FPA

CONFERENCE SERIES

BUSINESS SOLUTIONS 2012

Don’t get left behind

FIND THE ANSWERS

at FPA Business Solutions 2012

March 4–6, 2012
San Francisco, California
FPASolutions.org

EARLY-BIRD DEADLINE: JAN 20

YOU SHOULD PARTICIPATE IN THE FPA BUSINESS SOLUTIONS CONFERENCE 2012 IF YOU ARE:

1. responsible for management of a practice
2. responsible for the quality and profitability of your firm
3. supervising and/or training staff
4. interested in developing a network of outstanding professionals
5. ready to promote your firm in today's marketplace
6. new to the profession

The FPA Business Solutions Conference is the keystone of practice management education for financial planning firms and will deliver three days of education to guide and direct you in these roles.

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LETTER FROM ERIC CLARKE

Dive Deep. The 2012 FPA Business Solutions Conference offers you the opportunity to do just that. Regardless of the area of your business that you focus on or want to improve, the variety of program tracks we have available for you at this year's conference will provide answers to the challenges you face.

Our task force has pulled together renowned speakers and panelists with industry-leading expertise in each of our conference tracks:

- Technology
- Practice Optimization
- Marketing and Distribution
- Portfolio Allocation and Risk Management

Join leaders in your profession at the FPA Business Solutions Conference 2012 where you will uncover business opportunities despite market volatility, discover creative solutions to build your client base and implement actionable ideas to improve performance.

Find the answers you need at the FPA Business Solutions Conference 2012; register by January 20, 2012 and save $100!

All the best,

Eric Clarke
Task Force Chair, FPA Business Solutions 2012

2012 BUSINESS SOLUTIONS CONFERENCE TASK FORCE

FPA would like to recognize the 2012 Business Solutions Conference task force members for their hard work and dedication:

Eric Clarke
Task Force Chair
Orion Advisor Services, LLC
Omaha, Neb.

Chadwick Blythe, RP®
MoneyGuidePro
Powhatan, Va.

Darryl Celkupa
Tamarac Inc.
Seattle, Wash.

Michael Fong
iShares Channel Programming
BLACKROCK
San Francisco, Calif.

Angela Herbers
Angela Herbers & Associates Inc.
Manhattan, Kan.

Davis Janowski
InvestmentNews
New York, N.Y.

Waldemar Kohl, CFP®, ChFC®
Fidelity Institutional Wealth Services
Boston, MA

Timothy Welsh, CFP®
Nexus Strategy, LLC
Larkspur, Calif.

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Schwab Advisor Services Technology
San Francisco, Calif.

FPA STAFF LIAISONS

Jean Cantey Segal
Managing Director, Knowledge & Learning

Joette Cross
Director of Meetings

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SOLUTIONS SPEAKERS

SPEAKERS AT THE FPA BUSINESS SOLUTIONS CONFERENCE 2012*

* Speaker list as of December 15, 2011

Dan Allison
Using Focus Groups and In-depth Client Surveys to Gain New Clients and Replicate Top Ones

Tracy Beckes
The One-Page Business Plan: Revolutionizing Strategic Planning

James F. Bell, CFP®
Top Adviser Panel: Innovative Marketing Strategies to Grow Your Business

Steve Biermann
Raise Your Profile to Your Clients and Prospects by Leveraging Technology in Your Marketing Efforts

Stephanie L. Bogan
Secrets to a Powerful, Profitable Client Service Model

Chris Buck
ETF Market Overview: Flows, Structure and Trends in the United States

Randy Bullard
Unified Managed Accounts and the Evolution of Wealth Management Solutions

Darryl C. Celkupa
Should You Outsource Investment Management?

Faith R. Chaffee
Should You Outsource Investment Management?

Stephen E. Chen
NewRetirement: Holistic Retirement Assessment and Guidance

Mark Eibel, CFA
Should You Outsource Investment Management?

Economic & Market Outlook

Mark L. Eshman
The World of Multi-asset Defensive Portfolios

Thomas J. Fox
Rebalancing Portfolios: The Value and Best Practices

Greg B. Gilbert, CFP®
Top Adviser Panel: Innovative Marketing Strategies to Grow Your Business

Developing Portfolios through Financial Planning Tools

TJ Gilsenan
Putting It All Together: How To Be an Internet Market Dominator

David P. Grau, Sr., JD
Internal Succession Strategies and Retaining Next Generation Talent

Brian S. Hamburger, J.D., CRCP, AIFA
Closing General Session: An Analysis of Unintended Consequences Amidst Changes to the Investment Adviser Regulatory Scheme

Angela S. Herbers
The Automatic Manager: Decreasing Management to Increase Productivity

Jim Herrell, CFA
The World of Multi-asset Defensive Portfolios

Paul R. Ingersoll
Rebalancing Portfolios: The Value and Best Practices

Davis Janowski
Super Session: The Future of Custodial Technology

Michael Kim
Should You Outsource Investment Management?

