

FOR IMMEDIATE RELEASE:

## **Emotional Intelligence (EQ), Money and You to be Presented at Apogee Dental Network's Annual Summit in Scottsdale, AZ**

Petaluma, CA, December 1, 2009 – Emotional Intelligence or EQ, though not a popular topic, is a crucial life skill to master both personally and in business. Having a high IQ is only one way of measuring intelligence, emotional intelligence, or EQ, is fast becoming a much more relevant measurement tool in business. Mark Zaifman, Financial Planner and Registered Investment Advisor with [Spiritus Financial Planning](#) will be presenting a workshop in April 2010, "**Emotional Intelligence (EQ) Money and You**" in Scottsdale, AZ, for [Apogee Dental Network's](#) 4th Annual Summit.

"Possessing high emotional intelligence is a surefire way to become, and more importantly, stay successful" says Zaifman. Many professionals, like dentists and doctors often have busy, thriving practices yet often find themselves in financial difficulties. Sometimes it's just a lack of knowledge around finances, but often it runs deeper than that. "Making money and keeping money are two different issues" remarked Zaifman, "getting people to understand the correlation between the two is crucial in reaching long term financial goals."

Upon his arrival from the east coast 20 years ago, Zaifman worked as a consultant at [Pride Institute](#), a dental consulting firm, now based in Novato, CA. "I understand the financial challenges that most people, including dentists have," states Zaifman, "and making them aware of the power of developing skills and gathering new tools regarding financial issues, as well as looking at their relationship with money, is something I both enjoy and feel very passionate about."

Talking about one's *relationship with money* is not the way most financial planners start a conversation around finances – yet that's exactly what Mark Zaifman has been doing for the past 10 years in his financial planning practice. Using a holistic approach, Mark guides people in making and reaching their financial goals – whether it be retirement or starting a new business. "Helping people realize their dreams really gets me excited!" says Zaifman.

About Spiritus Financial Planning - We are a [fee-only financial planning firm](#), offering comprehensive personal financial planning, including retirement planning and investing planning services for individuals and small business owners. We offer [complimentary consultations](#) to help you in choosing the best financial planner to fit your individual needs.

###

### **CONTACT INFORMATION:**

Pat Chiappa, Director of Marketing

Spiritus Financial Planning Inc.

[pat@spiritusfinancial.com](mailto:pat@spiritusfinancial.com)

707-534-9478