The Newsletter of FPA of Greater Kansas City

News&Views

May 2023

FINANCIAL
PLANNING
ASSOCIATION

GREATER
KANSAS CITY

IN THIS ISSUE:

WELCOME NEW MEMBERS

David Halsell, CFP®
Mikayla Hogue
Michelle Pace
Tristan Perkins
Jordan Priddy

2023 SYMPOSIUM SPONSOR/EXHIBIT AVAILABLE


FINANCIAL PLANNING ASSOCIATION
GREATER KANSAS CITY

2023 FPA of Greater Kansas City Symposium
August 29, 2023
Embassy Suites Olathe

SPONSOR AND EXHIBIT OPPORTUNITIES

The FPA of Greater Kansas City Third Annual Symposium will take place in person on August 29, 2023 at the Embassy Suites Conference Center in Olathe. We are planning a day filled with industry networking, professional development, continuing education and skill building, all while supporting and promoting the great profession of financial planning. Our goal is to give you an excellent opportunity to develop profitable relationships with FPA members and other financial professionals through this event. We anticipate approximately 200 attendees.

Symposium Sponsor $1,500 *(included with Chapter Platinum Partnership Package)*
- Symposium Sponsors receive all of the benefits of workshop sponsors and exhibitors as listed below (only one attendee).

Workshop Sponsor $1,250*
- One 30 minutes educational session. **You must include a detailed description of the session including speaker bio and timed outline by July 1.** The FPAGKC Board will approve all content prior and it must qualify for CFP CE.
- One symposium registration.
- Listing in the FPA of Greater Kansas City chapter newsletter as a Symposium Sponsor.
- Promotion and logo placement on the FPA of Greater Kansas City website (www.fpakc.org).
- Logo in the conference program materials and signage.

**Gold Chapter Partners receive a discounted Workshop Sponsorship of $750*

Exhibit Booth $750 *(included with Chapter Gold Partnership Package)*
To maximize your exposure to attendees, booths will be arranged outside the main meeting room where all breaks and the reception will be held. This arrangement will allow conversations to be held throughout the day during various breaks.
- One 9' table with two chairs, exhibitors may bring in displays as long as it fits around or inside their booth space. Some power outlets will be accessible, however, we encourage you to bring your own extension cords since your booth may not be directly next to an outlet.
- One booth attendee. Additional registrations can be purchased.
- Listing in the FPA of Greater Kansas City chapter newsletter as a Symposium Exhibitor.
- Promotion and logo placement on the FPA of Greater Kansas City website (www.fpakc.org).
- Logo in the conference program materials, and signage.

Questions? Please contact Brandy Johnson, Chapter Executive, bjohnson@[illegible] or Will [illegible], Programs Chair, will@[illegible].com.

Please check our website at www.fpakc.org for the latest updates and information. You will also receive detailed emails from FPA regarding event details, reminders, booth assignments, set up times, etc.

Capitalizing on the Business Owner Opportunity: A Universe of Prospects for CFP Professionals

Small businesses are integral to our local community, acting as the primary engines of employment and wealth generation that fuel the larger Kansas City economy. Our expertise and unique skill set can significantly influence these businesses' success and the financial future of their owners. We're all acquainted with the well-trodden domains of retirement plan and insurance that product providers typically target. While these areas are significant and often benefit from our input, allow me to propose several alternative strategies to augment your service portfolio and unlock a plethora of opportunities for your practice.

Cash Flow Optimization:

Cash is the vital force of any business, and maintaining a steady flow can be a daunting task for many business owners. This is where our role as CFP professionals becomes crucial. By examining cash flow trends, generating forecasts, and recommending optimization tactics, we can empower entrepreneurs to take command of their financial operations. Our expertise can convert their cash flow issues into victories, whether it involves enhancing collection procedures, managing payables, or establishing cash reserves.

Business Appraisal and Exit Strategy:

Imagine a business owner, poised to transition to the next phase of their life, yet uncertain about their enterprise's value or the best way to exit. Challenges such as high interest rates affecting the sale, undervaluation by private equity purchasers, or precarious succession plans are all too familiar. We can provide invaluable support in these scenarios. By participating in business valuations, assisting with comprehensive exit strategies, and helping maximize their businesses' value, we can serve as their guiding beacon. Whether it's succession planning, selling the business, or preparing for retirement, we can demonstrate our financial acumen and enable these owners to fulfill their aspirations.

Strategic Tax Planning:

Taxes can be a source of anxiety for many business owners. However, we can alleviate their worries by collaborating with tax advisors to identify crucial tax-saving opportunities. From optimizing tax structures to formulating strategies for tax-efficient investments and retirement plans, we can help safeguard the income these business owners have earned through their hard work.

Comprehensive Retirement Planning:

It's a common misconception that retiring business owners invest most of their proceeds from the business sale into marketable securities. Entrepreneurs have accumulated their wealth as owners and they enjoy that role. Real estate, retained minority ownership, installment sales, private investments, and seed capital for the next business venture are common avenues for capital post-liquidity event. By designing personalized retirement plans that consider these asset types, we can assist these tenacious entrepreneurs in securing their deserved retirement.