Waldemar R. Kohl, CFP®, ChFC®
Stories of Success: From Running a Practice to a Managing a Business

Building a Business of Enduring Value

Scott Kubie, CFA
The World of Multi-asset Defensive Portfolios

Lawain (Mac) McNeil
Stories of Success: From Running a Practice to a Managing a Business

Rebalancing Portfolios: The Value and Best Practices

Christopher Norton
Using Video in Your Financial Practice to Gain and Retain Clients

Rebecca H. Pomering
New Insights: Practice Made (More) Perfect

C.J. Rendic
Stories of Success: From Running a Practice to a Managing a Business

Sam Richter
Know More! Selling

Spenser Segal, AIFA
Opening General Session: Driving Tangible Business Results Through Technology and Process Improvements

Building a Business of Enduring Value

Cameron Sheehan
Rebalancing Portfolios: The Value and Best Practices

Why It's Finally Time to Employ Models to Manage Client Portfolios

Scott T. Svenson
Stories of Success: From Running a Practice to a Managing a Business

Oleg Tishkevich
Developing Portfolios through Financial Planning Tools

Brian Towns, CIMA
The World of Multi-asset Defensive Portfolios

Timothy D. Welsh, CFP®
Top Adviser Panel: Innovative Marketing Strategies to Grow Your Business

SCHEDULE-AT-A-GLANCE

Saturday, March 3

2:00 P.M. - 5:00 P.M.
Registration Open

Sunday, March 4

7:30 A.M. - 5:00 P.M.
Registration Open

9:00 A.M. – 10:00 A.M.
Associate Sponsor Educational Breakfast Session

10:00 A.M. – 10:15 A.M.
Exhibit Area Refreshment Break

10:00 A.M. – 7:00 P.M.
Technology Exhibit Area Open

10:15 A.M. – 11:30 A.M.
Opening General Session

11:45 A.M. – 12:50 P.M.
Presenting Sponsor Educational Lunch Session

1:00 P.M. – 2:15 P.M.
75-Minute Educational Sessions*

2:15 P.M. – 2:45 P.M.
Exhibit Area Refreshment Break

2:45 P.M. – 3:45 P.M.
Super Session Demo

4:00 P.M. – 5:15 P.M.
75-Minute Educational Sessions*

5:15 P.M. – 6:30 P.M.
Exhibit Area Reception

6:30 P.M.
Dinner on own

Monday, March 5

7:30 A.M. – 4:00 P.M.
Registration Open

7:45 A.M. – 8:50 A.M.
Associate Sponsor Educational Breakfast Session

9:00 A.M. – 10:00 A.M.
Educational Super Session

10:00 A.M. – 10:15 A.M.
Exhibit Area Refreshment Break

10:00 A.M. – 5:45 P.M.
Technology Exhibit Area Open

10:15 A.M. – 11:15 A.M.
60-Minute Educational Sessions

11:30 A.M. – 12:50 P.M.
Presenting Sponsor Educational Lunch Session

1:00 P.M. – 2:00 P.M.
60-Minute Educational Sessions

2:00 P.M. – 2:30 P.M.
Exhibit Area Refreshment Break

2:30 P.M. – 3:30 P.M.
60-Minute Educational Sessions

3:45 P.M. – 4:45 P.M.
60-Minute Educational Sessions

4:45 P.M. – 5:45 P.M.
Beverages in Exhibit Area

5:45 P.M.
Dinner on own

Tuesday, March 6

7:30 A.M. – 11:30 A.M.
Registration Open

7:45 A.M. – 8:50 A.M.
Associate Sponsor Educational Breakfast Session

9:00 A.M. – 10:00 A.M.
60-Minute Educational Sessions

9:00 A.M. – 11:45 A.M.
Technology Exhibit Area Open

10:00 A.M. – 10:30 A.M.
Exhibit Area Refreshment Break

10:30 A.M. – 11:30 A.M.
60-Minute Educational Sessions

11:45 A.M. – 12:45 P.M.
Closing General Session

12:45 P.M.
Conference Adjourns

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TRACK OVERVIEW

TRACK OVERVIEW

Technology: This track will tap into the experience of thought leaders who will share technology strategies that you can apply right away and build on in the future. Emphasis will be placed on how emerging technologies can have the potential to transform the delivery of client services. Expert advice will help advisers incorporate these new technologies into their business and optimize their technology investment to drive growth.

