

2009 Financial Services Directory



Financial security is critical, and a top priority, for all Americans. However, finding sound advice and planning assistance can present quite a challenge, especially for employees of the federal government—the largest single employer in the United States.

Today's federal workforce encompasses 1.9 million civilian workers (including DOD civilians) and 1.4 million uniformed personnel (Source: White House 2008 budget numbers and OSD), and it is projected that 31% of those employees are planning to retire in the next five years (Source: 2007 1105 Government Information Group Government IT Buying Study). This presents tremendous opportunity for savvy financial experts that understand the distinct needs of this diverse community.

Every day, federal employees struggle with complicated financial issues. They find themselves seeking help to navigate through choices and best practices surrounding:

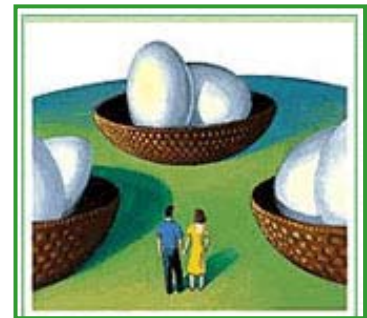
- ◆ Budgets
- ◆ Investments
- ◆ Savings Plans
- ◆ Credit and Debt Management
- ◆ Real Estate and Mortgages
- ◆ College Savings
- ◆ Insurance
- ◆ Taxes
- ◆ Retirement
- ◆ and more . . .

For 57 years, Federal Employees News Digest (FEND) has served as a leading provider of books, newsletters and other information services to employees of the federal government and the U.S. Postal Service. FEND is a trusted source for news and reference materials, and our Financial Services Directory is no exception.

ADVERTISE YOUR FEDERAL FINANCIAL EXPERTISE

The publishers of *Federal Employees News Digest*, and the *Federal Employees Almanac* understand the distinct needs and concerns of today's federal workforce. That's why FEND added the **Financial Services Directory** to their extensive portfolio of federal employee references in 2006.

The Financial Services Directory serves as a comprehensive compilation of financial specialists that are uniquely equipped to help federal employees with complicated money matters. Hosted on FederalDaily.com, each posting includes complete contact information and details on areas of expertise. The Financial Services Directory promoted and accessible to more than 60,000 product subscribers and 22,000 unique monthly visitors as a free-of-charge, value-add reference (WebTrends and publisher's own data). Organized by state, visitors may pull up a list of federal financial experts in their community by simply clicking on our online map.



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For more information about FEND's 2008 Financial Services Directory, or to purchase* your listing, contact your media consultant or Maxine Lunn at 703-876-5102 or mlunn@1105govinfo.com.

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