

The Newsletter of FPA of Greater Kansas City

News & Views

April 2021

FPA

**FINANCIAL
PLANNING
ASSOCIATION**

**GREATER
KANSAS CITY**

IN THIS ISSUE:

Four Actions for Financial Advisors During Financial Literacy Month	3
2021 Board of Directors	4
May Chapter Ethics Meeting	5
Save the Date: FPAGKC Symposium August 24	5
FPA Virtual Externship/Scholarship Available	6
A Word From our Chapter Platinum Partner	7
NexGen Scholarships Available	10
Financial Therapy: A Holistic Approach to Client Change	11
FPA Take 5	12
Chapter Partners	14
Partner Sponsored Events	16
New Members	17
Member Milestones	17
Calendar of Events	18

FPA of Greater Kansas City

PO Box 4303
Topeka, Kansas 66604
(303) 867-7181
BJohnson@OneFPA.org
www.fpakc.org

CAREER LISTINGS

Visit <https://fpakc.org/Career-Listings/>
for a full list of available positions.

FOUR ACTIONS FOR FINANCIAL ADVISORS DURING FINANCIAL LITERACY MONTH

by Allison Becker, CFP®, Director of Community Outreach

“Wow, I can’t believe it is almost May!”, said every person in 2021. While time has been simultaneously passing slow and fast, I invite you to take a pause in April. In 2000, April was deemed Financial Literacy Month. This was meant to promote financial literacies among Americans, and who better to share the gospel of financial literacy than financial advisors? Even though April is almost over, here are four actions you can take to close out Financial Literacy Month:

1. Complete the FPA’s pro bono training course.

The Financial Planning Association offers a free course to help financial advisors understand the basics of providing financial services to under-served members of your community. Once your training is complete, you are able to serve as a volunteer as opportunities arise for those in need.

2. Pick from the list of 10 Best Personal Finance Books of 2021 for book recommendations.

Being in the financial planning industry, I am constantly asked about which personal finance books are the best for beginners. With that being said, I like to keep book recommendations fresh and in my back pocket. This list provides great “Best of” recommendations that can help guide your recommendations for individuals-- and help them catch the personal finance bug!

3. Review your referral system for prospects that are not a fit.

Ever meet with a prospect you would love to help, but they are not a fit for your firm? Chances are that there is an advisor out there that would love the opportunity to work with them. Utilizing the FPA’s PlannerSearch tool, you can find advisors in a specified area and review their list of specialties to create a list of three or four advisors that may be a better fit for the prospect. Not only would you be doing the prospect a favor, but you can help keep them on the path to seeking financial advice versus becoming discouraged by their inability to work with your firm.

4. Revisit your own financial plan!

If you practice financial planning all day, it may not seem fun to review your own financial plan in your after hours. However, financial advisors are still eligible to feel the benefits of having a financial plan! To really go above and beyond, you can have a colleague review your financial plan to provide an objective view, just as we do for our clients.

My challenge for you is to take these actions that help our community, profession, and selves into consideration this Financial Literacy Month. If you have any questions, feel free to reach out to me at allison@manaflld.com.



Allison Becker, CFP®

FPAGKC 2021 Community Outreach Chair

2021 BOARD OF DIRECTORS



Chair of the Board

Mark Albright, CFP®, CRPC®
Caliber Wealth Management



President

Tyler Landes, CFP®, AIF®
Tandem Financial Guidance, LLC



President Elect

Carrie Ohm, CPFA
Resources Investment Advisors



Secretary/Treasurer

Todd C. Ericson, CFP®
Stepp & Rothwell, Inc.



Director of Communications

Jack Giardino, CFP®
Mariner Wealth Advisors



Director of Community Outreach

Allison Becker, CFP®
Mana Financial Life Design



Director of Government Relations

Cole K. Foster, CFP®



Director of Membership

Jason Newcomer, CFP®
Barber Financial Group



Director of NexGen

Landon Warmund, CSLP®
Reliant Financial Services



Director of Partnerships

Jeffrey Hrabe, CMFC®
Cavanal Hill Distributors Inc.