Marketing and Distribution: Industry experts and top advisers will share the latest marketing trends and business development practices. Sessions in this track include a dive into best practices in utilizing the internet and social media to gain market intelligence about your clients and position yourself front and center with clients and prospects.

Practice Optimization: This track features renowned business consultants and thought leaders in the financial planning profession that will provide advisers with ground breaking insight and advice to optimize their business to get the most of your staff. Participate in all of the sessions in this track and walk away with new ideas and innovations to implement now and incorporate into your future strategic planning efforts and employee relations across all areas of your business.

Portfolio and Asset Management: Managing client portfolios alongside client expectations in this volatile market environment is a challenge. Staying on top of portfolio risk and exposure has become increasingly difficult. Participants in these sessions will learn from industry leading portfolio managers and other advisers on exactly what they are doing to overcome these challenges and leave with a new perspective on asset management.

ABOUT FPA

The Financial Planning Association® (FPA®) is the leadership and advocacy organization connecting those who provide, support and benefit from professional financial planning. FPA demonstrates and supports a professional commitment to education and a client-centered financial planning process.

Based in Denver, Colo., our association of financial planners, financial services experts, educators and students, has 95 chapters throughout the country representing tens of thousands of members involved in all facets of providing financial planning services. Working in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations, FPA is the community that fosters the value of financial planning and advances the financial planning profession.

- ***Learn how to find business opportunities in the current economic climate***
- ***Discover actionable ideas to improve performance***
- ***Implement creative solutions to drive revenue***

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.. Each session is tagged with the career state and competency with which the session most closely aligns from an educational perspective.

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. Critical Thinking
6. Organizational Skills
7. Human Resources Management
8. 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. These include:

1. General Principles of Financial Planning
2. Insurance Planning & Risk Management
3. Investment Planning
4. Income Tax Planning
5. Retirement Planning
6. Estate Planning
7. Interpersonal Communication

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PROGRAM SCHEDULE

PROGRAM AND SCHEDULE

Saturday, March 3

2:00 p.m. - 5:00 p.m.
Registration Open

Sunday, March 4

7:30 a.m. - 5:00 p.m.
Registration Open

9:00 a.m. – 10:00 a.m.
Associate Sponsor Educational Breakfast Session
Session title and speaker name to be announced.
Please check website for details.

10:00 a.m. – 7:00 p.m.
Technology Exhibit Area Open

10:00 a.m. – 10:15 a.m.
Exhibit Area Refreshment Break

10:15 a.m. – 11:30 a.m.
Opening General Session
Driving Tangible Business Results Through Technology and Process Improvements
Spenser Segal, AIFA
Learn about the life cycle of technology and how to use it to drive tangible business results. Walk through the process of assessing the need, envisioning the outcome and creating a realistic plan all the way through to implementing and monitoring the initiative to ensure that business objectives are met. See how all of this ties in to the research being done through FPA/Actifi on technology trends.
Session #: 942001
Career Stage: II & III
Competency: Business and Practice Management, Organizational Skills and Leadership Skills
CFP Topic List: NA
CFP Board CE credit: NA

11:30 a.m. – 12:50 p.m.
Presenting Sponsor Educational Lunch Session
Session title and speaker name to be announced.
Please check website for details.

1:00 p.m. – 2:15 p.m.
75-minute Educational Breakout Sessions

THE Technology Review
Eric Clarke
Take a look at the changing landscape of the technology industry, including trends, major technological events of 2011 and expectations for 2012. Also find out where to learn more about using the web and social media (such as Twitter) to follow industry experts and grow your business.
Session #: 942011
Career Stage: All
Competency: Business and Practice Management and Technical Knowledge
CFP Topic List: NA
CFP Board CE credit: NA

Spenser Segal, AIFA
Chairman and CEO of ActiFi, Inc., will open FPA Business Solutions 2012 with invaluable business strategy from ActiFi's proven people, process, and technology solutions based on best-practices, industry benchmarks, and research. With the FPA and ActiFI partnership on a series of technology reports, Segal will be able to speak directly to the issues and challenges unique to the profession.

