

NAEPC & The NAEPC Education Foundation



51st Annual Conference COUNCIL LEADERSHIP DAY

We are grateful for the support of our Premier Sponsor



Provided by Breedlove



The Star Spangled Banner Lyrics
By Francis Scott Key, 1814



**Oh, say can you see by the dawn's early light
What so proudly we hailed at the twilight's last gleaming?
Whose broad stripes and bright stars thru the perilous fight,
O'er the ramparts we watched were so gallantly streaming?
And the rocket's red glare, the bombs bursting in air,
Gave proof through the night that our flag was still there.
Oh, say does that star-spangled banner yet wave
O'er the land of the free and the home of the brave?**



**Oh! thus be it ever, when freemen shall stand
Between their loved home and the war's desolation!
Blest with victory and peace, may the heav'n rescued land
Praise the Power that hath made and preserved us a nation.
Then conquer we must, when our cause it is just,
And this be our motto: "In God is our trust."
And the star-spangled banner in triumph shall wave
O'er the land of the free and the home of the brave!**

Welcome & Opening Remarks



Gregory E. Sellers, CPA, AEP®

Annual Meeting

2014 Executive Committee



President

Gregory E. Sellers, CPA, AEP®

Warren Averett, LLC • Montgomery, AL



President-Elect

Jordon N. Rosen, CPA, MS (taxation), AEP®

Belfint, Lyons & Shuman, CPAs • Wilmington, DE



Treasurer

Lawrence M. Lehmann, JD, AEP®

Lehmann Norman & Marcus LC • New Orleans, LA

2014 Executive Committee



Secretary

Paul S. Viren, CLU[®], ChFC[®], AEP[®]

Viren & Associates, Inc. • Spokane, WA



Immediate Past President

Joanna Averett, MBA, CFP[®], AIF[®], AEP[®]

San Bernardino, CA

2014 Board of Directors

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The Armory Group at Morgan Stanley Wealth Management · Syracuse, NY

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2014 Board of Directors

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Anders Minkler Huber & Helm LLP · St. Louis, MO

Jeffrey M. Turner, CFP®, CLU®, ChFC®, MBA, AEP®

Capital Financial Group · Chattanooga, TN

Past Presidents in Attendance

Joanna Averett, MBA, CFP®, AIF®, AEP®
Redlands, CA

**Hartman Axley, CLU®, ChFC®, JD, CFP®,
MSFS, RHU, AEP®**
Lakewood, CO

Kathleen J. Belmonte, CTFA, AEP®
Sabal Trust Company
Tampa, FL

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AEP® (Distinguished)**
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Irvine, CA

Dan H. Florence, JD, AEP®, CTFA
Commercial Bank of Texas
Nacogdoches, TX

Gary L. Flotron, MBA, CLU®, ChFC®, AEP®
University of Missouri - St. Louis/G. L.
Flotron & Associates
St. Louis, MO

**Thomas M. Forrest, TO, CPA,
AEP® (Distinguished)**
U.S. Trust Company of Delaware
Wilmington, DE

**L. Henry Gissel, Jr., LL.B.,
AEP® (Distinguished)**
Wilmington Trust Company
Houston, TX

**Michael W. Halloran, CLU®, ChFC®, AEP®,
CFP®, REBC, RHU, LUTCF, MSFS, MSM**
Northwestern Mutual
Jacksonville, FL

A. Stephen McDaniel, JD, AEP®, EPLS
Wyatt, Tarrant & Combs, LLP
Memphis, TN

A Show of Appreciation

Non-Board Volunteers

Retiring Board Member



Joanna Averett

Retiring Board Member



Pettus C. Gibbons

Retiring Board Member



Paul J. Pantano

Election

One Appointment, Board Term Expiring December 2016

Lawrence J. Macklin, JD, CPA, AEP®

U.S. Trust, Bank of America Private Wealth Management • Baltimore, MD

Category: Trust Officer

Election

Board Term Expiring December 2017

Susan P. Rounds, JD, CPA, LL.M. (taxation), AEP®

Wells Fargo · Atlanta, GA

Category: Attorney

Shane Westhoelter, AEP®, CLU®, LUTCF

Gateway Financial Advisors, Inc. · Dublin, CA

Category: CLU®

Mary Katherine MacNee , CFP®, CRPC®, AEP®

Morgan Stanley Wealth Management · Pasadena, CA

Category: CFP®, ChFC®, AEP®

John C. Scott , CPA/ABV, AEP®

Anders Minkler Huber & Helm LLP · St. Louis, MO

Category: CPA

Al W. King, III , JD, LL.M., AEP® (Distinguished)

