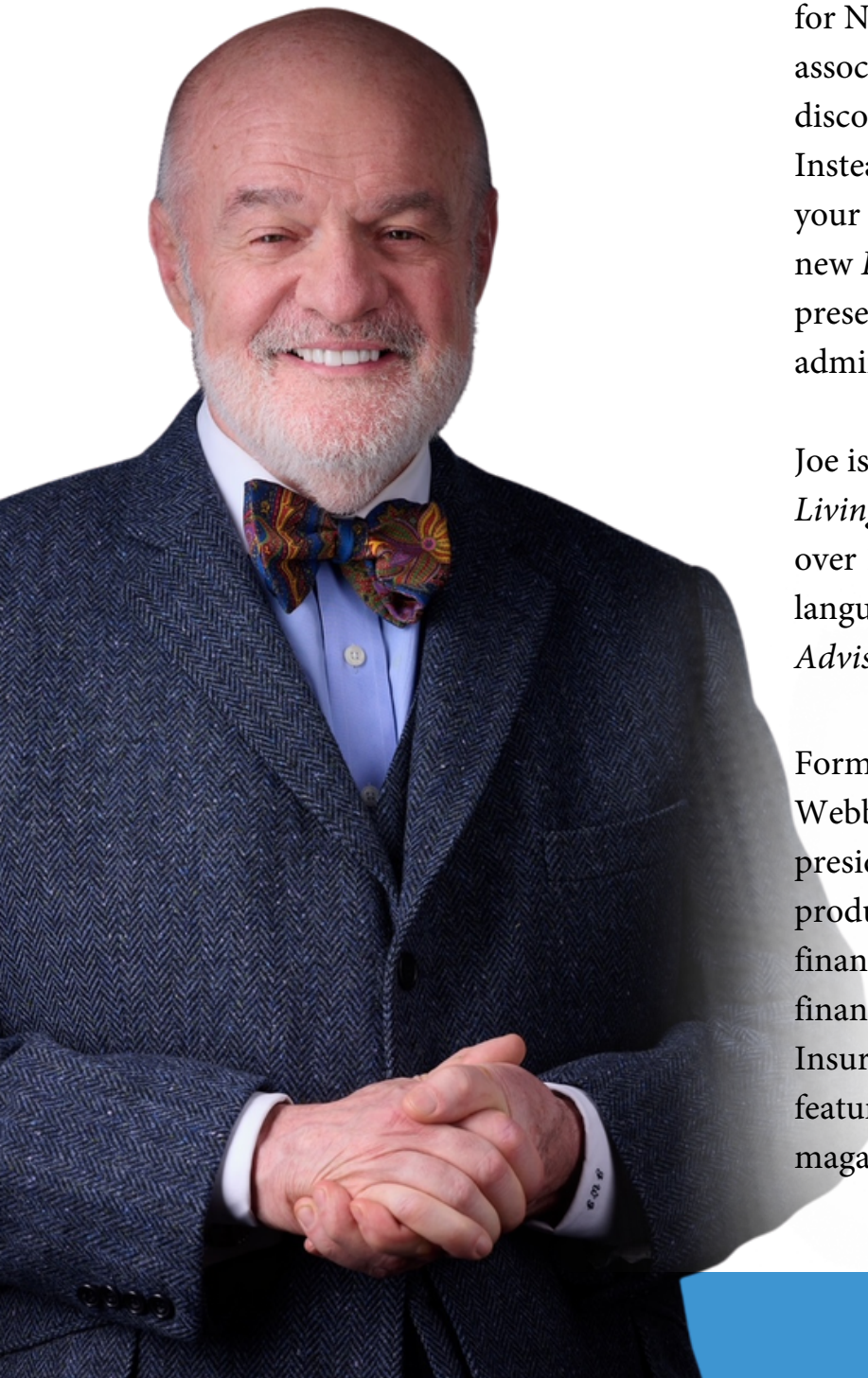




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Joe is the author of the award-winning book, *Living a Life of Significance*. The book has sold over 125,000 copies, is translated in five languages, and was featured in Nick Murray's *The Advisor's Essential Library*.

Formerly, Joe ran insurance sales at Paine Webber and more recently was a senior vice president at MetLife. He was responsible for retail product development and started their fee-based financial planning program and behavioral finance department. Joe is also a founder of the Insured Retirement Institute and has been featured on the cover of *Life Insurance Selling* magazine.

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