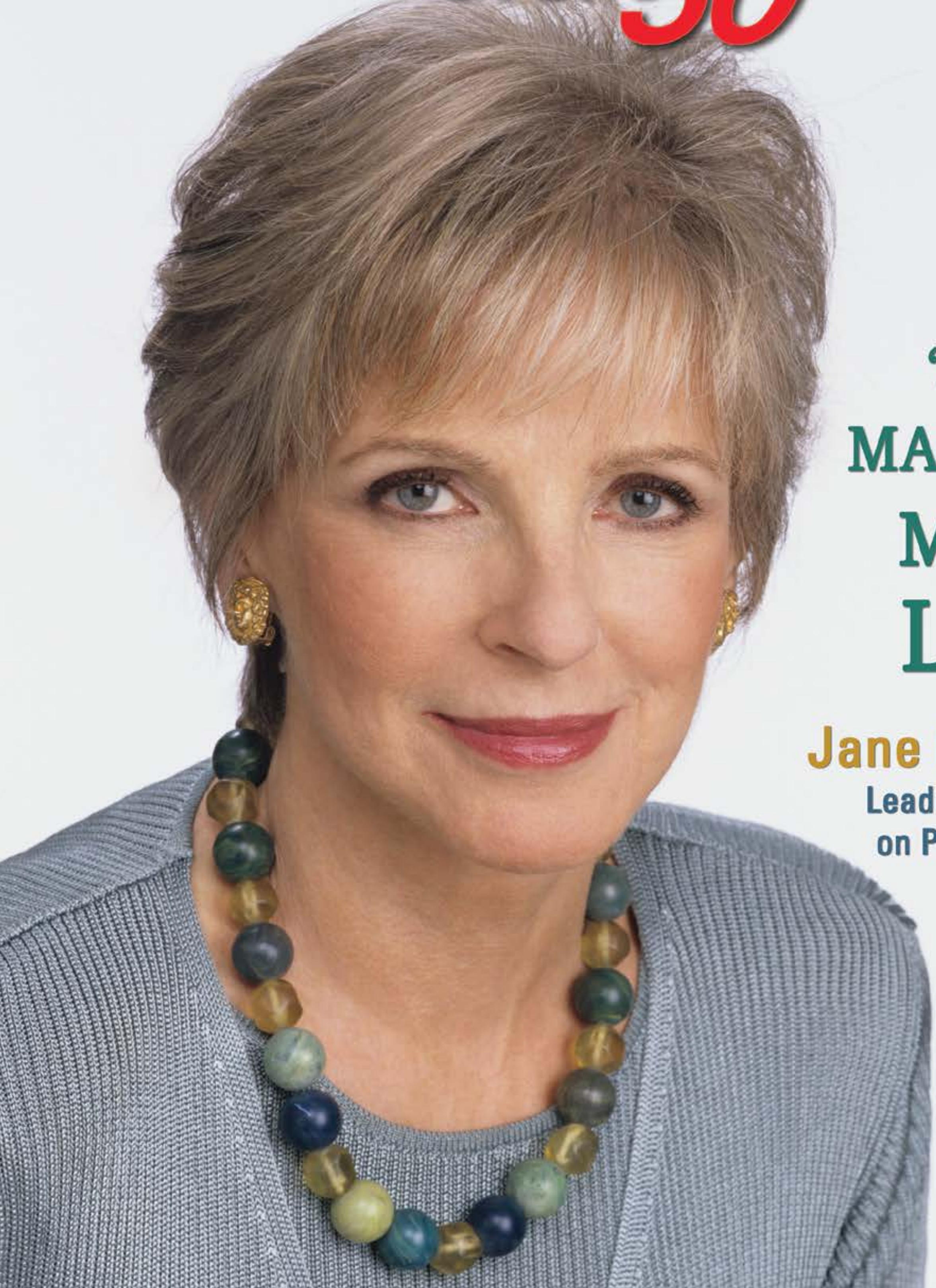
SPECIAL MONEY ISSUE

Active over 50®

Resource Guide for Boomers and Seniors



'HOW TO MAKE YOUR MONEY LAST'

Jane Bryant Quinn

Leading Commentator on Personal Finance

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Winter Issue 2016

Jane Bryant Quinn on deadline. Photo: Skip Pearlman

Age: 77

Family: Married. Husband Carll Tucker. Two children, six stepchildren, nine grandchildren

Education: Middlebury College, B.A., magna cum laude

Occupations: Personal finance journalist; author; Digital news entrepreneur/co-founder (with husband) of DailyVoice.com. AARP columnist.

