

Legacy Press



Lifestyle & Legacy Choices by DesignSM

Fact

The United States reported a trade deficit of \$45.7 billion in February, 2011, up from \$39 billion one year earlier. The United States has maintained a trade deficit since 1960, last approaching equilibrium in 1991.

– Kowalski, Alex. “U.S. Economy Trade Deficit Narrows Less Than Forecast.” April, 2011.

Quote

“There are only two lasting bequests we can hope to give our children. One of these is roots, the other, wings.”

– Hodding Carter

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In Memoriam

A Tribute to the Life of Linda Waller

***We make a living by what we get.
We make a life by what we give.***

– Winston Churchill

On April 13, Waller Financial Planning Group was deeply saddened by the loss of Linda Waller, wife of our founder, Larry Waller. Succumbing to cancer after a long and courageous fight, she made an impact and leaves a legacy of a life spent in giving.

Linda Waller *made a life* – a life of selfless devotion to her family, her community and to the wider family and community of mankind. She was an example of encouragement to others and comfort to the distressed. She gave her whole heart and being toward creating a better world for us all. Through this example, she inspired the aspirations and happiness for countless others who knew her.

Linda grew up in rural Ohio with strong roots in faithfulness to God, family and neighbors. On the farm, Linda learned that harvests depend upon God and the disciplined hard work of farmers. She was active in 4-H, with the principles of Head, Heart, Hand, and Health used in service.

These principles she applied to all the projects in her everyday life - from numerous church projects, to homework help for her children, to making a “home” for the homeless through the Interfaith Hospitality Network. Her love for others over the years showed up in “Birthday Pies” for Kiwanians, teaching Bible verses to her own and neighbor children, and creating beautiful afghans for premature babies. Her quiet, gentle and constant ways of giving touched many hearts every day.



Linda Waller

Whether in Ohio or Florida, Linda stayed involved in her community. She was an active member of North Naples (Florida) United Methodist Church and Grove City United Methodist Church. A great fan of the OSU Buckeyes, she was a member of the OSU Alumni Club of Naples. She also participated in many social events with her friends at The Club at the Strand, Naples, Florida.

She was passionate about philanthropy in other ways as well. With Larry, she made generous financial contributions to many worthwhile causes. She was recognized with two awards: acceptance into The Neil Legacy Society of The Ohio State University (for major gifts to the university) and the 2010 Odysseus Award for Philanthropy from Waller Financial Planning Group.

Linda is survived by her loving husband, Larry; five children: Laura Anne, Tamara, Beth, Julie and Matt; and 13 grandchildren. She is also survived by her mother, Esther Zellers; sisters: Rita, Diana, Dixie, and Terri; and many in-laws, nieces, nephews and beloved relations.

Donations may be made in Linda’s memory to:

- The Linda Waller Endowment for Lung Cancer Research at the James Cancer Hospital/Solove Research Institute - #647540: P.O. Box 183112, Columbus, OH 43218-3112
- Grove City United Methodist Church
- North Naples United Methodist Church

We will miss Linda dearly. We thank her for the inspiration she provided each of us through her life and legacy.

[Financial Planning]

Preparing for a Change (of Scenery) Valuable Lessons from a Relocation Veteran

The approach of a moving van is a familiar sight for Judy and her husband Don. Having already relocated eight times and currently considering another move, the couple is somewhat of an unofficial expert in the art of relocation. It is a small surprise then, to find that money is the least of Judy's concerns when planning to relocate.

"Ultimately you only have a certain amount of money to move with," said Judy when recently interviewed about her relocation experiences. "We sat down very early in our decision process with our financial planner. He outlined the changes we could expect, like differences in tax rates and housing costs."

According to Judy, the financial aspects of a potential relocation are the most straightforward. Judy and Don's financial planner outlined the available spending ranges that would be available before, during, and after the move so the couple could plan accordingly and make decisions such as whether or not to hire a moving company.

The real challenges of relocation fall in two categories. First, the couple recommends working through the issues surrounding the departure. Chief among the questions regarding departure include whether or not sell the existing home, to move existing or buy new furniture, and how to transition relationships with friends and neighbors.

