



For Financial Professionals Serving Federal Employees

ProFeds is a nationwide support structure for financial professionals serving federal employees, and is headquartered in the Chicago area.

The ProFeds team provides tailored training to financial professionals on the unique complexities of federal benefits to help them provide credible, top-notch financial planning services to their federal clients.

ProFeds is proud to be a Service-Disabled Veteran-Owned and Woman-Owned Small Business serving the training needs of federal agencies by providing high-quality retirement workshops as a federal contractor.



Chris Kowalik

Speaker • Coach • Trainer



Speaking Topics

The Accidental Fed: How Not to Test Your E&O

- The Top 10 planning fumbles of financial professionals who work with federal employees on occasion, but not on purpose

Niche Up: The Impact of Specializing Your Practice

- Identify your ideal client base to laser focus your business efforts
- Tailor your strategies to position yourself as the expert
- Embrace the idea that you really can get more with less

Federal Focus: The 'Strategy' of Zeroing In

- Simplify benefits and retirement decisions for federal employees
- Bring clarity to complex concepts so it is easy to take action
- Follow an efficient process to naturally navigate the sales cycle
- Ask powerful impact questions to help prospects understand the financial consequences of inaction

Chris Kowalik is a nationally recognized speaker and trainer for federal employee organizations and financial service organizations throughout the country. She is a former active duty Marine, and founded ProFeds in 2008.

She brings over 15 years of experience in the financial services industry and is the most trusted expert among financial professionals serving federal employees.

Through the ProFeds Federal Retirement Impact Workshop, she pairs thousands of underserved federal employees with competent and qualified financial professionals each year.



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[LinkedIn.com/Chris.Kowalik](https://www.linkedin.com/company/Chris.Kowalik)

Professional memberships, affiliations & featured publications



Your depth of knowledge was evident to our audience and helped deliver on our theme of specialization. You received a 5-star review. Great work. Professional, prepared and engaging.



Barbara Ristow, CFP®
MD Chapter of the FPA

Thanks Chris for such a well-done and meaningful presentation. You were awesome.

Dan Schmidt, CFP®