FPA Far West Roundup 2022 Sessions

Schedule

Thursday August 11

6:30pm | Stevenson's Patio Meetup

Friday August 12

8:30am - 10:10am | Advisor's Alpha	*Chris Pettit*
10:20am - 12:00pm | Navigating Turbulent Waters	*Christian Newton*
1:30pm to 3:10pm | So, You Finally Bought Into Crypto, Now What?	*Jennifer F. Scharre, J.D.*
3:20pm to 5:00pm | Benefit Plans: Financial Planning for Small Business Owners	*Philip A. Pirio, AIF*
6:00pm | Dinner at the USC Seymour Marine Discovery Center	

Saturday August 13

8:30am to 10:10am | Find, Hire, Train, & Retain	*Caleb Brown, MBA, CFP®*
10:20am to 12:00pm | Yours, Mine, and Ours: Divorce Financial Analysis	*Karen D. Sparks, C.D.F.A.®, J.D.*
1:30pm to 3:10pm | Business Owner Planning: What Do You Need To Know?	*Suzanne Daggert, BA, MS, CPA*
3:20pm to 5:00pm | Know your Limits and (Sub) Limits!	*Brian Trouette*
Various | Social Events	

Sunday August 14

8:30am to 10:10am | Working with International and Cross-Border Clients	*Dr. Matt J. Goren, CFP®*
10:40am to 12:00pm | Wisdom in Our Midst	*Various*

FPA Far West Roundup 2022 Sessions

Friday August 12

8:30am - 10:10am | Advisor's Alpha

We will discuss the current state of the advice business and how trends are shaping our profession. What does the research show clients want? We will discuss the evidence of the quantifiable value advisors add to investment returns and client satisfaction. Stricter regulations, downward pressure on fees, and technological innovations are forcing financial advisors to enhance their value by building deeper relationships with clients. We will examine different models and discuss ways to improve our current models positioning ourselves at the forefront of change. Come prepared to think about your future differently.

Chris Pettit

10:20am - 12:00pm | Navigating Turbulent Waters

An interactive session covering investors' and advisors' current concerns including market volatility, inflation, Fed actions and interest rates, market prices for stocks and bonds in a rising interest rate markets. We will address strategies to mitigate market challenges and investor skittishness. Will the Fed's higher rate policy to combat inflation lead to a recession? What will be the long-term effect of 2022 negative returns for stocks and bonds have on clients' ability to achieve their financial objectives? How do we support client behavior as the continuous news cycle and the overall state of the world is producing strong emotions?

Christian Newton

1:30pm to 3:10pm | So, You Finally Bought Into Crypto, Now What?

What comes to your mind when you think of estate planning? Traditional assets are in the forefront of our attention, but as our lives become more online, owning digital property has become the norm. With these evolving needs, estate plans need to employ new strategies. While we help our clients plan for their homes, family heirlooms and other traditional assets, we need to start considering protection of their digital assets as well. From a legal perspective, digital property is like other kinds of property that can pass to designated parties through estate plans. Unlike traditional assets however, planning for digital assets requires special care due to the myriad laws, rules, and contracts. This presentation will explore California law surrounding estate planning for digital assets. Jennifer will also address practical issues that arise with respect to digital asset planning and a look towards the future trends.

Jennifer F. Scharre, J.D.

FPA Far West Roundup 2022 Sessions

3:20pm to 5:00pm | Benefit Plans: Financial Planning for Small Business Owners

Phil will outline tax-advantaged benefit plans available to business owners and high earning gig-workers. You can expect to learn how to identify small businesses that will benefit from these defined contribution and defined benefit plans, and how to implement them. Phil will also be joined by Edi Alvarez, CFP®, to explore how a financial planner can use the expertise of Third-Party Administrators to design, create, and implement plans that add value to small business owner's financial plans. Using real case scenarios, we will be able to examine both the administrative and practical sides of implementing both kinds of plans to bring about better client outcomes.

Philip A. Pirio, AIF

6:00pm | Dinner at the USC Seymour Marine Discovery Center

100 McAllister Way, Santa Cruz, CA 95060

We return to the Seymour Discovery Center at the Long Marine Lab off campus to dine, schmooze and admire the scenery of the Santa Cruz coastline. This gives us more chances to talk and exchange ideas over food and wine. We provide the food, the space and the sunset. You provide the beverage, the witty conservation and the admiration of the sunset.