South Dakota Trust Company · New York, NY

Category: Trust Officer

Election

2015 Executive Committee

President-Elect

Lawrence M. Lehmann, JD, AEP®

Lehmann Norman & Marcus LC • New Orleans, LA

Treasurer

Paul S. Viren, CLU®, ChFC®, AEP®

Viren and Associates, Inc. • Spokane, WA

Secretary

M. Eileen Dougherty, CTFA, CFP®, AEP®, ChFC®

Hawthorn - PNC Family Wealth • Philadelphia, PA

2015 President



Jordon N. Rosen, CPA, MST, AEP®

Immediate Past President



Gregory E. Sellers, CPA, AEP®

The NAEPC Education Foundation Report



Joanna Averett
Foundation President, 2014

2014 Accomplishments

- Revamped Governing Documents
- Solidified Mission
- Published Annual Report
- Enhanced Information for Councils
- Hosted a Public Webinar during National Estate Planning Awareness Week

Looking Forward to 2015...

- Additional Council Support
- 10% of Councils Hosting a Public Outreach Event
- Expanding Annual Report
- Fundraising Goals
- Larger Public Webinar

The NAEPC Basics



Gregory E. Sellers

What to Find & Where to Find It

Swag Bag

- Important Documents & Gifts



Committee Report Packet

- What Happened in 2014?

Council Services Packet

- Your Council, its Services & Council Relations Representative



What to Expect Today

- Benefits Provided to Councils
- Benefits Passed Down to Your Members
- New Initiatives
- Access to Board & Committee Chairs
- Learn from Other Councils

GOAL

Take New Ideas Back to Your Council!

Our Mission

- Promote the Multi-Disciplinary Approach to Estate Planning
- Support Estate Planning Councils and Their Members
- Encourage the Formation of New Councils
 - Encourage Attainment of Accredited Estate Planner[®] and Estate Planning Law Specialist Designations
 - Support The NAEPC Education Foundation to Increase Public Awareness of the Importance of Estate Planning by a Team of Professional Advisors

NAEPC

By the Numbers

255 Affiliated Councils

9 New Councils in 2014

Growth of 34 Councils Since 2010

29,000 Members of Councils

Council is Member of NAEPC

Benefits Passed Down

1,800 Accredited Estate Planner[®] Designees



NATIONAL ASSOCIATION OF
**Estate Planners
& Councils**

Local Council Web Site Program

Bruce Newburger
NAEPC Webmaster

Robert P. Goodman
Web Committee Chair

Christopher P. Jakyma
Web Committee Vice Chair





New Features for 2014

- Council Sites are Mobile-Friendly
- More Options for E-Mail Communications
- Better Management of Sponsors
- Estate Planning Services Directory
- Self-Management of Member Data



Mobile-Friendly Design

- Council sites “respond” to tablet and smartphone browsers ([live demo](#)):





More Options for E-Mail Communications

- Send to predefined groups by member status (active, past, prospective).
- Send to predefined groups for those who have or have not RSVPd for an event (Level 3+).
- Send to council leaders only.
- Send to groups you create.
- Coming soon: save drafts and resend previous messages.



Better Management of Sponsors

- Banners can appear on the Sponsors page (Level 2+) or on the home page or top of all pages (Level 3+)
- Admins can set start and stop dates for each sponsor/banner.
- Admin can see date sponsor started and the number of views and clicks.