Putting It All Together: How To Be an Internet Market Dominator
TJ Gilsenan
Discover how to start, manage and measure your Internet marketing efforts, creating a well-balanced "portfolio" that includes a website, blog, email marketing and social media that work together in support of your practice. You'll find out why your website appears—or does not appear—in Google search results, how a blog can help attract new clients, how to convert web visitors to engaged prospects and the real reason to be active in social media. Just like an investment portfolio, you can optimize your web marketing efforts for success.
Session #: 942021
Career Stage: All
Competency: Business and Practice Management, Sales and Marketing and Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

Internal Succession Strategies and Retaining Next Generation Talent
David Grau Sr., J.D.
Look beyond perpetuating your own business and supporting your current lifestyle, and find out how to properly structure an internal succession plan using a multi-tiered, staged transition strategy supported by next generation talent. Learn to use entity structuring techniques and appropriate organizational and compensation models to build and support a stable, enduring and transferable financial services business. You'll see how a combination of cash-based compensation, profit distributions and equity compensation strategies help acquire and retain key talent—plus incent owner-like behavior—while perpetuating the business well beyond the founding owner's career.
Session #: 942031
Career Stage: II &III
Competency: Business and Practice Management, Technical Knowledge and Leadership Skills
CFP Topic List: NA
CFP Board CE credit: NA

Should You Outsource Investment Management?
Moderator: Darryl Celkupa
Panel: Faith Chaffee, Mark Eibel, CFA and Michael Kim
Is investment management your core competency? Should you consider focusing on client-facing and building activities rather than maintaining a complete infrastructure to construct and manage portfolios? Panelists from leading strategist and outsource providers—including Russell, Genworth and Niemann Capital Management—recommend that you give these questions serious consideration. Participate and evaluate your firm's position on the evolving movement towards outsourcing portfolio management.
Session #: 942041
Career Stage: All
Competency: Business and Practice Management and Technical Knowledge
CFP Topic List: NA
CFP Board CE credit: NA

2:15 p.m. - 2:45 p.m.
Exhibit Area Refreshment Break

2:45 p.m. - 3:45 p.m.
Super Session Demo
Presenting firms to be announced.
Please check website for details.
Four firms will showcase their company's products and services providing conference attendees with the knowledge and expertise to successfully implement the "practice of the future."
Session #: 942072
Career Stage: All
Competency: Business and Practice Management and Technical Knowledge
CFP Topic List: NA
CFP Board CE credit: NA

4:00 p.m. – 5:15 p.m.
75-minute Educational Breakout Sessions

Welcome to the Officeless Office
Speakers names to be announced
Please check website for details.
Session #: 942012

Using Focus Groups and In-depth Client Surveys to Gain New Clients and Replicate Top Ones
Dan Allison
Most professionals aspire to build business through client referrals, but many are uncomfortable bringing up the topic. They may believe their clients don't like to refer or are afraid their referrals might result in bad experiences. These assumptions could not be further from the truth. In reality, most clients are happy to provide referrals. The problem is finding a way to bring up the topic without feeling like salespeople. In this entertaining talk, review the top myths about why clients don't refer and discuss the use of in-depth client surveys and focus groups to develop quality referral relationships with clients.
Session #: 942022
Career Stage: All
Competency: Business and Practice Management, Relationship Skills and Sales and Marketing
CFP Topic List: NA
CFP Board CE credit: NA

The One-Page Business Plan: Revolutionizing Strategic Planning
Tracy Beckes
Is your multi-page strategic plan collecting dust in the file cabinet? Create a vibrant single-page business plan to energize, inspire and align your entire firm with a dynamic straightforward call to action. This elegant and creative planning process motivates employee ownership of immediate, interim and stretch goals with a clear strategy that will simplify and clarify decision making and prioritization. The centerpiece of this presentation is a dynamic quarterly review process that will bring your plan to life and keep your firm focused on your most important goals. Three nationally known advisers will generously share their one-page business plans as examples.
Session #: 942032
Career Stage: All
Competency: Business and Practice Management, Organizational Skills and Leadership Skills
CFP Topic List: NA
CFP Board CE credit: NA

The World of Multi-asset Defensive Portfolios
Moderator: Brian Towns, CIMA
Panel: Mark Eshmen, Jim Herrell, CFA and Scott Kubie, CFA
Learn how multiple-asset classes can provide more alternatives when designing defensive portfolios. Also hear about the factors and statistics each manager considers, useful tools to diversify and manage risk, and other important factors and challenges to consider. Many asset classes and alternative strategies for more sophisticated investors are available for use in or with ETFs, such as commodities, currencies, inverse and leverage. Alternatives, such as options and futures, offer diversification to supplement equity and fixed-income portfolios. In addition, a variety of indices for global natural resources, infrastructure, REITs and commodities exist to offer ways to diversify outside of traditional investments.
Session #: 942042
Career Stage: All
Competency: Business and Practice Management, Technical Knowledge, Sales and Marketing
CFP Topic List: General Principles of Financial Planning, Investment Planning and Interpersonal Communication
CFP Board CE credit: 1.0

