2014 FPA NorCal Conference

Tuesday, May 27, and Wednesday, May 28, 2014, The Palace Hotel, San Francisco

REGISTRATION

Register via credit card at www.FPANorCal.org

Early Bird	**Advance**	**Regular**
Register by March 7	March 8 to April 30	May 1 to May 19
$679 member	**$729 member**	**$779 member**
$879 non-member	**$929 non-member**	**$979 non-member**

Monday, May 19 is the final day to register in advance. If space is available to register at the door, a $60 handling fee is added.

CONTINUING EDUCATION CREDITS

Appropriate sessions are filed with the CFP® Board of Standards. Approvals will be posted on the website.

WORKSHOP SESSIONS

Find detailed speaker and topic information at www.FPANorCal.org.

CANCELLATION POLICY

For a full refund, less $50, send a written request to arrive by Friday, April 4. For a 50% refund, send a written request to arrive by Friday, April 25. Thank you for understanding that refunds are not available after Friday, April 25. Send written requests via email or regular mail, contact info is on the website. Please call the Conference office to confirm receipt of a refund request.

HOTEL RESERVATIONS

Contact The Palace Hotel at 415.512.1111 and ask for the "FPA Conference" rate of $229 per night. Or reserve your hotel room on the website Hotel Accommodations page.

TRANSPORTATION and PARKING

Take BART or MUNI/ METRO to the Montgomery Street Station. The most economical parking is at the Hearst Garage on 3rd and Market.

FOR MORE INFORMATION

Find FAQs on the website. After that, contact the office at 415.413.4044 or info@FPANorCal.org.

KEYNOTE SPEAKERS

Barry Ritholtz

Founder and CIO,
Ritholtz Wealth Management

This Is Your Brain on Stocks: A Look at the Behavioral Economics & NeuroFinance of Investing

Cognitive biases get investors into trouble. The brain is also the source of almost all of your investing *errors*—we are not wired to make intelligent financial decisions. Barry Ritholtz will explain how and why that is, and provide a fun exploration of Behavioral Economics (making financial decisions) and NeuroFinance (what goes on in our brain while making those decisions). Learn twelve common errors that amateurs and pros alike tend to make. Some of the examples may make you gasp in self-recognition.

Cam Marston

President, Generational Insights

The Gen-Savvy Financial Advisor

For decades financial services have focused on demographic groups that are now moving into and past retirement. The Matures and the Baby Boomers are the generations with whom the financial services industry grew up, and their client relationships were defined by traditional business models. Now, new generations (sons and daughters of current clients whom we want to trust us with their financial future) who have different economic and cultural experiences are moving into ages that make them prime clients for investments, retirement planning, insurance, and other financial services.

David P. Kelly, CFA, PhD

Chief Global Strategist, J.P. Morgan

Investing for the Long-Term While Keeping an Eye on 2014

For investors, 2013 was largely a year of falling uncertainty and rising markets. In Washington, some policy uncertainties were removed without imposing significant headwinds for the economy. Around the world, tail risks to the global economy appear to have been reduced. As always, long-term investors need to look forward, assessing both investment fundamentals and valuations in deciding what to overweight and underweight. David Kelly will provide perspective on these trends and investing prospects for 2014.

Sallie Krawcheck

CEO, 85 Broads

The Outsider Inside: The "Last Honest Analyst" on the Future of Financial Services

As a top-ranked research analyst, a chief financial officer and senior manager in financial services for over the past 20 years, Sallie Krawcheck has an unmatched perspective on the financial services industry. It is an industry whose future is uncertain, given stepped-up regulation, populist anger, an unfavorable operating environment and the increasing importance of technology. Unraveling the secular from the merely cyclical is challenging but crucial, both for the industry and for the broader economy.

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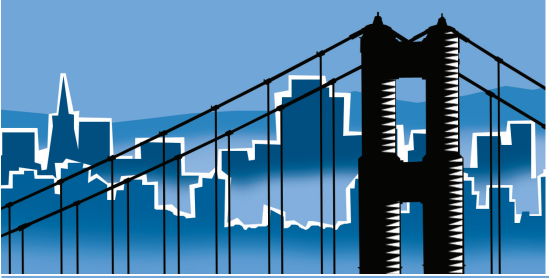
42nd Annual 2014

