

real estate, options and futures. All of these are discussed within the context of developing portfolio strategies, which are consistent with the objectives of individual clients and their willingness and ability to undertake risks. Eleven class meetings.

**FP-04: 2.8 CEU  
Estate Planning  
Registration Deadline  
Jan. 23, 2013**

Wednesdays, Feb. 6–Mar. 27, 2013  
6 p.m.–9:30 p.m.  
Exam: Mar. 30, 2013  
9 a.m.–Noon

The primary objective of estate planning is to assist people in planning for the management of their assets and the passing of those assets to their intended beneficiaries in the most efficient and least costly manner. This course gives the foundations of estate planning, from basic concepts of joint ownership of property to complex planning with wills and trusts, including probate avoidance, federal estate and gift taxation, marital and charitable deduction planning, medical directives, and planning for second marriages. Students will be better equipped to counsel clients and understand the necessary estate planning documents. Eight class meetings.

**FP-05: 3.1 CEUs  
Retirement Plans &  
Employee Benefits  
Registration Deadline  
Mar. 20, 2013**

Wednesdays, Apr. 3–May 29, 2013  
6 p.m.–8:30 p.m.  
Saturdays, Apr. 27 & May 11, 2013  
9 a.m.–Noon  
Exam: June 1, 2013  
9 a.m.–Noon

This course will cover specific provisions of qualified retirement plans including profit

sharing, defined benefits, 401K plans, IRAs and SEPs. Other employee benefit topics include Social Security, nonqualified deferred compensation, and income tax impact of employee benefits and retirement plans on both the employer and employee. Twelve class meetings.

**FP-06: 5.25 CEUs  
Capstone Course  
Registration Deadline  
May 22, 2013**

Wednesdays, June 5–Sept. 11, 2013  
6 p.m.–9:30 p.m.

**Case Study Required**

The focus in the final course is on integrating the information provided in the previous courses and beginning to apply what has been learned to practical situations through the use of case studies and other methods. The course culminates with each student completing a comprehensive financial plan for a client, the practicum required for successful completion of the program.

***Approved for Tuition  
Assistance and VA Benefits***

***For More Information:  
757-683-4603***

***E-mail the Program Manager,  
Executive Development Center  
drwillia@odu.edu***

1BA20



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Executive Development Center  
College of Business and Public Administration  
2101 Constant Hall  
Norfolk, VA 23529

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Executive Development Center

FALL-SPRING 2012-2013

# *Certified Financial Planner™ Certification Education Program*

Practical Training for Success  
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This is the only live, classroom-based  
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by the CFP Board of Standards.

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# CERTIFIED FINANCIAL PLANNER™ CERTIFICATION EDUCATION PROGRAM

Financial planners are in high demand. Employment opportunities for personal financial advisors are expected to grow “faster than average through 2012,” according to the U.S. Department of Labor’s Occupational Outlook. In addition, “financial advisors who have the CFP® Certification are expected to have the best opportunity.”

The CFP® is the most recognized and respected discriminator for financial planning professionals. These individuals are enjoying significantly higher earnings as their acumen is well publicized and they are ever more sought after by clients for their knowledge, skills, and abilities.

For professionals in financial services, these courses offer a critical examination of the special areas of expertise that are relevant to the development of comprehensive and effective financial plans for a wide variety of clients.

The Old Dominion University Certified Financial Planner™ Certification Education Program is registered with CFP Board. It is required that anyone planning to sit for the CFP® certification examination complete a registered program, request a transcript review or be eligible to challenge the examination by virtue of academic or professional credentials. For more information regarding these categories, visit CFP Board’s Web site at: [www.CFP.net](http://www.CFP.net).

## Admission to the Program

Applicants for the Certified Financial Planner™ Certification Education Program should hold a baccalaureate degree. Past participants have included CPAs, CPCUs, CLUs, attorneys, stockbrokers, wealth advisors, trust officers and others from across the financial services industry. Individuals who meet the minimum

educational requirement and are interested in entering the financial planning field are also invited to apply.

Those who do not intend to sit for the CFP® examination are invited to enroll in the program. Anyone who successfully completes all six courses will receive a Certificate of Completion from Old Dominion University.

## Registration

Once admission is confirmed, tuition is due. Class size is limited and space cannot be reserved until tuition is received.

Registration deadline for FP-01 is July 16, 2012. Individual course registrations are \$875. The fee for advance registration for the entire six-course series is \$4,725, a discount of 10 percent. No other discounts will apply. The fee covers all texts, course materials and campus parking.

## Rolling Registration

If you are accepted into the program but you are unable to enroll in FP-01, you do not have to wait until the next year to start the program. You may begin the program with any of the first five courses. You will be allowed to register and sit through FP-06 (Capstone Course) but must complete courses 01 - 05 prior to completing your final project and receiving your certificate of completion from ODU.

## Examinations

Examinations will be held 9 a.m.-Noon on the Saturday following the last regular class sessions for courses 01 through 05 (see class schedule for details). There will be no examination for Course 06. Instead, each student will be required to submit a comprehensive financial plan for a client as a final program requirement.

