

## PRESIDENT'S PODIUM ARE WE TAKING CARE OF OURSELVES?

BY PHUONG N. QUACH, CFP®, CRPC®  
PRESIDENT, FPA OF SILICON VALLEY

We are more than financial planners or advisors for our clients. Financial planning is a straightforward process for some clients but an emotional drain for others. Our discussions with clients often enter the realms of emotional and physical well-being. We may even talk about the need for them to take care of themselves, and how they can learn different techniques to deal with stress. If clients do not take care of themselves, there are financial implications such as higher healthcare costs, potential long-term care needs, the need to retire sooner than expected, and even premature death.

But do we have similar conversations with ourselves? Are we taking care of ourselves physically and mentally? Do we have similar strategies in place to deal with the day-to-day stress of trying to balance our work, family life, and any other external stressors? We made a promise to our clients and family that we will be there for them. In order to keep that promise, we need to follow our own advice and tend to our own well-being.

### Physical Exercise

We lead busy professional lives, and exercise is often the first thing to get cut from our schedules when short on time. Exercise releases chemicals in our brain that make us feel good. It combats many negative health

conditions and diseases, improves mood, boosts energy, promotes better sleep, and helps control weight. Many of us have our exercise routines: yoga, Pilates, CrossFit training, running, swimming, hiking, dancing, going to the gym, working out with a personal trainer, etc. For those who are already moving, I congratulate you and hope you continue to challenge yourself.

For those who feel they cannot manage to fit workouts into their hectic schedule, I have good news: we actually do not need to spend hours in the gym to keep our heart healthy, cholesterol down, and weight from creeping up the scale. *The New York Times* recently published an article about the “Scientific 7-Minute Workout.” According to the American College of Sports Medicine’s *Health & Fitness Journal*, a 7-minute high-intensity circuit using body weight is adequate to replace a running and weightlifting workout. And it is all based on science! The 7-minute circuit has a total of 12 exercises with 30 seconds for each interval, and a 10 second break in between each interval. There are two versions of this workout: the basic 7-Minute Workout and the Advanced 7-Minute Workout. There is also an app for each workout that you can download onto your smartphone or tablet.

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## FROM PAGE 1 ► Mental Exercise

In addition to physical exercise, we need to take care of our minds. While downtime is important, on its own this may be insufficient to deal with the daily stress in our lives. Practicing mindfulness can be quite useful here. Mindfulness can be described as a state of active, open attention on the present. According to mindfulness expert Jon Kabat-Zinn, it is “moment-to-moment, non-judgmental awareness” or simply defined as “paying attention, on purpose, and without judgment.” For those looking to learn more, there are several places to start.

Mindfulness-Based Stress Reduction (MBSR) is a secular program initially developed at the University of Massachusetts Medical Center in the 1970s by professor Jon Kabat-Zinn. It was originally intended to help patients with physical or mental illnesses that were difficult to treat with medicine alone. MBSR incorporates meditation, body awareness, and yoga to help people become more introspective and better equipped to deal with pain and stress. According to Palo Alto Medical Foundation (where I took an MBSR workshop), mindfulness is described as “calm awareness of one’s body functions, feelings, content of consciousness, or consciousness itself.” Clinical research shows that mindfulness techniques like MBSR can help alleviate anxiety, stress, and even depression.

MBSR workshops are usually eight weeks long and are taught by a certified trainer. They entail weekly group meetings and a day long retreat of mindfulness practice. Around Silicon Valley, many institutions offer the workshop: Palo Alto Medical Foundation, Stanford Medical, Kaiser, and community centers. For an online course, you may visit [www.palousemindfulness.com](http://www.palousemindfulness.com), which can guide you through the eight-week MBSR program from the comfort of your own home or office, and it is free. For those who are unable to commit to an eight-week course, there are tools that can help kick start your meditation practice with introductions and guided meditation sessions. The following resources can help get you started:

- Headspace app is great for beginners; it will start you out with a set of 10 10-minute exercises to help you understand what meditation is all about.
- Calm is an app that includes guided and unguided meditations, breathing exercises, and soothing sounds. Meditations on this app vary in length between three to 25 minutes. This app is second in popularity only to Headspace.
- Stop, Breathe & Think is an app with features that include exercises focused on compassion, sleep, depression, and anxiety. There are guided meditations for the beginning and end of the day.
- The best-selling book *Wherever You Go, There You Are: Mindfulness Meditation in Everyday Life* by Jon Kabat-Zinn is a mindfulness classic and follow up to his popular book *Full Catastrophe Living*.
- Another popular book is *Search Inside Yourself: The Unexpected Path to Achieving Success, Happiness (and World Peace)* by Chade-Meng Tan of Google. It is a favorite tome, especially within Silicon Valley, dedicated to increasing peace, compassion, and happiness.



## Vacations

If you want to do one thing that combines both mental and physical health, then take a vacation. Here are several scientifically-based reasons why we should spend more time relaxing:

- **Stress reduction:** According to the American Psychological Association, vacations remove us from the activities and environments that are associated with stress and anxiety. Being away allows us to recharge.
- **Heart disease prevention:** A landmark Framingham Heart Study revealed that men and women who did not take a vacation for several years were 30% more likely to develop coronary heart disease.
- **Improved productivity:** We often get the most work done in the week leading up to a vacation.
- **Better sleep:** Vacations can help interrupt the habits that disrupt sleep, such as working late at night, and can allow us the opportunity to catch up on our sleep.

In summary, in order to be there for our clients and our family, we must take care of ourselves. There are many tools available to help us get in better physical and mental health than ever before. It is up to us whether we take advantage of them.

Speaking of vacation, I am signing off and heading to the airport for our annual family trip to New York!

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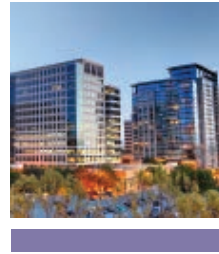
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## BOARD BLURB

# STRATEGIC PLANNING MEETING 2017

BY LAUREN GROVE, CFP®  
DIRECTOR, MARKETING COMMUNICATIONS, FPA OF SAN FRANCISCO

All different levels of FPA leadership hold strategic planning meetings. The meetings are meant to assess the status of the chapter and plan for the coming year—everything from speaker/meeting schedule to new members to sponsors (and fun) is included.

The San Francisco chapter held our strategic planning meeting on Friday, August 4. After some scheduling trials (trying to get 15-20 people in the same room at the same time is difficult with how busy everyone is) we were able to nail down a date that worked for almost every board member. Our day was broken out into a few sections:

### Lunch

Everyone enjoys starting meetings with food! We had light conversation and allowed the team members to catch up with one another. As we wrapped up lunch and started to transition into the work, we got everyone comfortable with some icebreakers. Our chapter Chair Michael Ma went around the table to ask everyone an icebreaker. The questions ranged from things like, “If you could be any genre of music, which would you be and why?” (Michael’s answer was smooth jazz, to reflect his apparel and personality) to “If you were deserted on an island for the rest of your life, what three things would you bring with you?” (Michael’s choices: spouse, a lifetime supply of sushi, and a lifetime supply of good wine.)

The questions were lighthearted and fun, and they allowed everyone to open up and prepare for a productive meeting.

### Board Meeting

Once the opening was complete, we transitioned into a quick board meeting—we had the meeting planned for the following week, but with most board members in the room and a short agenda, we completed the meeting then and there.

