

## The Granum Center Update New! The Granum Zone

### THE 2013 KNOWLEDGE SUMMIT

provided a perfect platform to broadly introduce the resources of the Granum Center coupled with the opportunity to engage in small group discussions with attendees. The purpose of the Zone was to create a dynamic venue for financial security professionals to debate, discuss and learn about key issues facing our profession. The Zone featured five interactive booths showcasing social media research, financial literacy and benchmarks research, industry hot topics, the Executive Impact Initiative (EI2) and Center resources. Within each topic, attendees had an opportunity to weigh in or to discuss and learn (for example, matching benchmark financial formulas with definitions and current recommendations). In addition, we had a “Real-Cam” area where attendees could sound off about any of the topics covered in the Zone or on the main stage at the Knowledge Summit. The Center also hosted an invitation-only, roundtable session with millennials to discover the wants and needs of this important segment of the population. With everything from music to beach balls, t-shirts and give-aways, the Zone was a fun, engaging way to connect with financial professionals and corporate leaders—all centered around the opportunity to strengthen the profession. Be sure to check our website for featured videos (where you can sign up to receive email updates on our homepage: [granum.TheAmericanCollege.edu](http://granum.TheAmericanCollege.edu)). And we do plan to take the Zone on the road again, so we hope to see you at a future event!

### CALLING ALL FIELD LEADERS

Looking for a plug-and-play development tool to use with new and established advisors? *The Granum Today* series features eight training modules centered on O. Alfred Granum’s most timeless principles. Each module includes a brief PowerPoint presentation, audio and/or video clips featuring Al himself, as well as leading financial professionals explaining



**THE GRANUM ZONE**  
DEBATE • DISCUSS • LEARN

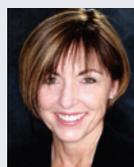
how they use each concept in their practice today. Leo Tucker, managing partner with Northwestern Mutual, is using the modules with established reps in his office. His team has devised an eight-week curriculum focused on “back to basics.”

These highly impactful and easy-to-use tools are a must-see for any agency leaders responsible for developing new representatives.

### 2014 WEBCAST – YOUR BEST YEAR EVER

In January, the Granum Center hosted its annual 59-minute webcast featuring a “state of the industry” address from The American College Chancellor Dr. Larry Barton. The webcast also included a compelling discussion of current impacts and trends of Obamacare—and how to move clients (especially small business owners) to action amidst feelings of uncertainty. In addition, the session focused on ideas for effective practice management and goal-setting from a leading new producer, Chantel Bonneau, as well as a motivational sign-off message from Joe Jordan on how to use your passion and purpose to make this your best year ever. If you missed it (or you want to listen again), you can find a recording of this session in the “sounding board” section of our website: [granum.TheAmericanCollege.edu/sounding-board/webcasts](http://granum.TheAmericanCollege.edu/sounding-board/webcasts). ■■■

## WELCOME TO THE BOARD



The Granum Center Board welcomes Daralee Barbera, managing principal at Waddell & Reed. Barbera joined Waddell & Reed in 1982 and is currently responsible for supervising 50 financial advisors in eight branch offices based out of

Costa Mesa, Ca. She is the president-elect of GAMA International and has received the GAMA Diamond International Management Award for Financial Planning. We are excited to add her experienced perspective to our diverse and prestigious group of board members.