Caption	Type	Url	Views /Clicks	Create Date	Actions
PNC Wealth Management	Homepage Sponsor	https://www1.pnc.com/wealthinsight?url_id=186298123&adcid=8471659	3809/6 since 09/15/2014	09/15/2014	 
Zinner & Co.	Sponsor	http://www.zinnerco.com/default.aspx	120/6 since 08/25/2014	08/25/2014	 
The Private Client Reserve at U.S. Bank	Top of Page Sponsor	http://www.privateclientreserve.usbank.com	42667/727	10/05/2010	 



Estate Planning Services Directory

- Public directory of service providers allows full member list to be private
- Allows for service listings of non-members
- Revenue opportunities:
 - Main page banners
 - Enhanced listings
 - Logos and links
 - Non-member listings
 - Additional category listings
- Examples: [Chicago](#), [Demo Council](#)
- For Level 3+ councils only



Self-Management of Member Data

- Optional feature that Level 3+ admins can activate for all members, or no members.

Estate Planning Council of the Midwest City

Affiliated with: **NAEPC** For Professionals For the Public

Visit us on: [f](#) [in](#) [t](#) [r](#) [You Tube](#)

Member Profile Update Form

This form is for use by members of Estate Planning Council of the Midwest City to make changes to their contact information. Submitted changes immediately affect your listing in the member directory.

Please fill out the following with your new information.

Personal Information

First Name

Middle Name or Initial

Last Name

Suffix

Professional Designations

Photo

Login Information

To change your member password, enter your desired password into the field below. Otherwise, leave this field blank.

Password

Company Information

Business Name

Title

MEMBER LOGIN
[Logout](#)

Navigation Menu:
For the Public
About Us
Council Info
Member Directory
Member Benefits
Sponsors
Leadership
Committees
Gallery
Event Calendar
Application Form
Member Renewal
Documents
Links
Past Presidents
For Professionals
Services Directory
Contact Us
Home

Footer:
NATIONAL ASSOCIATION OF Estate Planners & Councils



Program Levels

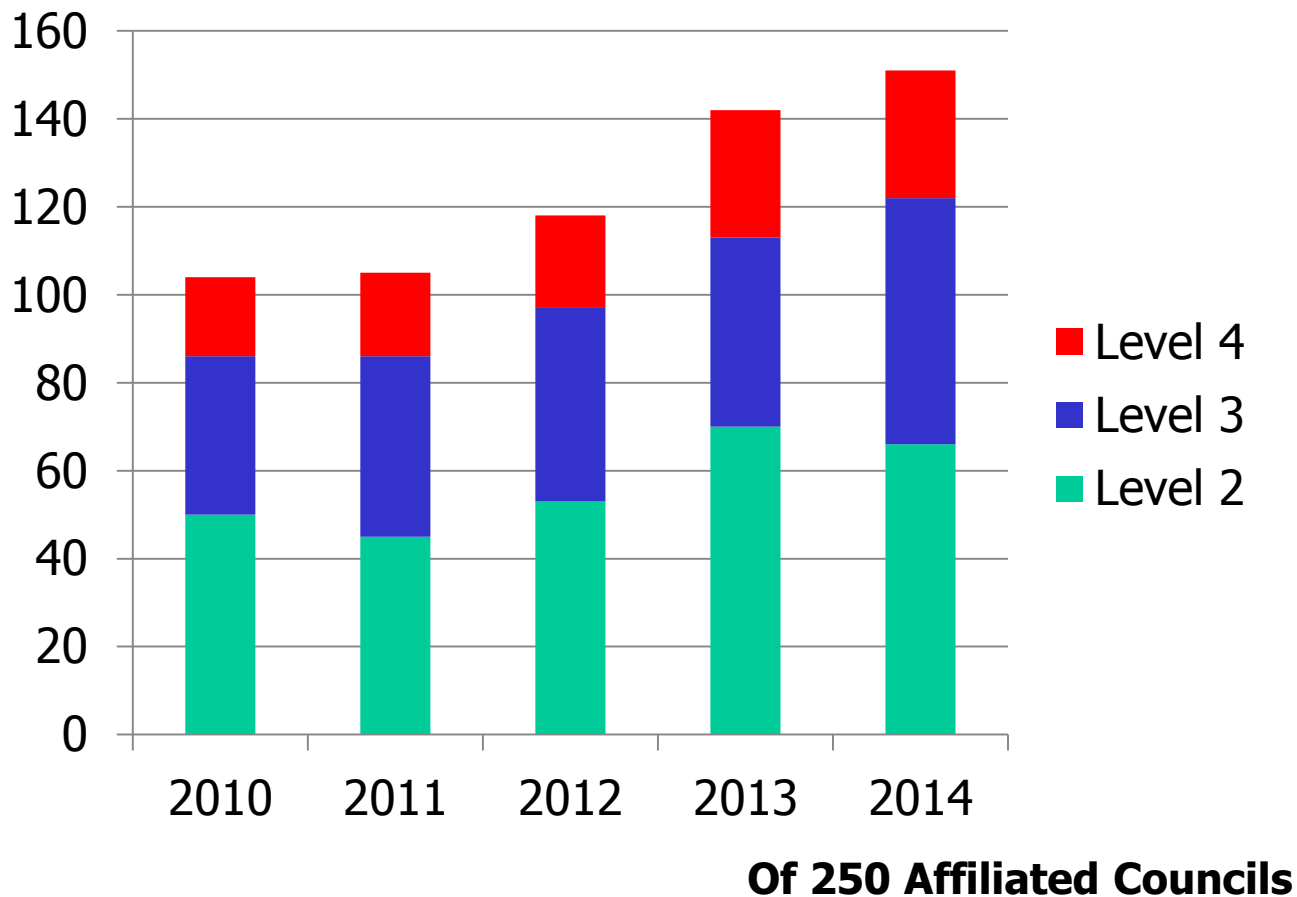
- Options for council administrators:
 - Link to external site
 - Level 1: Directory listing on NAEPC.org
 - Level 2: Standard Site (\$800/year)
 - Level 3: Deluxe Site (\$1,200/year)
 - Level 4: w/Pay. Processing (\$1,600/yr)

