



PROGRAM DESCRIPTIONS & SPEAKER BIOS

Exit Planning for Closely Held Businesses

Presented by: Jim S. Aussem, JD, AEP® - Cavitch Familo & Durkin, Co., LPA

This presentation will take a deep dive into the issues that should be addressed in determining a successful exit from a business. Mr. Aussem will review practical approaches for transferring the business to family and key employees, selling a business, handling management transfer and understanding basic valuation approaches and the tax and legal strategies utilized in achieving the owner's financial objectives.



James S. Aussem, is a shareholder in the Cleveland law firm of Cavitch Familo & Durkin, Co., LPA, as well as a member of its board of directors and Chair of the Business Practice Group. Mr. Aussem's practice is focused on succession planning, mergers and acquisitions as well as estates and trusts.

Mr. Aussem became the 90th president of the Society of Financial Service Professionals (FSP) effective September 1, 2017. He has been active in the Cleveland Chapter, serving as its President 2010-2011. Mr. Aussem was elected to the Executive Committee of FSP effective September 1, 2015 after serving as a national director of FSP since 2012. He serves on the Planned Giving Committees of the Cleveland Museum of Art, University Hospitals and Baldwin-Wallace University. He is a member of the Cleveland-Marshall College of Law, Dean's National Advisory Council. He is a member of the American, Ohio, and Cleveland Metropolitan bar associations as well as the Estate Planning Council of Cleveland. He has been chosen as one of America's Best Lawyers every year since 2009 and for the past 8 years he has been chosen in two categories, Corporate Law and Trusts and Estates.

Mr. Aussem is a frequent speaker, facilitator, and instructor for many professional organizations on topics such as business succession, buying and selling businesses, estate planning, insurance, trusts and estates. He has spoken at the Society of FSP's Arizona Institute, Advanced Planning Clinic, the Cleveland Estate Planning Institute, the AICPA Advanced Planning Institute, the Cleveland Tax Institute, the Ohio Accounting Show, the Ohio Society of CPA's Annual Tax Seminar, the Ohio State Bar Association, the Federal Bar Association, Cleveland Marshall College of Law, the Northern Ohio Planned Giving Day, MetLife Advanced Planning Symposiums, Ameritas Forum among other organizations.

Mr. Aussem has been designated an Accredited Estate Planner (AEP®) by the National Association of Estate Planners & Councils. Baldwin Wallace University in 2004 presented him with its Distinguished Alumni Award and The Cleveland Chapter of the Society of FSP named him its Financial Service Professional of the Year in 2013.

He earned his Juris Doctor degree from the Cleveland-Marshall College of Law. Mr. Aussem began his legal career as a tax attorney with Ernst & Ernst (now Ernst & Young). He worked his way through undergraduate school employed in the securities industry, as well as in the trust department of the former National City Bank. He graduated from Baldwin-Wallace University with a Bachelor of Arts degree.

Mr. Aussem is AV® Preeminent Rated - Martindale-Hubbell



Late-stage College Planning Strategies You Don't Know About but Should

Presented by: Cozy Wittman - College Inside Track

College is the second biggest purchase most people now make in their lives, yet there is no purchase as significant that families—and their financial professionals—comparatively know as little about. The significant increase in cost and complexity has families desperate for answers and offers advisors a tremendous opportunity to provide value. College planning is much more than 529 plans and understanding this hot topic better can elevate you and your practice. You will not want to miss hearing a national expert share specific strategies every financial professional should know about to help families navigate the complicated college process and save tens of thousands of dollars.



Education and networking are a way of life for Cozy Wittman. She has spent her career educating adults, helping people think outside the box and connecting people with common interests. At College Inside Track, she runs both the parent events as well as professional development for those who work with families with HS students. Cozy is excited to continue to extend the reach of College Inside Track connecting with organizations and families interested in learning more about the complex college process. She is a mom of five kids with very different goals for college, so she is no stranger to the college search challenge.



Developing Your Collaborative Planning Team: Proactive vs. Reactive – What's at Stake?

Presented by: Robert B. Wellendorf II, AEP®, CLU, CAP® - EXECSO

In today's very complex financial planning marketplace, professionals working as teams is essential. This presentation will provide valuable insight on how to develop your professional network into 'Strategic Partners'. In time, these 'partners' will become your collaborative team for designing solutions to a multitude of client situations. In the second hour, we will walk through actual cases, highlighting the value each member brings to the client, and focusing on each professional's role in developing appropriate solutions. Attendees will gain an understanding of the many issues their clients face and guide them to be more proactive for the benefit of others. The end 'product' for our clients is materially enhanced when working collaboratively; it simply is the only way.