### 2017 Budget Review

We then transitioned into the meat of the strategic planning meeting. We reviewed our 2017 year-to-date budget in detail—discussing what has happened and if and why any discrepancies exist. Next we reviewed through the end of the year to project expenses that remain to occur and where we believe we will end up at the close of the year compared to our budget projections. Budgets are detailed and every committee and board member is directly involved or affected, so it is always a good use of our time to be sure everyone is clear on our current standing.

### Committee Plans of Work for 2018

All committees present at the meeting shared their plan of work for the coming year. The plans of work give the chapter and committees a way of writing down and committing



*The FPA of San Francisco board kicked off their strategic planning meeting on August 4.*

to goals for the coming year, in addition to designating a responsible person/group to complete the work for each item. Sometimes the goals are straightforward and completed in a short amount of time, like creating social media business cards to display at each chapter meeting. Other goals are more in-depth and complicated and take time to complete, like a website redo or full schedule of speakers for the coming year’s meetings. Each committee came prepared to share their goals, and the rest of the team listened and shared ideas as needed. The focus was on implementation—not just the goal, but the plan for accomplishing said goal.

As these plans of work were shared, any budget impacts were discussed in the moment. New members, future meeting speakers, contracts for meetings and meals, and sponsorships are a few big items that directly and (potentially) immediately affect the budget. Having a clearer idea of items on the list for next year and knowing their budget implications allows us to see the big picture for the coming year and assess where we may need to adjust.

This section of the meeting was the most involved and took the longest amount of time, for good reason. We, as a board, feel excited, dedicated, and confident for the coming year! We are looking forward to continuing to improve while we work on some new projects and strive to bring great content and speakers to every meeting for our members.

### Team Building

After the serious part of the meeting, we made time for team bonding. Our chapter President-Elect Kian Nobari planned



the day and found a fabulous team-building event: archery tag! We made our way to a street soccer field near AT&T Park and proceeded to play a dodge ball-like game with bows and arrows (with foam heads). It was exhilarating and exhausting! We split into teams (that changed each round), raced to the middle of the field to grab arrows on the whistle, and then hid behind the inflatable shields (or, if confident, ran around in the open) to aim at others or at the targets. If you were hit with an arrow, you were out for that round. If, however, one of your team members caught an arrow out of the air or hit one of the five foam targets, the team could bring one player back in.

No arrows were caught during the games (they were flying around everywhere, and trying to catch one while holding your own bow seemed improbable). Once our team event was complete, though, our Director of Advocacy Russell Kroeger tried a few times and was able to successfully catch an arrow being shot at him!

Overall, it was an extremely successful team-building event. We all wanted to keep playing, even if we were extremely sweaty heading to dinner.

### Dinner

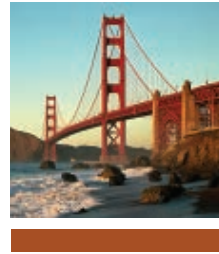
After archery tag, we headed to a nearby restaurant with beautiful views and had more time to socialize with one another. We had a delicious dinner accompanied by great conversation.

In summary, we had an exceptional strategic planning meeting—we got productive and purposeful work done for the coming year, enjoyed the company of one another and the laughs, and got some exercise!



*The FPA of San Francisco board enjoyed time together after a day of strategic planning, team building, and meals.*

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## SHARPEN THE SAW UNPLANNED TIME AWAY

BY THOMAS F. BENNETT, CFP®, CLU®, CRPC®  
PRESIDENT-ELECT, FPA OF THE EAST BAY

It is summer, and many if not most of us have taken or are preparing for a vacation from our business and are looking forward to spending treasured time with our friends and family. My topic is in the form of communications with our clients and staff for both the scheduled vacation, but also the unplanned time away from the business. I have personally just returned from an unplanned time away from the business and reflected on what I did and how well it was deployed.

Practitioners are at their core planners. We plan for our clients, both planned events like a child's education and retirements, as well as the unplanned untimely death or job loss, which can put our planning efforts in jeopardy. In the same spirit, we plan for our own life events as it relates to our practices. Perhaps it is a glorious birth of a child, a planned operation months in advance, or the family vacation. In this fact pattern we can schedule coverage from members of our teams, initiate a client communication that you will be out of the office, and communicate alternative contact points for emergency transactions or requests. If you have a pattern of taking the same week or two annually, over time you can "train" your clients to know this and give them an opportunity to reach out before you start the family time.

Our practices come in many sizes and forms. Some of us are sole practitioners, some in two to five person shops or larger. Some of us always present ourselves as part of a two to three person planning team, and the clients know they will always be able to reach one of us if needed. Some work in institutions like a bank or broker-dealer with an associated 1-800 as a failsafe if needed. I have worked in environments where no one takes time off because of the fear and common knowledge that their clients will be stolen while they are away from the business. The question here is what size practice, what sort of structure, and how confident are you in your peers that you can take "scheduled" time away with the confidence your clients will be served and not solicited or stolen?

The "unplanned" time away is a far more complex issue. I recently experienced this personally when I got the call from a sister to "come now, Mom fell." I barely packed and sent emails from the airport to my primary business partners to reschedule all my appointments. I did not have an opportunity to set the email "out of office" alert. I had cases in process, transactions in midstream, compliance email requiring immediate responses, client transaction requests that needed to be monitored, and oh, by the way, a family that depended on me for certain tasks as well. As I rushed to SFO to board my plane, my focus was clearly on my mother, her well-being, and getting to Naples hopefully in time. One of my sisters met me at the airport, we went to the hospital, and then a transport to rehabilitation. My mother was finally settled by Saturday afternoon.

Monday, the wave of calls and emails began from clients, prospects, and peers as they always do. Those of us with an elder parent know rehabilitation can be a lot of down time. I had the good sense to bring my laptop and cell phone. I thought I could

stay on top of my business remotely for a week. I can access my email from home and work via my phone as we all can. Most of us can do most anything with a modern Apple or Samsung device. Our contacts, email, phone, and account access are all at hand. One thing is required however: connectivity. As luck would have it, my mother's rehabilitation facility (one year old) did not have Wi-Fi, nor could I get a signal. I had to stand on a third floor balcony facing west to be able to get email updates, return calls, or give updates to my sisters in Manhattan and Miami.

I am sharing this because I assumed that I could still be in touch with clients and family. I was wrong. I guess the old adage is still correct about making assumptions. I would also add that personally, my family enjoys vacations in all-inclusive resorts in Playa del Carmen. Modern facilities with all the amenities, including Wi-Fi. My comment: don't believe all the advertising, as I have had the same challenge there.

In the spirit of the article, what is the answer? A planned time away is still a tricky river to navigate. How long will you be gone? Where will you be? Will you have access to respond to clients? How will this impact your clients and their perceived confidence in you and your organization? Do you and your team have a "plan and process" to implement? Is your time away coordinated with other team members, so overlap is not an issue? Consider the general holiday season, starting with Thanksgiving and passing through New Year's. We all enjoy family time, and so does our staff. How do we negotiate a fair and equitable cover plan for this annual scheduled hurricane?

