



# River News

River Capital Management LLC / Willamette Financial Group LLC  
Affiliates of SagePoint Financial, Inc.

June 15, 2010

Volume 1, Issue 1

## National Education Conference

The 2010 National Education Conference took place in Orlando, FL from May 11 to May 14th. The following individuals from our group attended: **Bill Steckelberg, Tim Wuebben, Kevin Gustafson, Julie Moldenhauer, Pete Sorensen, Rob Vorpahl, Susan Behm, Bob Quinlan, Ryan Egstad, Tim Van Lohuizen, Tim Sepich, Rex Brenton, Karen Curry, Jeni Jensen and Suzanne Brazier.**

The resounding theme throughout the conference from the staff of SagePoint Financial was “we’re sorry and thank you.” Jeff Auld, President of SagePoint Financial gave a compelling speech during the opening general session in which he acknowledged how difficult it has been for affiliates over the past couple of years and thanked everyone for their loyalty and patronage.

The NEC featured over 70 educational courses including a panel discussion for Financial Assistants in which our own **Jeni Jensen** served as one of the panelists.

The following were honored during the Awards Banquet:

2010 Leaders Council  
*Tim Vanlohuizen*  
*Tim Wuebben*

2010 Achievers Council  
*Rex Brenton*  
*Kevin Gustafson*  
*Tim Sepich*  
*Bill Steckelberg*  
*Floreid Walker*

The following are currently listed as 2011 sales leaders as individual producers:

*Tim Vanlohuizen*

The following are currently listed as 2011 sales leaders as group producers:

*Tim Wuebben*  
*Bill Steckelberg*

NOTE: To check the current standings and requirements to qualify for the top producer programs, please access the Vision 2020 Advisor Portal, then click on Business Development and then the Top Producer Program link.

**CONGRATULATIONS** to **Tim Wuebben** who has been selected by the management of SagePoint Financial to serve for a three year term on the **Management Advisory Council (MAC)**. The advisory board functions as a forum to foster communication, strengthen relationships, elicit feedback from the sales force, and create an opportunity for more effective networking.

**Welcome** to the very first edition of the River News! River News is a newsletter for those affiliated with our MBO managed by Bill Steckelberg.

Please help us to create content that is interesting and informative by forwarding your ideas, comments and suggestions to: [bsteckelberg@sagepointadvisor.com](mailto:bsteckelberg@sagepointadvisor.com) or [jeni@wfgadvisors.com](mailto:jeni@wfgadvisors.com).

**We look forward to hearing from you!!**

## Strength in Numbers

We are all part of a multi-branch organization (MBO) comprised of approximately 100 affiliates of SagePoint Financial. At the NEC in Orlando, members of our group from Idaho, Oregon, Minnesota and Wisconsin were represented. It



Tim Wuebben, Ryan Egstad & Bill Steckelberg

was a great opportunity to meet others from different areas who we might not otherwise have the chance to meet.

The benefit of being part of a large group is that there is strength in numbers. Often our voices become one very large voice and the broker/dealer tends to listen to a voice representing so many. Page 3 of this newsletter includes our entire list of affiliates by state. Feel free to reach out to others within the group.



Bill Steckelberg & Tim Van Lohuizen



Steve Forbes, Chairman and CEO, Forbes, Inc.

## Key Note Address by Steve Forbes

Steve Forbes, President and CEO of Forbes and Editor-In-Chief of *Forbes* magazine gave a wonderful presentation about the economy during the National Education Conference. Forbes concluded with “Principles of sound money, low taxes, and getting off the backs of people who want to take risks and make things happen—these ideas remain timeless,” said Forbes. “Do that and eventually America will recover. And we will shock the world with how quickly we come back.”

## Annual Compliance Requirements

It's time to complete your annual requirements at [www.Reged.com/advisorgroup.com](http://www.Reged.com/advisorgroup.com). Those who complete the requirements by August 1st will qualify to participate in a drawing to receive a full year of FREE E&O for 2011!

## Four Strategies for Success

Maribeth Kuzmeski, founder of Red Zone Marketing offers the following four suggestions for building stronger client relationships, attracting new prospects, and closing the sale.

### 1. Listen curiously.

Top advisors listen more than 50 percent of the time when attending meetings with clients. Make eye contact, turn the computer and BlackBerry off, and give your clients, prospects, and strategic partners your undivided attention.

### 2. Seek the remarkable.

Discover what's unique about your clients. Ask big questions that have definitely answer. For example: Who was your worst customer? What is the most gratifying thing about being a parent? What is your single biggest business challenge?

