

FPA Philadelphia - 31st Annual Spring Symposium

SESSION DESCRIPTIONS

How Client Engagement is Being Disrupted

Presented by: Julie Littlechild, Founder, Absolute Engagement

We all want to provide a client experience that not only engages but makes us a magnet for exactly the right clients. The problem is this. The way in which we need to engage clients is being disrupted and we aren't keeping pace. We are using old approaches to tackle new challenges.

Julie Littlechild is the Founder of Absolute Engagement and in this thought-provoking session, she'll examine the drivers of client engagement and how your clients are being impacted by changes both from within and outside the industry. She'll lead a discussion during which the impact of those changes will be examined and share specific tactics that will help you drive deep and enduring engagement.

The Past, Present and Future of Women in Financial Planning

Panelists:

- ***Cynthia Axelrod, MBA, Assistant Professor, Finance Department, Temple University's Fox School of Business***
- ***Joan L. Sharp, CFP®, Glenayr Wealth Advisors LLC***
- ***Jocelyn D. Wright, MBA, CFP®, State Farm Chair in Women and Financial Services and Assistant Professor of Women's Studies at The American College of Financial Services***

Moderator: Catherine Seeber, CFP®, CeFT®, Vice President, Financial Advisor, CAPTRUST

While it's a well-documented statistic that there are too few women and minorities in the financial planning profession, there may be additional concerns such as the #MeToo movement which may end up exacerbating the issue. What are we hearing and what can we do to help? Hear those in career development and long tenured advisory positions share their thoughts. Audience participation will be highly encouraged.

How Spending Changes During Retirement: Impact Withdrawal Strategies

***Presented by: Derek Tharp, Ph.D., CFP®, CLU®, Research Associate at
Kitces.com, Financial Planner and Founder of Conscious Capital***

This presentation examines how spending changes during retirement impact withdrawal strategies. Specifically, traditional spending assumptions utilized in safe withdrawal rate analyses are compared to actual spending patterns displayed by retirees. This comparison reveals that typical assumptions of constant real spending often overstate retiree spending, and, as a result, underestimate safe withdrawal rates. Typical assumptions also fail to account for the potential to capture greater earnings growth as one's savings increase, as well as the decline in retirement savings need that corresponds with declining early earnings experienced in late, pre-retirement years.

Moving from ROI to ROL: 6 Core Values for Strengthening Client Relationships

Presented by: Mitch Anthony, President, Advisor Insights Inc.

Mitch Anthony explains how to strengthen relationships with your clients by increasing your value and helping you understand the following principles: Advisors are in the people business; Advisors need to know how people think and respond; Advisors need to understand how each client thinks about money. Learn how to bring meaning to your clients' lives and help them reach their goals. Mitch helps you understand how Return on Life (ROL) is more important than Return of Investment (ROI) for most clients and how speaking their language will help you build stronger connections.

Accumulating Wealth with Health Savings Accounts

Presented by: Peter Stahl, CFP®, President, Bedrock Business Results

Rising healthcare costs are a major concern for people near retirement. Health Savings Accounts are emerging as a central component of wealth accumulation strategies, while lawmakers are positioning them as a core element of healthcare reform. Advisors seeking to educate their clients about HSAs and manage HSA assets will learn from a subject-matter expert. Peter Stahl will present an overview of HSAs with a focus on central financial planning applications.

***Media Mastery: Representing Yourself, Your Association and Your Profession
Through Media***

Presented by: Ben Lewis, Director of PR for FPA

Working with journalists is one of the easiest ways to increase your visibility and enhance your brand. With an ever-increasing news cycle and the onslaught of online news coverage, the time is right to learn what you can do to master working with the media to amplify your own exposure and the important role financial planners play. Conducted by Ben Lewis, FPA's Director of Public Relations, the training will walk FPA members through the necessary skills and tactics for working with the media. This training is required for any CFP® member who wishes to be part of FPA MediaSource – the automated media query platform that sends media requests right to your inbox! This revolutionary platform has enabled FPA members to take part in more than 2,500 national media opportunities over the past two years alone. This is **YOUR** opportunity as a CFP® professional to get the media attention that can help drive your personal and business awareness!

Transforming Your Business Through Process, People and Technology

***Presented by: Jennifer Goldman, CFP®, Business Transformation Consultant,
Jennifer Goldman Consulting***

In this energetic workshop-style presentation, Jennifer Goldman, CFP, provides business examples and demonstrates how to transform your business to empower staff, increase capacity, reduce labor costs, increase client communications and satisfaction, and lower owner burnout. Attendees actively participate in two interactive exercises: Advisors enter their tech into a JGC Game Plan Template® that helps identify specific missed opportunities to lower the workload. Processes will range from new client onboarding to lead-2-prospect to investment reporting and financial plan updates.

Advisors complete the JGC's Function Chart® to identify capacity staff gaps as well as potential owner burnout indicators. Here we identify potential solutions for the advisors to consider that range from elimination of work due to integrations, use of outsources service providers, and recalibration of staff into better-suited roles that empower the staff and allow them to "rise".

Changing the Approach to College Funding Advice

Presented by: Joe Messinger, CFP®, ChFC, CLU®, Capstone College Partners

College costs continue to soar out of control and our national student loan debt tops \$1.4 Trillion dollars as of March 2017. The number one financial concern for affluent GenX parents is how to pay for college, yet most advisors have never been taught how to do it the right way. Until now: In this powerful session you'll learn the innovative College Pre-Approval™ process and together we can end the student loan crisis one family at a time.

Setting the Record Straight: Truths About Indexing

Presented by: James J. Rowley, Jr., CFA, Head of Active/Passive Portfolio Research, Vanguard Investment Strategy Group

Is indexing too Big? Does it impede price discovery? Does it distort capital markets and increase market volatility? While many investors continue to focus on the success and merits of the low-cost, broadly diversified approach, the coverage of negative assertions continues to spur questions on indexing's size and influence. Join us as we reassert the benefits of indexing, review how investors use index funds, and explore the claims that indexing adversely affects capital markets.