In my case, truly the worst-case scenario, how do we handle the unplanned emergency? I speak of a mother needing her son, but many other events can surprise us. How do we handle a medical emergency of a spouse, child, or self? Being a male in my 50s, it is heart attack season. What happens to my practices and income if I am out for not a week, but for months? What happens if your primary support person has an emergency? Do you have process awareness and system access to continue to do business, or have you become dependent on your assistant for transaction execution, reports, compliance, and customer contact. In how many situations could we suggest the assistant has been the primary contact point for the client for years?

My mother has given me so many gifts in life, and once again, here she goes again. Her fall has forced me to examine my practice, my communications with clients, and potential impact. I am very fortunate in that those few clients I could speak with were more than understanding. They all said, "Just call me when you are back and have time." Most clients are family centric and appreciate that we too have lives and families and things happen. As practitioners, and, more importantly, as "planners" we owe it to our clients to reflect on our contingency plans for both the planned and unplanned time away from the business. Nothing is perfect, but establishing a protocol benefits the client in feeling they still have access, but also allows us to enjoy the vacation or can focus on the emergency issue with peace of mind.







## SPONSOR SPOTLIGHT

# FINANCIAL LIFE PLANNING IS FINANCIAL PLANNING DONE WELL

**GOLDEN GATE UNIVERSITY**

BY DR. DAVE YESKE, CFP®  
FPA OF SAN FRANCISCO

23 years ago, at the ICFP Retreat at Cheyenne Mountain in Colorado Springs, Dick Wagner and George Kinder held a session devoted to the “interior” aspect of money. They had more questions than answers, but the standing-room-only crowd that filled both of their sessions was tangible evidence that they had tapped into something new that was ready to enter our professional dialogue. From that fateful gathering flowed the Nazrudin Project, Dick Wagner’s work on Integral Finance and Finology, George Kinder’s Seven Stages of Money Maturity, Susan Bradley’s Sudden Money Institute, and many other initiatives that created the financial life planning movement. The time was ripe for a shift within the profession, and that shift was an inflection point that has redefined what “financial planning done well” looks like.

The field of economics tells us that money has three qualities: it acts as a unit of account, a medium of exchange, and a store of value. Practice financial planning for a few years, however, and you soon learn that money is something so much more than that. It is also connected to fear, love, security, status, and many other human qualities, all of which have to do with the relationships in our lives. Money is, as Dick Wagner liked to put it, “the single most powerful secular force on the planet,” serving, as it does, as the mechanism by which all the material aspects of our lives are transmitted to and from the world.

That money should permeate so much of our mental, emotional, and cultural lives is not surprising, but it also means that we cannot manage financial issues with a calculator and spreadsheet alone. And while financial life planning does not discard critical finance tools, it enhances them by incorporating insights from the fields of behavioral finance, communication theory, psychology, coaching, and facilitation. At some level, the quantitative work we do as financial planners is the easy part; it is understanding the interior and facilitating change that is hard!

In addition to the challenge of managing change in our clients’ lives, we also must deal with the reality that financial planning is a high “credence” service, in which clients have difficulty judging the quality of our advice, even after it has been delivered. In such circumstances, clients look to secondary markers of quality, to how we interact with them more than the content of our advice. When building functional client relationships, it is often more about the how than the what. And the client’s ability to evaluate these secondary markers of quality is critical to their relationship with the

financial planner and can lead to higher levels of client trust and relationship commitment, which subsequently leads to more successful outcomes for the client (and the planner).

A growing body of research has shown that measures of client trust and relationship commitment are powerful predictors of a successful financial planning engagement, in part because higher levels are associated with the following:

- Higher propensity to share personal and financial information.
- Higher propensity to act on recommendations.
- Higher propensity to resolve conflicts.
- Lower propensity to leave.
- Higher propensity to make referrals.

Research has also shown that clients place a high value on their planner having a systematic approach to clarifying their goals and values and a willingness to facilitate difficult conversations about money.

So where does all this leave financial planners who want to be effective change agents in their clients’ lives? To begin with, it means that passing the CFP® exam is only the beginning of a long journey of professional development. To be truly effective, we need to acquire financial life planning expertise by developing knowledge and skills in areas like structured discovery, communication theory, appreciative inquiry, behavioral finance, facilitation, and coaching. And in so doing, we must also acknowledge that it is not enough to just acquire knowledge and skills in these areas, there is also an inner journey of self-discovery to make. In many ways, we can only go as deep with our clients as we have gone with ourselves. To reach our full potential both as a profession and as individual practitioners, our commitment to a lifelong learning journey must balance the exterior and the interior, the financial and the human. Financial life planning represents that necessary balance; financial life planning is planning done well.

*Dave Yeske is financial planning program director at Golden Gate University’s Ageno School of Business and managing director at Yeske Buie. He can be reached at (800) 772-1887 or [dyeske@ggu.edu](mailto:dyeske@ggu.edu).*



# A Home Equity Conversion Mortgage (HECM) as a Risk Management Tool

By Mary-Alice Cardenas, HECM Loan Specialist, NMLS ID License #468646  
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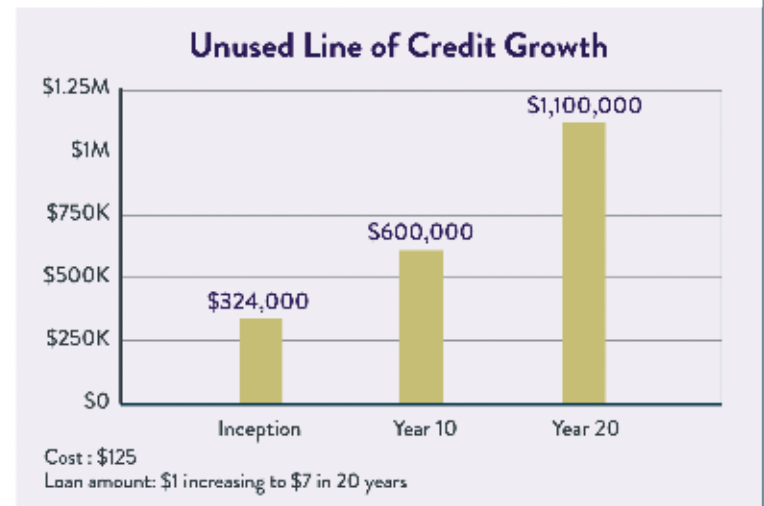
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Ms. Elliott (62 years old) has a home worth \$700,000. She put a HECM credit line in place starting at about \$324,000. Twenty years later, if she leaves it untouched at current interest rates, she will be guaranteed to have \$1,100,000 or more in her line of credit.<sup>2</sup>

### Other possible uses:

- Reduce sequence or return risk in a down market
- Alternative or supplement to long-term-care insurance
- Refinance an existing mortgage to reduce monthly expenses (and possibly avoid exceeding Required Minimum Distribution)
- Reduce the amount of money in required cash reserves, freeing up money for investing or other uses
- Delaying Social Security and IRA withdrawals



**Call Mary-Alice to model a client or for a free CE credit presentation.**



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HECM Loan Specialist, NMLS ID #468646

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<sup>1</sup> The borrower's unused line of credit upon which you may draw, then the unused portion of the line of credit will grow in 12-month increments. The growth is equal to the sum of the interest rate plus the annual mortgage insurance premium rate being charged on your loan.

