



# CAL Advisor

October 20, 2008

E- Newsletter Volume 2, Number 2

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## NAIFA-California

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## Mark Your Calendars!



Annual Meeting &  
Day On The Hill  
May 19-20, 2009

Advocacy as "JOB ONE" at  
NAIFA . . .  
It is Critical That You Attend  
This Important New Training  
Opportunity!



Our First Annual  
"Advocacy Forum"



## A Business Card Approach

By **Darrell Shideler, CFP, ChFC, CLU**  
**NAIFA-Secretary 2008 – 2009**

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When I first started in the business in 1977 I learned that would have 10 seconds to make an impression that would allow me to have, perhaps 30 minutes, to make an approach. We all know that the first 10 seconds is about dressing appropriately, having good eye contact, and sharing a positive greeting (be that a sound hand shake or any other appropriate cultural acknowledgement). But do you have a 3 minute, 5 minute, and 10 minute approach that begins to create a dialogue around a problem to be solved.

Many of the simplest thoughts can be the best ideas. This idea was one that I learned over 20 years ago and is still very usable today. In fact, we may say that it is more important today than ever based on how we Americans tend to save versus spend. This approach is the 3 minute business card approach.

When you greet someone and you hand them your card, especially a business person, you can share the following idea. Turn over the card and, as you do, ask how many days per week do you work at your business. Based on the answer, divide the back of the card in the appropriate number of areas, 5 for five days a week, 6 for six or 7 for seven. Now ask if they pay federal income taxes and mark out of one of the days they work. Perhaps your prospect will even venture to say that you should cross out 2 of the days. Next, ask if they pay state income tax and mark out another day, and lastly ask if they pay any other form of taxation from the business and mark out all or a part of the next day. These marked out days represent the number of days that they work per week for the government and the benefits that are provided by the government. Then you state that part of your job is finding more of the days that are on the government side of the week that can be transferred to their side of the week.

This approach then opens up the door to a myriad of business options that can include 401k plans, profit sharing plans, pension plans, key person insurance, and a number of other tax incentivized plans that support the business owner. Many of these business planning options can be found at your local NAIFA meeting, perhaps at a table talk, or from a speaker. Try the idea, go to your local for additional ideas, or perhaps join an LUTC class for additional applications on this approach.

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## Greetings. . . NAIFA-California Members



By **Michael S. McCaffrey, LUTCF**  
**NAIFA-California President 2008 – 2009**

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These past few weeks have been challenging ones for those who are close to just about any aspect of the financial services world. With such unprecedented upheaval in the marketplace, the work of professionals like you has taken on a new sense of urgency, and importance. We wish you well as you navigate through these difficult times, with knowledge that our efforts now are needed more than ever before.

**and IFAPAC Grassroots  
Training Meeting  
From 9:30 am to 2:30 pm  
[Registration Form](#)  
[Tenative Agenda](#)**

Wednesday,  
November 19,  
2008

**The  
Sacramento  
Sutter Club**  
1220 9<sup>th</sup> Street  
Sacramento, CA  
(916) 442-0456

**Dress Code -  
Business Casual**

The Sutter Club  
minimum dress  
standard is a collared  
shirt and slacks,  
however gentlemen are  
encouraged to wear a  
coat and tie;  
comparable attire for  
ladies.

*Jeans, T-shirts or  
shorts are not  
permitted at anytime*

Thursday,  
November  
20, 2008

**The Old  
Ranch  
Country  
Club**

3901 Lampson  
Avenue  
Seal Beach, CA  
(562) 596-4425

**Dress Code -  
Business  
Casual**

The Old Ranch  
County Club has  
a minimum dress  
standard is a  
collared shirt and  
slacks; comparable  
attire for ladies.

*Jeans, T-shirts or  
shorts are not  
permitted at  
anytime*

The issues being debated in Washington and in Sacramento took center stage at NAIFA's Annual Convention held recently in San Diego. The pressure on lawmakers to find new sources of revenue to close such massive budget deficits, as well as fund unprecedented bailouts, will dramatically increase and, no doubt, affect our industry.

The favorable tax treatment our products enjoy are important, as they create an important incentive for people to take action to solve difficult problems. If such tax preferences were removed, as is being debated right now, agents and brokers will suffer, and consumers will suffer much more.

Mike Ables, Shari McHugh and their Legislative Team are keeping a close eye on developments in Sacramento. Although the fall months are normally when Legislators are not in session, this year is different, and new laws designed to raise revenues are being introduced. Please keep an eye out for possible Action Alerts, where we may ask that you contact your elected official to make sure he or she knows our position on new legislation that they may be considering.

On a lighter note, it was great to see our NAIFA-California delegation in San Diego. Terry Kaltenbach and his team did a wonderful job in hosting our fellow delegates from around the country.

Congratulations to Russell A. Smith, CLU, ChFC, CFP®, on his re-election to a two-year term as a NAIFA Trustee. We were thrilled to learn that our own David V. Dellinger won this year's C. Carney Smith Award which is a lifetime achievement award for outstanding NAIFA executives.

The remarks provided by John Davidson, as he officially retired from the NAIFA Board of Directors, were particularly moving. Excellent speakers and breakout sessions rich in content were some of the many highlights of the meeting.

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## Legislative Update



By Michael Ables, LUTCF  
Chair, Government  
Relations Committee



Shari McHugh  
Legislative Advocate

***Click on the link  
and get the  
details from the  
Monthly  
Legislative  
Update!***  
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<http://www.naifacalifornia.org/Advocacy/PDFdocs/LegUpdates/2008/Legislative%20Update%2010-08.pdf>  
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