# FPA® 2010 Business Solutions

*The Advanced Business Management Conference*

**March 1-3 Dallas, Texas**
**Omni Mandalay Hotel at Las Colinas**

**Register Early**
**Pay Later**
*See page 15 for details*

## Inside:

- **Stay up-to-date with the Technology Expo**
- **Social Media Bootcamp**
- **World-class Speakers**
- **How to supercharge your marketing**
- **And more...**

# Real Solutions for Today's Challenges

www.FPASolutions.org

**Early-bird Deadline:**
**January 22, 2010**

# FPA Practice Management Resources

The Financial Planning Association® (FPA®) is dedicated to helping planners run successful, efficient and profitable businesses by offering top-notch practice management resources. FPA is committed to helping planners tackle marketing, compliance, HR, client skills, operations and technology issues on their way to success!

In addition to the annual FPA Business Solutions conference, FPA also offers a special members-only magazine, *Practice Management Solutions*; marketing toolkits, consumer brochures and PowerPoint presentations through the FPA Online Store; as well as free practice mananagement Webinars through the FPA Virtual Learning Center. PlannerSearch is also available to assist members with obtaining qualified consumer business leads.

Most recently, FPA has added a robust new Web site, the interactive Practice Management Center, which conveniently pulls together all of these valuable resources in one location online.

Practice Management Center

www.FPAPracticeManagement.org

# Be honest...


- Is your business as profitable as it should be?
- Is your marketing getting the results you need?
- Do you know where to find practice management advice that you can trust?
- Are you using online social networks, and if so, is it helping your business?
- Are you getting the most from your office technology?

If you want to make your practice more effective and more efficient, you cannot afford to miss FPA Business Solutions 2010. Whether you are looking to increase your profitability, learn how to create and implement a professional marketing campaign, or simply take advantage of all the opportunities that new technology offers, FPA Business Solutions 2010 is the only conference where you can find industry-leading experts, objective advice, and skill-building workshops that apply to every type of financial planner and financial planning practice.

*If you want your business to work for you, rather than you working for your business, this is your chance to learn what it takes.* **Register for FPA Business Solutions 2010 today!**

**Objective advice with no strings attached**
Every speaker at FPA Business Solutions 2010 is an authority in their field of expertise. Learn how to be more successful from those who know how it's done.

*"Integrated practice management topics that are at the heart of service delivery and growing your business will be led by top industry talent and experienced advisers. Combining both the theory and practice, you'll walk away with a multitude of new ideas."*

At the end of the day, the only surefire way to achieve our ultimate goals is to take action. We can set goals, dream about goals, and even envision goals; however, action is necessary to drive change and to turn goals into results. FPA Business Solutions 2010 is about taking action so that real opportunities are not abandoned.

FPA Business Solutions 2010 does an incredible job of identifying the key challenges facing advisers and translating these challenges into actionable agendas. At the conference, an esteemed panel of industry experts and outstanding speakers will deliver practical content in an inspiring and fresh format, sharing with you tactics, ideas and resources to enable you to reach higher heights. More than ever, this year's conference will also encourage extended audience participation so that we can roll up our collective sleeves and get to work with renewed enthusiasm.

Beginning with a hands-on introduction into the ever growing world of social media, attendees will learn how to use key online tools and techniques to positively impact business. The conference will later feature round-table discussions with peers and experts speaking to the business of the future. Finally, toward the end of the two-and-a-half-day conference, we will come full circle and converse about clients' needs, wants and expectations, as well as explore the implications on how we run our businesses day in and day out.

FPA Business Solutions 2010 will be the landmark practice and business management event of the new year. To achieve success, you must be willing to act. Commit to achieving optimal efficiency and effectiveness by registering to attend today. Because we understand the end of the year budgets and holiday expenses, we are even offering deferred registration payment until January – don't pass up this opportunity!

I look forward to seeing you in Dallas!

Julie Littlechild
FPA Business Solutions 2010 Task Force Chair

## Lifelong Learning Competency Model

FPA's knowledge and learning experiences are designed to meet the needs of all career stages within the financial planning profession. As you grow in experience and expertise you need knowledge, talents, skills and strengths to gain success.

To help you identify the best learning opportunity for you, we have created the FPA Lifelong Learning Competency Model. This model serves as a resource to help you identify the intended scope and learning level of a particular educational program. You will notice when you view the program **online** at **www.FPASolutions.org**, that each session is tagged online with the career stage and competency with which the session most closely aligns from an educational perspective.

**Competency Model**
First, identify your career stage based on your experience and expertise.
1. Early (1-5 years)
2. Mid (6-14 years)
3. Late (15+ years)

Next, select the competency in which you would like to gain knowledge and skill.
1. Business and Practice Management
2. Technical Knowledge
3. Relationship Skills
4. Sales and Marketing
5. Communication Skills
6. Critical Thinking
7. Organizational Skills
8. Human Resources Management
9. Leadership Skills

When applicable, FPA will reference CFP Board of Standards, Inc., Topic List for CFP® Certification Examination by denoting the topic that most closely aligns to the learning event.

