

## President - Landon Tymochko, MBA, CFP®

Welcome to a new decade! I hope that 2019 concluded for you with a bang, (figuratively, and maybe literally!) I want to start off by thanking you for being a part of our great community. It is the great professionals like yourself that make this a great organization to be a part of. And I'm really excited about where we are headed as a chapter, and the Financial Planning Association (FPA) as an organization.

For starters, let's review FPA's newly established Primary Aim:

*"To elevate the profession that transforms lives through the power of financial planning."*

Take a moment to let that phrase sink in. Your job, . . . my job, . . . our collective responsibility as a profession is to *"transform lives."* And we do that by applying the *"power of financial planning."*

As we all know, lives can be transformed in many ways, not necessarily always for the positive. My father-in-law recently passed away unexpectedly, and that has significantly transformed my wife's life, my life, and the lives of everyone that knew and loved her father.

A close friend of ours has been struggling to manage the debilitating effects of chemo after suffering through a double-mastectomy. Again, not a positive transformation, but a transformation, a very physical, mental, and emotional one, none-the-less.

I provide you these examples, not to depress you, but to illustrate that life transformations can take many forms, both negative as well as positive. The birth of a new child or grandchild. The purchase of a first home. A child graduating from high school or college.

In each and every situation described above, someone is experiencing a transition of sorts, from what life was like "before" to what it is "after." I don't need to tell you, . . . you already know. . . this is where we live in our professional lives. In the transitions of our client's lives.

And this is where the *"power of financial planning"* sinks in and lets us be part of *"transforming"* the lives of our clients. And it is really in the simple things we do for them on a daily basis: ensuring beneficiaries are named properly, monitoring their cash flow, helping make the big decisions that impact their lives. . . just being there for them when they need your help.

This is what you do! Every day!

Like many jobs, it comes with benefits. . . and challenges. This week alone we had 2 long time clients pass away. That is hard. But I also saw another client achieve their life's goal. That is fun. I wouldn't trade these ups and downs for anything. And I suspect, neither would you.

This is where the FPA comes in. This is the organization that supports you . . . to help your clients bridge these transitions. With your help, our toolkit for doing so just keeps getting better.

As this new year and decade progresses, I challenge you to make a deeper connection into our community. Join in. Attend an event. Volunteer. Who knows, it might just transform your life too.