Information shown for illustrative purposes only. Assumptions are: (1) 62-year-old borrower; (2) CA home value at \$700,000; (3) LOC will grow at 1.25% above the Adjustable Rate Mortgage (ARM), which has the 1-Year L3CR plus a margin of 2.625%; the initial interest rate is 4.365%; the initial Annual Percentage Rate is 4.925% as of July 20, 2017, which can change annually; 2% annual interest cap; and 5% lifetime interest cap over the initial interest rate. Maximum interest rate is 5.365%. (4) the growth rate remains constant; (5) no credit by borrower. Interest rates and funds available may change daily without notice.

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## 2017 FPA NORCAL CONFERENCE FINANCIALPALOOZA

BY WADE PITTS, CFP®

COMMITTEE CHAIR, 2017-2018 FPA NORCAL CONFERENCE

In my imagination, I thought of myself as the producer of Financialpalooza, better known as the 2017 FPA NorCal Conference. During this completely sold-out, two-day annual event at the historic Palace Hotel, we hosted such headliners as Alison Levine, an extreme adventure explorer, talking about leadership in extreme environments; Jeffrey Gundlach, founder of DoubleLine Capital, giving his (very) direct guidance of the markets; Laura Arrillaga-Andreessen, philanthropist/author/professor, reviewing her Giving 2.0 manifesto; and Sal Khan, founder of Khan Academy, highlighting in such a humble way how he is literally changing the face of education in the world.

Other standing-room-only acts performing were the likes of the prolific Michael Kitces, the communication expert Ben Decker, and venture capital founder Eric Young. This, the 45th annual event, offered 45 hours of CE credits in service to the Bay Area financial planning community. The 10 months of planning with the committee paid off and the event was reviewed by many as the best conference ever. I could not have been more pleased about how it turned out. Yes, while I was the chair of the conference, I felt like a rockstar.

As Sal Khan closed the 2017 NorCal FPA Conference, the crowd was on its feet, cheering and clapping. *I imagined walking out on stage and grabbing the mic. With the crowd still on its feet, I scream, "Good night San Francisco, we love you! See you in 2018." I drop the microphone, which hits the floor with an amplified thud. I walked off the stage in triumph!*

Slowly returning to reality after the closing keynote, I headed backstage to the dressing room...actually, to our committee meeting room. My fellow event promoters (a.k.a. the FPA NorCal Conference Committee) gathered around for celebratory food and wine and to recap and reflect on the two-day festival. There are no harder critics than ourselves, and we know there is always room for improvement. However, we did feel fantastic. All of us felt that we had hit it out of the park and served our audience, the Bay Area financial advisory community, the best way we could.

The 2017 conference theme of philanthropy was an experiment in being innovative and different, with a desire to understand the spectrum of investing from volunteering to impact investing. That theme was represented with both our keynote and breakout sessions, and new this year, the Nonprofit Lounge, highlighting 10 Bay Area nonprofit organizations making a local impact.

Now, after the conference, the harsh light of reality was on me and I was very much back in the present. As this event received so much positive feedback, I began to worry. What the heck would we do to improve this conference for next year? It was my first year of a two-year term as conference chair. Was I going to be a one-hit wonder? People were already asking what the theme will be and what possible speakers will be presenting for next year to top this year's conference.

I suddenly understood, to a very, very small degree, how a breakout star must feel when they "drop" an album or have an award-winning movie. "That's great work kid, great work, but what's next? What's your plan? What's next, because you are only as good as what you have done lately?" We had not even finished and I was already feeling like a "has been."

Then I caught myself. Take a breath, relax, and appreciate the moment. Tomorrow, like any star, you can start to reinvent yourself. That is the job, isn't it? Isn't it up to you to continually reinvent yourself, your attitude, and your business? Improvise, adapt, overcome...isn't that an Army motto? Yes, tomorrow we can start the process all over again.

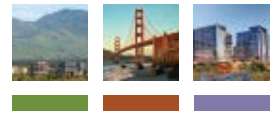
The FPA NorCal Conference Committee takes a break for the summer. At the end of August, we begin to plan the 2018 conference. We follow our process of reinvention by clearing the slate. We start each year by reaching out for advice from the industry, getting feedback on topics that we should be thinking about, and researching speakers who are knowledgeable and effective. Slowly over time, we create the conference for its 46th year. After all, that is the job, isn't it? To reinvent the conference year after year? Isn't that what the all-volunteer committee is paid to do?

If you are interested in joining the band, reach out to me. The commitment is two to three hours per month starting in September. The work is hard, the pay nonexistent. However, the rewards for giving back to the financial community you believe in are immense.

Financialpalooza 2018, the FPA NorCal Conference, will be back at The Palace Hotel on May 29 and 30, 2018. We expect to sell out again, and quickly. Tickets go on sale mid-December. Do not miss your chance to be part of the experience and remember—there is no StubHub for these tickets!

*Since 1995 Wade has met with over 1,000 financial advisory firms during his time with Advent Software, Fidelity Institutional, and TD Ameritrade Institutional. In 2012 he moved to the advisory side as managing director at Fort Point Capital Partners located in San Francisco. Wade has served on the FPA NorCal Conference Committee for about nine years.*





## 2017 FPA NORCAL CONFERENCE PHOTOS



Keynote Speaker Jeffrey Gundlach



Speaker John Castelly



Speaker Ben Decker



From left: 2017 Conference Chair Wade Pitts, Keynote Speaker Alison Levine, Leigh Shimamoto-Garrison



Keynote Speaker Sal Khan



Keynote Speaker Laura Arrillaga-Andreessen and Vanguard Platinum Sponsor Diron Scott



Committee member Anna Sergunina talking with Tech Lounge Sponsor Jemstep



Krysta Patterson, FPA of the East Bay chapter executive



From left: Eric Flett, Keynote Speaker Jeffrey Gundlach, Conference Chair Wade Pitts, Matt Beck



Nonprofit Lounge: Bay Area Discovery Museum



Nonprofit Lounge: Marine Mammal Center



Nonprofit sponsors for the FPA NorCal Conference  
Photos this page © TNT Pictures





## MEMBER MINUTE - FPA OF SILICON VALLEY

### THE WHY

BY ANNA SERGUNINA, CFP®

CO-DIRECTOR OF PARTNERSHIP, FPA OF SILICON VALLEY

This comes up every day, whether we are at home or at work, with our friends or with ourselves...Why do we do what we do? Why do we get up in the morning and go to work?

Simon Sinek has said, *"Very few people or companies can clearly articulate WHY they do WHAT they do. By WHY I mean your purpose, cause or belief - WHY does your company exist? WHY do you get out of bed every morning? And WHY should anyone care?"*

Personal finances are a very sensitive area for most of us. Our profession is viewed as caring and helping, but without knowing our "Whys," how can we be helping others?

This month we decided to look inside and got to chat with the board of directors of FPA of Silicon Valley to find out what drives each of them and why they do what they do.

#### **Phuong Quach, CFP®, CRPC, President**

*Quach & Associates, Ameriprise Financial Services, Inc.*

**My "Why":** "Financial planning has done wonders for me personally and professionally. I started working with a financial planner when I was 24, and planned out my life goals. I decided to become an advisor myself when I was 28 because I saw the positive impact it made to my life. I want to do the same for my clients, friends, and family. After all these years, the lines are getting blurred between clients, friends, and family!"