- **2014-15 Promotion:** 50% off first-year fee for new site or upgrade costs.



Participating Councils

NATIONAL ASSOCIATION OF
**Estate Planners
& Councils**





How to Generate Revenue

- Many options for sponsorship placements:

The screenshot shows a web browser window displaying the website eptclb.org/council/patrons. The page header includes the logo for the Estate Planning and Trust Council of Long Beach and navigation links for 'Affiliated with NAEPIC', 'For Professionals', and 'For the Public'. The main content area is titled 'Patrons' and features a 'Visit us on' link to LinkedIn. Below this, there are three sponsorship announcements: 'A PLUS APPRAISALS - MEETING SPONSOR JOHN RYDELL', 'SECURITY LENDING' (Meeting Sponsor - Andrew Scammon), and 'BARTH CALDERON, LLP ATTORNEYS' (Meeting Sponsor Brian Chou, Attorney). At the bottom, there is another sponsorship announcement for 'MEETING SPONSOR CURTIS KAISER, ATTORNEY' with a phone number 714.704.4828. The left sidebar contains a 'NEXT MEETING' announcement for Thursday, November 21, 2013, with speaker Mark Powell, Esq., and a list of navigation links including 'For the Public', 'About Us', 'Member Directory', 'Member Benefits', 'Patrons', 'Leadership', 'Committees', 'Event Calendar', 'Application Form', 'Documents', 'Links', 'Past Presidents', 'For Professionals', 'Contact Us', and 'Home'.



Council Use of LinkedIn

- LinkedIn groups already managed by national association:
 - [The NAEPC Education Foundation](#)
 - [NAEPC Affiliated Local Council Leadership](#)
 - [AEP®/Accredited Estate Planners®](#)
 - [National Association of Estate Planners & Councils](#)
- NAEPC has documents to you help your council form and manage a LinkedIn group.



