we will be offering special one-day review sessions just prior to the Sept. 13, 1988, examination date.

Courses offered are: Survey of Personal Financial Planning, Risk Management, Investments, and Income Taxes. Individuals who wish to enroll in a particular course but not in the certificate program may do so on a space-available basis.

Enrollment is now open for the eve-

ning courses that will begin the week of Jan. 20 on the campus in Rochester and in downtown Detroit. Advance registration is required. To request a brochure detailing the certificate program, call Continuing Education, 370-3120, weekdays, 8 a.m. to 8 p.m.

Sid Mittra is academic director of the Certificate Program in Personal Financial Planning at Oakland University and President, Coordinated Financial Planning Inc.

### datebook

- GMAT MATH**  
Thursday, Jan. 2 — Optional Graduate Management Admissions Test math refresher course 6:30-10:30 p.m. in Rochester. Fee: \$35. Information: 370-3120. Sponsor: Oakland University Division of Continuing Education.
- IRA, INVESTMENT FAIR**  
Saturday-Sunday, Jan. 4-5 — IRA, Investment and Tax Shelter Products Fair open from 9 a.m. to 5 p.m. in Southfield. Seminars on IRAs, GNAMs, real estate limited partnerships, tax shelters, precious metals, commodities, etc. Tickets: \$5 by Dec. 27. Information: 358-1181.
- GMAT WORKSHOP**  
Saturday, Jan. 4-18 — Graduate Management Admissions Test preparation workshops from 9 a.m. to 4 p.m. in Rochester. Fee: \$125. Information: 370-3120. Sponsor: Oakland University Division of Continuing Education.
- BUILDERS ASSOCIATION**  
Monday, Jan. 6 — Builders Association of Southeastern Michigan meets at 9 a.m. in Southfield. Information: 569-0644.
- ENROLLED AGENTS**  
Tuesday, Jan. 7 — The National Association of Enrolled Agents will meet.

Information: Beverly J. Polmanteer, 589-2105.

**ACCOUNTING ASSISTANTS**  
Tuesday, Jan. 7 — Free job opportunity seminar on accounting assistant career begins at 7:30 p.m. in Rochester. Information: 370-3120. Sponsor: Oakland University division of continuing education.

**MEDICAL BILLING**  
Wednesday, Jan. 8 — "Making the Systems Work for You" seminar offered from 9 a.m. to 4 p.m. in Southfield. Fee: \$86. Information: 553-3344. Sponsor: PASS Seminars.

**PLANNING SOCIETY**  
Wednesday, Jan. 8 — The Planning Forum of Detroit meets at 6 p.m. Information: Thomas T. Wheeler, 354-9050.

Information for this column should be sent to the business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft Road, Livonia 48150. Information must be received by Monday to be published in the following Thursday issue. Publication cannot be guaranteed. Information should contain a daytime telephone number where information can be verified.

### business people

The following persons have been named to the Michigan District Export Council. They are: Edward A. Massara, partner in Arthur Andersen & Co.; David J. Denning, director of sales and marketing at Bental Rotary Systems Inc.; Johann B. Wendt, first vice president of Comerica Bank of Detroit; Mariano Pallares, president and owner of International Translating Bureau Inc.; David E. Reichard, vice president of machine tool marketing at Ex-Cell-O Corp.; and Raymond R. Rlesgo.

Kate Abramson and Claudia L. Fabiano have joined the management training program at Ross Roy Inc., advertising agency. Abramson and Fabiano have been named assistant media buyers. Abramson is a graduate of Michigan State University. Fabiano is a graduate from the University of Notre Dame.

David Steinberg has been named general counsel at Inacom Computer Centers Inc. Steinberg is responsible for providing legal advice, establishing new procedures and programs for franchisees, and coordinating and monitoring all national franchise-related activities.

Submit information on new employees, promotions and retirements to business editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. Please include city of residence.

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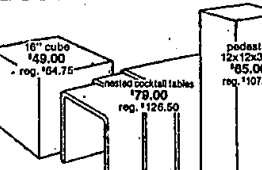
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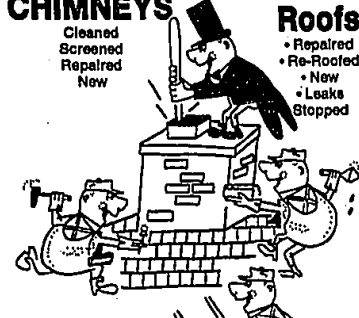
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