

## MORE THAN MONEY



SID MITTRA, PH.D.

## Look for 7 C's when picking a planner

Editor's note: This is the first of a two-part series on picking a financial planner.

In this column the "Seven C's" of searching for a financial planner are discussed, all of which represent the basis for judging a professional financial planner.

### C1 - Credentials

Although a graduate degree is not essential, many financial planners today have at least an undergraduate concentration in finance, with training in investments, taxes, computers, accounting, management of human resources and marketing. In addition, the planner should be a certified financial planner (CFP) and preferably should be a CFP practitioner. Membership in one of the industry's trade associations, such as the ICFP, is also a plus.

The planner who is charging a fee and is offering investment advice should be a registered investment adviser as required by the SEC and also by the state of residence. Also, if the planner is dealing in securities, he or she must be a registered representative of a broker-dealer. In addition, financial planners dealing in insurance should hold insurance licenses (life, disability, casualty, property, etc.) granted by the appropriate insurance authorities.

### C2 - Competence

Typically, planners of all types require a lot of data entered on lengthy questionnaires accompanied by income tax returns and copies of corporate benefit plans. The objective, of course, is to obtain a comprehensive picture of their clients' current and projected income and assets. Regardless of the complexity of the financial situation, the planner must provide each client with a written financial, investment or retirement plan. The recommendations which are included in this plan should have two parts. They should first be made in generic terms with no reference to specific products and should be totally supported by data generated within the plan. Then the planner should translate these generic recommendations into specific product suggestions, but only if the client chooses to implement the recommendations through the planner.

### C3 - Compensation

Basically, there are three kinds of

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Sid Mittra, Ph.D., CFP, is professor emeritus of finance, at Oakland University, and owner of Mittra & Associates, a Rochester Hills financial consulting firm. This column was critically reviewed by Professor Jerold Grossman of OU. You can email questions or comments to Sid Mittra at [smittra@oonline.com](mailto:smittra@oonline.com).

# Leaders merge talents for county

BY RENA FULKA  
SPECIAL WRITER



Making a difference: Paul Landry, coordinator of Choice Access at the Southfield-based United Cerebral Palsy of Metropolitan Detroit, Inc., is among a class of 48 diverse professionals enrolled in Leadership Oakland VIII.

It's been four years since Paul Landry first joined his father in building ramps at the homes of wheelchair-bound children in Oakland County on "Make a Difference Day."

Ramping building on the last Saturday in October is a signature project for active Leadership Oakland alumni like Landry's father, Tom, who has been with the organization since its inception eight years ago.

For 28-year-old Landry of Novi, it's another opportunity to help the disabled with the added bonus of being able to work hand in hand with his father.

"Now it's a father-son day," said Landry, who coordinates Choice Access at Southfield-based United Cerebral Palsy of Metropolitan Detroit, Inc.

It was Landry's community spirit and commitment to helping others that caught the attention of Lucia Paparelli, Leadership Oakland's executive director. That's why she nominated him for enrollment in the county program.

"I saw his physical limitations with Cerebral Palsy and I saw what a leader he was," said Paparelli, who lives in Rochester Hills. "I know what Paul Landry has already done in the community. And now he's making a difference for people with disabilities."

As a college student in Grand Rapids, Landry worked in advocacy roles with ARC of Kent County and the Center for Independent Living and served as a consultant to businesses regarding the American Disabilities Act. Together with a former college classmate, he created a seminar on disabilities called "Breaking Down Barriers" that he continues to facilitate at schools and businesses today.

From his office at Greenfield and Nine Mile Road, Landry discussed his role as facilitator of Choice Access, a program funded by a five-year demonstration grant through the Rehabilitation Act of 1992. The

project offers a process for choosing and purchasing services and supports resulting in meaningful, paid, customer-selected employment for 45 individuals with severe disabilities annually.

"We want to turn obstacles into opportunities and we want the consumer to be in charge," he said. "We want the person with the disability to be making the decisions."

The Choice Access "Nothing Without Me" policy fits comfortably with Landry's philosophy on life. "My own definition of a disability is that it's another way of doing something," he said. "I don't care how disabled you are, if you want to do it, we can do it. You may need accommodations, but you can do it."

Landry was only four months old when he stopped breathing for a few minutes and needed to be resuscitated. The brief lack of oxygen to his brain resulted in Cerebral Palsy, an impairment of muscular power and coordination. "Some people thought I'd never go to a four-year college. Some people thought I'd never get married," said Landry, who is preparing to pursue a master's degree. "I have dreams to do bigger and better things."

As one of 48 professionals enrolled in Leadership Oakland VIII, Landry has already toured the county's government and educational facilities, learned about its economy through business, industry and labor, increased his awareness of racial and ethnic diversity and lunched with Chamber of Commerce members.

Upcoming points of interest include a closer view of the justice system with a police ride-along, a look at health and human services and arts and entertainment and visions for shaping the future. "Leadership Oakland is a very unique program comprised of educators, businesses and non-profit professionals learning about the county. It also teaches us how to network with one another," said Landry.

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## Southfield Legacy group offers information

Hundreds of non-profit organizations throughout Southeast Michigan banded together today to announce that they will conduct an intensive educational campaign throughout the region during the entire month of March, to encourage people at all income levels to remember a charity in their wills.