**Web 2.0 and Social Media Boot Camp**
Find out what the power of digital media and online social networking can do for your business in this year's new hands-on pre-conference clinic. Powered by FPA and Impact Communications.

# Program at a Glance

## Sunday, February, 28

| | |
|---|---|
| 1:00 p.m. – 6:00 p.m. | Registration Open |
| 2:00 p.m. – 3:00 p.m. | Pre-Conference Social Media Boot Camp Opening Session* |
| 3:15 p.m. – 4:30 p.m. | Pre-Conference Social Media Boot Camp Educational Breakout Sessions* |
| 4:30 p.m. – 5:30 p.m. | Pre-Conference Social Media Boot Camp Wrap Session* |

*Additional fee required for the preconference social media bootcamp. Space is limited.

## Monday, March 1

| | |
|---|---|
| 7:30 a.m. – 5:00 p.m. | Registration Open |
| 7:45 a.m. – 8:45 a.m. | Associate Sponsor Breakfast Session |
| 9:00 a.m. – 10:00 a.m. | Opening General Session |
| 10:00 a.m. – 7:00 p.m. | Exhibitor and Sponsor Display Area Open |
| 10:00 a.m. – 10:15 a.m. | Refreshment Break in Exhibitor & Sponsor Area |
| 10:15 a.m. – 11:00 a.m. | Technology Educational Breakout Session |
| 11:15 a.m. - noon | Technology Educational Breakout Session |
| Noon - 1:05 p.m. | Presenting Sponsor Lunch Session |
| 1:15 p.m. – 2:45 p.m. | Foundation Session: Client Contact and Experience |
| 2:45 p.m. – 3:15 p.m. | Refreshment Break in Exhibitor & Sponsor Area |
| 3:15 p.m. – 4:30 p.m. | Client Contact and Experience Educational Breakout Sessions |
| 4:45 p.m. – 6:00 p.m. | Super Session: Ask the Experts |
| 6:00 p.m. – 7:00 p.m. | Reception in the Exhibitor and Sponsor Display Area |

## Tuesday, March 2

| | |
|---|---|
| 7:30 a.m. – 4:00 p.m. | Registration Open |
| 7:45 a.m. – 8:45 a.m. | Associate Sponsor Breakfast Session |
| 9:00 a.m. – 10:15 a.m. | Foundation Session: Human Capital |
| 10:15 a.m. – 6:30 p.m. | Exhibitor and Sponsor Display Area Open |
| 10:15 a.m. – 10:30 a.m. | Refreshment Break in Exhibitor & Sponsor Area |
| 10:30 a.m. – noon | Human Capital Educational Breakout Sessions |
| Noon - 1:05 p.m. | Presenting Sponsor Lunch Session |
| 1:15 p.m. – 2:30 p.m. | Foundation Session: Operations / Practice Efficiency |
| 2:30 p.m. – 2:45 p.m. | Refreshment Break in Exhibitor & Sponsor Area |
| 2:45 p.m. – 4:00 p.m. | Operations / Practice Efficiency Educational Breakout Sessions |
| 4:15 p.m. – 5:15 p.m. | Super Session: Ask the Experts |
| 5:15 p.m. – 6:30 p.m. | Reception in the Exhibitor and Sponsor Display Area |

## Wednesday, March 3

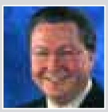
| | |
|---|---|
| 7:30 a.m. – 10:30 a.m. | Registration Open |
| 7:45 a.m. – 8:45 a.m. | Associate Sponsor Breakfast Session |
| 9:00 a.m. – 10:00 a.m. | Educational Breakout Session |
| 10:00 a.m. – 10:15 a.m. | Refreshment Break |
| 10:15 a.m. – 11:00 a.m. | Educational Breakout Session |
| 11:30 a.m. – 12:15 p.m. | Closing General Session |
| 12:15 p.m. | Conference Adjourns |

# Business solutions from the experts…

The FPA Business Solutions 2010 Task Force is comprised of subject matter experts who have created a conference program that will no doubt benefit both you and your practice. While onsite, this year's task force will be available to answer your questions about practice management and provide business insights not found anywhere else.

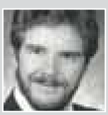
## FPA Business Solutions 2010 Task Force:

**Julie Littlechild**, Chair of the FPA Business Solutions 2010 Task Force, is president and founder of Advisor Impact in Toronto, a leading provider of research, training and tools for financial advisers. Advisor Impact provides a series of programs to help advisers increase productivity and profitability, including the Client Audit tool.