Residence: New York City

Accomplishment Highlights: *(partial list)*

2016 Publication of *How to Make Your Money Last: The Indispensable Retirement Guide*

Syndicated column "Staying Ahead" for 27 years by *The Washington Post* Writers Group to more than 250 newspapers

Bi-weekly column for *Newsweek* magazine for 30 years

Bi-weekly column for Bloomberg.com

Served on Board of Middlebury College and Harvard School of Public Health

Director of Bloomberg News, L.P.

Columns for *Woman's Day* and *Good Housekeeping* magazines

Television: PBS, Created and hosted "Take Charge!" personal-finance PBS series, co-hosted "Beyond Wall Street." CBS: 10 years with CBS News, including "CBS Morning News" and "Evening News with Dan Rather." Regular guest appearances on broadcasts such as ABC's "Good Morning America" and "Nightline"

Helped develop software program 'Quicken Financial Planner'

Monthly columns for AARP Monthly Bulletin and AARP.com

Awards & Honors *(partial list)*

*1981, 1982, 1984, National Press Club's Consumer Journalism Award

*1983 Matrix Award in Magazines

*1984 New York State Award for Women of Distinction in the Field of Journalism

*1985 Emmy Award and Janus Award for Outstanding Coverage of News on Television

*1986 National Headliner Award for Consistently Outstanding Magazine Feature Column

*1987 Consumer Federation of America's Outstanding Consumer Media Service Award

*1992, 1995 John Hancock Award for Excellence in Business and Financial Journalism

Getting to Know Jane Bryant Quinn

By Marsha B. Felton

I had the privilege to interview Jane Bryant Quinn, a remarkable woman and leading commentator on personal finance. Her latest book *Making Your Money Last: The Indispensable Retirement Guide* offers substantial, highly respected financial advice as well as uplifting wisdom!

MBF: How did you get your start in journalism?

JBQ: The only thing I ever wanted to be when I was growing up was a journalist. In college, I got the summer job of my dreams, reporting stories for my hometown newspaper, *Niagara Falls Gazette*. After college I came to New York City and got my first job at *Newsweek* magazine. They hired young men for the writer's training program and young women for the mailroom. I soon realized I would never be a writer at *Newsweek* so I started looking around for another job.

Solving puzzles is a favorite pasttime. Photo Skip Pearlman

MBF: What was the "female discount" in the "bad old days" and what happened when you were working as a young mom?

JBQ: Young journalists didn't earn much, especially if you were of the female persuasion. In those "bad old days," there was something called the "female discount." If a man and a woman held the same type of job in a company, the woman was paid 30 percent less - and it was legal. During my second job interview, the female editor in charge of the women's section figured out the discount on an adding machine right in front of me.

MBF: How did you get into financial journalism?

JBQ: Luckily! The newsletter I joined covered the developing consumer movement. I was told I should do consumer money stories. I started immersing myself in financial books, publications, newspapers, finding stories and developing sources. I found it to be a very exciting field.

MBF: What were some unexpected benefits of the challenges you faced early in your career?

JBQ: The biggest unexpected benefit was that I fortuitously got a job covering the emerging consumer movement! Consumerism was very active in the '60s and early '70s. People such as Ralph Nader were writing for us before he wrote *Unsafe At Any Speed*. I just fell into this nest of people who were deeply concerned with consumer

*1995 Award for Distinguished Business and Financial Journalism

*1995 ICI Education Foundation American University Journalism Award for Excellence in Personal Finance Reporting

*1997 Gerald Loeb Award for Distinguished Business and Financial Journalism

*1997, 1998 "100 Most Influential Business Journalists" - The Journalist and Financial Reporter newsletter

