

Northwestern Mutual and UVU Announce Winners of the “2013 Planning Makes a Difference” competition

Students gain valuable financial planning experience with real world scenario

MILWAUKEE – December 17, 2013 – Northwestern Mutual and Utah Valley University (UVU) today announced the winners of the “2013 Planning Makes a Difference” competition. The scholarship competition, sponsored by Northwestern Mutual in Provo and developed in partnership with UVU, provided undergraduate finance students the experience of financial planning in the real world.

“Research shows that half of Americans have no financial plan in place, so there is a growing need for comprehensive financial planning expertise and education across the country,” said Mike Macfarlane, wealth management advisor and Northwestern Mutual’s managing director in Provo. “This sponsorship and competition gave students valuable financial planning experience outside the classroom while giving them a first-hand look at the career opportunities that exist after graduation.”

Participating students competed for scholarships by creating a comprehensive financial plan tailored to a hypothetical young married couple. The finalists received guidance and insight from professional financial planners from Northwestern Mutual before presenting their financial strategies in late November to a panel of judges.

The scholarship winners of the 2013 “Planning Makes a Difference” competition were:

First Place (\$2,000)
Benjamin Campbell

Second Place (\$750 each)
Brian Cusick
Lindsey Bryant

Third Place (\$800)
Dustin Spainhower

“The students found this to be a very valuable experience and walked away with a better understanding of the importance of financial planning, as well as a new perspective on a potential career,” said Jacob Sybrowsky, Ph.D., assistant professor of personal financial planning and judge in the competition. “It is real-world know-how that sets students apart as they prepare to join today’s workforce, and I’m grateful that, in partnership with Northwestern Mutual, we were able to provide students with this educational opportunity to hone critical planning skills needed to help people create a strategy for financial security.”

About Northwestern Mutual

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 156 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 is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. 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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