Web Site Support Contacts



- First contact is NAEPC staff at:
councilservices@naepc.org
- You may hear back from Bruce Newburger:
webmaster@naepc.org
- Bruce available for appointments all day Wednesday and first half of Thursday

Benefits For Your Council

Accredited Estate Planner® Council Nomination Program



M. Eileen Dougherty
Committee Chair



William D. Kirchick
Committee Vice-Chair

Council Nominated Program

- ✓ **100 Members or Less**

 - 1 from each discipline + 1 in any discipline

- ✓ **101 Members or More**

 - 2 from each discipline + 2 from any discipline

Council Resolution in Lieu of References

15 Years of Experience Required to Qualify

50% Reduction in Application Fee

Thank You for Participating...

Bergen County Estate Planning Council, Inc. (NJ)

Boston Estate Planning Council (MA)

Central Arizona Estate Planning Council (AZ)

Estate Planning Council of Cleveland (OH)

Dallas Estate Planning Council (TX)

Estate Planning Council of Essex County (MA)

Estate Analysts of Western New York (NY)

Hampton Roads Estate Planning Council (VA)

Houston Estate & Financial Forum (TX)

Kitsap County Estate Planning Council (WA)

Lower Fairfield County Estate Planning Council (CT)

Estate Planning Council of Metropolitan Detroit (MI)

Mid Florida Estate Planning Council (FL)

Nassau County Estate Planning Council (NY)

Estate Planning Council of Northern Nevada (NV)

Santa Barbara Estate Planning Council (CA)

Estate Planning Council of St. Louis (MO)

Sioux Falls Estate Planning Council (SD)

Estate Planning Council of Westchester County (NY)

What's in it for YOU?

- Spread Awareness
- Honor Deserving Members
- “Our Council Believes in the Team Concept of Estate Planning”
- Benefit of Required Renewal – AEP®
Must Remain a Member of a Council,
Why Not Let that Council be Yours?

What's in it for YOU?

\$500!

Resources for Estate Planning Councils



Paul S. Viren
Committee Chair



Paul J. Pantano
Committee Vice-Chair

How We Help Your Council

- **Council Leadership Day** – Single Best Opportunity to Gather and Share Information
 - Updates from NAEPC
 - Learn from Other Councils
 - Ask Questions
 - Provide Input to NAEPC

How We Help Your Council

- **Referral Lists & Documents**

- Sample Documents
- Recommendations
- Best Practice Discussions with National Staff and/or Other Councils

- **Programming Assistance**

- Yearly “No-Charge” Speaker Bureau
- Online Speaker Library

How We Help Your Council

- **Membership Growth**

- Presence at 3 – 5 National Conferences Each Year
 - Return Members / Offer Introductions to Your EPC
- Refer Potential Members via AEP® Applicants and General Inquiries

Leimberg Information Service Demonstration



Pettus C. Gibbons
National Board Member

Pete: We'll insert the link to where you want to go here.

Leimberg Information Service Cost to EPCs

\$24 / Member / Year

All Members Must Enroll

Payable by Council

Regular (Non-Council) Subscription \$28/month

Savings of \$312/Year!

Leimberg Information Service Demonstration

December 2014

21-Day Free Trial for

ALL COUNCILS!

Instructions Communicated
Via Email

**Benefits
Passed To
Your
Members**



Julie A. Buschman
Chair, Member Benefits Committee

Value Partners

Discounts – 40 Companies!

- Educational Opportunities
- Marketing and Website Design Services
- Software
- Subscriptions & Publications
- Presentation Materials & Office Supplies
- Complimentary Resources

Value Partners

What Makes the Program Special?

NO WORK FOR YOUR BOARD!

Simply Share Information about the
Programs with Your Members

**ADDED VALUE TO
MEMBERS OF YOUR COUNCIL!**

Value Partners

Visit “Value Partner Row” in the Exhibit Hall

- Family Wealth Map
- IGS Heir Search.com
- The Ultimate Estate Planner
- Trusts & Estates /
WealthManagement.com

Publications Committee



Charles V. Douglas
Committee Chair



Susan P. Rounds
Committee Co-Chair



Events: [Planning Law Specialist Exam Live Review Course](#) • [October 15, 2014 - Webinar: Increasing Client Receipts](#)

Second Quarter, 2014

NAEPC Journal of Estate & Tax Planning

Editor's Note: This "dinner menu" summary is designed to help you with the flavor of the article before you read more. If you are interested in the article, click its title to access a copy.