**James A. Barnash, CFP®** is a thirty plus year veteran of the financial services industry having spent time successfully as a financial planner, regional field leader, corporate executive, educator, coach and mentor. Barnash currently is a co-owner and senior consultant for Stride Consulting Inc. based in Chicago. Barnash coaches advisers on development strategies and consults with firms on revenue generation strategies

**Kirk Hulett**, Senior Vice President of Strategy and Practice Management at Securities America Financial Corporation, based in La Vista, Nebraska, provides consultation to investment professionals on issues related to strategic planning, staff compensation and leadership development including the areas of employee selection, compensation, employee development, representative training and transition and serves as the firm's chief strategy officer. Hulett is based in La Vista, Nebraska.



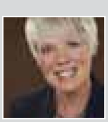
**Dusty Huxford**, of Huxford & Associates, located in Oakland, Maryland, is a member of the FPA National Board and has served the financial planning community over the past 15 years as a technology consultant and software provider.

**Davis D. Janowski** currently serves as the technology reporter for *InvestmentNews*. His beat focuses on covering the key software and online services in the financial services sector, as well as the latest in computer and mobile hardware technology available for financial advisers. Prior to *InvestmentNews*, Janowski spent nearly a decade covering many facets of technology for the nation's leading computer publication, PC Magazine and serving as Lead Analyst for Web services and software.

**Spenser Segal, AIFA,** is the chairman and CEO of ActiFi, Inc., a Minneapolis-area firm specializing in translating business objectives into executable processes. Segal has more than 17 years of experience in the financial services industry, with his most recent work with ActiFi dedicated to assisting firms turn ideas into reality by assessing a their workflows and technology tools, implementing best practices, and providing process training.

**Marie Swift** is president and CEO of Impact Communications, a full-service public relations and marketing communications firm serving a select group of independent financial advisers and allied institutions. Swift is frequently quoted in or published by industry magazines such as Practice Management Solutions, Financial Planning, Research and Morningstar Advisor and has spoken at many FPA conferences.

**Timothy D. Welsh, CFP®** is president and founder of Nexus Strategy, LLC., in Larkspur, California – an innovative consulting firm that provides strategic marketing advice and guidance to the wealth management industry.



**Joni Youngwirth** is Managing Principal of Practice Management at Commonwealth Financial Network and is a recognized expert in the financial services industry for helping advisers adopt the best practices, and develop the mindset and systems, to grow their businesses to the next level. Prior to joining Commonwealth in 1998, Youngwirth was vice president of corporate development for Private Healthcare Systems, Inc., where she spearheaded the company's improvement initiative and has spent 10 years as a director at Organizational Dynamics, a consulting firm, where she was a key driver of business development.

**Marketing matters**
Learn what it takes to create and implement a professional marketing and communications campaign.

## Keynote and Featured Speakers

This year's program has been enhanced with the addition of Eric Haseltine, who will highlight how advisers can improve their customer experience and service through technology. Participants will also hear from Pamela Yip who will discuss the ever-changing perceptions of consumers regarding investments given the recession we've just been though. Finally, Beverly Flaxington will wrap up FPA Business Solutions 2010 by pulling together specific stratagies and tactical steps that advisers can implement in their own practices to strengthen client relationships.

Eric Haseltine
**Monday, March 1**
**9:00 a.m. – 10:00 a.m.**
**The Future of the User**
Former 'CTO' for the U.S. intelligence community and former head of Walt Disney Imagineering, Eric Haseltine offers FPA Business Solutions 2010 attendees a view from the crow's nest, a vision of what's on the horizon and over the horizon, from two perspectives; navigation–where we need to be going; and steering–how do we get there? As a neuroscientist and 'psycho-ecologist,' Eric extrapolates human nature where it intersects technology in the future. That intersection is where the opportunities and necessities are. Maximizing performance when you get there depends on providing for the human nature of the user.

Pamela Yip
**Wednesday, March 3**
**9:00 a.m. – 10:00 a.m.**
**Client as Adviser: What Clients Can Teach Us About Our Business**
Pamela Yip will talk about what consumers are saying about investments and financial planners, how their perceptions have changed, given the recession that we've undergone, and advice she has for planners on how they can do a better job reaching out to their communities and serving their clients.

Beverly Flaxington
**Wednesday, March 3**
**11:30 a.m. - 12:15 p.m.**
**Making it all Work: Solidifying Client Relationships**
Beverly Flaxington is the co-founder of The Collaborative and AdvisorsTrustedAdvisor.com (ATA) which provides strategic business development services to financial services firms, investment firms, advisers, financial technology firms and professional services firms. Beverly is a frequent speaker at investment industry events and she and her partner, Mike Slemmer, CFA, have written a regular column for Family Wealth Report and have been featured in articles in Fundfire, Advisors' Perspective, Investment News, Investment Advisor and the Financial Planning Association's Practice Solutions Magazine.