FPA NorCal Conference

145 Corte Madera Town Center #204
Corte Madera, CA 94925



42nd Annual

FPA NorCal Conference

Tuesday, May 27, and Wednesday, May 28, 2014

The Palace Hotel in San Francisco

Inspiring Excellence and Fostering Community

DAY 2 Wednesday, May 28

7:30–8:30	**Registration, Continental Breakfast, and Networking**					
8:30–9:45	**Opening Keynote—David Kelly,** CFA, PhD, MA, Chief Global Strategist, JPMorgan, ***Investing for the Long-Term While Keeping an Eye on 2014***					
9:45–10:15	**Networking Break**					
10:15–11:55 [2.0 CE]	**Tools for Talking: Using Cash Flow and Goals-Based Tools in Client Conversations** Patricia Jennerjohn, CFP® MBA *Focused Finances, &* Michelle Fait, MBA, CFP, EA *Satori Financial LLC*	**Healthcare Reform: The Ongoing Soap Opera** Carolyn McClanahan, MD, CFP® *Life Planning Partners, Inc.*	**Risk and Reality of Rising Interest Rates** G. Dave MacEwen, MBA, CFA *American Century Invest-ments*	**Policy-Based Financial Planning and Behavioral Finance: Decision Archi-tecture for a Changing World** David B. Yeske, CFP®, DBA, MA *Yeske Buie*	**Keeping Family Wealth: Best Strategies of World-Class Advisors** Susan Kay *MFS Fund Distributors, Inc.*	**Securing Your Retirement: Transforming Social Security into a Winning Retirement Strategy** Chad Terry, CFP®, MS *BlackRock Investments*
11:55–1:30	**Lunch and Networking**					
1:30–2:45 [1.5 CE]	**Client Service in Six Dimensions** Robert Veres Editor and Publisher *Inside Information*	**Is Everybody Married Now? Post-DOMA and Unmarried Planning** Deb L. Kinney, JD *Johnston, Kinney & Zulaica, LLP*	**Strategies for Positioning Your Firm to Succeed in the War for Talent** Caleb Brown, MBA, CFP® *New Planner Recruiting*	**Future of Financial Planning in the Digital Age** Michael E. Kitces, MSFS, MTAX, CFP® *Pinnacle Advisory Group*	**Navigating the New Tax Regime: Managing Investments Under the New Tax Thresholds** Abram Claude *Columbia Management Learning Center*	**Managing Uncertainty: Turning Risk into an Asset** Paul Touchstone, CFA *Fort Point Capital Partners*
2:45–3:15	**Networking Break**					
3:15–4:05 [1.0 CE]	**The Most Important Question You're NOT Raising with Your Clients** Kathleen Pritchard, CRPC, ChFC, CLU *Legg Mason & Co., LLC*	**The Nebulous Nature of Personal Liability** Brian K. Trouette *Trouette Insurance Agency, LLC*	**Current Trends in the ETF Industry** John T. Hyland, CFA *United States Commodity Funds*	**Fast and Slow Thinking in Client Conversations** Holly Thomas, CFP® *Holly P. Thomas, LLC*	**Networking 2.0: Build Credibility, Develop Relationships and Create Opportunities** Sherri Fitts *ShoeFitts Marketing*	**Effective Compensation Plans** Kelli Cruz *Cruz Consulting Group*
4:05–5:30	**Closing Keynote—Sallie Krawcheck,** CEO, 85 Broads, ***The Outsider Inside: The "Last Honest Analyst" on the Future of Financial Services***					

FPA NorCal Conference

DAY 1 Tuesday, May 27

7:30–8:30	**Registration, Continental Breakfast, and Networking**					
8:30–10:00	**Opening Keynote—Barry Ritholtz,** Founder and CIO, Ritholtz Wealth Management, ***This Is Your Brain on Stocks: A Look at the Behavioral Economics & NeuroFinance of Investing***					
10:00–10:30	**Networking Break**					
10:30–12:00 [1.5 CE]	**Understanding and Expanding the Framework of Safe Withdrawal Rates** Michael Kitces, MSFS, MTAX, CFP® *Pinnacle Advisory Group, Inc.*	**Masters of Engagement** Julie Littlechild, MBA *Advisor Impact*	**Post-Mortem Triage for a Bypass Trust** Ray Scheffield, LLM *Sheffield Law Office* & Mark Prendergast, CPA, CFP®, *Inspired Financial*	**Using Quantitative and Qualitative Analysis in Investment Selection** Kunal Kapoor, CFA *Morningstar Inc.* & Richard Sincere, MIM, *Sincere & Co., LLC*	**Succession Planning: Capturing Your Potential** W. Eric Hehman, CFP® *Austin Asset Management Company*	**Financial Planning for the Risk-Averse** Dennis Stearns, CFP® *Stearns Financial Services Group*
12:00–2:00	**Luncheon Keynote—Cam Marston,** President, Generational Insights, ***The Gen-Savvy Financial Advisor***					
2:00–3:15 [1.5 CE]	**Tax Update—What You Need to Know for 2014** Sharon Kreider, CPA, EA *Sharon Kreider CPA*	**Closing the Generation Gap: Insights and Strategies for Building a Sustainable Financial Planning Practice** Amy N. Mullen *Money Quotient*	**Using Active Share to Evaluate Active Fund Managers** William Theriault, CFA *ING Investment Management*	**A Whole New World: The Effects of the New Transfer Tax Rule on Traditional Estate Plans and Consider-ations for All Clients** Clay R. Stevens, JD, LLM *Aspiriant*	**Long-Term Care in 2014 and Beyond—Current Offerings and Observations in This Fast-Changing Marketplace** Tom Cammarano, *Cammarano Insurance Services*	**Value Maximization: Building Equity in Your Business** Matt Matrisian, MBA *AssetMark, Inc.*
3:15–3:45	**Networking Break**					
3:45–4:45 [1.0 CE]	**Finding Value in Bonds in an Uncertain Environment** Kathleen C. Gaffney, CFA *Eaton Vance Management*	**The Art of Inbound Marketing: Harnessing the Power of Your Content, Social Media and SEO** Craig Faulkner *Faulkner Media Group*	**The Trust Dividend** Suzette Rothberg, CFP® *American Fund Distributors*	**Advanced IRA Beneficiary Planning** Stephanie Curry, CLU, ChFC, CFP®, *Pacific Life Insurance Company*	**The Simple Strategy to Attract High-End Prospects and Turn Them Into High-End Clients** Susan Danzig, Certified Business Development Coach, *Susan Danzig, LLC*	**Developing An Audit-Ready Compliance Program** J. Niel Armstrong *Gordian Compliance Solutions, LLC*
4:45–6:30	**Networking Reception**					