



FINANCIAL
PLANNING
ASSOCIATION

MICHIGAN

FPA of Michigan 2023 Annual Symposium
October 12th and 13th | L.V. Eberhard Center in Grand Rapids, Michigan

Agenda

Thursday, October 12th:

9:00 am to 9:45 am

Pre-Conference Optional

Breakfast Session: 1031 Exchanges presented by Ares Wealth Management

9:00 am to 10:00 am: **Registration/Visit with Partners**

10:00 am to 10:15 am: **Welcome/Opening Remarks**

10:15 am to 11:30 am: **Master Class on Life Transitions for Financial Planners: An inside-out view of the human experience of life changing events**
Presented by Susan K. Bradley, CFP®, CeFT®
Founder of Sudden Money® Institute and Financial Transitionists® Institute
This presentation approved for 1.5 CFP CE's

About the presentation: Your clients have your full attention and expertise when their lives get disrupted. What about you when a major life event rearranges your life? You too reach those critical times when life speeds up, feels overwhelming while you have new decisions to make with long term consequences.

This session is designed to help you, the financial professional, lean into your own experience of change and come away with a deeper understanding of the inherent challenges and opportunities you and your client face each time life pivots.

Within each life event there will be a series of decisions to be made. Each decision has consequences, these consequences form the layers of the next chapter life. This is a deeply human experience that transcends the linear process of traditional financial planning. We planners are no longer the experts, the uncertainties that naturally arise do not have fixed solutions.

Life happens within these big life disruptive events; it is how we evolve. Within each transition there will always be fresh possibilities to reimagine and reinvent, but it takes a safe space, a different pace, and a tolerance for allowing uncertainty.

The subtleties inherent in the transit from one way of life to another are easily missed when we apply a formal process designed for efficiency. As planners we

face a wonderful challenge to be the unique blend of technical expert and transition guide.

What you will learn:

Learn three processes to understand how you 'do' change. Take what you learn in this session back to your practice to help clients 'do' their best version of leaning into change and making each life transitions count.

- Build your personal transition system to create your own checklist for each time life pivots.
- Experience the value of three repeatable transition tools: Communication preferences, decision making style, managing expectations.
- Learn two structures for meaningful and sometimes difficult conversation.
- Understand the four stages of transitions in the context of financial planning.

11:30 am to 12:30 pm: FAFSA Changes that WILL Impact Your Clients

Presented by Heidi King

Inside College Track

This presentation approved for 1 CFP CE

About the Presentation: Both SECURE Acts are introducing significant changes to the college financial aid process in 2023 that will require new planning strategies for both parents and grandparents.

New this year are: rules on 529 plans and other college contributions, how multiple students in college are treated, financial aid for divorced families, small business considerations and more. For certain middle- and upper-income families college will cost more and as a result, advisors will need to plan differently.

Colleges have also shifted their admission and scholarship policies to favor certain criteria. Learn about these changes to help families successfully navigate the process and minimize debt.

What you will learn:

- How FAFSA is used by colleges and the Federal Government
- How FAFSA changes will impact families with multiple kids in college or where parents are divorced
- How FAFSA changes will shift potential savings strategies

12:30 pm to 1:15 pm: Lunch

1:15 pm to 2:15 pm: Growth: Advisor & Client Perspectives
Presented by Mark Colaco, Dimensional Fund Advisors
This presentation does not qualify for CFP CE's

About the presentation: The presentation will use two of the largest RIA studies run by Dimensional Fund Advisors to illustrate what top firms are doing to drive growth within their business and effect the client experience. It will focus on core pillars of successful firms back by research from thousands of firms and clients. The core areas it will cover include building a strategic plan, understanding capacity, having a core why, creating target client profiles, defining a unique value proposition and how these are implemented into the client experience. The major benefits for the client will be an improved client experience, more repour with their advisor and the firm they work with, enhanced communication from advisor to client. For the advisor it will include a better understanding of how to create value, communicate it, and build a community of clients that resonate with the advisory practice they are working with. The spillover benefits are that advisors will be able to put a strategic plan in place to facilitate growth, know when to hire, drive growth towards their business, and refine who they work with and how they provide value.

Learning Objectives:

- Identifying effective strategies, Firm vision, Creating business development plans, understanding capacity.
- Creating a core “why,” Defining target client profiles, Creating a unique value proposition
- Applying these concepts to a prospect meeting, homing in on communication techniques
- Using data to identify growth patterns over time across the RIA community

2:15 pm to 3:15 pm: Conducting an Annual Compliance Review
Presented by Chad Hartwick, COMPLY/RIA In a Box
This presentation approved for 1 CFP CE

About the presentation: Conducting an annual compliance review will likely require time and resources from multiple teams across your firm. This presentation will cover several Dos and Don'ts for an investment adviser's annual review required by Rule 206(4)-7 under the Investment Advisers Act of 1940.

What you will learn:

- What to review and update in your compliance manual.
- Which cybersecurity matters to take into account.
- How to portion out your annual compliance tasks over the course of the year?
- Which proposed rulings from the SEC and other regulatory bodies are most impactful.
- How to conduct your firm-wide annual compliance review meeting?