Director of Programs

Ben Skilling, CFP®
Waddell & Reed



Director of Public Awareness

Jamie A. Bosse, CFP®, RFC
Aspyre Wealth Partners

Directors of Student Mentoring and Career Development



Mary Dorn, MBA
University of Missouri



Derek Lawson, Ph.D., CFP®
Kansas State University

Directors at Large



Jennifer Calvi, CFP®
Creative Planning, Inc.



Michael Diederich, CFP®
UMB



Angela Robinson, CFP®, ChFC, CRPC,
CLF, CRPS, APMA, BFA
Robinson Wealth Advisors



Chapter Executive

Brandy Johnson, CAE
FPA of Greater Kansas City

MAY ETHICS CHAPTER MEETING

ETHICS 2021

MAY 19, 2021

2:45-5:00 p.m.



L. Ann Coulson, Ph.D., CFP®

Kansas State University

Registration:

Member \$15

Non Member \$29

Continuing Education:

CFP® - 2 hours approved

Kansas Insurance - 2 hours approved

Register Today: <https://fpakc.org/event-4090742>

SAVE THE DATE...

FPA OF GREATER KANSAS CITY SYMPOSIUM

August 24, 2021

Embassy Suites, Olathe

The FPA of Greater Kansas City First Annual Symposium will take place in-person on August 24, 2021 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 plan to offer six hours of CFP CE. We are pleased to welcome Michael Kitces as the Symposium Keynote Speaker. Kitces will speak at two one hour general sessions as well as a limited ticketed VIP luncheon. Additional information coming soon!

If you are interested in sponsorship or exhibit opportunities please email Brandy Johnson, Chapter Executive, at BJohnson@onefpa.org or Ben Skilling, Programs Chair, at bskilling@waddell.com.



Virtual Externship

Registration Open Now

Program Starts June 7, 2021



The wildly popular FPA Virtual Externship, which debuted last year as a way to fill the internship gap due to the pandemic, proved to be an experience we all need—not just in uncertain times, but in all times.

Whether you are a college student looking for the perfect career or a financial planner looking to level up your career, the FPA Virtual Externship is your chance to dig in deep and see financial planning in action—in a whole new way.

Our 100% online program takes the best parts of an internship, like learning from experts and “getting your hands dirty,” and multiplies the effect.

Instead of working with just one firm, you get to peek behind the curtain and see over 25 firms and experts at work, and do the work yourself. You’ll also get access to over 20 deliverables and processes from these experts, so you can learn a new way to work that works for you.

With the FPA Virtual Externship, anyone can learn more about the profession and its practice from their own home. No scanning paperwork or learning how to use a fax machine required.

Learn more about the Externship program at: <https://fpaexternship.org>.

FPA of Greater Kansas City Externship Scholarship!

FPA of Greater Kansas City is offering a scholarship to the FPA Externship Program. This scholarship is available to current members and non-members. If a non-member is chosen they will receive a one-year [Aspiring Financial Planner membership](#) (\$50).

Apply today, the deadline for applications is May 14! [Download the form](#).

A WORD FROM OUR PLATINUM PARTNER

The logo for The TIFIN Group, consisting of the words "THE", "TIFIN", and "GROUP" stacked vertically in a sans-serif font, enclosed within a thin black square border.

ESG Investors Are Different. The Industry Needs To Approach Them Differently

by Positively Co-Founder & CEO Dr. Vinay Nair

Personality tests and self-analysis have stood the test of time. From today's Myers-Briggs indicators all the way back to the early Greeks, who explored approaches to psychometric measurements based on how our bodily fluids, or "humors," affected personal traits. Personality has long been known as a powerful force in determining our behavior.

However, one area where this work has seen little progress is in investing.

The growth of ESG investing has further exposed the shortcomings of this approach.

Environmental, social, and corporate governance-focused investors (ESG) bring a different set of expectations and goals to the market. They want to invest with broader socio-economic implications and tend to have a long-term outlook that indicates optimism and a desire to invest in the greater good. This is an inspiring signal for people, companies, and institutions.

