the 2004 Regional Conference

THE FINANCIAL PLANNING ASSOCIATION

Day 1 • • • Tuesday, May 11

7:30 - 8:30 — **Registration - Continental Breakfast**

8:30 - 9:45 — **Opening Keynote - Jennifer James, Ph.D -** *How to Change, How to Take Risks*

9:45 - 10:00 — **Break**

Session I
10:00 - 11:40
(2 CE)

Running a Successful Financial Planning Business
This workshop will explore ways to start running your financial planning practice like a financial planning business.
Michael Kossman, CPA
Kochis Fitz
Carol Benz, CPA
Bingham, Osborn & Scarborough

Breaking the Entrepreneurial Barrier
Stephanie will share what is really happening in your practice, discuss the challenges that prevent you from taking it to the "next level", and highlight the fundamentals you need to build your business and a better bottom line.
Stephanie DeWees
DP Group

Coaching - Try it, You'll Like it!
Coaching will help you to create a business that works for you, instead of you working for it. This session will include hands-on exercises that are guaranteed to change the way you view your business.
Mary K. Sullivan, CLU, ChFC
Protected Investors of America
John Hittler
Strategic Coach

Long Term Care Issues in the Planning Process
How to facilitate dialogue with couples and families; funding issues; and trends in the LTC industry that can affect you.
Sylvia Lum, CFP®
Provident Central Credit Union
Louis Brownstone
California Long Term Care Insurance Services
Sandra Pierce-Miller
California Partnership for Long Term Care

China - Stock Markets and Their Similarities to US Markets (They Are Closer Than You Think)
Learn about stock market investing in the People's Republic of China. Besides reviewing institutional details of the market, learn how data from that country can expand our understanding of investor behavior.
Mark S. Seasholes, Assistant Professor - Finance
UC Berkeley, Haas School of Business

CEU Super Session
Sponsored by
Columbia Funds
Speakers:
Annie Moberly and Stephanie Owen in conjunction with J. William "Bill" Cooley
Success Continuing Education
Attend ONE CEU Super Session to learn marketing ideas and obtain the corresponding course.

11:45 - 1:30 — **Luncheon Keynote - Peter Vidmar, Olympic Gold Medal Winning Gymnast -** *Risk, Originality, and Virtuosity*

Session II
1:45 - 3:25
(2 CE)

Social Security 201
In this session you will learn accurate, professional answers to the top client questions on Social Security.
Louise Berman
Pre Retirement Educational Services

Small Business Retirement Plans
301 Level nuts and bolts: Qualified plan requirements, marketing, new regulations (GUST & EGTRA); investments; Cross Tested Plans & 401(k) Safe Harbor Plans.
Eric Petersen
Hicks Pension Service

Are You Having Fun Yet? Bringing Joy Into Your Business
You'll experience more joy and success in your business by inventing your ideal practice from the inside out.
Cynthia Meyers, CFP®
Foothill Securities
Deborah Abel, CFP®
Securities America

Current Outlook for the Real Estate Securities Sector
REITs are an integral part of many diversified portfolios. We will cover the advanced aspects of REITs, valuations, and market conditions.
John Kramer
Kensington Investment Group
Jay Leupp
RBC Capital Markets

How to Hire and Manage Talented People
The session describes in detail 1) an easy-to-use and highly effective system to hire the most talented people for your practice and 2) provides step-by-step instructions on how to develop systems to effectively manage staff.
Kirk Hulett
Securities America

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3:25 - 3:45 — **Break**

Session III
3:45 -4:35
(1 CE)

Secular Market Cycles - The Next Mania
Learn how recent Fed policy will shape the performance for the secular market cycles for all asset classes and take a focused look at asset manias.
Paul Gire, CFP®
Strategic Advisory Services

College Planning - Paying Full Price for College is Optional!
Saving for children's college tuition is a given, but what about finding alternative ways to pay for college?
Maureen Featherston, CFS
College Solutions

Unleash the Value of Your Firm Through Succession Planning
How to create an organization that will live beyond you, how to increase the value of your firm, and how to realize the equity that you have built up over the years.
Tim Welsh, CFP®
Schwab Institutional

Municipal Bonds - Is The Golden State Tarnished?
If municipal bonds are part of your clients' portfolios, learn how the current "state of the state" is affecting this asset class. What is Arnold doing to these bonds?
Rafael Costas
Franklin Templeton Investments

Alternative Investments: Adding Alpha and Reducing Beta
Managed futures add a non-correlated asset class to client portfolios. We will discuss the importance of adding these alternative investments to your practice.
John Scarcella
Steben & Company, Inc.

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4:45 - 5:30 — **Closing Keynote Speaker - William Jahnke, Comprehensive Wealth Management -** *Flexible Asset Allocation: A Fresh Start*

5:30 - 8:30 — **Networking Extravaganza - Taking Your Practice Up Another Notch**
Spend time discussing the issues that are most important to you and take home specific ideas that you can implement in your practice. Event includes drinks, hors d' oeuvres, and dinner.