Employee Benefits and Compensation Planning:

Attracting and retaining high-quality talent is crucial to a business's prosperity. As CFP professionals, we can assist business owners in crafting attractive employee benefits packages and evaluating various compensation structures. By advising on costs, tax considerations, and benefits, we can contribute to the success of their businesses and the welfare of their dedicated employees.

Business owners require our support, presenting us with an exceptional opportunity. By addressing their concerns, we can utilize our financial planning expertise to effect significant changes and create a lasting influence. Let's seize this market wholeheartedly, showcasing our abilities and sparking the success of entrepreneurs. Through our guidance, we can influence their financial futures, propel their businesses, and shape a bright future for our practices.

Will Bohne, CFP®
Embark Financial

FPA FINANCIAL PLANNING ASSOCIATION

Take 5

An update on the programs and services that make FPA *your partner in planning*.

MAY 2023

You Can Now Register For FPA Annual Conference 2023 — And Save!

It's time to ignite your work and career in Phoenix at FPA Annual Conference 2023! You'll turn up the heat on your skills and knowledge as a financial planner at one of the biggest gatherings of CFP® professionals each year, from September 27-29, you'll connect with like-minded professionals, explore new trends, and uncover valuable insights that will take you to new heights. Ready to score big-time savings to join us in Phoenix? Register now with early bird pricing that will help you attend at the lowest possible ticket price. It's a no-brainer, so register today!

Take Your Voice To The Hill During FPA Advocacy Day 2023!

Play a role in educating federal lawmakers on the importance of financial planning and your critical role as a financial planner. Join us in Washington, D.C., June 13-14 for FPA Advocacy Day 2023! FPA Advocacy Day is an important opportunity for FPA members to continue the dialogue with federal policymakers about the financial planning profession while displaying FPA's strength as the largest membership association for CFP® professionals. Plan for a high-energy, invigorating day that will empower you to interact positively with policymakers to help advocate for issues crucial to you, your business, and your clients. Registration closes on May 15, so register today!

Unlock The Keys To Sustainable Growth For Your Practice

Are you a financial adviser struggling to grow your business? You're not alone. Recent research by FPA and Janus Henderson revealed that 46% of advisers are comfortable with their current growth rate, but only 12% strongly agree with that sentiment. The good news is the same research identified six keys to growth for today's advisory practices. The *Six Keys to Growth for Today's Adviser* report will help you learn about the critical factors for business growth that were uncovered in the research. Get your hands on the Six Keys to Growth for Today's Adviser report today and start putting your business goals within reach! Get the report!

Join FPA Leaders for the 'State of FPA' Virtual Update on June 21

Are you eager to stay in the loop on the exciting initiatives and updates taking place within FPA? Join our "State of FPA" Virtual Update on June 21 at 4 p.m. ET (1 p.m. PT) where we'll bring you an exclusive inside look at the work FPA has been doing to drive maximum value for you. Plus, we'll be revealing two highly anticipated reports: the 2022 FPA Annual Report and the 2022 audited financial statements. Don't miss out on this fantastic opportunity to stay up-to-date on your membership Association. Register now!

FPA

Take 5

MAY 2023

The May *Journal of Financial Planning* Now Available

FPA members can now read the May issue of the *Journal of Financial Planning* to learn about the impact of recent tax changes on small businesses, cultivating the next generation, business valuation, advising business owners on health-related financial risks, human risk management, the arithmetic of Roth conversions, and much more. Access the latest issue of the *Journal* now.

Apply For The 2024 FPA Board of Directors

Are you ready to take your leadership to the next level? FPA is seeking exceptional individuals like you to join our esteemed Board of Directors. As a member of the FPA Board of Directors, you'll have the unique opportunity to shape the future of financial planning and make a lasting impact on the profession. Your vision, insights, and strategic contributions will help drive the direction of FPA and influence key decisions that shape the profession. You'll have a platform to voice your ideas, drive innovation, and contribute to the growth and success of FPA and our Members. Apply today!

Share Your Thoughts On Title Protection For Financial Planners

The legal recognition of the term "financial planner" through title protection is FPA's long-term advocacy objective. As an FPA Member, we need you to share your thoughts and opinions. FPA leaders are holding a series of virtual town halls so you can share your questions and ideas that will help shape the potential threshold standards and strategies the Association may employ in pursuit of this lofty goal. Register for a town hall now!

FPA and CNBC Co-Branded *'Money Matters'* newsletter

Want the latest investments and personal finance headlines delivered to your inbox twice each month? FPA and CNBC are collaborating to publish the co-branded *Money Matters* newsletter exclusively for FPA members. Delivered twice each month, the newsletter delivers the latest headlines from CNBC that you need to read. Opt-in for Money Matters now!

FPA + CARSON COACHING

FPA Partner Spotlight

Continuous learning and growth are essential to success in today's competitive landscape. That's why we are thrilled to have Carson Coaching as FPA's official coaching partner. As an FPA Member, you have access to Carson's innovative coaching programs that can take your business to new heights.

