



NEWS

Contact: William D. Pitney, MBA, CFP®, AIF®, RFC®
Focus YOU
650.684.1199
info@FocusYou.com

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MBA, CFP®, AIF®, RFC®

Financial Coach Attends Annual Thinkfest *William Pitney participates in FPA® Retreat in Scottsdale, AZ*

FOSTER CITY, CA (May 15, 2012) – Focus YouNiversity, LLC (FocusYOU) is pleased to report that William Pitney, Financial Coach and President, participated in the annual Financial Planning Association’s Retreat conference (FPA Retreat) in Scottsdale, AZ held May 5-8. This year’s theme was “Trust, from the Inside Out,” which explored trust on multiple dimensions, including trust of others, trust in others, and trust in and of ourselves as professionals.

FPA Retreat is an advanced conference that combines theory with practice in a relaxing, conversational environment with some of the best minds and thought leaders in the financial planning profession. Retreat is designed by and for the profession’s leading experts, most respected planners and future leaders. Many regard Retreat as “the cutting edge of the art and science of financial planning” because the content is on the leading edge of financial research and techniques. Conference attendees also discuss and debate the most pressing issues that are shaping the planning profession.

During this year’s Retreat, William learned to experience trust from the client’s perspective and improve their financial decision-making. He learned strategies and techniques that enable CERTIFIED FINANCIAL PLANNERS™ to expand their own emotional comfort level when navigating sensitive issues with clients. These scientific, evidence-based discoveries will enable William to enhance the quality of his communication and effectiveness of the advice he provides to his clients.

This is William’s second year attending FPA Retreat. He said, “I attended my first Retreat in Bonita Springs, FL last year and walked away with some interesting concepts and strategies from nearly every conference session. Even more importantly, I met many dedicated professionals who often shared some really thought-provoking ideas and approaches to financial planning. I had such an amazing experience that Retreat is now an annual must attend conference.”

Retreat enables William to maintain high competency standards and pursue rigorous development opportunities, which provides clients with the most comprehensive and innovative financial strategies and advice. In addition, Retreat allows William to participate in shaping the future of the profession.

About William Pitney

William Pitney, founder and financial coach of FocusYOU in Foster City and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. Pitney earned his MBA from The University of Arizona, with emphasis in entrepreneurship, finance and marketing. He earned his BA from the University of Kentucky. Pitney is a member of the Financial Planning Association, as well as the Center for Fiduciary Studies, National Ethics Association, the International Association of Registered Financial Consultants and the Institute of Consumer Financial Education. Committed to a higher fiduciary standard of excellence, he has passed a rigorous certification and examination process in order to earn the professional designations of CERTIFIED FINANCIAL PLANNER™ professional and Accredited Investment Fiduciary®. In addition, he is among the very few financial professionals to have earned the ChFEBCsm designation for addressing the unique benefit programs of federal employees. FocusYOU delivers practical, fully integrated financial strategies and solutions to address the long-term financial planning needs of clients. For more information, visit FocusYou.com.

About Financial Planning Association®

The Financial Planning Association® (FPA®) is the largest membership organization for personal financial planning experts in the U.S. and includes professionals from all backgrounds and business models. FPA helps connect thousands of consumers to competent and ethical planners who uphold the FPA Standard of Care. Members of FPA are committed to the highest standards of professional competence, ethical conduct and clear, complete disclosure to those they serve. They deliver advice using an objective, client-centered, ethical process. FPA membership consists of financial planners and all those who support the financial planning process. FPA's nationwide network of nearly 100 chapters encourage professional development and networking on a local level. To learn more, visit FPAnet.org.

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