It's not a small segment.

[Positively](#) recently conducted a study of investor personalities and found that "Purpose" was the most important dimension for nearly 40% of investors and was one of the top two dimensions for 67% of all respondents. This trend toward social impact and issues-focused investing has been going on for some time, of course, but has accelerated during the COVID-19 pandemic with assets in ESG-focused funds [topping \\$250 billion](#) as of September 2020 and continuing to grow.

The most interesting aspect of this shift to both ESG and socially responsible investing (SRI) isn't so much that it is happening, but how different these investors are from their more traditional peers. This is in part due to the fact that ESG and SRI mean different things to different investors.

The top ESG causes that investors identified in our study were all over the map, ranging from health and wellness efforts such as curing disease and anti-tobacco initiatives, to environmental concerns like clean water and climate change, to gender and social diversity, as well as eradicating poverty. We found that women prefer to invest in social causes while younger investors prefer to focus on broad, global impacts such as climate and poverty. Older ESG investors, on the other hand, tend to invest closer to home on issues that directly impact their lives like gun control. Ethnicity and income play a role as well — equality and poverty are higher priority causes for younger and Black Americans, whereas gun violence and climate are higher priority for those with higher incomes.

All ESG, but all different. The one factor tying them all together is a shared interest in making the world a better place for all of us.

It makes sense since ESG and SRI investing can be very personal, involving motivations and desires that often go well beyond the financial risk/reward calculations of traditional portfolio construction. My ESG is not necessarily the same as your ESG.

It's like musical taste. We can all say that we're music lovers, even if that means that I love rock, you love hip hop and someone else loves country. But those different segments don't change the fact that we all love music as a whole.

In order to reach these new types of investors – who broadly represent the many different faces of ESG – the industry needs to move toward hyper-personalization so that it can reach each investor with information and advice tailored to that individual's interests and motivations. It needs to uncover the “patterns of one” that drive each investor's decision-making and motivations.

That's what we're building at Positively, combining the principles of positive psychology with modern wealth management in order to strengthen the connections between investors, their advisors, and their wealth.

This isn't an easy step to take, but there is opportunity in this challenge. By considering the power of personality, the industry will be better equipped to understand and engage with clients more holistically. Advisors and wealth managers will form deeper connections with the people behind our accounts.

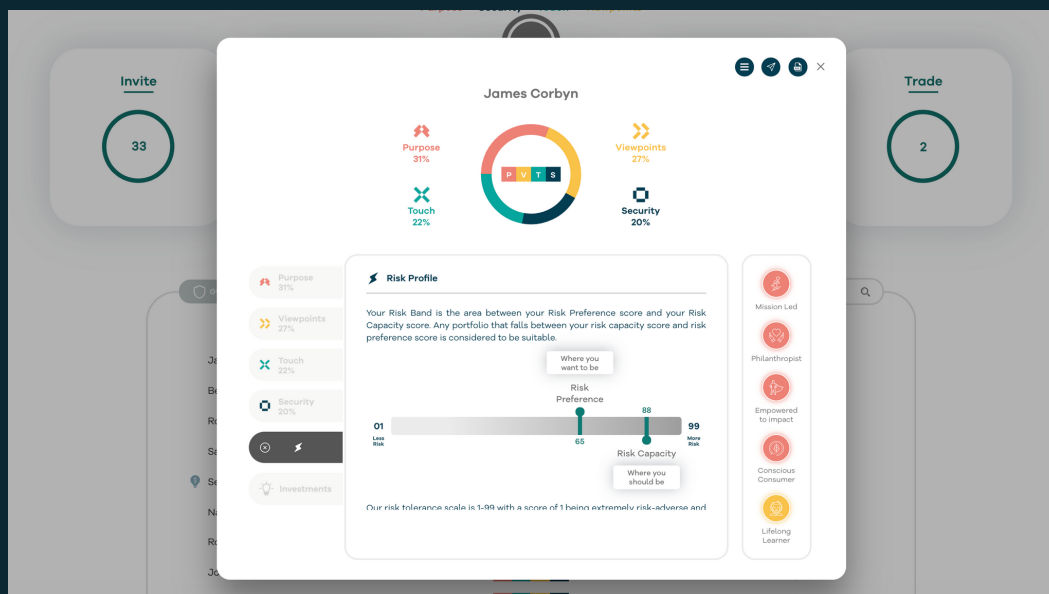
After all, we're all people with our own hopes, desires, and motivations. In order to better serve the investor of the future the industry needs to know not only what interests them, but why.