**Deferred Payment: Register now - Pay later.**
*See page 15 for details.*

# Sunday, February 28

## Web 2.0 and Social Media Boot Camp

**A New and Exciting Pre-Conference Option!**
**Powered by FPA and Impact Communications**
*(Advance registration and additional fee required.)*

Are you interested in using the latest Web 2.0 technology to drive traffic to your Web site? This program uses both Webinars and on-site training to help you understand the many things you can be doing now to build relationships with your clients and market your business.

The Web 2.0 and Social Media Boot Camp will help you harness the power of the World Wide Web through blogs, podcasts, video-casts, community forums, multi-media presentations, Webinars, etc. that serve as a comprehensive expression of your brand and offering. Impact Communications will show you exactly what to do to use social media and Web 2.0 to your advantage.

In the pre-boot camp Webinar, two marketing experts will provide an overview of the various social media tools, such as LinkedIn®, Facebook, Twitter™, Blogs, Groupsite and Ning. In addition, an industry compliance expert will provide insights about what you can and can't do as an RIA and/or Registered Representative.

Then, in the live on-site boot camp, Impact Communications' team of experts will help you build both a branded Twitter presence and a branded blog page, complete with your first video-cast, podcast, and several foundational entries. This will be a hands-on, roll-up-your-sleeves working session. You will be provided with a cable internet connection; attendees are required to bring their own laptop and mouse. Impact's professional team of graphic designers, copywriters, film producers and Web wizards will be on hand to assist you every step of the way.

A follow up Webinar will be offered to ensure you have all the help you need to leverage your new resources and build your online presence.

**SAVE $50 – REGISTER BY JANUARY 22!**
**Space limited to 60 participants**

$300 FPA Members
$400 Non-members

Impact Communications, Inc.
FPA. Financial Planning Association

# Program Overview

FPA Business Solutions 2010 was designed to merge both the "theory" and "practice" of key business management topics, which align with the conference's five topical areas: Technology, Client Contact and Experience, Human Capital, Operation / Practice Efficiencies, Client Metrics.

With a mix of foundational sessions that address the "why" of many key topics followed by exploratory breakout sessions that dig deeper into the topic and address the "how," you will leave this year's conference with a well rounded education that focuses on the fundamentals of running your practice and the disciplines within practice management. You will have acquired the knowledge, tools and resources that are not only applicable to your practice, but critical to its success. Day three of the conference will focus on client feedback – what is their perception of financial planners, how can you create powerful feedback opportunities to connect with your clients and how to turn the feedback into best practices to strengthen your relationships.

## Monday, March 1

**7:45 a.m. – 8:45 a.m.**
Associate Sponsor Breakfast Session

**9:00 a.m. – 10:00 a.m.**
### Opening General Session

**The Future of the User**
*Eric Haseltine*
As a neuroscientist and psycho-ecologist, speaker Eric Haseltine explores how human nature will intersect with technology in the future. While most technology futurists focus on the bitware (technology), Haseltine says it's the wetware (neurons) that really matters-because technology is constantly changing, but human nature stays pretty much the same. Maximizing performance in the future depends on providing for the human nature of the user. Haseltine's vision encompasses two perspectives: navigation (where we need to be going) and steering (how do we get there)?

**10:15 a.m. – 11:00 a.m.**
Technology Educational Breakout Sessions

**LinkedIn for Advisers**
*Davis Janowski*
The social networking site for professionals, LinkedIn, had only 40,000 members during its beta-testing phase in January 2004. Today, LinkedIn boasts more than 40 million users and offers myriad tools and services to help you get and stay connected. An experienced user shares tips about the many features that are overlooked or non-intuitive for newcomers and longtime users alike.

**Growing Your Business Through Collaboration with Allied Professionals**
*Jonathan Mintz, JD*
Learn the secrets of productive collaborative relationships with allied professionals, particularly lawyers and CPAs. This session addresses what estate planning lawyers and CPAs are looking for in financial planners and offers concrete suggestions regarding steps you can take today to build more productive relationships with these excellent referral sources.

**Deferred Payment: Register now - Pay later.** *See Page 15*

**Networking and Personalized Coaching**
Consult face to face with the profession's leading experts – see Ask the Experts super sessions on page 11.

### Using PFM and other Web 2.0 Tools to BUILD Business

*Aaron Patzer, CFA, CPA, LLM, Ph.D.*

Finance 2.0 has seen a huge boost in the past two years, with Mint.com growing to more than two million members since its September 2007 launch. These personal finance tools are a great boon to planners-if you keep on top of what they do and how you can work your clients to optimize results. See how you can use Mint.com to cut administrative time and costs while keeping clients on track between meetings.

