

## SHORT INTERESTS



Game, set, match: Andre Agassi bids farewell to tennis but not to Genworth.

## Agassi is sticking with Genworth

By Aaron Siegel

NEW YORK — Andre Agassi's tennis career may have ended at the United States Open this month, but his association with Genworth Financial Inc. will live on.

With the Genworth Financial logo embroidered on his sleeve, the 18-year tennis legend called it quits with eight Grand Slam titles under his belt after his third-round loss to Germany's Benjamin Becker at the U.S. Open in Queens, N.Y.

Mr. Agassi and his wife, Steffi Graf, another former tennis great, have been spokespeople for Richmond, Va.-based Genworth since it was spun off in an initial public offering by GE Capital Corp. in 2004.

They have since appeared in three television advertisements — one of which features an actor playing their son, conveying a message that the company descends from “great genes,” according to Buzz Richmond, senior vice president for brand marketing at Genworth.

“The idea was worth as a so crowded market he said.

In turn, Genworth to sponsor Las Vegas Slam for Children, a Germany-based charity. Mr. Agassi has also supported several other charitable causes.

“We have had a relationship with [Mr. Agassi] and we plan to continue that relationship,” Mr. Richmond said.

## Widowed Texas CFP helps advise bereaved

By Aaron Siegel

NEW YORK — An adviser has created a program to help grief-stricken widows in the Dallas-Fort Worth area wade through the minefields of financial planning.

Joy D. Kirsch, a widow of 13 years and a certified financial planner, certified senior adviser and grief recovery specialist at Kirsch & Associates, has launched From Grief to Growth: The LifeWealth Process for Widows to help fellow widows deal with probate, wills and trusts, and negotiating with insurance agencies, banks and other financial and government institutions. Her Bedford, Texas, firm has \$60 million in

assets under management.

“The idea came about while working with widows in a time of grief,” she said, noting that the average age of American widows is 56.

The program consists of a preliminary evaluation and cost analysis, an information session, goals planning, settling estate tax issues, designing, presenting and implementing a plan, and checkups to ensure that the plan is following its course.

Ms. Kirsch said that she knows of several cases where widows had husbands who took control of all financial concerns but didn't plan to bring in any sort of cash flow to last for the remainder of their spouses' lives.



Joy D. Kirsch: The adviser eventually plans to take her program nationwide.

“So many of us are so afraid to talk about death and ... are not prepared to talk about the inevitable,” she said. “I discovered that a lot of the planning needs to be done before the widow ends up in my office.”

Ms. Kirsch added that she eventually plans to take the program nationwide.

## Planner to become chief of Florida

By Riva Froyman

NEW YORK — A financial planner and insurer lost his bid to become the primary elected officer of the Florida Retirement System.

Milt Bauguess, chief executive of Bauguess & Associates, received 100,000 votes in the election, compared with 150,000 for the incumbent, State Rep. Ed. Claitor.

“It could have been a close call,” Bauguess said. “The state’s responsibility for the retirement system is a huge one, and it’s important to have someone who understands the system and is committed to overseeing it.”