



## Syllabus for Continuing Education Program

Program Provider: Society of Financial Service Professionals Twin Cities  
(MN Dept. of Commerce Provider #8724)  
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**Program Title: Alliance of Professional Associations**

Date: Wednesday, September 20, 2017

Time: 11:00 AM Sign-in/Networking  
11:15 AM Plated Lunch Served  
11:30 AM Welcome/Announcements  
11:40 AM Presentation: Dyanne Ross- Hanson  
12:30 PM Break  
12:45 PM Interactive Case Study  
1:30 PM Presentation: Mike Howard  
2:00 PM Adjourn

**Location: Midland Hills Country Club**

2001 Fulham Street  
Roseville, MN 55113

**Presentation I: *Exit Planning: A Guide to the Process***

**Speaker:** Dyanne Ross-Hanson ChFC, CLU, CFP® CEPA  
President, Exit Planning Strategies, LLC  
651.426.0848 [drh@exitplanstrategies.com](mailto:drh@exitplanstrategies.com)

**Presentation II: *A Behind the Scenes Look at the Super Bowl's Risk Management and Planning Process***

**Speaker:** Mike Howard, Communications Director  
Minnesota Super Bowl Host Committee

**CE Credits:** This educational offering is APPROVED approval by the Minnesota Commissioner of Commerce as satisfying 1 hour of general classroom credit toward standard continuing insurance education requirements.

CFP: 1 hour Standard credits APPROVED.

CLE: 1 hour Standard credits APPROVED.

A certificate of attendance is available for individuals requesting CPE and PRP (Professional Recertification Program – formerly PACE) credits.

**Who Should Attend:** Bankers, estate planners, financial planners, investment advisors, insurance producers, retirement counselors, CPAs and JDs.

**Educational Level:** Intermediate

### **Course Description | Presentation I**

Transitioning a business is generally the most significant financial event in a business owner's life, and the reality is that less than one in four has developed a purposeful plan. While there are numerous reasons cited, one prominent one is that owners simply don't know where to start. This program will help educate owners (and their advisors) on a proven process to develop a written Exit Plan and highlight common mistakes to avoid.

The 7 Step Process™ to be discussed will include:

1. Identifying Exit Objectives: Departure date, desired successors, and required income need.
2. Identify Business & Personal Financial Resources: Professional business valuation is it necessary? Enterprise or discounted value, which is appropriate?
3. Maximize & Protect Business Value: Focus on (EBITDA), key employee incentive and retention, among other value drivers.
4. Ownership Transfer to Third Parties: Pre-sale planning and pricing, key management retention, the competitive auctioning process.
5. Ownership Transfer to Insiders: Two issues are taxes and insiders generally have no money. How to develop a plan that minimizes income tax to buyers, maximize income to seller.
6. Business Continuity: Buy Sell Agreements; The most important business document you will sign. Stay Bonus; what is it?
7. Personal Wealth & Estate Planning: Coordinating your Exit Plan with your Estate Plan.

### **Learning Objectives**

- Discover a Seven Step Process™ needed to design a comprehensive Exit/Transition Plan.
- Identify the advantages of an experienced Advisory Team when executing an Exit/Transition Plan.
- Explore issues surrounding valuation, tax minimization, value enhancement, challenges facing “internal” and “external” transitions, importance of having a “back-up” plan, and legacy/estate planning techniques.

### **Course Description | Presentation II**

- The Roles and Responsibilities of the Risk Committee for an event like this and what it takes to prepare for the Risks to host the Super Bowl.
- Highlight the positive impact the Super Bowl will have on the community.
- Detail the fun events around Minneapolis leading up to the Super Bowl.
- The charitable side of the Super Bowl with Legacy 52.

**Instructional Materials for Students:** Linked in Confirmation email

**Examination & Answers:** No exam