The Leave A Legacy campaign is a new collaborative program sponsored by the Southfield-based Planned Giving Roundtable of Southeast Michigan, a non-profit organization comprising professional fund raisers, financial

planners, attorneys and accountants, in partnership with the Community Foundation for Southeastern Michigan.

More than 200 volunteers from non-profit organizations, financial and estate planning firms, accounting firms and law firms have joined together to promote a single message during "Leave A Legacy Month": Giving to local charities through wills and estate planning is of great benefit to both the donors and the charities.

The co-chairs of the campaign are J. Knytel, a partner in the Dykema

Gosssett law firm, and John G. Fike, president of Philanthropy Solutions, a consulting practice in Detroit.

Neal Shine, retired publisher of the Detroit Free Press, is honorary chair of Leave A Legacy.

"With increasing cuts in government funding for non-profits, it's more important than ever before to have support from individual donors," Fike said.

Individuals wishing to volunteer or to obtain more information on the program can call the Leave A Legacy office toll free, at 888-928-7900.

## Border's group reports strong 1997, holiday sales

Borders Group, Inc., which operates bookstores in Birmingham and Oakland County announced last week that total sales rose 18 percent in the fiscal fourth quarter-to-date through Jan. 11.

Total sales for the period rose to \$769.1 million compared to \$651.6 million the prior year. Borders' total sales for the period were \$396.7 million, a 31.6 percent increase over the prior year sales of \$301.6 million.

On a comparable store basis, Borders' sales increased 8 percent. Waldenbooks' total sales for the period were \$343.3 million compared to prior

year sales of \$345.3 million, and on a comparable store basis sales rose 0.7 percent.

For the year-to-date period ended Jan. 11, total sales rose 15.6 percent to \$2.1 billion compared to \$1.88 billion for the comparable period in fiscal 1996. Borders' year-to-date sales increased by 32 percent to \$1.210 billion from \$917.3 million. On a comparable store basis, Borders' sales increased 8 percent. Waldenbooks'

year-to-date sales were \$928.3 million compared to prior year sales of \$945.2 million.

On a comparable store basis, Waldenbooks' sales increased 0.1 percent. Borders' superstore sales represented 55.6 percent of year-to-date consolidated sales as compared to 48.7 percent during the year-ago period.

Separately, management indicated that the launch of the Borders.com Internet commerce site would be delayed to allow for additional testing. Launch is expected to occur during the first quarter.

## BOOKS

This column highlights promotions, transfers, hirings and other key personnel moves within the Oakland County business community. Send a brief biographical summary - including the towns of residency and employment and a photo, if desired, to: Business Milestones, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (248) 644-1314.

**John Carlson** of Farmington Hills has become a shareholder in the law firm of Howard & Howard in Bloomfield Hills. He concentrates his practice in intellectual property law and specializes in the preparation and prosecution of electrical, computer software and other

computer-related patents.

**Kevin Asher** of Farmington Hills has been named to the board of the Michigan Colleges Foundation. He is a senior audit manager in the accounting and assurance business services group of Ernst & Young LLP in Detroit.

**Betsy Connolly** has joined Hartle & Heath in Birmingham as a sales associate. She previously worked for Southern Living Magazine and General Motors. Media Works and Campbell Ewald before then. She will be representing Rolling Stone, Smithsonian Air & Space and MacWorld Magazines.

**Karen Daykin** of Beverly Hills has joined Triad Performance Technologies in Farmington Hills as a senior performance technologist. Daykin is returning to Triad after a maternity



Mangas

**Leslie Mangas** of Huntington Woods has joined Education Communications, Inc. in Huntington Woods as creative director. She will be responsible for developing all design concepts for various clients. She was previously a freelance art director/designer for the 1989 U.S. Women's Open, Gerber Foods, and LOC

leave. Before leaving, she managed performance improvement projects for clients such as Ford Credit, Blue Cross, Gerber, Philip Morris, Sherwin-Williams and General Motors.

**Michael Moran** of Beverly Hills has been appointed to the executive committee of the investment securities firm of Bonoy & Company. He has served as a senior equity analyst covering banks and financial institutions since he joined the firm in 1994. He became a principal in 1995. His three-year term on the board officially began Jan. 1, 1998.

**Sarah Mazure** has been named an account manager on the

automotive original equipment account staff at Hedge & Company in Southfield. She will be responsible for both internal and external communication programs for HCP's major automotive supplier clients. She was previously senior editor for the Automotive Industry Action Group.

**Rex Nelson** of Southfield has been named to the board of the Michigan Colleges Foundation. He is vice president of community development and player programs at Palace Sports & Entertainment in Auburn Hills. He is also director of PARK Program and executive director of the Pistons-Palace Foundation.

**Harold Oseff** of West Bloomfield has been elected president

of Zeta Beta Tau Foundation, Inc., a charitable foundation that conducts leadership programming and awards educational scholarships to members of Zeta Beta Tau fraternity. Oseff is a shareholder attorney with the law firm of Seybourn, Kahn, Ginn, Bess Deitch and Serlin in Southfield.

**Lynda Swartout** of Eastpointe has joined Triad Performance Technologies in Farmington Hills as a performance technologist. She previously worked for Kelly Services and human resources and development manager.

**Nick Zaluskis** has joined Metrobank in Farmington Hills as a mortgage loan originator. He will be responsible for the development of residential mortgage loans. Prior to joining Metrobank, he served as branch manager at First Federal of Michigan in Warren.

## BUSINESS MILESTONES