



2021 FPA Virtual Spring Financial Forum

Wednesday, March 10 and Thursday, March 11

Schedule-at-a-Glance

Wednesday, March 10

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|---------------------|--|
| 8:30 – 9:00 am | Virtual Networking: Coffee with Colleagues Visit Exhibit Hall Announcements |
| 9:00 – 9:05 am | Welcome & Opening Remarks |
| 9:05 – 9:15 am | Sponsor Recognition & Introductions |
| 9:15 – 10:45 am | Opening Keynote: "Real Financial Planning: Defenders vs. Guides" <i>Presented by Carl Richards, CFP®, Creator of Sketch Guy column (The NY Times) & Behavior Gap</i> |
| 10:45 – 11:00 am | <i>Break & Visit with Exhibitors</i> |
| 11:00 am – 12:00 pm | Keynote: "Infection, Injection, Rehabilitation" <i>Presented by John Mitchell, Oregon Economist, M&H Economic Consultants</i> |
| 12:00 – 1:00 pm | <i>Visit with Exhibitors & Lunch Catch up on Emails Break</i> |
| 1:00 – 2:00 pm | Closing Keynote: "Breaking Rules to Build Stronger Retirement Plans" <i>Presented by Katherine Roy, Managing Director, Chief Management Strategist & Head of Individual Retirement, J.P. Morgan Asset Management</i> |
| 2:00 – 2:15 pm | Day 1 Closing Remarks Sponsor Raffles |

Thursday, March 11

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|---------------------|---|
| 8:30 – 9:00 am | Virtual Networking: Coffee with Attendees & Sponsors Visit Exhibit Hall |
| 9:00 – 9:05 am | Welcome & Opening Remarks; Review of Schedule |
| 9:05 – 9:15 am | Sponsor Recognition & Introductions |
| 9:15 – 10:15 am | Opening Keynote: "Avoiding Common IRA Mistakes" <i>Presented by Kenneth Boothe, Director of Advanced Consulting Group, Nationwide Advisory</i> |
| 10:15 – 10:30 am | <i>Break & Networking with Exhibitors</i> |
| 10:30 – 11:30 am | Keynote: "The Active Difference: Fixed Income" <i>Presented by Timothy Paulson, Investment Strategist, Lord Abbett</i> |
| 11:30 am – 12:30 pm | <i>Networking with Exhibitors & Lunch Catch up on Emails Break</i> |
| 12:30 – 2:00 pm | Closing Keynote: "Five Industry Trends Reshaping Financial Advice" <i>Presented by Michael E. Kitces, MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL, Head of Planning Strategy, Buckingham Wealth Partners, Co-Founder, XY Planning Network</i> |
| 2:00 pm | Final Closing Remarks Raffles Breakout Rooms Networking Social Virtual Reception (optional) A great way to close the day! Grab a beverage (BYOB) and unwind casually with fellow forum attendees. We will breakout into smaller rooms to network. |

Detailed Agenda & CE Session Information

Wednesday, March 10

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|----------------|---|
| 8:30 – 9:00 am | Virtual Networking Coffee with Colleagues Visit Exhibit Hall Announcements <ul style="list-style-type: none"> • 2020 Board Acknowledgments • President's Speech • Pro Bono, Membership, & Association Announcements |
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9:00 – 9:05 am

Welcome & Opening Remarks

By Cynthia Boman Thompson, MS, CFP®, 2021 FPA Chapter President & Patrick Yazhari, CFP®, FPA Programs Director

9:05 – 9:15 am

Sponsor Recognition & Introductions

We'll take a few moments to hear from our valued sponsors and all they have to offer.

Interested in sponsoring and being highlighted during this time? Learn more on the FPA website.

9:15 – 10:45 am

Opening Keynote: "Real Financial Planning: Defenders vs. Guides"

Presented by Carl Richards, CFP®, Creator of the Sketch Guy column & Behavior Gap

Speaker Sponsored by BMO Global Asset Management

Purpose vs. Goals, Precision vs. Persistence, Facts vs. Empathy, Plans vs. Planning. In this session financial advisors will gain greater awareness into what it means to deliver a behaviorally informed financial planning process. Specifically, the session elaborates on the idea that: financial planners are not defenders of an outdated map, but instead guides in an ever-changing landscape. To that end, advisors will learn specific phrasing for work with clients. Advisors will gain insight into client emotion and how emotion can, if we are guides, positively impact the advisor-client relationship. And perhaps most important, advisors will be challenged to adopt a process where we normalize, with clients, the search for disconfirming evidence and begin to see financial plans as just strong opinions ... held loosely, placing the power of the work between advisors and clients in course corrections and relationships.

Learning Objectives:

- Describe not only the value and nuances of starting a financial plan with a 'purpose' not just goals, and how to teach clients what goals actually are.
- Identify and then be able to illustrate for yourself the actual language (e.g. phrases and statements) for eliciting purpose and goals.
- Examine the importance of both facts and emotion when considering current realities.
- Illustrate the problem of assumptions when it comes to the financial plan and the importance of new perspectives as current realities change.
- Define complex adaptive system and understand its relationship with financial plans and the ever-changing landscape of client's lives.
- Identify in one's self the opportunity for defensiveness when we are defenders and not guides of a financial plan; and the impact that has on the client relationship, especially when clients are scared.

