

Summer 2005

California Forum

Let's gather together to share insights, education and collegiality. The California Forum is a yearly event presented by the Southern California Institute, primarily for advisors in Estate and Business Planning. In today's complex world, no one person can be an expert in all areas of estate, business, tax, and wealth planning.

The format of these two-day workshops is designed for team-teaching in an informal setting, where dialogue and participation with the audience is as important as the materials prepared by the presenters. The presenters are selected because they are experts in their field who enjoy teaching and who give of themselves and their time. Their unique skills, experience, expertise and judgment are truly invaluable to the audience and are extraordinarily well-received!

Dates:

June 23rd and 24th, 2005

Moderators:

Daniel Wexler, Esq., and Joseph Strazzeri, Esq.

Participation Fee:

\$320.00

Program Location & Accommodations

Hyatt Regency Islandia
1441 Quivira Road
San Diego, CA 92109
Phone (619) 221-4831

Southern California Institute Room Rate:
\$169 single or double occupancy

To Attend:

Please RSVP by calling (858) 200-1911 or
e-mail: events@scinstitute.org.
For more information on the California Forum
please visit our website at www.scinstitute.org



California Forum

Schedule of Events - Summer 2005

Thursday, June 23, 2005

8:00 – 8:30 Welcome and Registration

8:30 – 9:30 Allocating Debts, Expenses and Taxes in Estate Planning; and Current Developments with W. Vito Lanuti, Esq., Law Offices of W. Vito Lanuti and Steve Mancini, Esq., Law Firm of Strazzeri Mancini, LLP

After death administration is where the "rubber meets the road". Vito and Steve will share a practical discussion of the rules relating to a common challenge: allocation of the decedent's debts, administration expenses, and taxes among beneficiaries and trusts. It will be followed by a brief summary of some interesting current developments in estate and tax planning.

9:30 – 10:30 Recent Developments in Family Limited Partnerships and FLLC Planning with Carl R. Waldman, Esq., Principal, WealthCounsel, LLC, and Brian F. Albee, Esq., WealthCounsel Software Developer

This program will cover some of the recent developments in both Family Limited Partnerships and Limited Liability Companies planning. Carl and Brian will teach this session in the context of drafting the relevant FLP/FLLC provisions, including an examination of how some of these issues are addressed in WealthDocsTM, WealthCounsel's comprehensive document assembly system.

10:30 – 11:30 Debt Shield: A Strategy for Advanced Asset Protection with Maureen L. Verduyn, CFP™, M.Ed., and Peggy Lombardo, EA, CFP™, both of The Financial Team, Inc.

The equity in our clients' home is exposed to lawsuits and often not "working" for them. How do we help resolve these issues? Maureen and Peggy will reveal the strategies of how to have the client retain all tax benefits of home ownership, achieve the desired asset protection, get the equity to work in other asset-protected investments, enhance retirement income, as well as receive sizable deductions and reduce actual out of pocket expenses. As expected, a collaborative approach involving the client's attorney, CPA and financial advisor will be needed and reviewed.

11:30 – 1:00 Lunch Presentation – Image: The Emotional Side of Buying with Mark Merenda, President, Smart Marketing

Is your potential client's buying decision based on your legal and technical knowledge, or on other, less-rational factors? What role does image play in the buying decision? What message does your image send about who you are and what you do? Learn the hidden factors that can change "maybe" to "yes" at each stage of the process.

1:00 – 2:00 Have Your Cake and Eat it Too: The Sow & REAP® Trust with John L. Jenkins, CFP™, Asset Preservation Strategies, and C. Lawrence Huddleston, Esq., Dundon & Huddleston LLP

A tool that falls into the category of "something hidden in plain view" because it uses only tried and true legal concepts. It is not often you can show clients a financial/legal tool (a) they haven't seen, (b) they can control, (c) allows access to assets as needed, (d) almost everyone can use, (e) protects assets from creditors, (f) protects assets from transfer taxes regardless of the Federal Exclusion Amount, (g) allows the most protected assets to grow faster than other assets, and (h) that can solve problems for married and unmarried couples alike. Larry and John will show how, similar to a Crummey Trust, these concepts allow clients to accumulate tax-and-lawsuit protected assets, help lawyers develop new clients, and empower investment advisors to attract new assets.

2:00 – 3:00 California LLCs vs. Wyoming Close LLCs and others with Carol Gonnella, Esq., Gonnella Geittmann, PC and Cecil Smith, Esq., Smith, Gaines & Associates, PC

Cecil and Carol, both licensed in Wyoming, are estate planning and asset planning attorneys. They will analyze the LLC statutes of California and Wyoming as well as other states and show why they feel Wyoming is the jurisdiction of choice for LLCs designed for Asset Protection and Valuation Discounts. For maximum asset protection and maximum valuation discounts, the Wyoming Close LLC is a very powerful tool. In order to assist attendees with the marketing and implementation of Wyoming Close LLCs, Cecil and Carol will provide attendees with an Outline for the course, as well as a copy of Wyoming Articles of Organization and an Operating Agreement used in their practices.

