

FPA Philadelphia 32nd Annual Spring Symposium

SESSION DESCRIPTIONS

9:00-10:00 a.m. - General Session

Retaining Heirs: How to Connect With the Next Generation of Clients

***Presented by: Ryan Donohue, Advisor Education Specialist,
Financial Advisor Services, Vanguard***

As an advisor, you face a rapidly changing client landscape as wealth continues to shift from one generation to the next. There's a ton of noise out there about how to deal with this – actions both large and small that you supposedly need to take to effectively engage younger clients. First, we'll take a look at how the advice-services client landscape is changing and the nature of the generational wealth transfer that's under way. We'll also offer some insights that will help you better understand Gen Xers and millennials, including how they view investing and investment advice. Then we'll share some practical strategies that will help you engage Gen Xers and millennials, and better position you to attract your clients' children who will be your next generation of clients.

10:10-11:10 - Breakout Session

Using Option Strategies for Financial Planning Solutions

***Presented by: Jim Murphy, CFP®, CAIA, Director of Business Development &
National Sales Manager, Innovative Portfolios® and Paul Meinville, Vice
President-Eastern Region, Innovative Portfolios®***

Financial Planning involves a comprehensive view of a client's life, circumstances, and future goals. Identifying potential planning issues is crucial in the financial planning process and key to the overall success of the client's future, not to mention the success of the client/Advisor relationship. This presentation focuses on helping investment advisors identify financial planning challenges within investment portfolios and offering potential solutions through option-based strategies. Three common financial planning issues are discussed (concentrated position, idle portfolio of low cost basis stocks, and portfolio rebalancing) followed by details of how appropriately-applied option strategies can be effective tools in portfolio management and financial planning.

10:10-11:10 a.m. – Breakout Session

Diversity in America & Its Impact on Financial Planning

Presented by: Marguerita Cheng, CEO, Blue Ocean Global Technology

Successfully representing diversity is a significant and complex educational undertaking. Over the past few decades, leaders have started to embrace diversity because the business world has become more global. The practice of work is now more team focused. Today, the U.S. is experiencing a profound demographic and economic shift in terms of age, gender, and race. Our country and global population is aging disproportionately. The emergence of women in terms of leadership, entrepreneurship, and innovation is indisputable; women are an essential and integrated part of the American economy. The children of our increasingly diverse population represent America's newest chapter of assimilation, progress, and opportunity.

11:25 a.m. -12:25 p.m. - General Session

Marketing Magnetism

Strategies for Acquiring NEW Business by Standing Out From the Competition

Presented by: Maribeth Kuzmeski, President, Red Zone Marketing

What's working right now to attract new clients and fans, expose your brand, get people talking, and differentiate yourself? In this ADD world where no one is paying attention, learn the marketing strategies that are producing results for some of the nation's top financial professionals. The strategies are mostly inexpensive, can be implemented immediately, and are generating significant sales now! From new media to traditional methods and messaging upgrades – learn what's working now.

1:15-2:15 Breakout Session

Managing Investor Behavior

Presented by: Eben Burr, Managing Director, Toews

This presentation will give advisors the training and tools needed to build a process for managing investor behavior. This approach to investor behavior encompasses:

- Providing investor behavioral tools to help you guide clients through market stress events;
- Positioning yourself as a behavioral coach who addresses market risks;
- Understanding and tracking investors' behavioral tendencies;
- Building portfolios that attempt to anticipate market dislocations, and that seek to meet both the behavioral and economic needs of your investors; and
- Discussing with our investors plans of action for market challenges in advance; and asking them to make pre-commitments to take certain actions when these challenges emerge.

1:15-2:15 p.m. – Breakout Session

Adviser Marketing 2020: Best Practices for Growing Your Advisory Business

Panelists:

Christine Palmer Hennigan, Chartered Financial Consultant, 1847 Financial

David Geibel, Senior VP, Managing Dir. Relationship Development, Girard

Brent Weiss, Co-Founder, Facet Wealth

Moderator: Joseph Anthony, President, Gregory FCA

This panel will explore how advisers are working to leverage marketing to achieve growth in their practice and overall business. The roundtable Q&A will include advisers that have demonstrated success in using event marketing, publicity and social media strategies to accelerate growth. Hear what works from those who are doing it in today's digital world.

2:30-3:30 Breakout Session

Global Investing in Direct Real Estate

***Presented by: Gregory Marcy, Vice President, Alternative Investments,
Nuveen***

This presentation will examine how investing in direct real estate can potentially benefit investor portfolios through income generation, potential capital preservation and inflation hedging. We will discuss benefits and correlations of direct real estate to other asset classes as well as the benefits of diversification – investing globally vs. domestically. We will also discuss the megatrends we believe are shaping the structural changes in global commercial real estate going forward.

2:30-3:30 Breakout Session

National & Regional Economic Update

***Presented by: Leigh-Ann Wilkins, Economic Outreach Associate, Federal
Reserve Bank of Philadelphia***

Topics to be covered in this session will include:

- GDP
- Labor Market and Employment Conditions
- Effects of New and Retaliatory Tariffs
- Current and Emerging Trends in Credit Markets
- Monetary Policy

3:35-4:45 p.m. – General Session

9 Critical IRA Errors Advisors Must Avoid

Presented by: Jeffrey Levine, CPA/PFS, CFP®, CWS®, MSA,

Director of Advisor Education, Kitces.com

For more than 40 years, IRAs have been available as a retirement-savings vehicle, but the rules surrounding them are constantly changing, and they are incredibly – and deceptively – complex. Each year, client mistakes, advisor errors and oversights by financial institutions cost clients millions of dollars in unnecessary taxation. This session seeks to reverse that trend by helping advisors to identify and avoid 9 of the most frequent and costly IRA mistakes.