
Item 1 – Cover Page

Part 2B of Form ADV: *Brochure Supplement*



1318 E. Shaw Ave., Suite 313

Fresno, CA 93710-7912

(559) 226-2333

www.planfinancial.com

March 1, 2011

This Brochure Supplement provides information on each person who provides advisory services for a *client* and supplements the Plan Financial Brochure. You should have also received a copy of the Brochure.

Additionally, a Summary of Professional Designations is included with this Part 2B Brochure Supplement. The list is provided to assist you in evaluating the professional designations our investment professionals hold.

If you have not received our firm's Brochure, have any questions about professional designations or about any content of this supplement, please contact us at (559) 226-2333.

Additional information about Plan Financial also is available on the SEC's website at www.adviserinfo.sec.gov.

Advisory Services Personnel

Item 1 – Cover Page	i
Part 2B of Form ADV: <i>Brochure Supplement</i>	i
Advisory Services Personnel	ii
John R. Hooper ^{1, 2}	1
John D. Werft, CPA, CFP® ^{1, 2}	2
Robert L. Rockwell, CFP®	3
Summary of Professional Designations	4
1. Investment Committee Member for Plan Financial	
2. Board of Directors Member for Plan Financial	



John R. Hooper ^{1, 2}

President

Chief Executive Officer

Chief Financial Officer

Chief Compliance Officer

Item 2 – Educational Background and Business Experience

Year of Birth: 1960

Education:

- BS Business Administration, California State University, Fresno 1982

Business Background:

- Plan Financial 1985 - Present

Item 3 – Disciplinary Information

John R. Hooper has never had any disciplinary disclosures to be reported.

Item 4 – Other Business Activities

John R. Hooper is currently not actively engaged in any other investment related business or occupation.

Item 5 – Additional Compensation

John R. Hooper receives compensation for providing advisory services solely from his responsibilities at Plan Financial and from no other source.

Item 6 – Supervision

John R. Hooper reports directly to the Plan Financial Board of Directors. You may contact the Board Members at (559) 226-2333.

1. Investment Committee Member for Plan Financial
2. Board of Directors Member for Plan Financial

John D. Werft, CPA, CFP® 1, 2

Chief Investment Officer

Item 2 – Educational Background and Business Experience

Year of Birth: 1954

Education:

- BS Business Administration, California State University, Fresno 1977

Business Background:

- Plan Financial 2002 – Present
- John D. Werft Real Estate 1987 – Present
- John D. Werft, CPA Accountancy 1981 – Present

Item 3 – Disciplinary Information

John D. Werft has never had any disciplinary disclosures to be reported.

Item 4 – Other Business Activities

John D. Werft is currently not actively engaged in any other investment related business or occupation.

Item 5 – Additional Compensation

John D. Werft receives compensation for providing advisory services solely from his responsibilities at Plan Financial and from no other source.

Item 6 – Supervision

John D. Werft reports directly to the Plan Financial Board of Directors. You may contact the Board Members at (559) 226-2333.

1. Investment Committee Member for Plan Financial
2. Board of Directors Member for Plan Financial

Robert L. Rockwell, CFP®

Investment Adviser Representative

Item 2 – Educational Background and Business Experience

Year of Birth: 1959

Education:

- MBA Pepperdine University, 1999
- BS Business Administration, California State University, Fresno 1997

Business Background:

- Plan Financial 2007 – Present

Item 3 – Disciplinary Information

Robert L. Rockwell has never had any disciplinary disclosures to be reported.

Item 4 – Other Business Activities

Robert L. Rockwell is currently not actively engaged in any other investment related business or occupation.

Item 5 – Additional Compensation

Robert L. Rockwell receives compensation for providing advisory services solely from his responsibilities at Plan Financial and from no other source.

Item 6 – Supervision

Robert L. Rockwell reports directly to John R. Hooper who may be reached at (559) 226-2333.

Summary of Professional Designations

This Summary of Professional Designations is provided to assist you evaluating the professional designations and minimum requirements of our investment professionals to hold these designations.

“Understanding Professional Designations” may also be helpful and found on the FINRA website at: <http://apps.finra.org/DataDirectory/1/prodesignations.aspx>

CFP® - Certified Financial Planner

Issued by: Certified Financial Planner Board of Standards, Inc.

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor’s degree (or higher) from an accredited college or university, and
- 3 years of full-time personal financial planning experience

Educational Requirements: Candidate must

- Complete a CFP®-board registered program, or hold one of the following:
 - CPA
 - ChFC
 - Chartered Life Underwriter (CLU)
 - CFA
 - Ph.D. in business or economics
 - Doctor of Business Administration
 - Attorney’s License

Examination Type: CFP® Certification Examination

Continuing Education/Experience Requirements:

- 30 hours every 2-years