Saturday August 13

8:30am to 10:10am | Find, Hire, Train, & Retain

When is it time to bring on a new employee? How can I find the right person? What can I do to keep them here? Whether you're a solo practitioner looking to bring on your first new employee, or a large firm looking to hire your 100th, it is pivotal to understand what is needed to make the right hire. Each employee, and every role, in a functioning firm is an investment in the human capital that drives a business forward. And similar to the assets we advise on for clients, it's important to do our due diligence on the investments to which we allocate our resources. Join Caleb Brown, CEO of New Planner Recruiting as he shares insights into the hiring process and beyond.

Caleb Brown, MBA, CFP®

FPA Far West Roundup 2022 Sessions

10:20am to 12:00pm | Yours, Mine, and Ours: Divorce Financial Analysis

Divorce can be difficult to navigate. The process of figuring out the dissolution of assets can be challenging. Moreover, poor planning during such a critical life juncture can leave clients with long lasting financial impacts. As planners, it's imperative that we understand not only how to help clients avoid the many pitfalls a divorce can present, but also that we know the resources that are available to our clients, and how to identify areas where the experts need to get involved. Join Karen Sparks, CDFA®, J.D. as she provides an overview of divorce financial analysis topics, what we can do to help our clients as financial planners, and when we need to involve outside professionals. Be sure to wear your thinking caps, as we will be analyzing several real life case studies.

Karen D. Sparks, C.D.F.A.®, J.D.

1:30pm to 3:10pm | Business Owner Planning: What Do You Need To Know?

Suzanne will discuss key areas of business financials that are important to recognize when working with small business owners. The discussion will focus on analyzing financial statements information, how to use them understand the owner's business, and how to read between the lines to find areas where we can help facilitate stronger client outcomes. This presentation will feature a case study of a business as it moves from succession plan to a new owner. Suzanne will be joined by Edi Alvarez, CFP®, to present business scenarios that show the importance of understanding how a CPA and financial planner can work together to best serve clients. Highlighting when a small business owner needs to work with knowledgeable accounting professionals, and the importance of business basis and strategies to address business owner financial goals. Expect to have a new appreciation on how to read small business financials to create the best financial road map for your business owner clients.

Suzanne Daggert, BA, MS, CPA

3:20pm to 5:00pm | Know your Limits and (Sub) Limits!

Advisors work hard to guide their clients through cash flow management, wealth accumulation, and investment management. An equally important facet of our clients' wealth is risk management. As we help our clients create a rewarding and fulfilling life, we need to ensure that they do not have gaps in their risk coverage. Insurance carriers often create insurance contracts that seem consumer friendly but hide internal limits that protect a carrier from large, catastrophic loss. We will review the major areas where this occurs and how the various types of sublimit compound to protect the insurance carrier instead of the consumer. We will also review how policies work internally and how to recognize contractual language.

Brian Trouette

FPA Far West Roundup 2022 Sessions

Various Start Times | Saturday Social Events

Brew Cruz

We are back on board with Captain Annie on the unique 1989 school bus, the “Betty Jane”, to local breweries around the scenic Santa Cruz area. https://www.scbrewcruz.com/

Tickets are $75 per person and are available for purchase on the reservation form. Only 15 spots are available (the bus capacity) and will be filled on a first come first serve basis.

Activity Level: Approximate duration 4 hours. Pick-up will occur from Stevenson College Circle. Passengers are allowed to bring their own beer/wine/snacks and cooler on the bus to enjoy during the ride. Hard alcohol is not allowed. It is recommended to bring cash and/or contactless payment methods for purchasing additional libations and/or food at various breweries.

Shakespeare at The Grove

A world premier of “The Formula” by Katheryn Chetkovich - inspired by Shakespeare’s “A Midsummer Night’s Dream”. This whip-smart comedy will have you thinking about those biochemical and cultural forces that shape our deepest, truest selves and desires. https://santacruzshakespeare.org/scs-summer-2022-productions/

This event is a short 15 min drive to The Audrey Stanley Grove in DeLavega Park to an outdoor theater. Tickets to the 8 PM show are in addition to your conference fee. To warm us up after the outdoor play, we’ll have food, libations and good talk back at the dorms

Tickets are $64 per person and are available for purchase on the reservation form.