### 3. Give referrals.

Give referrals freely to other trusted professionals, such as CPAs and attorneys, without necessarily worrying about getting them in return. Building trust goes back to listening, giving your full attention, and creating a personal relationship.

### 4. Be memorable.

Clients and people in your professional network will talk about qualities you have that have nothing to do with your core expertise; qualities such as kindness, thoughtfulness, and things about which you are passionate. Allow yourself to stand out and let your clients get to know you on a personal level.



Are you using the new **eForms Library** yet? If not, you should be! Why? It's free, extremely easy to use and it will save you time (which saves you money). If you'd like a demonstration or training, please contact [jeni@wfgadvisors.com](mailto:jeni@wfgadvisors.com) or call 503.566.7266, ext. 108.

## Social Media—is it for you?

Social Media is all the rage these days. It's important that you know what you can and cannot do and say as a part of the securities/advisory industry.

### Personal Use Only

The firm (SPFI) considers Blogs, MySpace, Facebook and Twitter to be "personal use only" sites and are not to be used to market your securities/advisory business. Follow these guidelines when setting up a personal profile:

- ◆ When stating your position, be sure to state just your title, such as financial advisor.
- ◆ You may list your firm approved business website.
- ◆ Don't reference the broker-dealer by name or your DBA name if you use it to market your securities or advisory business.
- ◆ Do not discuss or describe any products or services offered, no commentaries concerning the stock market, investing, etc. Do not solicit inquiries about investments or financial planning. This is really important because the key to keeping your profiles personal is to not discuss any securities/advisory business-related topics.
- ◆ Do not use the email function to discuss any securities/advisory business related topics.

### Professional Profile

So where can you go to promote your business? LinkedIn is considered to be a "professional" site that you can use for your securities/advisory business. Here are a couple of steps necessary to get started:

- ◆ Use your LiveOffice email address to set up your new account.
- ◆ Don't set up your profile! Once you've set up your account, you will have an assigned URL (web address) from LinkedIn that will need to be submitted to Ad Supervision along with a LinkedIn Profile Set-Up Template. Once approval is received, you can easily cut and paste the information into your profile.
- ◆ If you've already set up a profile and haven't submitted it for approval, you should do so immediately as this is a violation of NASD/FINRA rules and firm policy of having a profile page that hasn't been approved in advance of posting.
- ◆ In addition to having an approved profile, you will need to place the BD disclosure as well as the Blue Sky disclosure in the Summary section under Professional Experience & Goals.

If you have any questions or need to obtain a profile template, please contact Jeni Jensen at 503.566.7266, ext. 108 or [jeni@wfgadvisors.com](mailto:jeni@wfgadvisors.com).



### Did you know?

20% of all Financial Advisors are unable to manage their own finances.



## SALES STATISTICS

Individual Sales Leaders same store sales vs. 2009 (at least 50K GDC in 2009)

**Robert T. Vorpahl**  
**Charles Erwin**  
**Tim Sepich**  
**Rex Brenton**  
**Suzanne Brazier**

OSJ Branch same store sales vs. 2009

**Kevin Gustafson**  
**Tim Sepich**  
**Tim Wuebben**  
**Tim Van Lohuizen**  
**Bill Steckelberg**

### Welcome to the following new reps in 2010

John Polachek – Chicago, IL  
Tom Nodurft – Elgin, IL  
Frank Olesuk – McHenry, IL  
Lisa Elsholz – Chesterfield, MI  
Michael Stulz – Chesterfield, MI  
Patrick Schullo – Grand Haven, MI  
David Schabacker – Port Huron, MI  
Peter Douma – Twin Lake, MI  
Robin Baumgartner – Mound, MN  
Jim Flynn – Springfield, OH  
Ed Hargens – Springfield, OH  
Ron Laucher – Springfield, OH  
Steve Chaney – Wausau, WI

# MBO Affiliates

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CALIFORNIA	MINNESOTA		
<b>Lake Arrowhead</b> Willamette Financial Group LLC 808.351.2628 <i>Craig Wayne</i>	<b>Mound</b> SagePoint Financial Inc. 952.472.0094 <i>Robin Baumgartner</i>	Willamette Financial Group LLC 503.238.5929 <i>Dana Gardner</i> <b>West Linn</b> Willamette Financial Group LLC 503.908.0143 <i>Kerri Patrick</i> <i>Regina Tipps, Asst.</i>	<b>Kaukauna</b> SagePoint Financial, Inc. 920.766.0758 <i>Michael VanHoof</i> <b>Kimberly</b> SagePoint Financial, Inc. 920.734.3159 <i>Clarence Schuette</i>
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