Dr. Vinay Nair is Chairman and CEO of [THE TIFIN GROUP](#) and Co-Founder and CEO of [Positively](#), an end-to-end personalized advice platform to drive growth for advisors.

The TIFIN GROUP is a holding company that conceives, creates, and operates fintech companies in the areas of wealth management, investments, and personal finance. Our operating companies are shaping the future of investor experience.

How can you deliver personalized advice, without knowing a client's personality?



Positively is an end-to-end personalized advice platform to drive growth for advisors

 **Positively**

NEXGEN SCHOLARSHIPS AVAILABLE

The FPA of Greater Kansas City is offering scholarships for new and aspiring financial planners and registration to the NexGen Virtual Gathering!

We will award 10 membership scholarships to New Aspiring Financial Planners, which includes full-time students, CFP® Certificant students and CFP® Candidates. To apply please submit a copy of your completed membership application and dues receipt to Landon Warmund (NexGen Chair) at lsw@reliantfin.com. Once approved, FPA of Greater Kansas City will reimburse the \$50 dues.

The FPA NexGen Gathering is taking place virtually August 12-13! Our Kansas City chapter would like to help NexGen members attend to represent Kansas City. For the four chosen FPA of Greater Kansas City will cover the \$125 member registration fee. For more information on the event, visit the [FPA website](#). To apply, please complete the [application](#), and email back to Landon Warmund (NexGen Chair) at lsw@reliantfin.com by Monday, May 24.



American
Heart
Association®

Charity Begins at Home: Family Philanthropic Conversations with Clients

May 11, 2021 at 1:00 p.m.

American Heart Association's panel of experts will discuss why advisors should introduce family philanthropy to their clients, explore the design and implementation of philanthropic solutions and charitable tools to accomplish this goal as well as dynamic multi-generational meetings and conversations. Presentation will conclude by addressing common pitfalls when counseling families to make for a smooth probate process!

Bring your questions for our Q&A! [Sign up today!](#)

FINANCIAL THERAPY: A HOLISTIC APPROACH TO CLIENT CHANGE

by Nathan Astle, M.S., LMFT-T, Founder of Relational Money

“Financial planning is so much more than the numbers. As Cary List, past CEO of FP Canada has recently spoken to, more professionals are realizing the impact human behavior has on their work, especially when it comes to helping their clients follow through on the advice given¹. While there are several fields utilizing psychology as a way to promote behavior change, financial therapy continues to lead the field as a way to help clients in their financial and overall well-being, as stated by the Financial Therapy Association². This holistic approach to money utilizes therapeutic skill sets to increase client follow through, decrease financial anxiety and related stressors, and increase client retention. Most importantly, it recenters financial planning as primarily a helping profession where planners are focused on client well being in personal and meaningful relationships.

While the field of financial therapy is vast in its theory and subsequent interventions, a few aspects of financial therapy are near universal in their focus. Financial therapy is aimed at helping people think, feel, and behave differently with their money³. This means a financial planner utilizing financial therapy skills would address more than the goals and plans of the client, but also address the cognitive, emotional, and behavioral barriers to following through with that plan. This may look like addressing the client’s money scripts, or beliefs about money,⁴ and talking through ways of addressing those beliefs as suggested by Dr. Brad Klontz. A financial planner may utilize the Miracle Question, an intervention targeting behaviors clients want to see in themselves and others, to best address where clients can start making behavioral changes,⁵ an intervention used by Dr. Kristy Archuleta. These are very handy tools for financial planners to have available as they work in the deeply human world of money. Financial planners who are trained in financial therapy are more versatile in their ability to help clients achieve the dreams they came seeking help for in the first place.