### Maximizing CRM: In-Depth Research on Choosing and Using CRM

*Spencer Segal, AIFA*

Today, it is more important than ever that the tools you use provide a great return on investment. If you already have a Customer Relationship Management (CRM) system in place, find out how to best utilize its functions and features. If you're still thinking about it, learn to evaluate the software and choose the CRM that best suits your needs. Attendees receive a complimentary copy of the FPA-ActiFi Adviser Technology Reports: CRM Edition, sponsored by TD AMERITRADE Institutional.

## Second Annual Technology Expo

*Included in the cost of registration*

FPA and *InvestmentNews* will host the second annual Technology Expo on Monday, March 1. Attendees are offered sessions on technology integration, workflow automation, CRM and using social media outlets to grow their business. This year, FPA has increased the number of technology sessions to attendees' learning experience and allow them to choose sessions that best suit their business needs. This premier event features cutting edge content on the latest technology trends and offers ample networking opportunities with the "who's who" of the tech world.

### Technology Expo Featured Sessions:

**Technology Integration: Making Your Systems Work Together in the Real World**
Patrick Welsh, Cities Digital, Inc. and Kerri Russ

**Workflow Automation: Harvesting Efficiencies in Your Back-Office**
Spenser Segal, ActiFi, Inc.; Timothy Welsh CFP®, NexusStrategy, LLC.; Dan Skiles

**Growing Your Business Through Collaboration with Allied Professionals**
Jonathan Mintz, The Advisors Forum and WealthCounsel, LLC.

**CRM: No longer a Luxury, A Necessity**
Laurie Gripshover, Resourceful Coaching Group

**LinkedIn for Advisers**
Davis Janowski, *InvestmentNews*

**Using PFM and other Web 2.0 Tools to BUILD Business**
Aaron Patzer, CFA, CPA, LLM, Ph.D.

**Maximizing CRM: In-Depth Research on Choosing and Using CRM**
Spencer Segal, ActiFi Inc.

FPA Financial Planning Association

InvestmentNews The Leading News Source for Financial Advisers

## 11:15 a.m. – noon
### Technology Educational Breakout Sessions

### Technology Integration: Making Your Systems Work Together in the Real World

*Patrick Welsch and Kerri Russ*

Nothing is more frustrating to advisors than trying to make disparate technology applications work together. Systems don't play well together, and you end up re-entering data and performing manual tasks. Streamlining back-office technology requires a successful integration. Our panel of technology experts and consultants-people who spend their days designing and implementing software integrations for advisors-explain the options for bridging the gap and making integration a reality.

### Workflow Automation: Harvesting Efficiencies in Your Back-Office

*Spenser Segal, AIFA, Timothy Welsh, CFP® (moderator), Dan Skiles*

Innovations in technology make end-to-end automation of the daily processes in your business a reality. But how do you take advantage of these new capabilities? How do you design a roadmap for office processes? Which automation opportunities have the most ROI? Learn about Business Process Management (BPM) from our panel of industry experts, advisory firm COOs, and technology consultants. They provide their in-the-trenches experience, case studies, best practices, and insights into this emerging area of back-office automation.

### CRM: No longer a Luxury, A Necessity

*Laurie Gripshover*

Customer Relationship Management (CRM) software can-without a doubt-transform your business from marketing and sales to customer service to workflow automation. But for many advisers, truly understanding the power of a fully deployed CRM and office management system, integrating it into your core operations, and gaining adoption among staff are serious challenges. Our panel of consultants, practicing advisers, and power users share their insights, tips, best practices, and strategies for fully harnessing CRM technology and realizing the benefits.

## Noon - 1:05 p.m.

### Presenting Sponsor Lunch Session

## 1:15 p.m. – 2:45 p.m.

## Foundation Session: Client Contact and Experience

### The Future of the Business is Happening Right Now!

*Moderator: Jim Barnash, CFP®*

*Panelists: Marie Swift, Gary Klaban, Karen Lee, and David Lazenby, Ph.D.*

This session is the precursor for four breakout sessions on marketing, client contact and experiences that follow. First, moderator Jim Barnash provides a quick overview of the issues facing financial planning and financial advisery practices today. Then, he asks each panelist about his or her perspective on the issues and for solutions to start employing now. In addition, each panelist provides a snapshot of his or her session so you can decide which to attend.

## 3:15 p.m. – 4:30 p.m.

### Client Contact and Experience Educational Breakout Sessions

### Client Acquisition Strategies for Today, Tomorrow and Beyond

*Marie Swift*

Learn how to use credibility marketing and traditional publishing strategies to your advantage-plus add the rocket-boosting power of digital media and online social networking to attract attention and stand out from the crowd. Marketing guru Marie Swift, president and CEO of Impact Communications, offers an in-depth look at what's working now as well as exciting new strategies to propel your firm into the future. She shares dozens of tips and ideas along with real-life examples that inspire and motivate.

