Top Business Leaders Embark on Multi-City Tour to Discuss the Economy

Northwestern Mutual Chairman and CEO John Schlifske Joins Forbes Media Chairman and Editor-in-Chief Steve Forbes in Multi-City Tour

MILWAUKEE, April 22, 2013 - Northwestern Mutual Chairman and CEO John Schlifske and Steve Forbes, chairman and editor-in-chief of Forbes Media, will speak to more than one thousand business, community and student leaders in two U.S. cities this week.

The executives will provide their thoughts on the economy, the financial markets, and the importance of having a sound financial game plan in place regardless of market conditions. As part of an ongoing partnership, Northwestern Mutual – a leading financial security company – and Forbes have spoken about the economy to more than 21,000 people in more than 30 cities since 2010.

This month the tour – titled “The Power of a Game Plan” – will visit the following cities:

April 22: St. Louis (including St. Louis University)
April 23: Omaha

“It’s clear that achieving financial security today requires thoughtful planning to preserve wealth, reduce risks, and provide a predictable stream of income for life,” said Schlifske. “These events provide a great opportunity to share perspective on how people can tap into the power of a solid game plan. We offer these insights to help families, business owners and students plan for financial security in the midst of a still uncertain economy.”

Among the key insights and topics Schlifske and Forbes are expected to discuss:

Getting to retirement is no longer the end goal – it is a new starting point. Schlifske and Forbes contend that today’s economy coupled with increased life expectancy means there is an increased risk that people may deplete their life savings. A well-rounded plan is essential to help maintain financial security for life.
Individuals cannot solely invest their way to prosperity. Rather, Schlifske and Forbes believe in practicing proven financial principles, such as setting a budget, saving in addition to investing, and dollar-cost averaging for the long-term.
There are plans that individuals and business owners can put into place now to help ensure long-term security. Schlifske and Forbes encourage Americans not to let political debates keep them from addressing their short- and long-term financial needs.

“There is no replacement for the power of a strong financial game plan,” said Forbes. “I look forward to discussing this topic, as well as the state of the national and global economy, in an effort to help people achieve financial stability and success.”

Photos taken at each tour event will be posted on the Northwestern Mutual Facebook page. The company will also share live tweets from each tour event, using the hashtag #NMForbes.

About Northwestern Mutual

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern mutual is among the "World's Most Admired" life insurance companies in 2013 according to FORTUNE® magazine and has helped clients achieve financial security for more than 155 years. As a mutual company with $1.4 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; Northwestern Long Term Care Insurance Company; and Russell Investments.

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