## Withdrawals

The Executive Development Center will honor written requests for withdrawals received no later than seven working days before a course starting date. A \$75 processing fee will be charged. Within seven business days, a fee of \$200 plus the \$75 processing fee will be charged. There are no refunds after classes start - no exceptions.

Here are a few of the companies whose professionals have participated in our program in just the past two years.

Ameriprise Financial  
Edward Jones Investments  
Merrill Lynch  
Morgan Stanley  
NEXT Financial Group  
Smith Barney  
SunTrust Investment Services  
Met Life  
TowneBank  
J. P. Morgan  
Capital Group  
DCAA

## COURSE INSTRUCTORS

**William J. Dungan, CFP®**, is currently president and CEO of Dungan & Associates LLC. He was formerly the vice president of life and employee benefit plans with USI Insurance. He holds the professional designations of CFS, CEBS, CLU and ChFC. A graduate of Old Dominion University, Dungan holds a master’s degree in financial services from the American College.

**Mark O. Flaherty** is a Financial Advisor for independent financial planning firm Virginia Asset Management. He formerly served as both Chairman and President of The Financial Planning Association of Hampton Roads. He holds multiple professional

designations including CFP and CDFA. He earned his MBA from Old Dominion University and served the United States Navy for 30 years. Flaherty has taught Estate Planning as an Adjunct Faculty member of Old Dominion University since 2010.

**Walter McDaniel, CFP®**, is currently the owner and sole proprietor of a tax and employee benefits advisory practice. Prior to starting his own firm, he was associated with Prudential Preferred Financial Services for 18 years, Lincoln Financial Advisors for two years and he served as the regional vice president of AXA Advisors, LLC for four years. He holds multiple professional designations including CLU, ChFC and EA. McDaniel earned his B.S. in accounting from Virginia Tech. He has been an adjunct faculty member at Old Dominion University since 2002.

**John M. Peterson, CPA**, is a partner with Goodman & Company. He has over 30 years of public accounting and law practice experience. He is responsible for all services provided by Goodman & Company’s Employee Benefit Services Department (serving more than 1,000 retirement plans). Peterson holds a bachelor of science in business administration from the College of William and Mary, a juris doctorate and a master of law and taxation, both from the William and Mary law school. Peterson has taught employee benefit plans as an adjunct professor at William and Mary Law School since 1976 and at Old Dominion University since 1999.

**Bruce L. Rubin, PhD**, has been a member of the Finance Department at Old Dominion University since 1981. He has served as chairman of the Finance Department, interim dean of the College of Business and Public Administration, and is current director of the Economics Club of Hampton Roads and the director of the Insurance and Financial Services Center. Rubin helped

design the original financial planning program and has taught for the program since its beginning in 1983. Rubin received his bachelor’s degree from New York University and his master’s and doctorate from Case Western Reserve University. He was previously on the faculty of the Owen Graduate School of Management at Vanderbilt University.

## COURSE OUTLINE

**FP-01: 3.1 CEUs**

**Part One: Introduction to Financial Planning;**

**Part Two: Risk Management: Individual Insurance & Employee Benefits**

**Registration Deadline July 11, 2012**

**Wednesdays, July 25–Sept. 19, 2012**

**6 p.m.—9:30 p.m.**

**Exam: Saturday, Sept. 22, 2012**

**9 a.m.—Noon**

The first two sessions introduce financial planning. Instruction centers on the financial planning process and includes gathering data from clients, analyzing data to determine needs, and compiling and presenting recommendations in a clear, concise manner. The remainder of the course focuses on risk management including life, health, disability, property, casualty and liability. Since most risks can be transferred through insurance, the nature of insurance programs and policies, as well as the specific coverage offered by various programs, will be covered along with the financial rating and operation of insurance companies. Two-part course/10 class meetings.

**FP-02: 2.8 CEUs**

**Income Management & Tax Planning**

**Registration Deadline Sept. 12, 2012**

**Wednesdays, Sept. 26–Nov. 14, 2012**

**6 p.m.—9:30 p.m.**

**Exam: Saturday, Nov. 17, 2012**

**9 a.m.—Noon**

In this introduction to fundamental taxation concepts, emphasis will be placed on individual tax returns, property transactions, gifts and inheritances, and choice of business entity. The passive loss rules will be discussed, as well as like-kind exchanges, involuntary conversions, and tax consequences of personal home sales. Also covered will be basic rules for moving deductions, hobby losses, depreciation (MMACRS), and choice of accounting methods. Tax planning and other potential tips to clients will be interspersed throughout the course. Eight class meetings.

**FP-03: 3.5 CEUs**

**Investment Alternatives: Wealth Accumulation and/or Income Production**

**Registration Deadline Nov. 6, 2012**

**Tuesday, Nov. 20, 2012**

**Wednesdays, Nov. 28–Dec. 19, 2012**

**6 p.m.—9:30 p.m.**

**Thursday, Jan. 3, 2013**

**Wednesdays, Jan. 9–30, 2013**

**6 p.m.—9:30 p.m.**

**Exam: Saturday, Feb. 2, 2013**

**9 a.m.—Noon**

Providing a survey of financial investment analysis, emphasis is placed on understanding the valuation process for alternative investment vehicles and the economic factors which affect their risk. Topics include the mechanics of present and future value analysis, real estate valuation, stocks, bonds,