*2005 National Consumers League Trumpeter Award for Consumer Journalism

*World Almanac: One of the 25 most influential and powerful women in America

*Numerous Honorary Degrees: Pace University, Middlebury College, College of William and Mary, St. Mary's College (Notre Dame), Niagara University, Colgate University, Stetson University, McDaniel College, Bryant College

Books

- 1978 *Everyone's Money Book*
- 1991 *Making the Most of Your Money*
- 1994 *A Hole in the Market*
- *1997 Making the Most of Your Money*
- 2006 *Smart and Simple Financial Strategies for Busy People*
- 2009 *Making the Most of Your Money NOW (Revised 3rd edition)*
- 2016 *How to Make Your Money Last: The Indispensable Retirement Guide*

Jane and husband Carll at New York country home. Photo: Skip Pearlman

issues, consumer fairness, helping consumers in the marketplace.

Jane's Washington Post syndicated column, "Staying Ahead" appeared for 27 years in more than 250 newspapers. She has also written personal finance columns for Bloomberg.com, Newsweek, Woman's Day, Good Housekeeping and presently writes monthly columns for the AARP Monthly Bulletin.

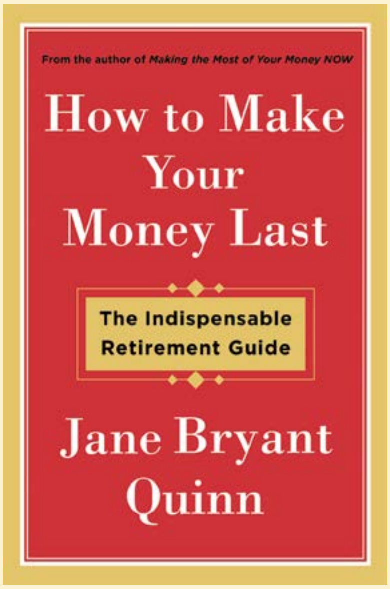
MBF: What has been your trajectory to worldwide recognition?

JBQ: About the same time I was writing my early columns, I received my first book advance. At that point, my name is starting to be made. When there was a newspaper strike in NYC, our local CBS station needed somebody to do the financial news and they asked me. It scared me stiff but I learned how to do it. In 1979, I was asked to be on the national "CBS Morning News," later on the "CBS Evening News with Dan Rather." In 1991, my book *Making the Most of Your Money* came out.

Jane appears as a commentator/advisor on network TV broadcasts, radio and hosted a PBS series on personal finance. In 1985, Jane won an Emmy Award for Outstanding Coverage of News on Television.

MBF: What is the best advice you have ever received?

JBQ: Save more money! Also the first advice I give. I lived paycheck to paycheck when I was in my mid-20s. There was a company thrift plan I didn't join because I thought I couldn't afford it. A colleague encouraged me to "put in 5%, just try it." I grudgingly did and surprise! I didn't notice that I was spending 5% less in my daily life.



Book available: Amazon.com

MBF: What has surprised you the most about your financial advising?

JBQ: How difficult it can be to help people see that they can do simple things with their personal finance. The entire financial industry tries to get people to buy complex instruments and depend on advisors who charge them commissions. I have always written that the simplest and lowest cost investments are the best. Look at index mutual funds where you may pay as little as 0.05 percent a year for the money management. These investments out-perform most of the rest of the actively-managed mutual funds in the world of 4,000+ mutual funds over the long term.

"The simplest and lowest cost investments are the best. Look at index mutual funds where you may pay as little as 0.05 percent a year for the money management."

MBF: Why do you recommend three websites about social security in your book?

JBQ: The question for many people is when should I take my social security in order to maximize the amount I get. And if I am married and my spouse is taking social security too, how do we put these two things together? It may be very hard to answer this for yourself. You can take social security as early as 62, but there will be a 25% discount from the full retirement benefit you could claim at 66. Each year you wait the amount goes up, including any inflation adjustments. Between 66 and 70, your initial benefit rises by 8 percent a year, guaranteed. Social security is an incredible longevity insurance program.