Carson Coaching is renowned for its business and leadership coaching expertise, and has helped thousands of advisers super-charge their growth.

As an FPA Member, you can enjoy a wealth of benefits, including:

- Complimentary access to Carson Coaching Online — a cutting-edge platform with hundreds of professional development resources.
- Complimentary monthly virtual Group Coaching that explores business-building topics and helps you overcome challenges and seize opportunities.
- Exclusive FPA Member discounts for Carson's leading programs and events, including One-on-One Executive Business Coaching, the Emerging Advisor Growth Accelerator Program, and regional and national events.

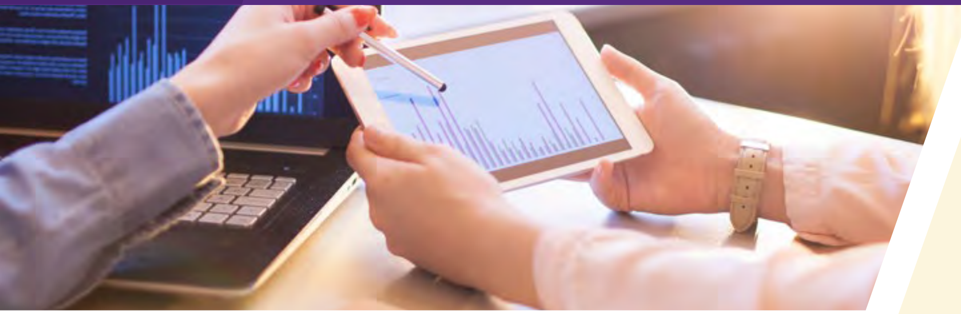
Scan the QR code below to take advantage of this incredible opportunity and unlock your business success with Carson Coaching.

"We've seen the tremendous impact coaching can have in supporting financial planners as they move through the profession; we look forward to our partnership with FPA and share in their commitment to move the industry forward. A better business means a better experience and service to our clients, which is why we are all in this profession – to serve others."

Jamie Hopkins
Managing Partner of Wealth Solutions
Carson Group

SCAN ME

Elevate Your Ability to Build Relationships in Financial Planning



Earn CE hours on June 21 at K-State Olathe

This seminar, The Art of Relationship Building in Financial Planning: Essential Tools and Techniques for Long-lasting Relationships, will feature discussion and practice on how to build trust with clients. The discussion will focus on how to recognize financial anxiety and stress factors impacting the relationship between the financial planner and client, and how to navigate their needs while overcoming these challenges.

Information and Registration

Meet our speaker

Megan McCoy, Ph.D., LMFT, AFC®, CFT-I™

An Assistant Professor at Kansas State University, Megan is well-respected in the growing field of financial therapy and leads the Financial Therapy Certificate.

Connect with her on LinkedIn

June 21, 2023
8:30 - 10:30 a.m.

Discounted rate for FPA Members

Members of the Financial Planning Association of Kansas City receive a special rate! Please reach out to Brandy Johnson bjohnson@onefpa.org for the discount code.

Kansas State University | Olathe

FINANCIAL PLANNING ACADEMY

JULY 16-21, 2023

Do you know a high school student interested in spending a week on campus at **Kansas State University**?

Apply today! This summer program is offered to rising high school sophomores, juniors, and seniors. Participants will receive education and training in the core areas of personal financial management and learn about opportunities in the financial planning industry

- Spend a week at Kansas State University
- Learn valuable skills for your future career
- Discover the field of financial planning
- **$150 per camper**: includes all meals, activities, and housing costs!

FINANCIAL PLANNING ACADEMY

FUNDED BY CHARLES SCHWAB FOUNDATION

Learn More Here

FINANCIAL PLANNING ACADEMY

JULY 16-21, 2023

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Apply today! This summer program is offered to rising high school sophomores, juniors, and seniors. Participants will receive education and training in the core areas of personal financial management and learn about opportunities in the financial planning industry

- Spend a week at the University of Missouri
- Learn valuable skills for your future career
- Discover the field of financial planning
- **$150 per camper**: includes all meals, activities, and housing costs!

FINANCIAL PLANNING ACADEMY

FUNDED BY CHARLES SCHWAB FOUNDATION

Learn More Here

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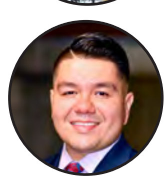

Eric Martinez, CFP®, MBA, CRPC®
American Century

CALENDAR OF EVENTS

June 1, 2023
NexGen Happy Hour
Leawood, KS

August 29, 2023
SYMPOSIUM
Embassy Suites, Olathe

September 20, 2023
Chapter Meeting
Embassy Suites, Olathe

October 18, 2023
Chapter Meeting
Embassy Suites, Olathe

November 15, 2023
Chapter Meeting
Embassy Suites, Olathe

For a full list of events and registration please visit our website at https://www.financialplanningassociation.org/fpa-greater-kansas-city-events

CAREER LISTINGS

Visit the FPA of Greater Kansas City Careers Page for a full list of available positions.