

Press Release

Top 400 *Financial Times* Advisor Lou Cannataro Joins Elite Group of Advisors Nationwide with New Accreditation

New York, NY - January X, 2019 - [Cannataro Park Avenue Financial](#) (CPAF), located in New York City, announced today that its founding partner, Lou Cannataro CHF[®], REBC, AEP[®], CASL[®], ChSNC[®], CLU[®], CLTC, MBA has secured his eighth and ninth credentials to become a Retirement Income Certified Professional (**RICP**[®]) and Chartered Special Needs Consultant (**ChSNC**[®]). This places Cannataro in an extremely elite and select group of advisors who hold nine designations/credentials in the financial planning profession and are continually building upon their knowledge base of wealth management throughout their career.

The RICP educational curricula is the most complete and comprehensive program available to professional financial advisors looking to help their clients create sustainable retirement income. The rigorous credential assists advisors in retirement income planning, a key focus area not fully covered in other professional designation programs. From retirement portfolio management techniques and mitigation of plan risks to the proper use of annuities to the employer-sponsored benefits and determining the best Social Security claiming age, the RICP provides a wealth of practical information for advisors.

The ChSNC educates experienced financial professionals even further on the technical and collaborative skills necessary to help clients make plans for the future of a loved one who has special needs. Use of the ChSNC credential requires an extensive financial planning background.

Cannataro stated, “There should always be a thirst for education and knowledge. We should look to absorb as much as we can and be credentialed in the many different aspects of the planning that we handle for our individual and business clients. One cannot be good at what they do in our field unless they not only secure the required licenses to execute and credentials to advise, but to continually build upon that knowledge.” Cannataro also added, “Never assume you’re the smartest person in the room. This assumption has allowed me to listen, learn and improve at a much faster pace in order to better serve my clients.”

“Lou has a strong commitment to helping his clients grow, preserve and protect their wealth through a comprehensive planning approach,” said Evamarie Schoenborn, president, Northwestern Mutual Wealth Management Company. “His new additional specialized designations in retirement and special needs planning further strengthen his ability to service his clients.”

“For many of our clients, we are now three generations deep within the same family,” said Cannataro. “Having multiple generations as clients, we do not take that responsibility and level of commitment needed lightly, nor for granted, so we always strive to improve our level of service, advice and most importantly, knowledge.”

About Cannataro Park Avenue Financial (CPAF)

CPAF is passionate about helping people and businesses realize their true financial potential and creating financial security for life. All team members are dedicated to delivering solutions that meet and exceed our clients’ expectations. CPAF and its team of wealth of advisors are committed to serving their clients with the highest level of attention and care. CPAF is located in New York City and founded by Louis S. Cannataro, CHF[®], REBC, AEP[®], CASL[®], CLU[®], CLTC, MBA. www.cpag.nm.com

About Northwestern Mutual

[Northwestern Mutual](#) has been helping families and businesses achieve financial security for more than

160 years. Through a distinctive, personalized planning approach, Northwestern Mutual combines the expertise of its financial advisors with a digital experience to help its clients navigate their financial lives every day. With \$272.2 billion in assets, \$28.5 billion in revenues, and \$1.8 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.5 million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. The company manages \$128 billion of investments owned by its clients and held or managed through its wealth management and investment services businesses. Northwestern Mutual ranks 111 on the 2019 FORTUNE 500 and is recognized by FORTUNE® as one of the “World’s Most Admired” life insurance companies in 2019. Northwestern Mutual received the highest score among individual life insurance providers in the J.D. Power 2019 U.S. Life Insurance Satisfaction Study.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include **Northwestern Mutual Investment Services, LLC** (NMIS) (securities), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (fiduciary and fee-based financial planning services), federal savings bank; and Northwestern Long-Term Care Insurance Company (NLTC) (long-term care insurance).