3:00 – 4:00 A Case Study – How it Really Works with Randy A. Fox, Wealth Strategies Counselors, Inc., and Scott Hamilton, Esq., Strategic Planning Concepts, LLC

Randy and Scott will present a case study of a wealthy widow with four grown children. They will not only discuss the successful integration of several estate planning techniques but will also talk about their design methodology. A methodology that explores how the presentation made to the family can be both meaningful and understandable.

4:30 – 9:30 The SCI Family Beach Bash Hosted by the Southern California Institute and Strazzeri Mancini LLP

The Southern California Institute Family Beach Bash on Mission Bay at Sunset Point will include: a live "Beach Bash" type of band, Baja style buffet, astrojump, clown entertainer to offer the children lawn games and other activities. And, it simply wouldn't be a beach party without the fire-pits lit after dark. There will be plenty of food, drinks and good times so please bring your loved ones and join Institute Members, Strazzeri Mancini Team Members and our families!!!

Friday, June 24, 2005

8:00 – 8:30 Welcome

8:30 – 9:30 HotDocs – How It Works and How Useful Can It Be To My Practice with Debra Goodwin, Runtime Automations, and Peter S. Myers, Esq., The Myers Law Firm LLP

Join an overview and discussion of HotDocs, Form Filler and how PDF/Word/etc. forms can be automated. Have you heard of PDF Advantage? Debra and Peter will talk about those of our own documents that would be more useful if automated. You'll see a demonstration of automating basic information into a simple document, and you'll see the "behind the scenes" of more complex automation. Review the considerations in doing it yourself, as Peter's firm does, or hiring an expert such as Debra. The latest versions of HotDocs and database linking will also be discussed as will your questions and insights.

9:30 – 10:30 Intellectual Property with J. Daniel Hull, Partner, Hull McGuire PC, and Alejandro Matuk, Esq., Law Firm of Strazzeri Mancini LLP

Very few smaller business have really evaluated or in many cases even identified their intellectual property--patents, technology, know-how, processes and trade dress--and developed a long-term protection, enforcement or financial strategies for IP in the US or abroad. Dan and Alex will discuss the steps to develop protection and tax strategies in the U.S, as well as other considerations.

10:30 – 11:30 Basics of Marketing to New Clients and Collaborative Referral Sources with Barry W. Finkelstein, Esq., Peterson & Aston, and Jan Copley, Esq., Law Offices of Jan Copley

Barry and Jan will share how and what to say when talking to new clients about their estate planning needs and to advisors when making marketing calls. The emphasis will be to give the audience the basic teaching handouts (such as the California Probate fees, the history of the changes in the tax law and the EGTRRA phase out of the estate taxes) for sharing with clients and referral sources. A flow chart created as a design template will also be shared along with how it all works in the meetings. Participants should feel free to use these tools, make them their own and go out and market in the manner that works for them.

11:30 – 1:00 Lunch

1:00 – 2:00 The Ultimate Marketing Tool – Customer Service with Diedre Wachbrit, Esq., and Mark Merenda, President, Smart Marketing

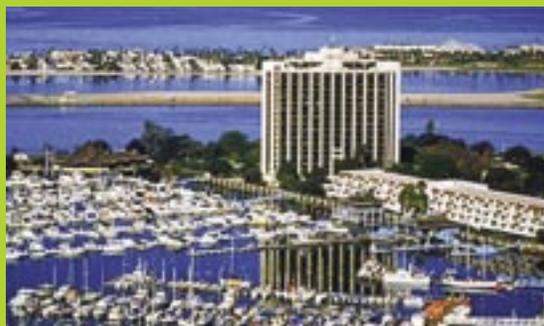
Attorneys' offices have much to learn from the likes of Disney and Nordstrom's. We'll teach you how to eradicate the plagues of bored greetings, unreturned phone calls, chronic tardiness and other bad habits that can creep into your office. And you'll learn how to replace them with a scripted client experience that will produce smiles and referrals.

2:00 – 3:00 When Family Law Runs into Estate Planning with Lynne W. Lugar, Esq., Law Offices of Lugar & Pohl, and Alexis Martin Neely, Esq., Martin Neely & Associates

Whether clients are getting married for the first time, divorced, or remarried, attorneys and financial advisors must be aware of the estate planning and tax considerations that can arise. Filing for divorce, becoming separated or getting married can cut off certain planning opportunities or create traps for the unwary - this is your chance to become aware. As advisors who identify these issues and raise them with their clients when appropriate, we can all be recognized as that trusted advisor who thinks beyond the ordinary.

3:00 – 4:00 Seven Steps to a Successful Business Exit with Alejandro Matuk, Esq., Law Firm of Strazzeri Mancini LLP, and Gregory Banner, CFP™, Asset Preservation Strategies

There are a lot of reasons to go into business: independence, financial security, the pursuit of a dream. But have your clients thought about how they are going to get out? Alex and Greg will share how Exit Planning is a customized process of setting goals and deciding how best to achieve them. Whether your client's successor will be their children, a key employee or an outside buyer, Exit Planning helps maximize financial return and minimize tax liability when transferring a business. Also, if your client dies or becomes disabled before they retire, Exit Planning will help the business survive the owner's departure and help guarantee the owner's family receives its full value.



Hyatt Regency Islandia, San Diego, CA