Regular Columns and Reports

[Editor's Column: Supreme Court Clarifies Inherited IRAs are not 'Retirement Funds'](#)

Author: Charles Douglas J.D., CFP, AEP®

★★★★★ Rate this (2 Votes)

[List of Conferences](#)

2014 Conferences on Estate, Financial Planning

★★★★☆ Rate this (1 Vote)

Second Quarter Update

[Opt-In or Out Estate Planning for under \\$10mm Married Couples](#) (PDF File)
Reproduced courtesy of LIBI (Leimberg Information Services, Inc.) Newsletter #2187 (January 23, 2014)

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[Steve Leimberg's Information Services](#)

[Trusts & Estates Magazine](#)
(NAEPC Member Value Partner)

[Wealth Counsel](#)

Edited by:



NAEPC Journal of Estate & Tax Planning Mission

To offer a non-static resource where practitioners can easily access the best-in-class planning content across the various disciplines within the estate planning industry.

The *Journal* seeks to synergistically create and maintain a unique, one-stop, complementary, online estate planning resource.

NAEPC Journal of Estate & Tax Planning Facts

- ✓ Complimentary
- ✓ Published 4 times per year
- ✓ Entirely internet-based
- ✓ Notices offered within NAEPC
News and directly to AEP®
Designees
- ✓ Almost solely PDF-based

Other Programs & Requests for Assistance



S. Mark Alton
Conference Committee Chair



Lawrence M. Lehmann
Webinar Committee Chair

Robert G. Alexander Webinar Series

Created in 2013 to educate individuals through our network of affiliated local councils.

3rd Wednesday of each month at 3:00 pm ET

Educational content

Provides one hour of AEP[®] CE

Cost to
Participate

\$40 AEP[®] Designee

\$60 Member of a council

\$100 non-member

\$250 council meeting or group gathering

SAVE THE DATE

52nd Annual Conference



November
18th – 20th
2015

AMELIA ISLAND, FLORIDA

THE NEWLY RE-IMAGINED OMNI AMELIA ISLAND PLANTATION

Morning Break • Salon I Foyer

General Session Resumes

at 11:00 am

New Initiatives

*Walter Lee Davis, Jr. &
Leonard H. Neiman*

**COUNCIL OF
EXCELLENCE
AWARD**

Award Specifics

Available in Five Council Sizes

- Extra Small (1-40 members)
- Small (41 – 100 members)
- Medium (101 – 250 members)
- Large (251 – 400 members)
- Extra Large (401 members or more)

Scoring Criteria

- Leadership & Council Management
- Membership Growth & Retention
- Programming & Events
- Communications
- Financial Health
- Involvement with NAEPC
- Public Outreach
- Successes, Challenges & Uniqueness

Recognition

- Award Ceremony at 52nd Annual Conference
- Winning Councils Entitled to a Complimentary Registration for 2 Board Members to Attend the Annual Conference
- Complimentary Group Webinars for 1 Year
- Option to Use “No-charge Speaker Program” with NAEPC Handling Reasonable Travel & Lodging Expenses
- Mention within Newsletters & on National Website

2015
Application
Deadline

April 3, 2015

With Special Thanks

John J. Meyer
Committee Chair

Dan H. Florence

Mary Katherine Mac Nee

Michael P. Panebianco

Paul S. Viren

I BELIEVE IN THE TEAM CONCEPT OF ESTATE PLANNING



I am an
Accredited Estate Planner®

The Who...

1,800 Active Accredited Estate
Planner® Designees

22% Attorney

14% Accountant

60% Insurance/Financial Planning

4% Trust Officer

The What ...