Relaxing in NYC apartment. Photo: Robert Wright

MBF: You have established a pre-eminent degree of trust where others in financial journalism have gotten caught up in conflict of interest or perceived conflict of interest…how have you done it?

JBQ: I simply won't enter into conflict of interest. I have often been asked to endorse products including those that I like, become a spokesperson, and go on the Boards of Directors of financial institutions, some of which I admire. I feel that any tinge of commercial connection with a company would raise a question. I don't sell any products.

MBF: What are you most proud of in your professional life?

JBQ: I am very happy that I have been on the side of consumers all my life and have worked very, very hard to make it clear, to make it simple and to look into things such as insurance and investments. This is a sense of great satisfaction for me. I have always fought for consumers.

MBF: You write: "…part of your financial plan when you're in your 60s is diet and exercise to keep your health." What do you do for your diet and exercise?

JBQ: I am guilty of not being terrific on exercise. There is a gym in the basement of my apartment building but will I put on my sneakers and go down there by myself? I know my weaknesses so I have a personal trainer come to the apartment and force me to do it.

Bird lover. Photo: Skip Pearlman

I do pay attention to diet. Ten years ago when I gained weight I simply started putting less on my plate and still felt satisfied. I also stopped eating desserts years ago and don't miss them.

MBF: What is the DailyVoice.com you and your husband Carll Tucker started?

JBQ: DailyVoice.com is online news for local communities. My husband's career was in the local news business. One day, we arrived at our country home outside NYC, picked up the local newspaper and saw that it was their final issue. How can a community be a community if it has no local news? Carll said we have got to start local community digital newspapers. We are in 76 towns in 7 counties…4 in New York, 1 in Connecticut and 2 in New Jersey. It's so exciting, delivering digital news.

MBF: What are fun facts that a lot of people may not know about you?

JBQ: My favorite exercise is lying in my hammock and reading at our country home. I garden. I'm a bird watcher. My husband and I have the travel bug. We don't go to cities like London or Paris, rather to difficult places such as Syria (before the uprising).

MBF: What are your proudest personal moments?

JBQ: I have a marvelous family! Our stepchildren all gradually blended together. Everybody feels connected. I have been blessed with two happy marriages. My dear late husband was 14 years older than I and my wonderful dear husband now is 13 years younger than I. So, on average, I married the right age! This also means our step-children range in age from 63 to 33. I've been extraordinarily lucky!

Editor's Note: To read the full interview, go to ActiveOver50.com/JaneBryantQuinn.

About Marsha B. Felton

"I'm on the 'inspiring and motivating' beat. I cover exciting people and uplifting endeavors." Marsha Felton is a Marketing Consultant and freelance writer.
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Ten years and counting

So Far, So Good

From day one...ten years ago...the mission of ActiveOver50 was to publish a professional, quality print magazine for boomers and seniors in the San Francisco Bay Area. ■ Thanks to our readers and advertisers, ActiveOver50 today is the #1 consumer 50+ publication in the Bay Area with the largest readership – over 200,000 in print and online. And rapidly growing. ■ Our mission is to double readership to 400,000 by expanding our print and online presence. If you haven't seen our revamped website with more content and stories (ActiveOver50.Com), check it out today.

What does this mean for you as a reader?

You'll continue to discover useful, interesting stories that inspire and encourage you to stay active and fully engaged in life. You'll learn about the latest in healthcare, finance, retirement, technology, estate planning, housing, nutrition, fitness, travel and more.

What does this mean for you as an advertiser?

Your advertising gets seen in a quality magazine in more places by more people in over 40 Bay Area cities including San Jose, San Francisco, Oakland, Los Gatos, Campbell, Cupertino, Los Altos, Mountain View, Santa Clara, Concord, Morgan Hill, Gilroy, Walnut Creek and Palo Alto. ■ You work directly as a partner with ActiveOver50. Not a franchise, we are local and family owned. We help grow your business with a host of diverse products including print and digital magazines, TV series on COZI TV, e-Newsletters, website and social media programs. ■ We look forward to helping you navigate through the natural progress of aging by providing information, products and services so you can enjoy a healthier, longer and more active lifestyle.

So far, so good.

Larry Hayes
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