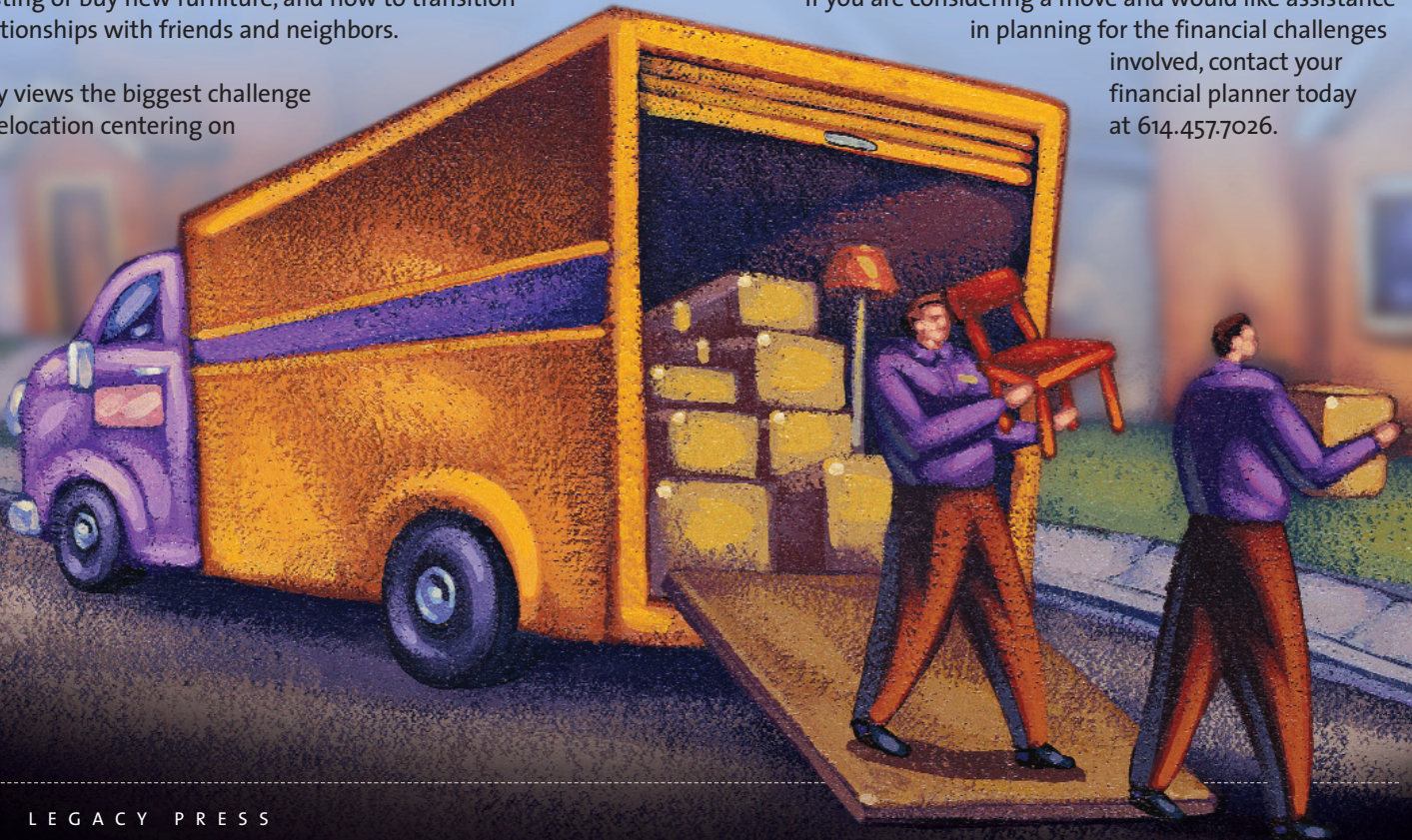
Judy views the biggest challenge of relocation centering on

finding a fit with the couple's desired lifestyle. "My husband wrote out a very valuable, and long, list of things to consider." Here is just a small sample of the lifestyle questions that should be considered:

- What type of neighborhood is the right fit?
- What are the ages, family compositions in the neighborhood?
- What is the array of local shopping areas, golf and fitness clubs, and grocery stores? Are they easily accessible?
- How convenient is the area to driving and mobility?
- What is the quality and convenience of the local healthcare system? Insurance? Banking?
- Are there volunteer opportunities nearby?
- Will there be a relative or friend in reasonable proximity in case of emergency?