Level of Complexity: CFP: Advanced

Topic Areas: CFP: Financial Planning Process and Client Trust and Communication

10:45 – 11:00 am

Break & Visit with Exhibitors

11:00 am –
12:00 pm

Keynote: "Infection, Injection, Rehabilitation – An Economic Update"

Presented by John H. Mitchell, Oregon Economist, M & H Economic Consultants

Speaker Sponsored by Aquila Group of Funds

The heady days of early 2020 were followed by a brutal recession induced by an exogenous shock and the policy response. A decade's job growth was gone in a month. Monetary and fiscal policy makers reacted quickly to mitigate the damage—a process that continues in early 2021. Oregon went from a high performing state to the middle of the pack. The upturn is underway but filled with uncertainty. The presentation will focus on current and expected performance, risks to consider, and thoughts on how the experience will change us.

12:00 – 1:00 pm

Visit with Exhibitors & Lunch/Catch up on Emails Break

1:00 – 2:00 pm

Closing Keynote: "Breaking Rules to Build Stronger Retirement Plans"

Presented by Katherine Roy, Managing Director, Chief Management Strategist & Head of Individual Retirement, JP Morgan Asset Management

Providing sound retirement planning advice has been based on several well-established rules including retirement spending needs, timing the transition from work to retirement, and the recommended account order for both tax-efficient savings and withdrawals. This session will be a comprehensive discussion highlighting the latest retirement research from JPMorgan on the what, why and when these rules may need to be broken.

Learning Objectives:

- Understand key questions to be asking pre-retirees as we emerge from the Global Pandemic: how has their retirement goal changed? If retiring early, help them understand the facts about Social Security to make an informed decision.
- With record saving in 2020, what insights does JPMorgan see regarding dynamic spending and the ability of households to spend less during volatile periods of uncertainty.
- The Tax Cuts and Jobs Act is scheduled to sunset after 2025 providing households with a window to improve their income tax diversification for greater flexibility and control in retirement.

2:00 – 2:15 pm

Day 1 Closing Remarks | Sponsor Raffles

Thursday, March 11

8:30 – 9:00 am

Virtual Networking: Coffee with Attendees & Sponsors | Visit Exhibit Hall

9:05 – 9:15 am

Welcome & Opening Remarks; Review of Schedule

9:15 – 10:15 am

Opening Keynote: "Avoiding Common IRA Mistakes"

Presented by Kenneth Boothe, Director of Advanced Consulting Group, Nationwide Advisory

Nonqualified annuities are a common insurance product that many rely on for their financial and retirement planning. It is crucial that insurance agents, financial advisors, and CPAs understand how annuities work and interact with tax law so they can properly advise clients on how to use annuities to help them accomplish their clients' goals.

Learning Objective: To teach insurance agents, financial advisors and CPAs how to avoid some of the common nonqualified annuity mistakes.

10:15 – 10:30 am

Break & Networking with Exhibitors

10:30 – 11:30 am

Keynote: "The Active Difference: Fixed Income"

Presented by Tim Paulson, Investment Strategist, Lord Abbett & Co. LLC

The big debate around active vs. passive continues to swirl. But we think the conversation needs to be refocused. We shouldn't be discussing whether it is possible to add value to investment portfolios through active management, but rather, where it is possible. In this presentation, we examine the potential for active management to outperform passive strategies in the fixed-income space. We'll tackle two key questions: How can active managers gain an information advantage in assessing opportunities in key segments of the bond market? And how might they deploy this advantage in portfolio decisions?

11:30 am –
12:30 pm

Networking with Exhibitors & Lunch/Catch up on Emails Break

12:30 – 2:00 pm

Closing Keynote: "Five Industry Trends Reshaping Financial Advice"

Presented by Michael E. Kitces, MSFS, MTAX, CFP®, CLU, CHFC, RHU, REBC, CASL

The recent rise of the "robo-advisor" has called into question the relevance of financial advisors and the viability of current advisory business models. Yet the reality is that technology "disrupting" financial advisor business models isn't new, and has actually happened repeatedly over the past several decades... forcing advisors to adapt and move up the value chain, or be left behind. In this session, we look at how technology is once again driving major changes in the business model of financial advisors, driving a great convergence across historically-separate industry channels, triggering a crisis of differentiation, a search for new business models, and rising pressure on improving the client experience. And in the coming years, these trends will only be accelerated, as the consumers of financial planning - and financial planners themselves - shift from Baby Boomers, to the Gen X and Millennial generations that, as "digital natives," will expect and demand advisors to both leverage technology and add value on top!

2:00 pm

Final Closing Remarks | Breakout Rooms Networking Social Virtual Reception (optional)

Catch up with friends and make some new ones! Grab a beverage (BYOB) and unwind with fellow attendees.