#### **Mira Ma, CFP®, Chair/Past President**

*RFC Aspire Planning Associates*

**My "Why":** "I like helping people and solving problems. As a CFP®, I get to do both."

#### **Mike Sukle, CAPI, President-Elect**

*Edgewood Partners Insurance Center (EPIC)*

**My "Why":** "It's all about my clients. Having their interests before everything else. So that I can learn what's important to them in their current lives and allowing me to provide recommendations to protect what's important today while also looking in the future."

#### **Marcos Lira, CFP®, EA, Director of PR/Communications**

*360 Dividends*

**My "Why":** "I absolutely take great joy in helping individuals meet their goals and see the journey through. My 'Why' has always been the happiness I get from the positive impact I make in someone else's life."

#### **Daria Victorov, CFP®, Director at Large**

*Abacus Wealth Partners, LLC*

**My "Why":** "When I was growing up, I was the first one of my friends to have a job. When I was home from college, I was the only one of my friends to have two jobs. I saw my parents face many financial challenges and knew I wanted a different way of life. Although I had multiple jobs, I made some financial mistakes. Once I got to college, I learned about financial planning and was hooked! I was ready to dedicate my studies and now my career to bringing clarity to people's lives. I love waking up every day knowing I help make people's dreams come true."

#### **Larysa Prytula, CFP®, Director of Pro Bono**

*Solutions Wealth Management, LLC*

**My "Why":** "I believe in creating intentional outcomes for those we serve. I find our purpose in optimizing clients' financial decisions and helping them achieve personal and financial satisfaction."

#### **William Pitney, CFP®, Director of Advocacy**

*FocusYOU*

**My "Why":** "I'm passionate about helping people achieve their financial and life goals. I became a financial planner after witnessing the devastating effects that poor advice had on my mother-in-law following the death of her husband. She lost her home, savings, and sense of financial independence. I entered the industry deeply committed to ensuring others never faced the same fate and helping them take charge of their future."

#### **Greg Hacker, Co-Director of Partnership**

*Home Equity Retirement Specialist, Open Mortgage, LLC*

**My "Why":** "The joy that I receive from educating people on this potential retirement option so that they are able to make the most informed decision on the best option for their individual financial and emotional needs."

#### **Claire Shifren, CFP®, Director of Membership and Co-Director of Career Development**

*Golub Group*

**My "Why":** "I believe change is possible and want to make positive change in the world in whatever way I can through personal relationships, through my professional skills, and through my everyday actions."

#### **Sheri Pan, CFP®, Director of Programs**

*Pantheon Wealth Planning*

**My "Why":** "I love to assist people to streamline their financial life by identifying the unique challenges to create strategies to prepare for their life-changing events."

#### **Tony Blagrove, CFA, CFP®, Treasurer/Secretary**

*United Capital*

**My "Why":** "At an early age my father taught me how to manage money in a smart way. Although I lost him way too soon in my life, his teachings and values stayed with me and compelled me to become a financial planner so that I can help others live the lives they've always wanted."

#### **Susan Adams, Executive Director**

**My "Why":** "I enjoy engaging with our members and find providing support to our board of directors and committee members incredibly satisfying."

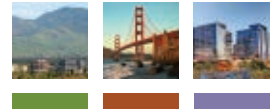
#### **Anna Sergunina, CFP®, Co-Director of Partnership**

*MainStreet Financial Planning, Inc.*

**My "Why":** "I simply care! What fuels my 'Why' is knowing that I am a part of someone else's life and that I help them realize their goals. There is nothing more satisfying than to know how my service helped my clients buy a house, save for kids' college, start a new business, travel around the world, and afford to retire early. The best reward is hugs from happy clients!"

It fascinates me to find out what everyone's "Why" is. I think you can see the common theme here! Think about it for a moment. The power of "Why" has a very powerful force. If you have not given this much thought, I challenge you to do it. What is your "Why?" You must find out for yourself and then share it with the world! Remember, people will do business with you not because of "What you do," but because of "Why you do it!"

*Anna Sergunina, CFP® is president and CEO at MainStreet Financial Planning, Inc. She has written for numerous publications and reaches a wide audience with her highly praised two-minute podcast, "Daily Juice," and weekly show, "Money Date." Anna has been named "A Virtual Force" by Morningstar and recognized by Financial Advisor Magazine as one of the top 10 young advisors "to watch" for 2017.*



## FPA OF SILICON VALLEY RECENT EVENT PHOTOS



Above: Claire Shifren welcomes attendees to the June Triple Treat Social.



Above (right): The Triple Treat Social included members from FPASV, CalCPA, and APABA.



Above: Triple Treat Social included members from FPASV, CalCPA and APABA.



Above (right): FPASV's Mira Ma and her sister Marie Ma of APABA enjoying Triple Treat.



Above: FPASV board of directors getting serious at a chocolate tasting event. From left to right: Tony Blagrove, Mira Ma, Michael Rabaca, William Pitney, Julie He

## FPA OF SAN FRANCISCO RECENT EVENT PHOTOS



Above: Joseph Kuo, meeting speaker Larry Pon, and Tom Zachystal at the July chapter meeting



Above: The July meeting webinar was hosted at Golub Group, LLC.  
Below: Attendees at the August chapter meeting webinar in San Mateo watched the presentation.







## FPA OF CALIFORNIA WORKING WITH YOU!

BY JOHN D. BUERGER, CFP®, MSFS  
PRESIDENT, FPA OF CALIFORNIA



OF CALIFORNIA

Working for Californians' Financial Future

Even though it was 10 years ago, I still vividly remember a reunion conversation I had with Rob, an old high school classmate. When asked, “What are you doing now?” I told him that I was a financial planner. He then proceeded to tell me about his “financial planner” and all the cool things (like REITs and hard money lending) his planner had him doing.

As the conversation continued, it became clear that Rob’s advisor had never done any real planning with my classmate. Rob was unclear about his goals. He was not saving for college for his two kids, was in debt up to his eyeballs, and had no idea how his financial future was likely to turn out. “I have no idea how this all works...but I’m making good money and that’s all that matters.”

Fast forward to the next class reunion in 2012, and Rob’s take was quite different. His experience with one person had completely tainted his perception of what professional financial planning advice is and should mean to the public. The disdain Rob had (and, to this day, still has) for what I do professionally was almost palpable.

Rob’s story is why I became involved with advocacy and the FPA of California. There are a lot of people out there who call themselves “financial planners” but who do very little (if any) “financial planning” with their clients. When markets are docile and the rising tide is floating all investment boats, the public can lose sight of the value of a real financial plan. Legislators and regulators also tend to focus on other things unless someone is there to remind them of what we do and why it is important.

The Financial Planning Association of California has been doing just that—building relationships with legislators and regulators in Sacramento and Washington, DC, to keep financial planning as a profession on their radar and to reassert the importance of reserving the phrase “financial planner” to describe someone who actually does real financial planning.

This past June, nine California members returned to Washington, DC, to meet with respective representatives and senators. We continued our conversations about the fiduciary standard of care and the value of comprehensive financial planning. In many cases (as it has been during our visits to Sacramento in March), these were follow-up meetings to previous engagements. Elected officials and their staff are beginning to remember us and our message.

They are also starting to come to us as they ponder bills and potential rules that could affect our members, our profession, and our clients. Through the years, we have presented ourselves as “the good guys,” thought leaders who want what is best for the public, rather than lobbyists with a personal agenda. In all of our visits this year, we have heard that our approach is both unique and very much appreciated.

