

The Newsletter of FPA of Greater Kansas City

News & Views

June 2023

FPA

**FINANCIAL
PLANNING
ASSOCIATION**

**GREATER
KANSAS CITY**


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WELCOME NEW MEMBERS

David Abrahams
 Kelly Kariker, CFP®
 Nick Warnke, CFP®

2023 SYMPOSIUM SPONSOR/EXHIBIT AVAILABLE





2023 FPA of Greater Kansas City Symposium
 August 28, 2023
 Embassy Suites Olathe

SPONSOR AND EXHIBIT OPPORTUNITIES

The FPA of Greater Kansas City 13th Annual Symposium will take place in Olathe on August 28, 2023 at the Embassy Suites Convention Center in Olathe. We are offering a day filled with industry networking, professional development, continuing education and skill building, all while supporting and advancing the goal of professional financial planning. Our goal is to give you an excellent opportunity to develop professional relationships with FPA members and other financial professionals through this event. We anticipate approximately 200 attendees.

Symposium Sponsor \$1,500 (includes all Greater Kansas City Partnership Package)

- Symposium Sponsors receive a 1/2 hr. in the form of workshop sponsors and exhibit time (at least 1 hour) (only one awarded).

Workshop Sponsor \$1,250*

- One 30-minute educational session. You must include a detailed description of the session including speaker bio and timed outline by July 1. The FPA/KC Base 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.
- Discounted and upgrade seats on the FPA of Greater Kansas City website (www.fpa.org).
- Lead in the conference program, materials, and signage.

*Only Chapter Partners receive a discounted Workshop Sponsorship at \$750.

Exhibit Booth \$750 (includes all Chapter Gold Partnership Package)

To maximize your exposure to all 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 is around or inside their booth space. Most power outlets will be accessible, however, we encourage you to bring your own extension cord along your booth if you wish to be doubly sure to be able to.
- One booth attendee. Additional registrations can be purchased.
- Listing in the FPA of Greater Kansas City chapter newsletter as a Symposium Exhibitor.
- Promotional and logo placement on the FPA of Greater Kansas City website (www.fpa.org).
- Logo in the conference program, materials, and signage.

Questions? Please contact Kinsey Johnson, Chapter Executive, kjohnson@centralplanning.org or Will Kerner, Program Chair, wjk@centralplanning.org.

Please check our website at www.fpa.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.

The Double-Edged Sword of Innovation

An accelerating pace of innovation is one of the single biggest trends in investing right now. Product proliferation has hit warp speed, creating an immense challenge for financial advisors tasked with staying on top of an ever-expanding investor toolbox. Nowhere is that more evident than in the Exchange Traded Fund (ETF) industry, which now boasts over 3,100 U.S.-listed products. Consider some of the new ETFs to hit the market over the past several years: defined outcome or buffer ETFs, covered call ETFs, bitcoin futures ETFs, single stock ETFs, single treasury bond ETFs, collateralized loan obligation ETFs... the list goes on.

U.S. ETF assets are now over \$7 trillion. Recent surveys have found that industry participants expect that figure to double within the next five years. ETFs are “democratizing” investing by providing everyone access to all flavors of institutional-caliber investment strategies. In many cases, that access is being provided at a price point that is attractive relative to existing alternatives.

While this type of innovation is exciting, it’s also a double-edged sword due to the additional complexity it can create for advisors. One of the primary responsibilities for any advisor who manages client portfolios is rigorous due diligence. With increasing complexity, product education becomes even more critical for advisors in order to properly serve clients.

It goes without saying that just because an investment exists, that doesn’t mean an advisor should use it. A common advisor reaction when hearing about products such as bitcoin futures ETFs or single stock ETFs is to say, “I’ll never in a million years use these in client portfolios, so there’s no need for me to spend time learning about these”. That’s the wrong way for forward-thinking advisors to approach the accelerating trend of “innovation in investing”. Even if an advisor has zero interest in utilizing these types of products in client portfolios, they should be able to competently speak to the pros and cons of any investment. This is especially true when it comes to the world’s fastest growing investment vehicle in ETFs.

Clients are hearing about products such as crypto-related ETFs and covered call ETFs, which are some of the better-performing ETFs this year and last year, respectively.

A unique aspect of wealth management is that it doesn’t matter if an advisor actually uses a particular investment solution. They still must possess an ability to speak intelligently about it with clients, who will surely inquire when a particular area gets enough media buzz. In other words, the trend of innovation in investing goes hand-in-hand with another rising trend – the need for advisors to continually pursue education.

Demonstrating proficiency in a wide variety of investments can be an important differentiator for advisors, particularly those serving unique client niches. Clients in certain niches may require specialized solutions, which advisors should be prepared to speak to.

Another factor successful advisors should consider is where the puck is going, not where it has been. Are clients more likely to ask questions about mutual funds or ETFs? Gold or crypto? Forward-thinking advisors should embrace innovation and assume their clients do as well.

Markets and investment solutions are rapidly evolving, which creates a never-ending need for education. It’s not just in the world of ETFs that rapid innovation continues – it’s everywhere.

The most successful advisors proactively pursue educational opportunities to stay ahead of the constant change.



Nate Geraci

President, The ETF Store and
Co-Founder, The ETF Institute

2023 FPAGKC SYMPOSIUM

August 29, 2023

Embassy Suites-10401 S Ridgeview, Olathe, KS

The FPA of Greater Kansas City Third Annual Symposium will take place 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. We are pleased to welcome Thomas Hoenig and Jeffrey Levine as the Keynote Speakers. Hoenig and Levine will speak during a one-hour general sessions as well as a limited-ticketed VIP luncheon. There will be breakout sessions throughout the day in three tracks; General Financial Planning, Advanced Planning, and Practice Leadership.