At its core, relocation is about building "a whole new life," says Judy. Engaging your financial planner early in the process will help to cross off many of the financial questions surrounding any potential move, but that is just the beginning of the process. Relocation, whether voluntary or necessary, must focus on finding a match between your lifestyle and the culture of the area where you are moving.

If you are considering a move and would like assistance in planning for the financial challenges involved, contact your financial planner today at 614.457-7026.



[Philanthropy]

Gifts that Last

Capacity Building Philanthropy Can Generate a Higher Return on Investment

Making a charitable contribution often comes with the warming knowledge that the gift created a positive outcome; a needy child receiving a new coat for the winter, providing a homeless person a safe, comfortable shelter, or pairing an orphaned dog with a loving family. Yet can the same feeling be received for assisting with the purchase of new desk chairs, replacement windows, or hiring a new staff member?

Charitable organizations by design attempt to route the highest percentage of received contributions directly to solutions for each supported cause. In this practice, organizations run “lean,” often delaying infrastructure enhancements in the form of technology, facilities, or personnel in favor of generating a higher impact of received funds.

This approach is also driven in part by each organization’s donors, who wish to see their gifts spent directly in support of the cause. Often, however, the return on investment of a charitable gift may actually be higher when applied to capacity building activities for the organization.

Gifts made directly to support a cause, often termed annual gifts, generate a one-time impact, usually within a calendar year. Dollars from these gifts may be applied to support a single individual, family, or pooled with other gifts in support of a program. Capacity building gifts, on the other hand, are generally designated to the acquisition of resources to improve organizational efficiency.

Nonprofit A, as an example, is in need of new laptops and fundraising software for its development staff. The organization has determined the purchasing price is \$50,000, enough for a new laptop for each of five staff members and a two-year software license. It is estimated that this purchase will free approximately 30 minutes of time per staff member per day by streamlining administrative duties. In total, 6.25% (625 hours) of staff time would be re-directed to generating additional funds for the organization!

The example above demonstrates the dollar-multiplier potential of capacity building gifts. If the organization above raised \$1,000,000 per year, the capacity building gift could generate over \$180,000 in new giving over a three year period.

Capacity building gifts are as important to the long-term impact of charitable organizations as annual gifts are to those in need. Taking a moment to inquire with the organizations you support regarding current institutional needs may open new opportunities to generate a higher return on investment for your contribution.

Waller Financial Planning Group works closely with each client who seeks to create a lasting impact through philanthropy. If you would like more information about the firm’s commitment to philanthropy, visit waller.com/community.htm.

[News & Notes]

Employee Spotlight: **Sandy Vidosh**



Sandy Vidosh

Whether you are walking in the front door of Waller Financial headquarters or calling by phone, you have undoubtedly met Sandy Vidosh. As Waller Financial Planning Group's resident purveyor of positive energy, Sandy makes sure that all guests of the firm are treated with the utmost care and hospitality. In fact, it is the interaction with clients and advisors that brings

her back day after day. "Having the opportunity to get to know every client at the firm is the favorite part of my job," says Sandy.

While most clients have had the pleasure of meeting Sandy, few know how far reaching her role is with the firm. Beyond acting as the "friendly face" of the organization, Sandy serves as an Executive Assistant to the firm's planners, managing workflow and helping wherever needed. Sandy is also the firm's planner for all events throughout the year including the Odysseus Awards and Annual Waller Golf Outing.

Sandy's high energy approach to her job filters over to her time away from the office as well. As a resident of Galloway with her

husband of 20 years, John, Sandy invests heavily into the community and the lives of her two teenage children. Sandy actively volunteers for the Furniture Bank of Central Ohio, giving her time and helping to raise money for the organization. She serves as the parent coordinator for her daughter's lacrosse team and as a member of the marching band's "pit crew." Sandy is also an avid scrap booker, budding photographer, and is just starting to research her family genealogy. Please join us in thanking Sandy for her stellar service to the Waller Financial family!

New Arrival

Waller Financial Planning Group would like to congratulate Jason and Ruth Eliason on the arrival of their new baby girl, Isabella Grace. Isabella was born on November 29, 2010.

Holiday Schedule

The offices of Waller Financial Planning Group will be closed Monday, July 4 in observance of the Fourth of July holiday. The offices will also be closed on Friday, July 29 for the annual firm picnic.



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