### The Mind Map "X" Factor

*Gary Klaben, MSFS, ChFC*

A mind map is a diagram that can accelerate learning and understanding, leading to clear communication and effective decision making. You can use mind maps as the primary structure to illustrate a client's overall financial, estate, tax, and investment situation. Illustrating your work in this way shows the value of your services. In addition, you can use mind maps to educate staff; create greater efficiencies for back-office processes; and illustrate complex plans to other advisers.

### Sometimes I Feel Like a Therapist Instead of Financial Planner

*Karen Lee, CFP®, CLU, ChFC, MSFS, AEP*

Understanding each client's psychology about money, saving, and investing can increase your chances of becoming financially successful. You can also attract new clients and build stronger relationships with existing clients. Learn how to provide better financial advice by tapping into your clients' and prospects' emotions.

### Financial Planning 3.0 - Rehearsing for the Future

*Patrick Sullivan, MBA and David Lazenby, Ph.D.*

Sullivan and Dr. Lazenby share ideas from their new book, *Financial Planning 3.0: Rehearsing the Future*. Their book demonstrates why financial services companies-despite their best intentions and efforts-struggle to deliver on the promise of planning. It delves into why consumers look at financial planning like a combination of a doctor's visit + math class + marriage counseling, the problems this creates for consumers and companies, and what can and should be done about it.

**FPA Practice Management Center**
Find all of FPA's practice management resources in one convenient location. An exclusive FPA member benefit, use the Practice Management Center to help you run more efficient and profitable financial planning businesses. www.PracticeManagement.org.

### 4:45 p.m. – 6:00 p.m.
### Super Session

**Ask the Experts**
*Joni Youngwirth*

In this series of mini presentations, you'll hear from a number of different content experts on topics ranging from marketing and HR to office efficiencies and technology. This is your chance to get individualized answers to your practice management questions. And, if you have more questions than time allows, you'll be able to submit questions to FPA's online Practice Management Center, where a team of experts answer questions from planners each week. Follow up this session with a similar one on March 2, when you'll have the opportunity to delve into the practice management topics of your choice with experts and colleagues.

### 6:00 p.m. – 7:00 p.m.
**Reception in Exhibit and Sponsor Display Area**

# Tuesday, March 2

### 7:45 a.m. – 8:45 a.m.
**Associate Sponsor Breakfast Session**

### 9:00 a.m. – 10:15 a.m.
**Foundation Session: Human Capital**

**Employee Engagement**
*Kathy Shotkoski, SPHR*

Economists say we are out of the recession, but it took a toll on many American workers as cost-cutting measures pushed the do-more-with-less concept to its limits. Have we gone too far? As the job market opens back up, can we retain our most valuable employees? How will we re-engage and motivate employees to capitalize on the opportunities ahead? Learn specific leadership techniques for good and bad economic times to foster loyalty, morale, and purpose in the workplace.

### 10:15 a.m. – 6:30 p.m.
**Exhibit and Sponsor Display Area Open**

### 10:30 a.m. – noon
**Human Capital Educational Breakout Sessions**

**Change Your Model, Change Your Talent**
*John F. Turner*

As the financial planning profession continues to evolve, how can your talent and team evolve along with it? A number of structures are available for a solo, mature solo, emerging ensemble, early ensemble, or mature ensemble practice. But regardless of the size of your practice, various functions such as client care need to be addressed. Learn to efficiently and profitably address these functions so your practice remains nimble and able to handle changes with the industry, economy, and clients.

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**Investing in Professional Development for Your Team**
*Sharon Herbst*

The talent on your planning team is the most valuable resource in your practice. How can you increase that value through an individual professional development plan? Find out how to clearly communicate each team member's function and responsibility, how to assess your staff's capability, and how to secure training resources to assist with developing your most important resource - your team.

**Make technology work for you**

No matter if you need to handle more client interactions or streamline daily office functions, FPA Business Solutions 2010 will introduce you to new technology solutions and show you how to take full advantage of the systems you already have.

### The Challenges and Opportunities in Leading the Millennial Generation

*Kirk Hulett*

Comedian Jerry Seinfeld cautions that babies are not that cute–when you consider they are here to replace us. The millennial generation, babies born between 1978 and 1989, are now entering the workforce. A generation second only to the baby boomers in size, millennials are making up a larger portion of the labor pool. Discover the millennials' different approach to working and how to manage the unique challenges and opportunities of recruiting, retaining, and leading twenty-something employees.