5:15 p.m. – 6:30 p.m.
Exhibit Area Reception

Monday, March 5

7:30 A.M. - 4:00 P.M.
Registration Open

7:45 a.m. – 8:50 a.m.
Associate Sponsor Educational Breakfast Session
Session title and speaker name to be announced.
Please check website for details.
Session #: 942082

9:00 a.m. – 10:00 a.m.
Educational Super Session
The Future of Custodial Technology
Moderator: Davis Janowski
Panel: Dan Bergschneider, CFA, Dennis Noto Additional panelists to be announced, check website for details.
Every major custodian is putting significant resources toward offering advisers an integrated technology platform. Due to the resources the custodians are putting behind this effort, the results will be the major driving force behind future technology development. Find out what custodians are doing today and how they see their adviser technology offerings in the future.
Session #: 942073
Career Stage: All
Competency: Business and Practice Management and Technical Knowledge
CFP Topic List: NA
CFP Board CE credit: NA

10:00 a.m. – 5:45 p.m.
Technology Exhibit Area Open

10:00 a.m. – 10:15 a.m.
Exhibit Area Refreshment Break

10:15 a.m. – 11:15 a.m.
60-minute Educational Breakout Sessions

Trends in Financial Planning
Speakers names to be announced
Please check website for details.
Session #: 942013

Top Adviser Panel – Innovative Marketing Strategies to Grow Your Business
Moderator: Tim Welsh, CFP®
Panel: James Bell, CFP® and Greg Gilbert, CFP®
See how top firms grow their businesses, including systematizing their marketing and sales activities to consistently bring in new clients and new assets even in the most volatile of markets. Don't miss this rare opportunity to hear from some of the industry's best practitioners who have perfected the art of marketing a financial planning practice. During this interactive discussion, panelists share their best techniques for leveraging proven marketing and technology approaches to attracting new business.
Career Stage: All
Competency: Business and Practice Management, Sales and Marketing, Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

Stories of Success: From Running a Practice to Managing a Business
Moderator: Waldemar Kohl, CFP®, ChFC®
Panel: Lawain McNeil, C.J. Rendic and Scott Svenson
Hear from three advisers who share their personal stories of success, from starting their business to where it is today. Absorb specific insights and in-the-saddle wisdom on what it takes to move from a financial planning "practice" to running a real "business" of lasting value.
Session #: 942033
Career Stage: All
Competency: Business and Practice Management, Organizational Skills and Leadership Skills
CFP Topic List: NA
CFP Board CE credit: NA

Economic & Market Outlook
Mark Eibel, CFA
Gain a better perspective on market events to assist investment decision making along with capital markets information to help you respond to client concerns regarding market volatility. The speaker examines the strategist's outlook, shares his views on where the economy and markets are heading, identifies which trends to avoid and discusses how to talk about it with your clients.
Session #: 942043
Career Stage: All
Competency: Relationship Skills and Technical Knowledge
CFP Topic List: Investment Planning
CFP Board CE credit: 1.0

11:30 a.m. – 12:50 p.m.
Presenting Sponsor Educational Lunch Session
Session title and speaker name to be announced.
Please check website for details.
Session #: 942074

1:00 p.m. – 2:00 p.m.
60-minute Educational Breakout Sessions

The Future of "Small" Custodial Technology
Moderator: Brian McLaughlin
Panel: Dennis Notto, Dan Skiles
Please check website for details.
Session #: 942014

Know More! Selling
Sam Richter
When you know more about your prospects and clients, you're better able to relate on a personal level, build more meaningful connections, identify triggering events, tailor offerings and gain permission to ask challenging questions. Most important, you ensure supreme relevancy. Studies show that when you practice Sales Intelligence, you win two times more business! Discover web search secrets for finding leads, creating lists, uncovering opportunities and understanding decision makers; tips and tricks for using social networks and "hidden" websites as "intelligence agents"; and how to use information to make a big-time impression with any prospect and build a deeper relationship with any client.
Session #: 942024
Career Stage: All
Competency: Business and Practice Management, Sales and Marketing and Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

Building a Business of Enduring Value
Waldemar Kohl, CFP®, ChFC® and Spenser Segal, AIFA®
Find out how your firm can extend its brand and client experience beyond an individual adviser. This session focuses on how to institutionalize the client experience and ensure that the delivery of that experience isn't dependent on any one specific individual. Panelists will discuss the leadership competencies required to build a business of enduring value.
Session #: 942034
Career Stage: II & III
Competency: Business and Practice Management, Organizational Skills and Leadership Skills
CFP Topic List: NA
CFP Board CE credit: NA