3:15 pm to 3:30 pm: Break/Visit with Partners/Visit with FPA MI Board and Committee Members

3:30 pm to 5:00 pm: Table Topics - Round Table Discussions

Interactive Session

This presentation does not qualify for CFP CE's

About the session: The last few years have been challenging for planners and their practices. We have so much experience together in one room. It would be terrible if we did not leverage that experience and learn from one another. The purpose of Table Topics is to pose fun and engaging questions to the group that are relevant to our industry, clients, and practice management. A moderator will pose a question to the room. Over a few minutes, each table will discuss the topic and appoint someone to share the table's "best practice" to the room. The goal is to create one on one communication with the table while also learning best practices from every table in the room. We will cover as many topics as possible during the allotted time so we may learn from one another.

5:00 pm to 6:30 pm: Cocktail Reception

Friday, October 13th:

7:30 am to 8:15 am

Pre-Conference

Optional Session 1: Deeper Dive into Benchmarking Study with Dimensional Fund Advisors

Optional Session 2: Direct Indexing with First Trust

8:00 am to 8:30 am: **Continental Breakfast/Visit with Partners**

8:30 am to 9:30 am: **Welcome to the New Old Frontier:
Harnessing the Power of Private Market Investing
Presented by Carlin Calcaterra
Ares Wealth Management Solutions
This presentation approved for 1 CFP CE**

About the Presentation: Private markets are growing in size and scale. Investments in private markets have been a core holding in institutional portfolios for many years, driving superior and stable returns, in particular relative to public markets. Today, these markets are becoming increasingly accessible through liquid and semi-liquid product structures. This “democratization of alternatives” allows for private market investments to be used by financial advisors on behalf of their end clients in a way they never have before. We aim to educate advisors on what these investments are and how they can better help advisors and their clients achieve their financial plan goals.

We hope attendees leave with a better understanding of the answers to these three key questions:

- What are private markets and their associated asset classes?
- How and why do private market investments add value in a portfolio?
- What role can private market investments play in a broader asset allocation?

9:30 am to 10:30 am: **Rethinking Retirement Tax Planning for 2023, and Beyond:
Ed Slott’s 3-Year Plan to Capitalize on Inflation and Taxes
Presented by Ed Slott, CPA
Ed Slott & Company, LLC
This presentation approved for 1 CFP CE**

About the presentation: Yes, inflation is a problem, but not when it comes to tax planning. It’s a gigantic opportunity to help clients protect and save more of their retirement savings from future higher taxes than ever before! Show clients how to take control of future taxes. This keynote presentation features Ed Slott’s best IRA and retirement tax planning strategies for 2023. Learn how to take advantage of these current inflation levels, the new tax rules, and alternative distribution strategies. You’ll learn how to use Ed’s 3-step plan to identify the clients who will benefit most from recent tax changes. It’s time to rethink and reverse traditional retirement planning strategies. Learn how to develop these new practical planning ideas to showcase your expertise and increase your income.

10:30 am to 10:45 am: **Break/Visit with Partners/Visit with FPA MI Board and Committee Members**

10:45 am to 11:45 am: EOS: An Experience Share

Panel Discussion facilitated by Mike Gruley, 1 Vision Advisors

This presentation does not qualify for CFP CE's

About the presentation: Many planners have discovered the discipline, focus and accountability that Entrepreneurial Operating System (EOS) brings to their business. One of the key decisions at the onset is how to implement EOS effectively to help a business grow and scale. The panel will discuss the pros and cons of self-implementation versus using an EOS implementer, the sticky points for fully implementing and how to manage through them.

11:45 am to 12:30 pm: Lunch

12:30 pm to 1:30 pm: First Trust Economic and Market Outlook

Presented by Ryan Schultz, CFA

First Trust

This presentation approved for 1 CFP CE

About the presentation: An economic and market outlook and how these drive our asset allocation and portfolio positioning decisions.

Learning Objectives:

- Current economic landscape
- Market positioning and outlook
- Portfolio implementation and asset allocation themes

1:30 PM to 2:30 pm: The Truth About the Future of the Financial Advisor

Presented by Matt Reiner, CFA, CFP®

I CEP & Co-Founder I Benjamin

This presentation approved for 1 CFP CE

About the presentation: Financial advisors have spent the last decade threatened at every turn - being told that technology is going to replace them and that their fees are going to make their careers obsolete. However, even the most innovative and intuitive technology cannot replace what the financial advisor actually manages for clients – human emotion. Every client that comes to an advisor's office comes with emotional baggage that influences their financial decisions. Please join us as Matt Reiner explores the Truth About the Future of the Financial Advisor.

What you will learn:

- Identify human irrationality that influences financial decisions.
- Deepen understanding of human emotions.
- Learn strategies to help clients overcome irrationality.

2:30 pm to 2:45 pm: Closing Remarks/Symposium Concludes

****Please note: This Agenda is subject to change at the discretion of the FPA of Michigan Symposium Committee.***