One need in the field is applicable trainings where financial professionals can learn some of these skills. One major hub for financial therapy research and practice is Kansas State University’s financial planning program, which has a focus in financial therapy⁶. Other trainings have been put out by the Financial Therapy Association, including a video series as well as the Certified Financial Therapist - I (tm) designation⁷. However, these often come with large investments of time and money for the busy professional. Relational Money aims to fill that gap by offering skills training in basic financial therapy tools by a financial therapist. In a small group format, participants are coached through a variety of therapeutic skills and are presented with research that support their efficacy. Cohorts meet weekly for 4 weeks. More information can be found on the Relational Money Website⁸.

Regardless of the stage of career you may be in, I’d encourage every financial planner to keep their eye out for financial therapy. As the profession continues to shift to a more behavior focused field, it will be the planners with the “soft” skills in people that will make the most difference in their clients’ lives.”

1 https://www.investmentexecutive.com/inside-track_/cary-list/the-future-has-never-looked-brighter/

2 www.financialtherapyassociation.org

3 www.financialtherapyassociation.org

4 See work of Brad Klontz, Rick Kahler, and Ted Klontz in *Facilitating Financial Health*, 2nd edition, 2016

5 See work of Archuleta, Grable, and Burr in *Financial Therapy: Theory, Research, and Practice*, pg. 121-142, 2015

6 <https://online.k-state.edu/programs/certificates/graduate-certificates/financial-therapy.htm>

7 <https://financialtherapyassociation.org/education/education-video-series/>

8 www.relationalmoney.com



Take 5

April 2021

Registration for the FPA Virtual Externship Is Now Open

The wildly popular [FPA Virtual Externship](#), which debuted last year as a way to fill the internship gap due to the pandemic, proved to be an experience we *all* need—not just in uncertain times, but in *all* times. Get an outstanding internship experience where you can earn 180 hours towards CFP Board's experience requirement, access top financial planning software platforms and get real-world experience—all from the comfort of your own home. In partnership with eMoney Advisor and Kaplan, the eight-week program will be held from June 7 through July 30. [Registration](#) is now open until June 1.

FPA and RIADAC Partner to Educate Financial Planners on Digital Currencies

As blockchain and digital assets become more mainstream, now is the time for financial planners to build competency in this transformational asset class. To this end, FPA and the RIA Digital Assets Council (RIADAC) are partnering to provide education on the application of blockchain and digital assets. FPA members now have access to a wide range of content, a 50% discount on [RIADAC's certificate program](#), an [FPA Blockchain & Digital Assets community](#), thought leadership content in the [Journal of Financial Planning](#), and more.

Save the Date for NexGen Gathering 2021

If you're new to the profession and looking to get the practical skills and lasting connections you need to level up as a financial planning professional, mark your calendar for August 12–13 and plan to join us at [#NexGenGathering](#).

What are your peers learning this month?

Dive deeper into this month's *Journal of Financial Planning* to learn about estate planning insights in the age of COVID-19, managing retirement withdrawal plans, facilitating virtual client meetings for money conversations, and more. Check out the [April issue of the *Journal of Financial Planning*](#). Join [this month's roundtable discussion](#) to ask the *Journal* authors questions on their articles featured in the April issue.

**Thank you to our proud partner American Heart Association for powering the April 2021 issue of the Journal of Financial Planning.*

Join the FPA Board of Directors

Interested in serving on the FPA Board of Directors? Know someone who would be a great leader? The FPA Board of Directors plays a critical role in setting the vision and strategic direction of FPA and is now accepting applications for a three-year term beginning 2022. Applications are due June 1. [Learn more](#) and [request an application](#).

