



California Forum 2015 Allied Professionals Day

Advanced and Trending Strategies - Let's Be Careful Out There!



Thursday, June 4, 2015

The Southern California Institute's annual California Forum is partnering with the Society of Financial Service Professionals to provide wealth advisors with the tools and resources to take care of and protect client families.

Accountants, insurance professionals, financial advisors, bankers, attorneys, and other wealth professionals must build teams that can provide optimum service as well as atypical strategies and solutions for their clients. This program will focus on what's old, what's new, what's working, and what's not in insurance, AUM, legal, and tax strategies.

Explore how to attract and engage these clients through an understanding and appreciation of their needs and perspectives.

Keynote Speaker:

Dick Weber, MBA, CLU, AEP®



Date and Times:

Thursday, June 4, 2015

8:00am – 8:30am

8:30am – 5:00pm

5:00pm – 6:30pm

Registration and Breakfast

General Sessions

Hosted Cocktail Reception

Location:

**Morgan Run Club and Resort
Main Ballroom**

5690 Cancha De Golf

Rancho Santa Fe, CA 92091

Program Fee:

SFSP member – no cost

Non-member - \$85

Continuing Education:

CFP & CA Insurance credits - applied for

CPA & MCLE (approved provider #11857) – credits offered

To Attend:

Register on-line at www.scinstitute.org or call Judith at 858-200-1911, jcb@scinstitute.org.

AGENDA | Thursday, June 4, 2015

8:00 – 8:30 Registration and Breakfast

8:30 – 9:20 What You Should be Talking About with Your Clients in 2015; presented by Joe Strazzeri, Esq. and Shelley Lightfoot, Executive Director

Home runs are great - but they are not what wins the ballgame. Join Joe and Shelly as they identify 5 planning topics that have been affected by recent changes in the tax, financial, and legal environment. Learn and discuss how that affects your clients and how to explain it to them - and understand what you can do to help them. Hit the singles, doubles, and triples all day, every day!

9:20 – 9:30 Break

**9:30 – 11:10 Keynote Speaker – Dick Weber, MBA, CLU, AEP®
Optimizing Life Insurance in the Context of Investment Management Disciplines**

Focused on the current planning climate and the increasing need for insurance and non-insurance advisors to work together - fee-only insurance consultant Dick Weber addresses how our understandable attitude around seeking “best price” for life insurance (and the ways in which we rely on policy illustrations) stands in the way of making smart decisions around lifetime life insurance – as well as impairing our ability to effectively communicate those needs to our clients.

Dick uses concepts found in Modern Portfolio Theory to associate investment styles with the different types of life insurance available to consumers today. He then describes the possibilities for creating a portfolio of policies that is truly “efficient” in its ability to optimize the client’s uses for lifetime life insurance - in the context of the client’s broader investment portfolio. After acquiring the appropriate policies, this presentation also addresses different approaches that can be taken to remediate policies that are not meeting their original objectives.

**11:10 – 12:00 America’s Top Planner Participant
Crash Course in ESOPs;** presented by Roy A. Farmer II, Managing Director and Justin Smith, Managing General Agent

ESOPs often provide unique and important options for corporate finance and business succession planning. Owners should be aware of all of their options when making these important, life-changing decisions. Often an ESOP can put more money after tax in the pocket of a selling owner than any other option. Roy and Justin will share additional reasons your business owner clients might consider selling their business to an ESOP as well as what are the appropriate situations and general profiles of those ESOP candidates and how you can help make it happen

12:00 – 1:00 Lunch and Sponsor Presentation – Cabrillo Law Group

1:00 – 1:50 CRTs - When the Deal is Close / Captives – What the IRS is Looking For; presented by Stephanie Downer, Esq. and Steve Mancini, Esq.

Steph and Steve will cover the two of the most trending topics in the advanced planning world, CRTs and Captives. Often a potential client walks into your office when a low basis asset is about to become a highly valued asset and options to minimize taxation is hot on their mind – what to do? Additionally, the strong trend to set up captive insurance companies for a variety of business owners ended up putting clients into a position where now, years later, the IRS is looking at the legitimacy of the deductions taken by the primary company when paid to the captive – is there a way to clean things up so many years later? Understand, from Steph and Steve’s actual cases, the options, pitfalls, landmines, and great opportunities when helping these clients.

1:50 – 2:40 Opening the Closed Mind; presented by RJ Kelly Founder and Chief Visionary Officer
RJ will share some intriguing ideas for introducing these trending strategies to your clients:

- Insurance to Fund College Education - 529 alternative
- Super Roth – use life insurance as an alternative
- Interest only option to prefund estate tax
- Bonus - Annuities and Defined Benefit Plans

2:40 – 3:10 Networking and Exhibitor Break

3:10 – 4:00 Financial & Estate Strategies, Large IRA; presented by John Jenkins, AEP, EA, CFP® and Monica Szakos Cramer, Financial Advisor
Do you know what kills more large IRA accounts than anything else? - Admiration. Admiration kills large IRA accounts because the owner, and even the financial advisor who helped them grow the account, fail to plan for the ultimate income and potential estate taxes due on the balance. Instead, they get caught up in growing the account to the largest possible balance, admiring each statement and deriving great satisfaction from their savings and investment success. Come and learn how to leverage an IRA into a legacy asset that supports not only the owner and their spouse, but also several generations of beneficiaries.

4:00 – 4:50 Five Essential Documents for Long Term Care Planning; presented by Scott Stewart, Esq. and Darbie Lastra, Benefits Coordinator
By now you and your clients have probably heard the statistics and understand the “boogie man” that awaits most of us as we age and live longer. The questions of how we (or our loved ones) will pay for our long term care are enough to keep us awake at night. Put your clients’ minds at ease by helping them think through their individual situations and consider the need for Advanced Health Care Directives, HIPPA Waivers, Durable POAs, Wills, and Trusts.

4:50 – 5:00 Wrap up and Taking it Home

5:00 – 6:30 Hosted Cocktail Reception

For information about other SCI or SFSP programs and events, please go to www.scinstitute.org or <http://www.financialpro.org/sandiego> respectively, or contact:



SHELLEY LIGHTFOOT
Executive Director
sl@scinstitute.org
858-200-1911

3636 Nobel Drive, Suite 450
San Diego, CA 92122