

JOHN NELSON

Retirement planning researcher, writer and speaker

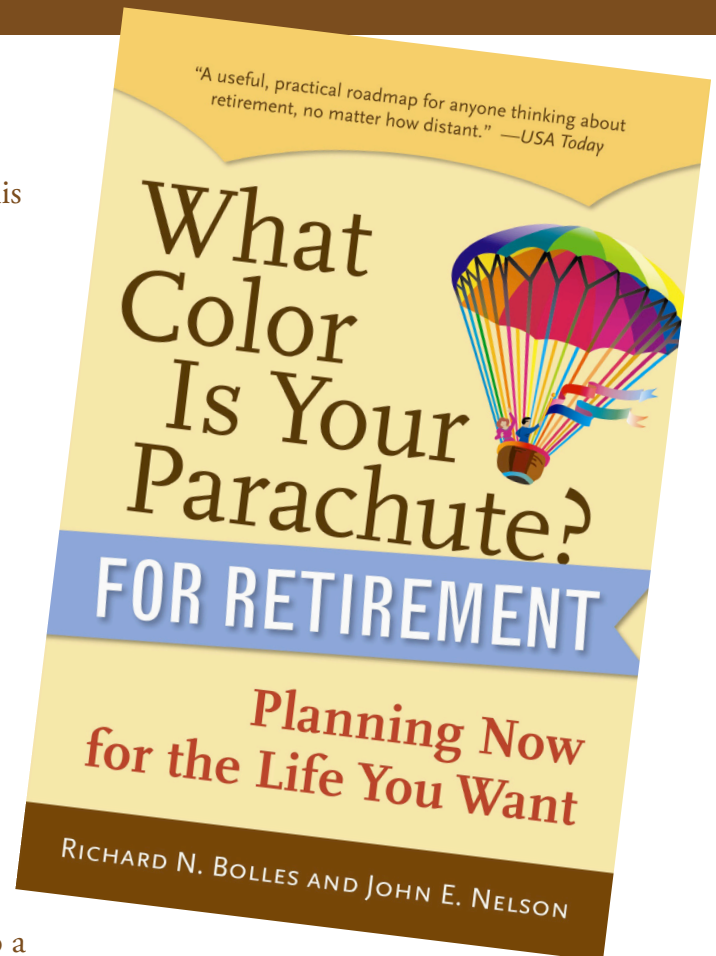
John Nelson is the creator of the **Well-Being Model**, which integrates emerging concepts from economics, medicine, psychology and other fields. An overview of this deeply theoretical, yet completely practical approach to retirement planning and education is presented in **What Color Is Your Parachute? FOR RETIREMENT**. The model has also been selected to provide the structure for the retirement education program for the federal workforce, the employees of AARP, and other organizations.

After many years as a pension consultant, John is currently earning a PhD at the University of Wisconsin, where he is a Lecturer in Consumer Science. He is also the founder of the Retirement Planning Institute, a non-profit research and education organization. The mission of the Institute is to develop and freely disseminate practical, easy-to-use planning tools that support all three dimensions of well-being.

John has been chosen to speak on retirement planning to a wide range of national conferences, including the Financial Planning Association, the Society for Human Resource Management, the National Pension Education Association, the National Association of Personal Financial Advisors, the International Career Development Conference, the Positive Aging Conference, the Appreciative Inquiry Conference and others.

John and his work have appeared in *The USA Today*, *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *Dow Jones' Marketwatch*, *Business Week*, *The AARP Bulletin*, *Employee Benefit News*, *Investment Advisor*, *Plan Sponsor*, *Better Investing*, and other publications.

Speaking Services - Available to speak at conferences, seminars and in-house trainings. John tailors the content and style of every presentation for maximum engagement and relevance to each audience. He speaks for professional groups, trade associations, employee meetings and public events, consistently earning strong participant evaluations. Fee schedule available upon request.



IN THE MEDIA

"A useful, practical roadmap for anyone thinking about retirement, no matter how distant."
USA Today

"*Parachute for Retirement* isn't just a book - it's a step-by-step guide to planning your retirement life."
The Wall Street Journal

"A nice complement to the more typical IRA-intensive school of retirement planning."
Reuters in the Washington Post

"What's crucial, Mr. Nelson and others say, is to sample opportunities before retirement D-Day."
The New York Times

"Can help Americans sort through the retirement lifestyle they want and need instead of the one that Madison Avenue wants to sell them."
Dow Jones' Marketwatch

"Try the free Retirement Strengths worksheet at www.RetirementWellBeing.com. It captures key elements of the retirement planning process in one exercise."
Business Week

"Read the book, if you want a happy retired life, not only a moneyed one."
Shanghai Daily

"I dare you to make it through even one chapter without feeling the urge to set your imagination loose and think of more fulfilling ways to spend retirement."
Better Investing

"Filled with exercises and resources on such matters as making lasting friendships, evaluating medical treatment plans and finding the ideal place to settle down."
Employee Benefit News

"Retirement researcher and writer John Nelson argues that there are at least five other key components of a successful retirement, in addition to the financial one."
Investment Advisor

"Just the track to follow when the client conversation strays from the comfortable nuts and bolts of financial planning."
RESEARCH Magazine

"Engage clients not only on financial issues, but on all of the matters related to retirement well-being and happiness."
Money Management Executive