FPA Embraces Its Asian American/Pacific Islander Members

FPA [stands for and with](#) all groups who contribute to the vibrant diversity of our membership, our country and the world. We condemn acts of violence against Asian Americans and the pervasive discrimination and stereotyping that has harmed Asian American lives. Our Asian, Asian American, Pacific Islander (AAPI) community is a vital source of leadership and strength for FPA and the financial planning profession. To make this sense of community possible within financial planning, we are pleased to launch the [FPA Asian American/Pacific Islander Knowledge Circle](#) to provide a safe environment for members to come together to share, learn and grow from their collective experiences.

Take 5 is Brought to You by Ryan Insurance Strategy Consultants

Since 2009, FPA has partnered with Ryan Insurance Strategy Consultants to offer FPA members an industry-leading Long Term Disability plan, and recently launched a group voluntary Term Life plan. They also consult with advisory firms in making insurance product recommendations and their network of advisers are available to help solve more complicated insurance planning issues. Learn more at associationinsurancebenefits.com.



RYAN INSURANCE
STRATEGY CONSULTANTS
"Protecting Your Financial Plans Since 1978"

CHAPTER PLATINUM PARTNERS



American Century
Investments®

LearningQuest®
529 Education Savings Program



GREATER KANSAS CITY
COMMUNITY FOUNDATIONSM



FAIRWAY®

INDEPENDENT MORTGAGE CORPORATION

NMLS#2289



THE
TIFIN
GROUP

CHAPTER PARTNERS

GOLD PARTNERS



SILVER PARTNERS

Ash Brokerage

Capital Group/American Funds

CarePatrol

Cavanal Hill

UMB

BRONZE PARTNERS

BlueRock Capital Markets

Waddell & Reed

PARTNER SPONSORED EVENTS



May 19, 2021

9:00 a.m.-5:00 p.m.

The Rebuilding American Retirement Summit

Join Fairway Mortgage for their first ever Financial Advisor Summit. Hear from 7 different speakers about how to further your business and help to improve how retirement is done in America!

[Additional information](#)



May 6, 2021

12:00-1:30 p.m.

Senior Living Transition Planning

The purpose of this workshop is to discuss some best practices for your clients around the topics of estate planning, downsizing, long term care insurance and choosing a senior living community.

[Additional information](#)

WELCOME NEW MEMBERS

Thomas Kaminski

KC Mathews, CFA

Matthew Paschang

Arthur R. Riley, Jr., CFP® CEPA®

MEMBER MILESTONES

Ryan P. Forster, CFP®, AIF®-5 years

Taylor A. Graham-5 years

Arthur R. Riley, Jr., CFP® CEPA®-15 years

Joel K. Huet, CTFA, CISP, CFP®-20 years

CALENDAR OF EVENTS

PARTNER EVENT**May 6, 2021**

12:00-1:30 p.m.

Senior Living Transition Planning**May 11, 2021**

1:00-2:00 p.m.

The American Heart Association Presents...
Charity Begins at Home: Family Philanthropic
Conversations with Clients

May 19, 2021

2:45-5:00 p.m.

May Virtual Chapter Meeting**ETHICS 2021****Ann Coulson, PhD, CFP®****PARTNER EVENT****May 19, 2021**

9:00 a.m.-5:00 p.m.

The Rebuilding American Retirement Summit**June 16, 2021**

11:45 a.m.-1:15 p.m.

Virtual Chapter Meeting

The Science of Influence: Six Simple Ways to
Get Your Clients to Take Your Best Advice

Daniel Crosby, PhD**August 24, 2021**

8:00 a.m.-5:00 p.m.

Chapter Symposium**Embassy Suites, Olathe****Details coming soon!****October 20, 2021**

11:45 a.m.-2:00 p.m.

October Chapter Meeting**Embassy Suites, Olathe**

Integrating Client Psychology into Your
Practice

Martin Seay, Ph.D., CFP®**Crypto/ Bitcoin****Tyrone V. Ross Jr****November 17, 2021**

3:00-5:00 p.m.

November Chapter Meeting and Social**Embassy Suites, Olathe**

Advising Clients through the Toughest
Times of Life

Amy Florian, CEO of Corgenius

For a full list of events and registration
please visit our website at
<https://fpake.org/EventCalendar>