Robert B. Wellendorf II founded Executive Solutions (EXECSO) as a culmination of his multiple years of experience and desire to assist closely-held businesses with their various planning concerns. His firm offers specialized services to business owners, including business succession planning and consultation on business exit strategies. They have focused in the small market, working with companies valued from \$5 to \$50 million, oftentimes with a single owner who has 75% or more of their net worth in the company.

Rob, an Elkhorn, Nebraska native and Creighton University alumnus, has been involved in business planning, consulting and financial services for more than 25 years. Rob's industry experience includes membership in the Omaha Estate Planning Council,

the National Association of Insurance and Financial Advisors (NAIFA) and the Society of Financial Services Professionals (SFSP). Rob has served as President for the Omaha Chapter of SFSP and currently serves as the National SFSP President-Elect.

He is a frequent speaker and case study facilitator for many local Estate Planning Councils, Society of FSP Chapters and Financial Planning Association Chapters. He recently presented at the National Insurance and Financial Advisor (NAIFA) Performance + Purpose Convention.

Additionally, Rob is an active philanthropist, has served on the boards of many non-profit organizations and is a past recipient of the State of Nebraska's Governor's Award for Philanthropic Planning. He currently serves as Chairman of the Sienna Francis Shelter in Omaha. Rob received the designation as a Certified Advisor in Philanthropy (CAP) through The American College and has been designated an Accredited Estate Planner (AEP®) by the National Association of Estate Planners & Councils.



How are Your Ethics?

Presented by: James W. Boldt, CLU, ChFC, LUTCF, CFE - Allstate

This one-hour program offers a practical perspective to ethics for financial service professionals, by reviewing ethical and professional responsibility in daily life and the importance of ethical conduct in today's financial services landscape. Mr. Boldt will define and describe the ethical decision-making tool and will apply insight through case studies of ethical dilemmas.



Jim began his insurance career as an agent in 1984 with Country Financial Group, in Bloomington, Illinois where he worked as an agent, agency manager and associate director of training. In 2000 he joined Kansas City Life as their Special Markets vice president where he managed their senior-marketing and retirement planning sales initiatives. In 2005 Jim relocated to Iowa and accepted the position of vice president of Training & Sales Development for AvivaUSA (formerly AmeriUS Life Group) in their Des Moines, Iowa home office, where he oversaw training operations and producer marketing initiatives for Aviva's diverse agent distribution across the US.

Jim has over 34 years of experience in the insurance and financial services field.

On September 1, 2009 he returned to his agent roots by purchasing an Allstate agency in Shawnee, Kansas and founding Jim Boldt & Associates, LLC.

Boldt is a member of the National Association of Insurance and Financial Advisors (NAIFA) and is the Past President of the Kansas City Chapter of the Society of Financial Service Professionals (SFSP). He holds the Chartered Life Underwriter (CLU); Chartered Financial Consultant (ChFC); and Life Underwriters Training Counsel Fellow (LUTCF) designations from the American College. He is recognized as a Certified Financial Educator (CFE) from the Heartland Institute of Financial Education.

Jim is a graduate of Ottawa University, Ottawa Kansas.



2019 Economic Outlook

Presented by: William B. Greiner, CFA® - Mariner Wealth Advisors

This one-hour program will provide an in-depth analysis of the global and U.S. economies including a review of key trends and dynamics affecting the financial markets. The program will conclude with recommendations on investment strategy.



Bill Greiner drives the economic and capital markets outlook for Mariner Wealth Advisors and supports the investment team with tactical asset allocation decisions. As the firm's chief economist and spokesperson, Bill is sought after for his expertise and has appeared on hundreds of local and national business news outlets. He has also been featured in respected financial publications, such as *Barron's*, *The Wall Street Journal* and *BusinessWeek*. He also shares his insights on *Forbes.com* and *Wealthmanagement.com* as a blogger.

Bill's capital markets and investment experience spans nearly 35 years. Prior to joining Mariner, he was chief investment officer and president of Scout Investments, where he was directly responsible for the Scout Investments Global Equity investment process. Bill started with Scout's parent company, UMB, in 1999. During his time with UMB, he was the chief investment officer of UMB Bank and had ultimate responsibility for all UMB portfolio managers. He also served as chairman of the UMB Asset Allocation and Large Cap Equity Strategy Committees and was a member of the UMB Fixed Income Committee. Before joining UMB, Bill worked for Northern Trust Company in Chicago.

Bill has a bachelor's degree in economics and finance from Washburn University in Topeka, Kansas. He holds the designation of Chartered Financial Analyst® and is a member of the CFA Institute and the Kansas City CFA Society. He is also a trustee for the Washburn Endowment Association.