Our next main initiative in California is Advocacy Week, starting September 18—a week during which your legislators and key staff will be at home in their respective districts and you will have the opportunity to meet with them and introduce yourself and FPA of California (free of the cost and time to go to Sacramento). We will equip you with everything you need to be effective—a webinar training, a script to use for obtaining an appointment, and talking points and materials to bring with you to your meeting. To make things even easier, here is a link to find your California elected official, based on your district of residence (once on their website, click on the “Contact Us” tab): <http://findyourrep.legislature.ca.gov/>.

Let us know ASAP if you would like to participate. Please include the names of your assemblymember and senator in your RSVP and email the information to: Holly Wilkerson, executive director, at [info@fpaca.org](mailto:info@fpaca.org). If more than one member plans to visit the same district office, we will let you know so that you may coordinate your visit(s). Also, feel free to contact your chapter’s advocacy director for more information.

Mark your calendar now and plan to participate and enjoy an interesting experience in support of our profession. We look forward to another successful Advocacy Week!



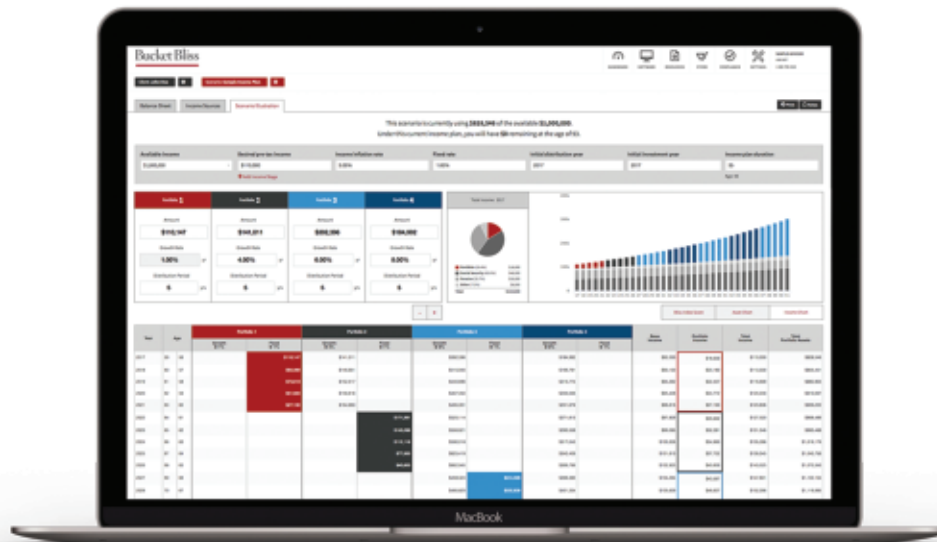
*FPA members from around the country converged in Washington, DC, in March, for Advocacy Day. See above for information on Advocacy Week in September.*

*John Buerger, CFP®, MSFS has been an FPA member since getting his CERTIFIED FINANCIAL PLANNER™ designation in 2005. He enjoys being a part of our state council’s ongoing advocacy efforts. As a business coach John likes to help clients identify and articulate their company values and build robust operating, financial, and customer support systems for impact on businesses’ operations.*



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- Tony H. - Advisor, Springfield, MO.

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## FPA OF THE EAST BAY - SPRING AND SUMMER CHAPTER MEETINGS



*FPA of the East Bay members, sponsors, and guests filled the room for the August meeting.*



*Chris Stack, Esq., spoke at the August meeting about saving for college.*



*FPA of the East Bay President David Allen speaks at the August chapter meeting.*



*FPA Member and Gold Sponsor J.B. Walker welcomes a first time guest to the chapter meeting.*



*FPA member and ILSP Director Dan Gannett presented Elexis Webster with a UCSD t-shirt for her completion of the Independent Living Skills Program and acceptance to UCSD.*



*FPA of the East Bay Past President Susan Danzig with Jerry Morgan, a CFP® certificant student at the meeting*



*Above (left): FPA of the East Bay President David Allen, board member Kara Paik, May meeting speaker Ian Goltra, and Eric Flett.*



*Above (right): Scott Horton, Brandon Lehman, and FPA of the East Bay Past President Barry Mendelson enjoy breakfast during the May meeting.*



*Left: Dennis Goins asks a question during the May chapter meeting.*

*Right: FPA member and Silver Sponsor Craig Kirkpatrick engages in the conversation in May.*



*All photos this page courtesy of David Shaffer*



## CHAPTER EVENTS

# UPCOMING EVENT LISTINGS

### SEPTEMBER 2017

#### FPA of the East Bay

**Date:** September 6  
**Topic:** From Vapor to Paper  
**Location:** Round Hill Country Club, 3169 Round Hill Road, Alamo  
**Time:** 7:15 - 9:15 am  
 See page 18 for event details

#### FPA of Silicon Valley

**Date:** September 8  
**Topic:** Managing Aging Investors in the "Grey Zone" between Competence and Incompetence  
**Location:** Maggiano's Little Italy, 3055 Olin Avenue, Suite 1000, San Jose  
**Time:** 11:30 am - 1:30 pm  
 See page 18 for event details

#### FPA of Silicon Valley

**Date:** September 8  
**Topic:** Ethics  
**Location:** Maggiano's Little Italy, 3055 Olin Avenue, Suite 1000, San Jose  
**Time:** 2:00 - 4:00 pm  
 See page 18 for event details

#### FPA of San Francisco

**Date:** September 12  
**Topic:** Cybersecurity: How to Protect Your Business  
**Location:** The City Club of San Francisco, 155 Sansome Street, San Francisco  
**Time:** 4:00 - 6:00 pm  
 See page 19 for event details

#### FPA of San Francisco

**Date:** September 12  
**Topic:** Member Appreciation Event  
**Location:** Taverna Avenite, 582 Washington Street, San Francisco  
**Time:** 6:00 - 8:00 pm  
 See page 19 for event details

#### FPA of California

**Dates:** September 18 - 22  
**Topic:** Advocacy Week  
**Location:** Throughout the state  
**For more information or to register:**  
[www.fpacal.org](http://www.fpacal.org)

#### FPA of San Francisco

**Date:** September 21  
**Topic:** FPA NexGen - Is Philanthropy Taboo? East Bay Networking and Practical Training for Having Charitable Conversations with Clients  
**Location:** The Conference Center at East Bay Community Foundation - James Irvine Foundation Conference Center, 353 Frank Ogawa Plaza, Oakland  
**Time:** 5:30 - 7:30 pm  
**Speakers:** Nicole Kyauk, MPA, CAP, senior development officer, East Bay Community Foundation; Christine Lim, MBA, senior development officer, East Bay Community Foundation  
**For more information or to register:**  
[www.fpasf.org](http://www.fpasf.org)

#### FPA of Silicon Valley

**Date:** September 22  
**Topic:** Brown Bag Meeting: Tax Planning Under the Trump Era  
**Location:** Buckingham Strategic Wealth, 2445 Faber Place, Suite 250, Palo Alto  
**Time:** 12:00 - 1:30 pm  
**Speaker:** Larry Pon, CPA/PFS, CFP®, EA, USTCP, Pon & Associates  
**For more information or to register:**  
[www.fpasv.org](http://www.fpasv.org)

#### FPA of Silicon Valley

**Date:** September 27  
**Topic:** Welcome Wednesday Board Recruiting Event  
**Location:** Savvy Cellar, 750 West Evelyn Avenue, Mountain View  
**Time:** 5:00 - 7:00 pm  
**For more information or to register:**  
[www.fpasv.org](http://www.fpasv.org)