### Mentoring and Coaching New Advisers to Success

*Timothy Jessen*

Examine the skills, attitudes, and tools the mentor/coach must bring to this critical role and discuss the factors that can make the difference between success and failure. For a chance at success, new advisers must be competent in five areas: Personal Management, Client Acquisition, Client Relationship Building, Financial Planning, and Practice Management. Leave with a clear plan regarding how to structure your time and activities as a mentor/coach to provide new advisers with the greatest chance of success.

## Noon - 1:05 p.m.

**Presenting Sponsor Lunch Session**

## 1:15 p.m. – 2:30 p.m.

**Foundation Session: Operations / Practice Efficiency**

### It's Not the Technology-It's Your Process!

*Spenser Segal*

To improve efficiencies, many advisers invest in technology. Yet for most, technology is underutilized and the potential efficiency gains never come to fruition. However, it's typically not the technology that is the issue. Learn how defined business processes can create significant efficiencies and practice value, take a before-and-after look at how to define processes and embed them in technology, and review how to train and empower people to ensure you meet your business objectives.

## 2:45 p.m. – 4:00 p.m.

**Operations / Practice Efficiency Education Breakout Sessions**

### Leveraging Your Technology Investments: Gaining Process Efficiency with an Integrated Solution

*David Grace, Ph.D.*

Learn how advisory firms use technology to improve process efficiency that creates repeatable best practices, time and cost savings, improved quality of service, and scalable business growth. Speaker David Grace has 30 years experience in automating the financial services industry with companies such as IBM, Prudential Bache, and Optima.

### The Paper Chase: The Bane of Advisers

*Chip Kispert*

According to Beacon Strategies' research, advisers typically spend 40 to 60 percent of their time on administrative issues. But with a series of solutions and integrations, advisers and broker dealers can increase profitability and productivity and better manage regulatory responsibilities. Specifically, learn more about managing four key areas of an adviser's office: account opening, document storage, compliance management, and client reporting. By combining thought-provoking time and motion statistics with broad-based knowledge of solutions in the field, we deliver unique perspective on how to tame the paper chase.

### Creating Operational Efficiencies through Leveraging Outsourced Relationships and Technology Integration

*Eric Clarke*

Backed by industry surveys and studies, Eric Clarke explains the areas of business that advisers should consider outsourcing (for example, non-core competencies) and best practices for managing relationship with vendors. Next, advisers learn about the four levels of technology integration and the core systems they should focus on integrating. After a cost/benefit analysis, a case study summarizes the operational efficiencies that can result from outsourcing and technology integrations.

**Strengthen Client Relationships**
What are your clients *really* thinking? Learn better ways to apply client feedback to increase your success rate in attracting and retaining new clients.

### Building a High-Performance Business: Lessons and Best Practices from the Schwab 2009 Benchmarking Study
*Scott Slater*

Learn what it takes to transform your practice into a high-performance business from Schwab's industry-leading studies of nearly 1,800 independent investment firms. Find out how the best firms are improving their productivity through process management and better use of technology and automation. See how to effectively grow your firm and what you can do to break away from the pack.

## 4:15 p.m. – 5:15 p.m.
## Super Session

### Ask the Experts - Part II
*Moderator: Joni Yongwirth*

This session offers a robust opportunity for planners to network, expand on the learning of FPA Business Solutions 2010 sessions, and roll up their sleeves to confront issues specific in their respective practices. Choose the table and the topic you'd like to participate in, from merger, acquisition and succession strategies to marketing and HR, and join like-minded peers and content experts in a lively discussion, sharing questions and best practices.s.

## 5:15 p.m. – 6:15 p.m.
### Cocktails in Exhibit and Sponsor Display Area

# Wednesday, March 3

## 7:45 a.m. - 8:45 a.m.
### Associate Sponsor Breakfast Session

## 9:00 a.m. – 10:00 a.m.
### Client as Adviser: What Clients Can Teach Us About Our Business
*Pamela Yip*

Personal finance writer Pamela Yip shares what readers are saying about investments and about financial planners, how their perceptions have changed given the recession, and advice for planners on how they can do a better job of reaching out to their communities and serving their clients. She engages and interacts with the audience during a Q&A session.

## 10:15 a.m. – 11:00 a.m.
### From the Outside Looking In: What Your Clients Can Teach You About Running Your Business
*Julie Littlechild (Moderator); Stacy Reinhart, Greg Friedman*

Turn your focus away from overall financial trends to what your individual clients are thinking and feeling-and the implications of that for your businesses. Hear specific tactics for finding out what your clients need, want, and value. Three advisers share their experiences with gathering client input (including advisory boards, focus groups, and surveys), their objectives, and their ROI. All participants receive a step-by-step action plan for helping execute the ideas discussed.

## 11:30 a.m. – 12:15 p.m.
## Closing General Session

### Making it all Work: Solidifying Client Relationships
*Beverly Flaxington*

Learn specific strategic and tactical steps you can implement in your practice to strengthen client relationships. Look at a number of factors, including defining goals, your messaging, and effective communication.