Activity Level: Approximate 90 minute duration. Since this is coastal California, please dress warmly (and you may wish to bring a blanket), as Santa Cruz evenings can become quite chilly. Bring your own food and/or beverage to picnic; experiencing full outdoor theatre experience! Concessions are on site at The Grove for snacks and beverages as well.

I Scream for Ice Cream

What is a visit to sun, sand, and surfing without checking out some of the incredible ice cream shops Santa Cruz has to offer? Cruise around Santa Cruz tasting three local favorites-- Marianne’s Ice Cream, Cruz Creamery, The Penny Ice Cream, and Mission Hill Creamery.

Activity Level: Approximate duration 2 hours. We will be driving and walking—casual, layered, weather-appropriate clothing, sunglasses and flat walking shoes are suggested. Cash and/or contactless payment methods are available for purchasing your own scoop(s).

FPA Far West Roundup 2022 Sessions

Sunday August 14

8:30am to 10:10am | Working with International and Cross-Border Clients

This is an accessible introduction or review of how to address the issues of working with international and cross border clients. It does not have to be overwhelming - resources are available to advisors who do not know the tax and other laws of multiple countries. Learn the difference between cross-border and domestic planning. Explore the phases of the expat move, traps and pitfalls, challenges, regulatory issues, differences in fact finding and presentation. Several business models will be explored and we will learn about forums that support advisors.

Dr. Matt J. Goren, CFP®

10:40am to 12:00pm | Wisdom in Our Midst

This will be a free-wheeling session composed of Roundup participants exploring questions that have been submitted by the other participants on any planning-related topic.

FPA Far West Roundup 2022 Speakers

Caleb Brown, MBA, CFP®
New Planner Recruiting

Caleb is a CERTIFIED FINANCIAL PLANNER™ certificant, Kolbe CertifiedTM Consultant, and original creator of the FPA Career Day program, which began with the Dallas/ Ft. Worth chapter and subsequently, has been implemented by other FPA chapters across the nation. Throughout Brown's career, he has mentored, hired, managed, and coached many career changers and college students seeking internships and full time positions in financial planning as well as the firm owners who hire them. Brown is a frequent speaker on career development topics pertaining to the hiring and successful integration of new planners into financial planning firms. He has been featured in several publications regarding his efforts to increase awareness of the profession and grow the talent supply for hiring firms.

Suzanne Daggert, BA, MS, CPA
Daggert Financial

Suzanne is the principal and owner of Daggert Financial, a growing Financial Services firm dedicated to providing business accounting and CFO services to small businesses in the SF Bay area and nationwide. Her firm's focus is on tax compliance and CFO consulting for small businesses. She holds a Bachelor of Arts in Business Administration from the University of Washington and a Master of Science in Personal Financial Planning from Golden Gate University. She uses her 25 years of accounting experience working with large and small business accounting records and tax returns to discern, from financials, the status of businesses and guide them towards their chosen business goals from succession to higher profitability and growth. Her extensive experience in accounting and understanding of financial planning processes helps her find strategies to reach small business targets. Working with financial planning firms she has gained insight on how together with financial planners she can use her expertise to support small business owner's success.

Dr. Matt J. Goren, CFP®
Global Financial Planning Institute

Dr. Matt J. Goren, CFP® directs the Global Financial Planning Institute's (GFPI) curriculum and assessment. He is the Director of Knowledge for Practice at the CFP Board. Goren is an acclaimed teacher and speaker who focuses on the interplay of personal finance and psychology. Formerly a professor and CFP program director at The American College of Financial Services, he has created and taught courses on topics ranging from insurance and investments to cultural psychology and statistics. He has appeared on NPR and in USA Today and Kitces.com. He is a regular columnist at Kiplinger.com and his radio show Nothing Funny About Money won the AFCPE's Best Consumer Financial Information Award. In addition to his PhD from UC Berkeley, he has degrees from The University of Georgia and University of Florida. Matt lives in Chicago and is a regular world traveler, hiker, and news junky.