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PROGRAM SCHEDULE

Rebalancing Portfolios: The Value and Best Practices
Moderator: Cameron Sheehan
Panel: Tom Fox, Paul Ingersoll and Lawain McNeil
The rebalancing function is more than just maintaining a portfolio's adherence to an IPS at regular intervals. Tax management, cash management and responses to volatile markets make the practice of broader value than ever before. Learn from our panelists about best practices in rebalancing—including how often and when to consider rebalancing—and find out about the variety of software applications they're using.
Session #: 942044
Career Stage: All
Competency: Business and Practice Management and Technical Knowledge
CFP Topic List: NA
CFP Board CE credit: NA

2:00 p.m. – 2:30 p.m.
Exhibit Area Refreshment Break

2:30 p.m. – 3:30 p.m.
60-minute Educational Breakout Sessions

The New World of Data Management
Moderator: Andy Gluck
Panel: James Carney, Rob Major , Brian McLaughlin
Please check website for details.
Session #: 942015

Using Video in Your Financial Practice to Gain and Retain Clients
Christopher Norton
Two-thirds of the world's population are visual learners, so it's no surprise to see video emerge in advisory practices as a viable component of marketing strategies. The need to integrate video into your firm's marketing and communications has never been more important. Fortunately, as Internet technologies become more readily available, it has never been easier. Learn about the various aspects of video, including the importance of preproduction, whether to use an actor, and the ideal length and frequency. Most importantly, find out how compliance can play a positive role when using video to retain and attract clients.
Session #: 942025
Career Stage: All
Competency: Business and Practice Management, Sales and Marketing and Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

The Automatic Manager ™: Decreasing Management to Increase Productivity
Angela Herbers
Hiring more managers and focusing your time, energy and money on management training is an obsolete and ineffective approach. An amazing clinical research project conducted by Angie Herbers, Inc., discovered that it is possible to have highly productive employees and a successful business that practically runs itself. Learn about the simple steps you can take to achieve this.
Session #: 942035
Career Stage: All
Competency: Business and Practice Management, Relationship Skills, and Human Resources Management
CFP Topic List: NA
CFP Board CE credit: NA

ETF Market Overview: Flows, Structure and Trends in the United States
Christopher Buck
Review the U.S. capital markets for ETFs and other exchange-traded products and gain a general understanding of U.S.-listed ETF flow data, product structure and market analysis. Learn about a unique creation and redemption process for U.S. ETFs and how to trade ETFs more efficiently to achieve the desired benefits.
Session #: 942045
Career Stage: All
Competency: Technical Knowledge and Sales and Marketing
CFP Topic List: Investment Planning, Retirement Planning, and Interpersonal Communication
CFP Board CE credit: 1.0

3:45 p.m. – 4:45 p.m.
60-minute Educational Breakout Sessions

The Social Media Game Show
Moderator: Davis Janowski
Panel: Kristen Luke, Blane Warrene
Please check website for details.
Session #: 942016

Raise Your Profile to Your Clients and Prospects by Leveraging Technology in Your Marketing Efforts
Steve Biermann
The abundance of technology available for use in your overall marketing strategy makes it is easy to get caught up in tactics. In business, technology is simply an accelerator, so using the best technology to go after your target market is important. Take a look at innovative tools, applications and web-based programs—such as mobile apps, scan tags, video, tablets/iPads, smartphones, Google reader and flip board—to see how they can support a solid marketing strategy. Plus, find out who the technology should serve in your business as it relates to your website being mobile friendly as well as how and why compliance can be your friend.
Session #: 942026
Career Stage: All
Competency: Business and Practice Management, Sales and Marketing and Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

New Insights: Practice Made (More) Perfect
Rebecca Pomering
Gain practice management insights from an experienced consultant and CEO who bridges theory and application. Pomering spent more than 10 years as a consultant to the wealth management industry as part of the Moss Adams consulting team. In 2008, she took over as CEO of an RIA that has grown to over $1 billion. She shares highlights from the 2011 book she co-authored, including details on developing and using business strategy, aligning human capital and compensation plans with your vision, how and why to actively manage profitability, and how to build and manage a strong business in a slow-growth environment.
Session #: 942036
Career Stage: II &III
Competency: Business and Practice Management, Human Resources Management, and Leadership Skills
CFP Topic List: NA
CFP Board CE credit: NA

Why It's Finally Time to Employ Models to Manage Client Portfolios
Cameron Sheehan
Learn how model portfolios can improve practice efficiency and greatly enhance your ability to serve clients. A demonstration shows how creating and implementing a consistent approach to investment management can create a scalable portfolio process. Also learn that the term "model" does not mean creating the same portfolio for everyone.
Session #: 942046
Career Stage: All
Competency: Business and Practice Management, Technical Knowledge and Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