#### FPA of Silicon Valley

**Date:** September 28  
**Topic:** NexGen Event  
**Location:** 700 South B Street, Suite 200, San Mateo  
**Time:** 6:00 pm  
**For more information or to register:**  
[www.fpasv.org](http://www.fpasv.org)

### OCTOBER 2017

#### FPA National

**Dates:** October 2 - 4  
**Topic:** 2017 FPA Annual Conference  
**Location:** Music City Center, 201 Fifth Avenue South, Nashville, Tennessee  
**Time:** 7:00 am October 2 - 3:30 pm October 4  
**Keynote Speakers:** Ron Insana, contributor, CNBC and MSNBC; Jean Chatzky, journalist, author, and motivational speaker; Phillip Fulmer, former football coach, University of Tennessee  
**For more information or to register:**  
[www.fpaannual.org](http://www.fpaannual.org)

#### FPA of the East Bay

**Date:** October 4  
**Topic:** Advisor Panel: Becoming a Better Financial Planner  
**Location:** Round Hill Country Club, 3169 Round Hill Road, Alamo  
**Time:** 11:15 am - 1:15 pm (new time)  
**Panelists:** Larry Ginsburg, CFP®, Michael Ma, CFP®, Lynn Ballou, CFP®, moderated by Eric Flett  
**Sponsor:** David Shaffer, David Shaffer Insurance Services  
**For more information or to register:**  
[www.fpaeb.org](http://www.fpaeb.org)

#### FPA of Silicon Valley

**Date:** October 6  
**Topic:** Student Forum Meeting: Transitioning into the Financial Services Business  
**Location:** UCSC Extension, 3165 Bowers Avenue, Santa Clara  
**Panelists:** Elisa Ordonez, CFP®, financial advisor; Jessica Ann Johnson, CFP®, MBA, financial advisor; Jennifer Lommen, CFP®, principal; Julie He, candidate for CFP® certification, financial advisor  
**Time:** 12:00 - 1:30 pm  
**For more information or to register:**  
[www.fpasv.org](http://www.fpasv.org)

#### FPA of the East Bay

**Date:** October 9  
**Topic:** Seventh Annual Golf Tournament  
**Location:** Round Hill Country Club, 3169 Round Hill Road, Alamo  
**Time:** 11:00 am - 6:00 pm  
**For more information or to register:**  
[www.fpaeb.org](http://www.fpaeb.org)

#### FPA of San Francisco

**Date:** October 10  
**Topic:** Behavioral Finance/Psychology of Wealth  
**Location:** The City Club of San Francisco, 155 Sansome Street, San Francisco  
**Time:** 9:30 am - 1:30 pm  
**Speakers:** TBD  
**Sponsor:** Christina Gray, Stonecrest Managers  
**For more information or to register:**  
[www.fpasf.org](http://www.fpasf.org)

#### FPA of Silicon Valley

**Date:** October 13  
**Topic:** Narrow Your Niche: How to Find Profitable Prospects to Easily Reach Your Goals  
**Location:** Maggiano's Little Italy, 3055 Olin Avenue, Suite 1000, San Jose  
**Time:** 11:30 am - 1:30 pm  
**Speaker:** Susan Danzig, Susan Danzig, LLC  
**Sponsor:** Todd Barney, Oppenheimer Funds  
**For more information or to register:**  
[www.fpasv.org](http://www.fpasv.org)

#### FPA National

**Dates:** October 20 - 25  
**Topic:** FPA Residency 2017  
**Location:** Inverness Hotel and Conference Center, 200 Inverness Drive West, Englewood, Colorado  
**Mentors:** Jonathan Guyton, CFP®, principal, Cornerstone Wealth Advisors, Inc.; Sandra Bragar, CPA, CFP®, principal, Aspiriant; Gregg Clarke, CFP®, founder, Meritas Wealth Management, LLC; Kathleen M. Longo, CFP®, CAP®, CDFA, Flourish Wealth Management; Sabrina Lowell, CFP®; Michael Smith, CFP®, senior vice president and shareholder, RTD Financial Advisors, Inc.  
**For more information or to register:**  
[www.onefpa.org/professional-development/residency/Pages/default.aspx](http://www.onefpa.org/professional-development/residency/Pages/default.aspx)

#### FPA of Silicon Valley

**Date:** October 21  
**Topic:** Silicon Valley Financial Planning Day  
**Location:** Sunnyvale Library, 665 West Olive Avenue, Sunnyvale  
**Time:** 1:00 - 4:00 pm  
**For more information or to volunteer:**  
[www.fpasv.org](http://www.fpasv.org) OR [www.govoluntr.com/events/2524](http://www.govoluntr.com/events/2524)

#### FPA of San Francisco

**Date:** October 28  
**Topic:** San Francisco Financial Planning Day  
**Location:** San Francisco Main Library, 100 Larkin Street, San Francisco  
**Time:** 9:00 am - 3:00 pm  
**For more information or to register:**  
[www.fpasf.org/volunteer/financial-planning-day/](http://www.fpasf.org/volunteer/financial-planning-day/)  
 OR [www.financialplanningdays.org/event/san-francisco-financial-planning-day](http://www.financialplanningdays.org/event/san-francisco-financial-planning-day)



CHAPTER EVENTS  
FEATURED EVENTS AND MEETINGS

## FPA OF THE EAST BAY

## DATE AND TIME

**September 6**  
**7:15 - 9:15 am**

## TOPIC

**From Vapor to Paper**

## LOCATION

Round Hill Country Club,  
3169 Round Hill Road, Alamo

## SPEAKER

**Duncan MacPherson**, CEO,  
Pareto Systems

## OVERVIEW

To unlock your full potential when it comes to consistent client acquisition and sustainable client retention, you need to dial in a combination of proven strategies that elevate you from the competitors. In this presentation, Duncan will guide you through an actionable proven process that enables you to quickly and predictably:

- identify gaps and address any untapped opportunities, overlooked vulnerabilities, and unmet needs in your business;

- convert occasional customers into fully empowering clients;
- build the foundations for client-focused relationships that transcend money;
- ensure stewardship over salesmanship for improved persuasive impact; and
- deploy a turnkey approach to a referable client experience.

## SPEAKER'S BIO

**Duncan MacPherson** is the CEO of Pareto Systems, an industry-leading business development firm dedicated to the elite professionals and companies within the knowledge-for-profit sector. Duncan and his team of consultants work with professionals in a wide range of fields.

As a speaker Duncan conveys dynamic and fact rich presentations that have made him a popular spokesperson for the knowledge-for-profit industry. He is also an industry author and has written two best-selling books: *Breakthrough Business Development*, *Take Your Business to THE NEXT LEVEL*, and the recently released *The Advisor Playbook*.

Beyond the office, Duncan loves spending time with his wife and two sons. They enjoy the four-seasons playground they call home in beautiful Kelowna, British Columbia, Canada. He enjoys staying active with recreational activities such as golf, tennis, and skiing.