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Day 2 ● ● ● Wednesday, May 12

7:30 - 8:30 — **Networking - Continental Breakfast**

Session IV
8:30 - 11:15
(3 CE)

Elder Care Resources
A panel of experts discuss issues and resources available to your aging clients and their families. Who do you turn to for your aging clients' needs?
Trisha Knowles
Care Manager
Wendy Segal
Medical Claim Service
Cathy Fanzi
Sunrise Elder Care Facility
Alexandra Armstrong, CFP®
Armstrong, MacIntyre & Severns, Inc.
Moderator

Tax Case Study From a Financial Planning Perspective
Involves a review of the prior year return and financial planning opportunities.
A case study with multiple scenarios - buying a house, selling a house, and estate planning issues - will provide a participatory and interesting learning environment.
Kent Noard, CFP®, EA
KLN Financial Group

Fundamentals Session: Starting and Running a Successful Financial Planning Practice -- Begin With the End in Mind
A panel of "seasoned" practitioners will share ideas and insights on what to do from the start as you build your practice
Kacy Gott, CFP®
Kochis Fitz
Elfrena Foord, CFP®
Foord Van Bruggen & Ebersole
Erin J. Kincheloe
FSC Securities
Moderator

No Geeks Allowed: Technologies For the Rest of Us
We'll cover technology tips, effective client communication tools, software, hardware, and cheap and easy technology tools that anyone can use.
Greg Friedman, CFP®
Friedman & Associates
Doug Adler
Adler Technologies
Christopher Lanzafame, Ed.D
FranklinTempleton Investments
Eric M. Flett
Bay Isle Financial
Moderator

Estate Planning Case Study
This session will cover a potpourri of estate planning topics, including the very latest on family limited partnerships, and other estate planning techniques currently under the IRS microscope.
Lisa I. Caputo, Esq.
Deborah Boswell, Esq.
John Wunderling, Esq.
Ferrari Ottoboni, LLP

CEU Super Session is not offered at this time

11:15 - 11:30 — **Break**

Session V
11:30 - 12:20
(1 CE)

Family Meetings: Value to Clients and Your Practice
Family Meetings have been an effective planning method for large families and family offices for decades. This presentation explores family meetings, how they broaden your client relationships and can be a tool to grow your practice.
Paula deVos, CFP®
Catalyst Wealth Management, LLC

The Ethical Vocation of the CFP: Judgment, Stewardship, and Leadership
The methodology of ethics, its historical and systematic relationship to business and professional life, and its relevance to the professional identity and practice of CFPs.
Lester A. Myers, Ph.D., J.D., CPA
University of San Francisco and Georgetown University

Charitable Giving: How & Why To Add It To Your Planning Process
Many clients are interested in philanthropy - do you know how to integrate that into your financial plan?
Sandra Moll, CFP®
Mayer Moll & Associates

Looking To Hire An Intern?
The panel will be an open forum to discuss issues, ideas, and resources for hiring interns.
Norm Boone, CFP and Sabrina Lowell
Boone Financial Advisors, Inc.
Jeffrey Lambert, CFP®
Lighthouse Financial Planning, LLC
Larry Ginsburg, CFP®
Associated Planners Investment Advisory, Inc.

Culture Wars and Related Myths about American Politics
This talk debunks the common claim of pundits and politicians that the United States is deeply and bitterly divided politically. While the political class may be deeply and bitterly divided, the electorate as a whole remains centrist in its views and ambivalent about its political commitments.
Morris Fiorina, Ph.D
Hoover Institution & Stanford University

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12:20 - 1:50 — **Luncheon Keynote Speaker - Greg Johnson, Co-Chief Executive Officer, Franklin Resources -** ***The State of the Mutual Fund Industry***

Session VI
2:00 - 3:40
(2 CE)

Succession Planning Panel
Learn what works and what doesn't from peers who have gone through the succession planning trenches
Alexandra Armstrong, CFP®
Armstrong, MacIntyre & Severns, Inc.
Dal J. Darracq, CLU, CFP®, ChFC
Equity Architects
Allan Henriques
Smart Investor

The Unsuccessful CRT: Getting Out Early
Jerry will examine the latest rulings and various ways to close down a CRT and somehow divide up the assets. Many clients are trying this; learn the right ways, the wrong ways, and the disastrous possibilities if the wrong route is chosen
Jerry McCoy, Esq.
Washington, D.C.

Planning for Non- traditional Families
Financial and estate issues and strategies for non-traditional families, including: gay and lesbian, seniors and their caregivers, and aging unmarried baby boomers. A case study will be used to illustrate the variety of, and the planning solutions for, these issues.
Harold Lustig, CLU, ChFC

Outsourcing
Making it really work and avoiding the pitfalls. Learn how to effectively use outsourcing for office administration, compliance, and financial plans to free up time and resources.
Patricia Jennerjohn, CFP®
Focused Finances
Melissa Dehn
TDA Compliance
Greg Friedman, CFP®
Friedman & Associates
Moderator

Asset Protection and Long Term Care: Everybody's Worry
Michael will discuss planning options for asset preservation when a person needs long term care. It will explore Medi-Cal, which can pay the cost of nursing home care and the tax and estate planning issues that typically arise. The role of long term care insurance will also be considered.
Michael Gilfix, Esq.

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3:45 - 4:45 — **Closing Keynote Speaker - Roger Gibson, CFA, CFP ®, Gibson Capital Management, Ltd. -** ***Asset Allocation in a Low Return Environment***

4:45 - 5:00 — **Prize Drawings**