FPA Far West Roundup 2022 Speakers

Christian Newton
Dimensional Fund Advisors

Christian Newton helps financial advisors leverage Dimensional's capital markets research and its application to portfolio and practice management. Previously, Christian spent 10 years in Dimensional's Marketing group, serving variously as Art Director, Head of Interactive, and Vice President of Marketing, with a focus on creating materials for financial advisors. Christian experienced the first wave of internet growth working at consulting conglomerate USWeb/CKS. He holds a BA in history from the University of Massachusetts at Amherst. His online writing has been profiled in the New York Times and Entertainment Weekly.

Christopher Pettit
Vanguard

Chris Pettit, CFA, is a senior investment analyst in Vanguard Portfolio Review Department. He joined Vanguard in 2013 and began working in the Portfolio Review Department in 2014. Mr. Pettit earned a B.B.A.at the University of San Diego and an M.B.A. at Arizona State University. He is a CFA® charterholder and a member of the CFA Society of Philadelphia.

Philip A. Pirio, AIF
Dedicated Defined Benefit Services

Phil has over 40+ years in Benefit plan design for large and small companies. Since 2011 he has established more than 1,200 plans for 1-10 person businesses at Dedicated Defined Benefit Services (DDB). Dedicated Defined Benefit Service company in 2008 pioneered Third Party Administration that was simple, cost effective, and easy to implement for small businesses with fewer than ten employees. In addition to his extensive experience helping create financial planning solutions for small business owners, Philip earned his Accredited Investment Fiduciary (AIF) designation from Katz School of Business, University of Pittsburgh. He brings a wealth of investment neutral experience and an upbeat personality to train planners/advisors/CPAs on how to identify and implement the best benefit plan for different types of small businesses.