## CE CREDITS

1 hour CE credit is pending approval by the CFP board for this session

## COST

## Advance Registration

\$38 FPA Members; \$53 Non-Members;  
\$23 CFP® Students

## At the Door

\$48 FPA Members; \$63 Non-Members;  
\$33 CFP® Students

FOR MORE INFORMATION  
OR TO REGISTER

[www.fpaeb.org](http://www.fpaeb.org)

## SPONSORED BY

J.B. Walker, CPA, CIMA®,  
Franklin Templeton

SEPTEMBER  
06



## FPA OF SILICON VALLEY

## DATE AND TIME

**September 8**  
**11:30 am - 1:30 pm**  
**2:00 - 4:00 pm (Ethics)**

## TOPIC

**Managing Aging Investors in the "Grey Zone" between Competence and Incompetence**

## LOCATION

Maggiano's Little Italy,  
3055 Olin Avenue, Suite 1000, San Jose

## PANELISTS

**Carolyn Rosenblatt, RN**,  
AgingInvestor.com; **Dr. Mikol Davis**,  
AgingInvestor.com; **Rob Lyman, CFP®**,  
Johnson Lyman Wealth Advisors

## OVERVIEW

Many of our clients are aging. Learn from a fascinating case study presented by Rob Lyman, CFP® of Johnson Lyman Wealth Advisors and based on the actual transition of a client from capacity to incapacity. Carolyn Rosenblatt, RN and Dr. Mikol Davis will be on hand to comment on the case, alerting us to early warning signs, and making recommendations that will make this transition far easier for both clients and advisors. It is only a matter of time

before one of your clients is faced with this issue—do not miss this valuable presentation so that you can be prepared when it happens to you!

Learn the early warning signs of a client slipping into incapacity, how to effectively prepare your clients in advance, as well as how to properly respond when the time comes.

## PANELISTS' BIOS

**Carolyn Rosenblatt, RN** is a registered nurse and an attorney with 40 years of experience in her combined professions. She is a consultant to individuals and families struggling with aging related issues and is a mediator for families in conflict.

**Dr. Mikol Davis** is a licensed clinical psychologist with 30 years of experience in the mental health field. He is a family conflict specialist and has a special interest in aging issues, particularly in assessing the capacity of elders in making decisions.

**Rob Lyman, CFP®** is president and CCO at Johnson Lyman Wealth Advisors, a wealth management firm in Los Altos. Rob's firm recently had the experience of a client losing capacity, and has

constructed a case study based on that experience which will be shared in the presentation.

## COST

## Advance Registration

\$40 FPA Members; \$60 Non-Members;  
\$40 First Time Attendees

## At the Door

\$60 FPA Members and Non-Members

## CE CREDITS

1.5 hours CE have been approved by the CFP board for this session

FOR MORE INFORMATION  
OR TO REGISTER

[www.fpasv.org](http://www.fpasv.org)

## SPONSORED BY

Patrick Clancy,  
Litman Gregory Asset Management

## ETHICS

2:00 - 4:00 pm,  
directly following chapter meeting

## SPEAKER

Curt Weil, CFP®

FOR MORE INFORMATION OR TO  
REGISTER  
[www.fpasv.org](http://www.fpasv.org)

SEPTEMBER  
08



## FPA OF SAN FRANCISCO

**DATE AND TIME**  
**September 12**  
**4:00 - 6:00 pm**

**TOPIC**  
**Cybersecurity: How to Protect Your Business**

**LOCATION**  
 The City Club of San Francisco,  
 155 Sansome Street, San Francisco;  
 and online

**SPEAKER**  
**Craig Watanabe, CSCP®, AIF®, CFP®**, chief compliance officer,  
 American Financial Network  
 Advisory Services, LLC

**OVERVIEW**  
 Cybersecurity is a significant regulatory and business risk that affects nearly all firms. This “how to” session will describe practical, economical, and effective safeguards firms can employ to protect their business from cyberattacks. Included are a number of tools and templates attendees can utilize including a Cybersecurity Readiness Assessment Tool, IT Vendor Due Diligence Checklist, and Sample User Awareness Training memos. At the end of this session, you will

understand how to employ defensive strategies such as defense in depth and the principle of least permissions.

**SPEAKER'S BIO**  
**Craig Watanabe** has been a financial advisor and chief compliance officer with American Financial Network Advisory Services, LLC (“AFN”) since August 2017. Mr. Watanabe entered the securities industry in 1983 and has been a successful financial planner, branch manager, operations manager, chief compliance officer, and chief operating officer. Mr. Watanabe has broker-dealer and investment advisor compliance experience covering retail brokerage, market making, research, investment banking, insurance, commodities, retail investment advisory, and ERISA plans.

In his current role as a financial adviser with AFN, Mr. Watanabe works with corporate executives and business owners to assist in growing and protecting their business as well as preparing for the ultimate transition away from the company. Mr. Watanabe also works with the personal wealth management team

at AFN, which helps the corporate executives and business owners manage their own personal finances.

**COST**  
**Advance Registration**  
 \$55 FPA Members;  
 \$80 Non-Members  
**At the Door**  
 \$75 FPA Members;  
 \$100 Non-Members

**CE CREDITS**  
 There are no CE credits available for this session.

**FOR MORE INFORMATION OR TO REGISTER**  
[www.fpasf.org](http://www.fpasf.org)

**SPONSORED BY**  
 Samantha Yalof, BlackRock

**MEMBER APPRECIATION EVENT**  
 6:00 - 8:00 pm,  
 following chapter meeting

**LOCATION**  
 Taverna Aventine,  
 582 Washington Street,  
 San Francisco

**FOR MORE INFORMATION OR TO REGISTER**  
[www.fpasf.org](http://www.fpasf.org)

SEPTEMBER  
**12**

## FPA OF SILICON VALLEY

**SATURDAY, OCTOBER 21**  
 1:00 – 4:00 pm

Sunnyvale Public Library, 665 West Olive Avenue,  
 Sunnyvale

For more information visit:  
[www.fpasv.org](http://www.fpasv.org)  
[www.govoluntr.com/events/2524](http://www.govoluntr.com/events/2524)

## FPA OF SAN FRANCISCO

**SATURDAY, OCTOBER 28**  
 9:00 am – 3:00 pm

San Francisco Main Public Library,  
 100 Larkin Street, San Francisco

For more information visit:  
[www.financialplanningdays.org/sanfrancisco](http://www.financialplanningdays.org/sanfrancisco)  
[www.financialplanningdays.org/sanfranciscovolunteer](http://www.financialplanningdays.org/sanfranciscovolunteer)

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*Congratulations to the FPA members who volunteered their time on the 2017 FPA NorCal Conference committee. Front row (from left): Shawn Tydlaska (FPA Silicon Valley), Janice Dunn (FPA Northern CA), Jenny Hood (FPA Northern CA), Leigh Shimamoto-Garrison (FPA SF), 2017 Conference Director Wade Pitts (FPA SF), Diana Freeburg (FPA SF), Daniel Andersen (FPA Northern CA), Program Co-Chair Sara Ellefsen (FPA SF), Matt Beck (FPA Silicon Valley). Back Row (from left): Program Co-Chair Megan Terzian (FPA Central Valley), Eric Flett (FPA East Bay), William Pitney (FPA Silicon Valley), Michele Hanson (FPA SF), Conference Director Marinda Freeman, Thao Hoang (FPA SF), Thomas Howard (FPA Northern CA), Anna Sergunina (FPA Silicon Valley), Jane Yoo (FPA SF), Frank Paré (FPA East Bay), Jen Hicks (FPA SF).*

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