- Graduate Level Specialization Designation In Estate Planning
- Awarded In Addition To Other Recognized Professional Credentials
- Awarded To Professionals Who Meet Stringent Experience, Knowledge , Education, Professional Reputation and Character Requirements

- Required Credentials within Your Discipline
- Minimum Of Five Years Experience in Estate Planning Activities
- Presently & Significantly Engaged in Estate Planning & Related Activities
- Member In Good Standing of Affiliated Local Council
- Good Professional Reputation and Character Verified by Professional References
- Commitment To NAEPC Code Of Ethics & Dedicated to Team Concept

The Why...

- Demonstrate that you have special knowledge, skill, and expertise in the field of estate planning
- Gain the competitive edge...success requires setting yourself apart from the competition
- Give clients and potential clients a way to identify you as a qualified estate planner who is able to meet their needs

Our Plea...

- Share the Importance of the Designation with Council Members
- Share Applications and Specifics with Council Members
- “Talk it Up” to Colleagues
- Consider Becoming a Designee Yourself!

Forefield

— **Your Complete Client Marketing Tool**



Broadridge®



New in 2014, NAEPC now provides the below services as a benefit to active Accredited Estate Planner[®] designees at NO EXTRA COST.

Accredited Estate Planner[®] Designees:

FREE access to Advisor and Continuing Education Components

Forefield Advisor-- Thousands of compliant articles, tables, tools, videos, calculators, etc. Helps you Engage, Grow and Service Clients and Prospects

Forefield CE-- Continuing education credits towards CFP[®], ChFC[®], CLF[®], CLU[®], RHU[®] and REBC[®] designations

Forefield Advisor: Sample Content

Jones Advisors
 John A. Bracco, CFP®
 Vice President
 33 Boston Post Road
 Suite 150
 Marlborough, MA 01752
 508-630-1108
 jbracco@braccocapital.com

Financial Planning--Helping You See the Bigger Picture

Do you picture yourself owning a new home, starting a business, or retiring comfortably? These are a few of the financial goals that may be important to you. That's where financial planning comes in. Financial planning is a process that can help you reach your goals by evaluating your whole financial picture, then outlining strategies that are tailored to your individual needs and available resources.

Why is financial planning important?

A comprehensive financial plan serves as a framework for organizing the pieces of your financial picture. With a financial plan in place, you'll be better able to focus on your goals and understand what it will take to reach them.

- Common financial goals
 - Saving and investing for retirement
 - Saving and investing for college
 - Establishing an emergency fund
 - Providing for your family in the event of your death
 - Minimizing income or estate taxes

One of the main benefits of having a financial plan is that it can help you balance competing financial priorities. A financial plan will clearly show you how your financial goals are related—for example, how saving for your children's college education might impact your ability to save for retirement. Then you can use the information you've gleaned to decide how

to prioritize your goals, implement and choose suitable products, and you'll have the peace of mind knowing that your financial life is on track.

The financial planning process

Creating and implementing a plan generally involves working with a professional to:

- Develop a clear picture of your current financial situation by reviewing your assets, liabilities, and investment portfolio
- Establish and prioritize your investment portfolio
- Establish and prioritize your estate plan
- Implement estate planning strategies to address financial weaknesses
- Choose options tailored to meet your needs
- Monitor your progress and goals, time to time

Some common financial planning goals

- Retirement Planning
- Education Planning
- Insurance Planning
- Tax Planning
- Estate Planning
- Accounts/Federal

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Balancing Your Investment Choices with Asset Allocation

A chocolate cake. Pasta. A pancake. They're all very different, but they generally involve flour, eggs, and perhaps a liquid. Depending on how much of each ingredient you use, you can get very different outcomes. The same is true of your investments. Balancing a portfolio means combining various types of investments using a recipe that's right for you.

Getting the right mix

The combination of investments you choose can be as important as your specific investments. The mix of various asset classes, such as stocks, bonds, and cash alternatives, accounts for most of the ups and downs of a portfolio's returns.