FPA Far West Roundup 2022 Speakers

Jennifer F. Scharre, J.D.
Temmerman, Cilley & Kohlmann

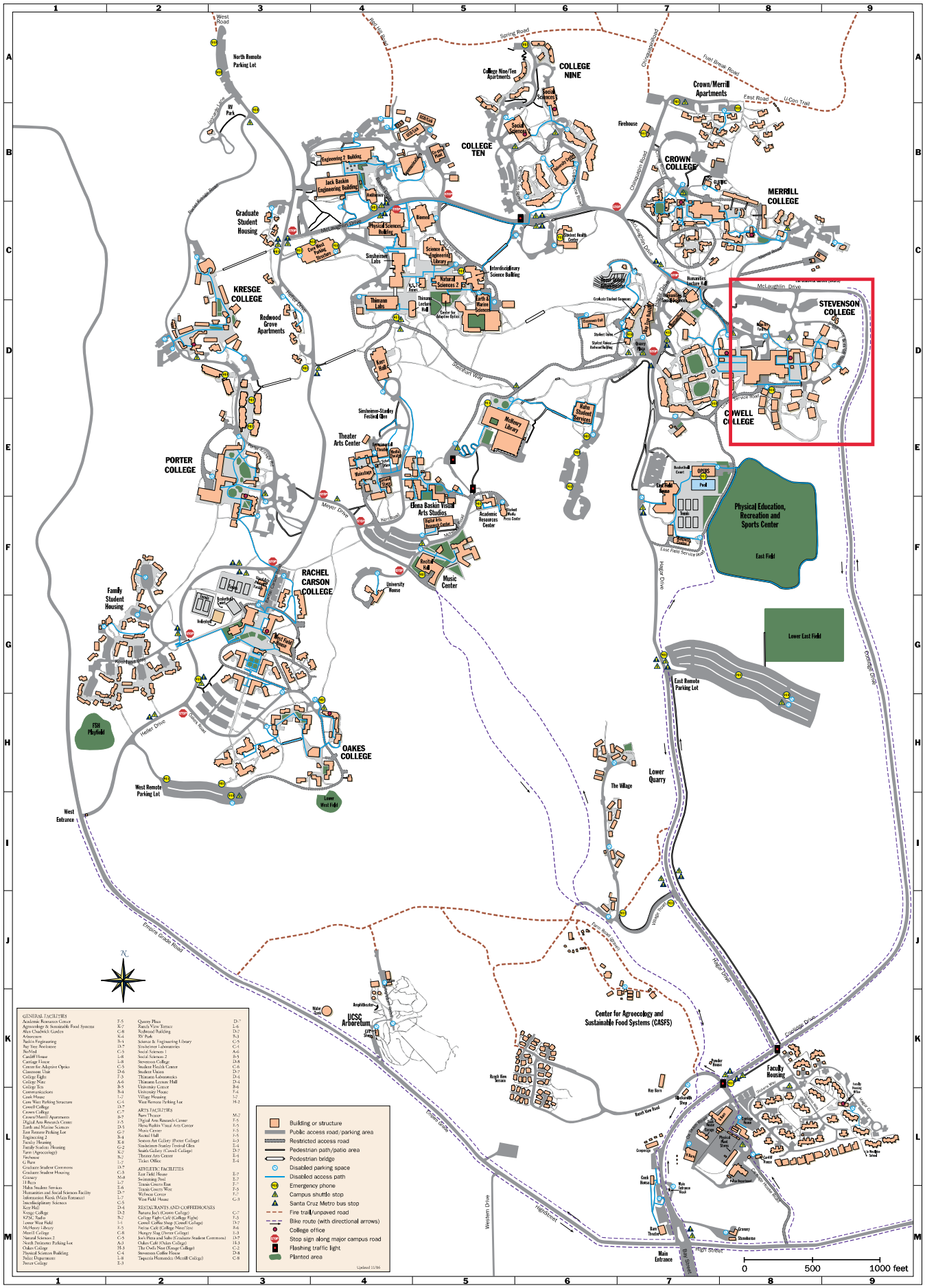
Jennifer is a partner with Temmerman, Cilley & Kohlmann in San Jose where she handles estate planning and administration, beneficiary representations, conservatorships, and guardianships. She also represents trustees, personal representatives, and beneficiaries in all aspects of trust administration and probate including preparation of trust accountings and estate tax returns. Jennifer earned a bachelor's degree in accounting from the University of San Diego and a law degree from Santa Clara University School of Law. She is a frequent presenter for professional organizations, as well as a guest lecturer at Santa Clara School of Law. She has served on Silicon Valley Bar Association's Board of Trustees from 2019-2021; as executive committee chair in 2019; and education co-chair in 2017 and 2018. Super Lawyers rated her as Rising Star in 2019, 2020, and 2021; and by Lawline.com as among the Top Women Faculty of 2019. She has co-authored numerous publications relating to estate planning.

Karen D. Sparks, C.D.F.A.®, J.D.
Divorce Financial Strategists™

Karen D. Sparks, C.D.F.A.® J.D. is the principal and owner of Divorce Financial Strategists™. In her capacity as a certified divorce financial analyst®, Ms. Sparks is trained to provide expert financial services that are specifically targeted to the area of divorce and separation. As part of her client engagements, Ms. Sparks has been a retained expert and trial expert witness for clients on the subject of marital standard of living, analysis and computation of separate and community property interests in real estate and valuation of business entities in order to determine income for support. She is also the co-author of the Stress-Free Divorce, volume one published in April 2017. Ms. Sparks provides divorce financial analysis to services to individuals and couples, and also provides consulting services to attorneys, mediators, alternative dispute resolution professionals, CFP® certificants and other wealth management professionals and other family law service providers.