**Deferred Payment:**
**Register now - Pay later.**

# General Information

**Conference Location**
Omni Mandalay Hotel at Las Colinas
221 East Las Colinas Boulevard
Dallas (Irving), Texas 75039
Phone: 972.556.0800; Fax: 972.556.0729

**Registration Deadlines**
FPA will use the postmark date to determine which deadline (and subsequent rate) your mailed registration has met: early-bird through January 22, 2010, advanced January 23 – February 5, 2010 or full, February 6 – March 1, 2010. Registrations by phone or fax must be made by midnight MDT on deadline dates to qualify for advertised discounts.

**Housing Information**
Participants are responsible for making their own lodging arrangements. All reservations, changes and cancellations can be made online. The conference room rate at the Omni Mandalay Hotel at Las Colinas for FPA Business Solutions 2010 is $173 plus tax (currently 15%). We recommend that you arrange for your hotel accommodations as soon as possible. The deadline for making hotel reservations is Monday, February 3, 2010. Rooms are not guaranteed to be available after FPA's room block has been filled.

**Discount Travel**
FPA has selected United Airlines and Andavo Travel as the official air carriers and travel agency for FPA Business Solutions 2010. Make your reservations through Andavo Travel by calling 866.465.7155 (toll-free), or 303.689.7701 (International), and refer to meeting code 585CY.) Andavo Travel presently charges a $37 fee (subject to change) for ticketing. You may also contact the airlines directly by calling United at 800.521.4041 (reference meeting code 585CY.)

**Local Area Info**
The Omni Mandalay Hotel is located just 15 minutes from Dallas-Fort Worth Airport or Love Field. Dallas has a wide variety of entertainment – from sports and music to the arts. With an excellent symphony orchestra, visiting opera, ballet and theatre groups and major league sporting teams, individuals and families can always find something to do.

**Onsite Product Store**
FPA books and other practice management resources will be available to conference attendees in the onsite product store. Many of the resources available in the Onsite Store complement the sessions you will be attending and will enhance your learning experience.

**Conference Recordings**
Many of this year's conference educational sessions will be recorded and made available on a multimedia CD-ROM for purchase onsite or in advance at discounted pricing. Order your copy pre-conference and save $100 off the onsite rate. Individual sessions from the conference will also be available in audio and MP3 formats.

**Exhibitor and Sponsor Display Area**
Make plans to visit the technology exhibitors in the exhibit and sponsor display area to explore the latest in technology products and services offered within the financial planning profession. You will have ample networking opportunities to connect with your peers and exhibitors, many of which are the "who's who" of the tech world. Check the program At-a-Glance on page four for days and times for display area hours, refreshment breaks and receptions times.

**Cancellation/Refund Policy**
Cancellations must be made in writing. All refunds are based on postmarked date of written request. Cancellations made on or before January 29, 2010, receive a full refund, less a $100 processing fee. No refunds will be given after January 29, 2010.

**Deferred Payment: Register now - Pay later.**
Simply download the PDF registration form online or call FPA Member Services (800.322.4237) to take advantage of the delayed payment option.

# FPA Business Solutions 2010 Registration Fees

Registration fees include admittance to all educational sessions, handout materials, and meals. Member registration price is subject to verification of your member number. Hotel room registration is not included in the meeting registration cost. Participants are responsible for making their own lodging arrangements.

| | Early Bird Rate Through January 22 | Advanced Rate Through February 5 | Full Rate Through March 1 |
|---|---|---|---|
| FPA Member | $395 | $575 | $675 |
| Non-member | $495 | $675 | $775 |
| | | | |
| **Web 2.0 and Social Media Boot Camp** | | | |
| FPA Member | $300 | $300 | $350 |
| Non-member | $400 | $400 | $450 |

## Register Now

### Three easy ways to register:

**Online:**
**www.FPASolutions.org**

**Phone:**
**800.322.4237**

**By Mail or Fax:**
**Download your registration form online, complete and return to us by mail or fax.**

**Mail: Financial Planning Association**
**Suite 400**
**4100 East Mississippi Avenue**
**Denver, CO 80246**

**Fax: 303.759.0749**

*Not an FPA member but want to register at the member rate? Call 800.322.4237 (303.759.4900) to speak with a Member Services Advocate today.*

**Register Early and Save $280!**

**Early-bird registration: January 22, 2010**

**SPECIAL OFFER:** Register Early - Pay Later.

**Don't let the holiday season and declining training and professional development budgets stop you from saving your spot at *the* advanced business management conference of the year.**

**WE WANT YOU THERE!**
If you register today, not only will you save $280, but FPA will defer your payment until January 22, 2010.

Simply download the PDF registration form online or call FPA Member Services (800.322.4237) to take advantage of the delayed payment option.

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