4:45 p.m. – 5:45 p.m.
Beverages in Exhibit Area

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PROGRAM SCHEDULE

Tuesday, March 6

7:30 a.m. – 11:30 a.m.
Registration Open

7:45 a.m. – 8:50 a.m.
Associate Sponsor Educational Breakfast Session
Session title and speaker name to be announced.
Please check website for details.
Session #: 942083

9:00 a.m. – 10:00 a.m.
60-minute Educational Breakout Session
The Future of Integration
Moderator: Kevin Hughes
Panel: Pete Giza, Davis Janowski, Dennis Notto
Please check website for details.
Session #: 942017

NewRetirement: Holistic Retirement Assessment and Guidance
Stephen Chen
NewRetirement's online assessment automates the process of matching consumers to an open marketplace of solutions and strategies across retirement savings, home equity, human capital and insurance. Review how these holistic, consumer-focused retirement assessments help people who are preparing for or living in retirement. Then, find out how you can use these tools and referrals to qualify, engage and serve a larger pool of prospects and customers.
Session #: 942027
Career Stage: All
Competency: Business and Practice Management and Sales and Marketing
CFP Topic List: NA
CFP Board CE credit: NA

Secrets to a Powerful, Profitable Client Service Model
Stephanie Bogan
Many firms find it difficult to deliver predictable, consistent and proactive top-tier service that drives profitability for the firm. Developing a formal service model that recognizes the difference between client types and segments defines services and assesses profitability enables you to build a powerful client model that delivers a predictable high-quality service and drives improved profitability for your firm. Bogan, a nationally recognized practice management consultant and speaker, details the secrets used by top firms to develop powerful, profitable client service models.
Session #: 942037
Career Stage: All
Competency: Business and Practice Management
CFP Topic List: NA
CFP Board CE credit: NA

Developing Portfolios through Financial Planning Tools
Greg Gilbert, CFP® and Oleg Tishkevich
The portfolio construction process is a core function for planners offering investment management services. Observe the integral role financial planning software can play in developing and presenting portfolios to your client base. Gilbert of Infinity Financial Services demonstrates the process using Finance Logix, a leading financial planning application. Tishkevich, CEO and founder of Finance Logix, joins to provide context and a vision for the future.
Session #: 942047
Career Stage: All
Competency: Business and Practice Management, Technical Knowledge and RelationshipSkills
CFP Topic List: NA
CFP Board CE credit: NA

9:00 a.m. – 11:45 a.m.
Technology Exhibit Area Open

10:00 a.m. – 10:30 a.m.
Exhibit Area Refreshment Break

10:30 a.m. – 11:30 a.m.
60-minute Educational Breakout Sessions

Better Prospecting with Technology
Moderator: Chad Blythe
Panel: Andy Gluck, Matt Iverson, Hall Kesmodel, Don Whalen
Please check website for details.
Session #: 942018

Stress: The Effect It Has on Client Relationships
Dr. Sonya Britt and Dr. John Grable
Please check website for details.
Session #: 942038

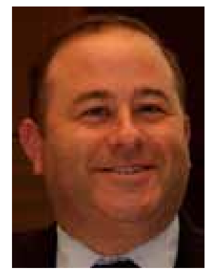
Putting It All Together - How To Be an Internet Market Dominator (Encore Presentation)
TJ Gilsenan
Discover how to start, manage and measure your Internet marketing efforts, creating a well-balanced "portfolio" that includes a website, blog, email marketing and social media that work together in support of your practice. You'll find out why your website appears—or does not appear—in Google search results, how a blog can help attract new clients, how to convert web visitors to engaged prospects and the real reason to be active in social media. Just like an investment portfolio, you can optimize your web marketing efforts for success.
Session #: 942028
Career Stage: All
Competency: Business and Practice Management, Sales and Marketing and Relationship Skills
CFP Topic List: NA
CFP Board CE credit: NA

Stress: The Effect It Has on Client Relationships
Dr. Sonya Britt and Dr. John Grable
Please check website for details.
Session #: 942038

Unified Managed Accounts & The Evolution of Wealth Management Solutions
Randy Bullard
Take in a brief history on the evolution of fee-based wealth management platforms. Then, look at the current state of Unified Managed Account (UMA) and Unified Managed Household (UMH) solutions in development and in use for the wealth management industry, including the major national, regional and independent broker dealers and wirehouses as well as the independent RIA platforms. Learn what these solutions are and how to use them to provide high-value wealth management services to clients. Also review the variety of UMA product architectures along with industry plans regarding platform development to support these solutions.
Session #: 942048
Career Stage: All
Competency: Business and Practice Management, Technical Knowledge and Sales and Marketing
CFP Topic List: General Principles of Financial Planning and Investment Planning
CFP Board CE credit: 1.0 pending acceptance