Brian Trouette
Trouette Insurance Agency

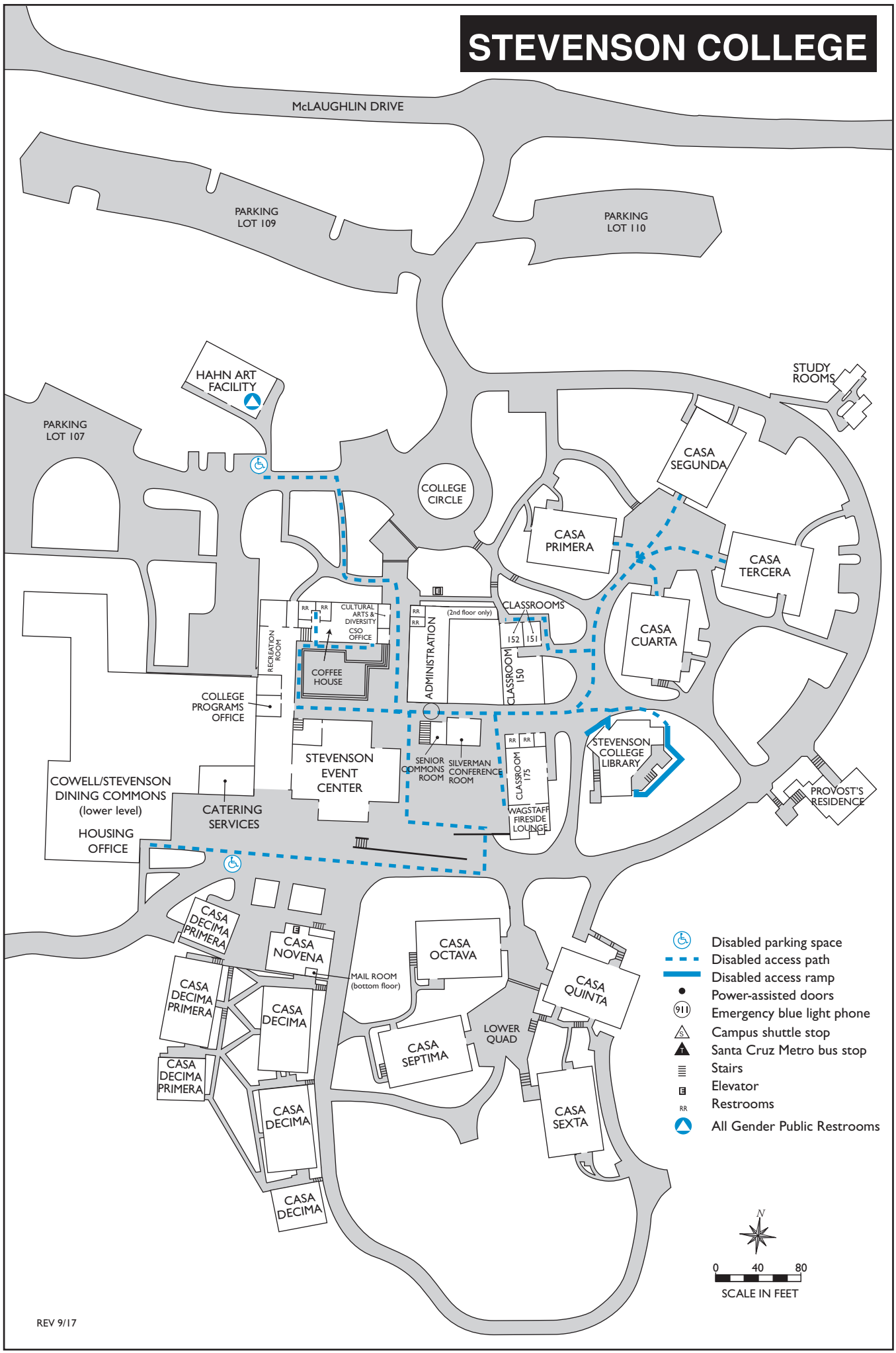
Brian founded Trouette Insurance Agency in 1998 with a mission of providing a disciplined, analytical approach to insurance for high-net-worth individuals and families. Educating financial advisors, CPA's, Trust and Estate attorneys about the unique challenges of insuring HNW clients has been the cornerstone of Brian's business development strategy. Brian's specialty is providing detailed analyses to fully understand clients' coverage needs, expose gaps in their current coverage and provide guidance to clients to choose appropriate insurance. Careful analysis of the client's risk profile and the specific language of policies can make the difference between being covered for a loss and a financial disaster. Brian grew up working for his family's custom home construction business, doing journeyman work as a carpenter and plumber. Brian also worked in his father's insurance agency as a licensed agent. Brian's construction and insurance experience combine to create the unique perspective that he uses in property and casualty risk management.



UC SANTA CRUZ

UNIVERSITY OF CALIFORNIA **SANTA CRUZ** CAMPUS MAP

STEVENSON COLLEGE



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