



BIOGRAPHY

Bert Whitehead, MBA, JD

The Ethical Financial Planner



Born in Bisbee, Arizona, Bert's financial career began as a runner and board boy for the local E.F. Hutton agency when he was only 11 years old. He graduated from the University of Arizona with an undergraduate degree in psychology and a master's degree in business administration.

After receiving his law degree from the Detroit College of Law, Bert started practicing as a tax attorney and fee-only financial planner serving primarily executives, professionals, and small business owners. His practice grew by referrals, spurred by his refusal to take on any client unless he could save them more money than he charged them, a stand he still takes today.

Bert organized Cambridge Associates in 1983 using a holistic approach to fee-only tax and financial advisory services. He started training other advisors with the same values, mission, and unbending ethics. Now known as Cambridge Connection, Inc., the company services hundreds of clients in six locations: Franklin (Michigan), St. Cloud (Florida), Tucson, San Francisco, Atlanta, and Las Vegas.

In 1983 fee-only financial planning practitioners coalesced into an organization, the National Association of Personal Financial Advisors (NAPFA), with Bert as one of the pioneer members. Then in 1995 Bert formed the Alliance of Cambridge Advisors (ACA), a not-for-profit organization promoting concepts in financial planning and training professional advisors all over the country on the Cambridge approach to holistic fee-only financial planning. ACA currently has over 150 trained advisors in 27 states with training classes offered twice a year. Members focus is on what is optimal for each individual client and his or her family, rather than simply gathering assets or working for wealthy clients exclusively.

Bert works on the cutting edge of the financial world. He has become a nationally recognized NAPFA and FPA speaker with numerous papers and articles to his credit. In addition, Bert has given speeches to thousands on such topics as "The Big Lie," "Financial Personalities," "A Largess Strategy," "Utilizing DAFs for Charitable Giving," and "Writing Ethical Wills," to name just a few.

Recently, Bert ventured into uncharted territory with the his first annual Family Financial Retreat in Las Vegas. Over the next 50 years an unprecedented transfer of wealth will occur between generations. Citing a 70% failure rate in handling the transition, Bert recognizes the need for family members to talk candidly about money and how it affects their financial situation now and into the future. At the retreat, children as young as 12 learned the basics of (1) financial planning and management, (2) writing wills (the children actually drafted a will for their parents), and (3) communicating with parents and siblings regarding their feelings about family finances.

The result was overwhelming, heartfelt gratitude from both parents and children. Bert's ideas have caught the interest of the media, and his name is well known in financial planning circles. He was

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named one of the "Top Financial Advisors in America" in 1994 by *Worth* magazine, an honor he has continued to earn every succeeding year.

Bert's real-life solutions to client's problems and his reputation as a leading authority and tireless proponent of ethical financial planning, as well as his work as a coach, continues to have a major impact on the financial world. His pithy, insightful advice has been quoted in the *Wall Street Journal*, *New York Times*, *Newsweek*, and many other publications. Bert has been featured widely on radio and television as a commentator and self-righteous critic of the abuses in the financial industry, particularly when it comes to conflicts of interest.

His book, *Facing Financial Dysfunction: Why Smart People Do Stupid Things with Money* (2nd ed.), describes his unique approach to achieve financial freedom using Functional Asset Allocation, a simple, sensible strategy for the wise investor. An accompanying CD and workbook will be available soon to the public, along with a discount coupon for a local workshop given by a trained Cambridge advisor or for a personal consultation with an advisor.

Bert simplifies and brings the basics of financial planning to all, not just the wealthy and elite. He believes that financial knowledge and responsibility should begin with young children and continue for a lifetime.

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