11:45 a.m. – 12:45 p.m.
Closing General Session
An Analysis of Unintended Consequences Amidst Changes to the Investment Adviser Regulatory Scheme
Brian Hamburger, J.D., CRCP®, AIFA®
In response to increased fraud, consumer confusion and political pressure, federal and state officials have prepared a buffet of regulatory initiatives aimed squarely at investment advisers. In fact, the SEC is threatening to "harmonize" investment advisers with their counterparts in the brokerage industry, an industry fraught with over-regulation, high costs and a dearth of entrepreneurial activity. But what are the unintended consequences of these initiatives? Gain clarity on new and proposed laws, rules and regulations, and identify business opportunities in the midst of such volatility.
Session #: 942002
Career Stage: All
Competency: Business and Practice Management, Technical Knowledge
CFP Topic List: General Principles of Financial Planning
CFP Board CE credit: 1.0 pending acceptance

12:45 p.m.
Conference Adjourns



Brian S. Hamburger, J.D., CRCP, AIFA
Hamburger's lectures have ranged from delivering the keynote address to the country's state securities regulators to career and entrepreneurial issues.

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REGISTRATION HOUSING

HOTEL RESERVATION INFORMATION

Deadline for hotel reservations is **February 3, 2012**

Location
Hyatt Regency San Francisco Airport
1333 Bayshore Highway
Burlingame, CA 94010
Phone: 650.347.1234

The beautiful Hyatt Regency San Francisco Airport is just 15 minutes from the excitement of downtown San Francisco or the technology corridor of Silicon Valley and only seven minutes from San Francisco International Airport. This newly updated hotel surpasses every standard with a pampering array of amenities and services with an emphasis on sustainable and green practices. The atrium-style hotel offers views of the bay, mountains or of picturesque atrium foliage.

Details

- Participants are responsible for making their own lodging arrangements
- All reservations, changes and cancellations can be made online.
- The conference room rate for FPA Business Solutions 2012 is $163 plus tax (currently 12 percent)
- A credit card will be requested at the time of the reservation; however, your credit card will not be charged until the date of arrival
- Room reservations must be cancelled by 6 p.m. 24 hours prior to anticipated arrival
- If sharing a room please provide the names of each individual when making your reservations
- Check-in is after 3 p.m. and check-out time is 12 p.m.
- You will receive a confirmation from the hotel after making your reservation
- We recommend that you arrange for your hotel accommodations as soon as possible. The deadline for making hotel reservations is Friday, February 3, 2012. Rooms are not guaranteed to be available after FPA's room block has been filled.

Discount Travel
FPA has selected Christopherson Travel as the official travel agency for the FPA Business Solutions Conference 2012. Make your reservations through Christopherson Travel by calling 866.465.7155 (toll-free) or 303.689.7701 and refer to FPA Business Solutions Conference 2012. Christopherson Travel presently charges a $37 fee (subject to change) for ticketing.

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FPA Members: $399
Non-members: $499
Join & Go: $599

Full Rates: January 21-March 3, 2012
FPA Members: $499
Non-members: $599
Join & Go: $699

Cancellation/Refund Policy
Cancellations must be made in writing. All refunds are based on postmarked date of written request. Cancellations made on or before February 4, 2012, receive a full refund, less a $100 processing fee. No refunds will be given after February 4, 2012.

Register Online – www.FPASolutions.org

By Fax or Mail
To register by fax or mail, please download the PDF registration and follow the instructions to submit via fax or mail.

TECHNOLOGY EXPO EXHIBITORS

The technology exhibit is the perfect environment for you to network with resource providers who will be available to discuss new advancements in technology for the financial planning profession. By spending time in the technology exhibit area, participants will return to their office with at least one actionable item they can utilize to make an impact at their firm.

The following firms will be exhibiting at FPA Business Solutions 2012 (as of 12/13/11):

Charles Schwab Advisor Services

Equity Advisor Solutions

Finance Logix

iShares

MoneyGuidePro

Orion Advisor Services, LLC

Redtail Technology

Scottrade Advisor Services

Smarsh

Zywave, Inc. (formerly EISI)

FPA TECHNOLOGY LAB

FPA is proud to announce the first ever Technology Lab at this year's Business Solutions 2012 Conference. Technology providers that participated in the FPA/ActiFi Technology Research Reports will have the exclusive opportunity to have their software available for conference attendees to "test drive."

Representatives from ActiFi will also be available to answer questions and provide complimentary copies of the FPA/ActiFi Technology Report Series!

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