REGISTER TODAY!

SUMMER SOCIAL EVENT

July 6, 2023

5:30 - 7:30 p.m.

The Tin Roof Westport

Please join us for our 2nd annual FPAGKC Summer Social at Tin Roof in Westport! This event is open to members and non-members as well. Join us for food, drinks, and a fun opportunity to network with other industry peers around the Kansas City area!

RSVP TODAY!

CHAPTER MEMBERS RECOGNIZED BY INVESTMENTNEWS 40 UNDER 40

The InvestmentNews 40 Under 40 program recognizes up-and-comers in the financial advice industry. Each year, the editorial team reviews more than 1,000 nominations to create a list of 40 outstanding financial advisers, or industry professionals supporting advisers, who are 39 or younger. Honorees are judged on their accomplishments, contribution to the industry, leadership and promise. This year two FPA of Greater Kansas City chapter members made the prestigious list, Jessi Chadd and Jennifer Calvi Price.

Congratulations Jennifer and Jessi!

Read more [here](#).

Take 5

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



JUNE 2023

Act Now! Secure Your Spot at FPA Annual Conference 2023 – and Unlock Exclusive Savings!

Join us in Phoenix from September 27-29 and set your career ablaze at [FPA Annual Conference 2023](#)! This premier event brings together the brightest minds in financial planning, offering you the ultimate opportunity to enhance your skills and knowledge. You'll immerse yourself in a vibrant community where you'll forge invaluable connections, delve into cutting-edge trends, and gain priceless insights that will propel you to unprecedented success. Seize the moment and take advantage of our early bird pricing, ensuring you snag your ticket at the most affordable rate possible. This offer is too good to pass up! [Register today](#) to secure your place at this game-changing conference.



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!](#)

How Does Technology Build Client Relationships? Help Us Find Out.

More consumers today are engaging in the planning process, monitoring their plans, and viewing their investments in real-time through client-facing technologies. But how these technologies align with subjective client outcomes is unknown. eMoney and FPA are conducting new research to learn how financial planning technology is evolving with client-planner relationships. This survey takes 15 minutes to complete, and participants will be included in a drawing to *win one of two complimentary registrations (an \$899 value) to attend FPA Annual Conference 2023* in Phoenix, Arizona, from September 27-29. [Take the survey](#) by June 21 to be entered in the drawing!

The June Journal of Financial Planning Now Available

FPA members can now read the June issue of the *Journal of Financial Planning*, powered by Allianz, to learn about the results from the 2023 Trends in Investing survey, how to build the right team, streamlining financial planning with ChatGPT, empowering next generation planners, advising women in estate planning, multiphase withdrawal strategies, and much more. [Access the latest issue](#) of the *Journal* now.

Where are Financial Pros Investing Now? This Report Lets You Know.

Discover the latest insights from the 2023 Trends in Investing Survey conducted by FPA and the *Journal of Financial Planning*. Dive into the investment preferences of over 190 financial professionals as they navigate the ever-changing investment landscape. While new opportunities arise, financial advisers maintain a strong preference for proven investment vehicles. Explore the survey's findings on alternative investments and the growing interest in exchange-traded funds (ETFs). [Check out the 2023 Trends in Investing Survey report now!](#)

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!](#)



**Support the Advancement
of Your Profession**

The [FPA Political Action Committee \(FPA PAC\)](#), the only PAC focused on advancing the financial planning profession, provides an important seat at the table, forges relationships with lawmakers and their staffs, and provides an opportunity to share the financial planning story. There is much work to do and every dollar counts. To help us fight for your profession, we ask you to make a contribution to support your FPA PAC. Whether you contribute \$50 or \$5,000, every dollar is appreciated and will support advocacy efforts that move your profession forward.

[Donate Today.](#)



American Heart Association.



FPA Partner Spotlight

The **American Heart Association (AHA)** and FPA have joined forces to empower financial planners on the profound impact of charitable giving and the repercussions of financial stress. This transformative collaboration positions FPA Members to revolutionize the lives of their clients and positively influence those touched by esteemed charitable organizations like the American Heart Association.

FPA and the AHA believe in the importance of philanthropy. By providing education and a referral program, FPA Members are seamlessly connected with individuals and families eager to support philanthropic endeavors.

As an FPA Member, you can directly benefit from the following:

- The [Philanthropic Solutions in Financial Planning Certificate Program](#): Supporting your work advising clients on philanthropic giving.
- Inclusion in the [AHA Professional Advisor Network](#): Upon completion of the certificate program, you are included in this network for potential client referrals, year-round resources and planning tools, networking opportunities and more.
- Access to On-Demand Education: Gain CFP® CE credit with the [Family Philanthropic Conversations with Clients](#) webinar.
- Access to Upcoming Live Education: Gain CFP® CE credit with the upcoming [Secure Act 2.0: QCDs to CRTs and CGAs](#) webinar.



“By providing professional education to FPA Members, they will be equipped to advise the next generation of philanthropic supporters to make informed charitable decisions that will significantly transform and save lives for generations to come.”

Bertram Scott
Immediate Past Chairman
American Heart Association

LEARN MORE!



[HEART.ORG/ADVISOR](https://heart.org/advisor)

CHAPTER PARTNERS

PLATIINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



2023 BOARD OF DIRECTORS



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Thomas Kaminski, CFP®
Benchmark Capital Group



Jennifer Malone, CFP®, CMFC
BMG Advisors



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

CALENDAR OF EVENTS

July 6, 2023

Summer Social Event

Tin Roof Westport

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.

