

Senior Financial Representative

Larry Winkelhake



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Princor Registered Representative

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Larry J. Winkelhake, CLU®, ChFC® started his career in 1967 where he focused efforts on small business owners and their need for competent estate planning. As these clients had employees, Larry began helping them solve fringe benefit problems. Pension issues soon came to the forefront so Larry became a Registered Representative offering securities through a Broker/Dealer. In 1969 Larry formed Winkelhake and Associates, which evolved into Mortensen, Winkelhake, and Associates, and is now associated with Principal Financial Group.

Larry received the CLU® (Chartered Life Underwriter) and ChFC® (Chartered Financial Consultant) designation from the American College of Bryn Mawr, PA in 1983 and 1985 respectively. Since that time he has served as course moderator for American College courses and the Life Underwriters Training Council courses offered by the National Association of Insurance and Financial Advisors. He is also a Life Member of the Million Dollar Round Table and has participated with their annual conferences for over twenty-eight years.

In addition to a productive business career Larry has served the Wisconsin Association of Insurance & Financial Advisors, (NAIFA) as a Regional Vice President and as President of Milwaukee's local association. He served for seven years as Chairman for the Wisconsin Association of Insurance & Investments Advisors Political Action Committee and continues to serve on their governing board.

Larry is also a member of his Boy Scout Council's Executive Board, a Vigil Member of the Order of the Arrow, serves as Scoutmaster for his Council's Provisional Camp, and served as Scoutmaster of Troop 71, Brookfield Wisconsin.

Larry raised 10 children, has 14 grandchildren and 2 great grand children. He is an avid downhill skier, sportsman, collects old tractors and raises hay, beef cattle and horses on his farm near West Bend Wisconsin.



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