There's another reason to think about the mix of investments in your portfolio. Each type of investment has specific strengths and weaknesses that enable it to play a specific role in your overall investing strategy. Some investments may be chosen for their growth potential. Others may provide regular income. Still others may offer safety or simply serve as a temporary place to park your money. And some investments even try to fit more than one role. Because you probably have multiple needs and desires, you need some combination of investment types.

Balancing how much of each you should include is one of your most important tasks as an investor. That balance between growth, income, and safety is called your asset allocation, and it can help you manage the level and type of risks you face.

Balancing risk and return

Ideally, you should strive for an overall combination of investments that minimizes the risk you take in trying to achieve a targeted rate of return. This often means balancing more conservative investments against others that are designed to provide a higher return but that also involve more risk. For example, let's say you want to get a 7.5% return on your money. Your financial professional tells you that in the past, stock market returns have averaged about 10% annually, and bonds roughly 5%. One way to try to achieve your 7.5% return would be by choosing a 50-50 mix of stocks and bonds. It might not work out that way, of course. This is only a hypothetical illustration, not a real portfolio, and there's no guarantee that either stocks or bonds will perform as they have in the past. But asset allocation gives you a place to start.

Someone living on a fixed income, whose priority is having a regular stream of money coming in, will probably need a very different asset allocation than a young, well-to-do working professional whose priority is saving for a retirement that's 30 years away. Many publications feature model investment portfolios that recommend generic asset allocations based on an investor's age. These can help jump-start your thinking about how to divide up your investments. However, because they're based on averages and hypothetical situations, they shouldn't be seen as definitive. Your asset allocation is—or should be—unique as you are. Even if two people are the same age and have similar incomes, they may have very different needs and goals. You should make sure your asset allocation is tailored to your individual circumstances.

Many ways to diversify

When financial professionals refer to asset allocation, they're usually talking about overall classes: stocks, bonds, and cash or cash alternatives. However, there are others that also can be used to complement the major asset classes once you've got those basics covered. They include real estate and alternative investments such as hedge funds, private equity, metals, or collectibles. Because their returns don't necessarily correlate closely with returns from major asset classes, they can provide additional diversification and balance in a portfolio.

Even within an asset class, consider how your assets are allocated. For example, if you're investing in stocks, you could allocate a certain amount to large-cap stocks and a different percentage to stocks of smaller companies. Or you might allocate based on

investment horizon: 7-8 years
 market volatility: Buy more of the investment
 low volatility and returns: Agree
 low level: Somewhat experienced
 outlook: Somewhat optimistic
 growth goal: High growth
 investment: 0 to 2 percent

Cash: \$100,000
 Bonds: \$250,000
 Large-cap Stocks: \$500,000
 Small/Midcap Stocks: \$300,000
 Foreign Stocks: \$250,000
 Total Assets: \$1,400,000

To make your asset allocation match the model above, you should adjust your current allocation as follows:

- Large-cap Stocks: 36%
- Small/Midcap Stocks: 21%
- Cash: 7%
- Large-cap Bonds: 11%
- Small/Midcap Stocks: 4%
- Foreign Stocks: 2%

Someone living on a fixed income, whose priority is having a regular stream of money coming in, will probably need a very different asset allocation than a young, well-to-do working professional whose priority is saving for a retirement that's 30 years away. Many publications feature model investment portfolios that recommend generic asset allocations based on an investor's age. These can help jump-start your thinking about how to divide up your investments. However, because they're based on averages and hypothetical situations, they shouldn't be seen as definitive. Your asset allocation is—or should be—unique as you are. Even if two people are the same age and have similar incomes, they may have very different needs and goals. You should make sure your asset allocation is tailored to your individual circumstances.

When financial professionals refer to asset allocation, they're usually talking about overall classes: stocks, bonds, and cash or cash alternatives. However, there are others that also can be used to complement the major asset classes once you've got those basics covered. They include real estate and alternative investments such as hedge funds, private equity, metals, or collectibles. Because their returns don't necessarily correlate closely with returns from major asset classes, they can provide additional diversification and balance in a portfolio.

Even within an asset class, consider how your assets are allocated. For example, if you're investing in stocks, you could allocate a certain amount to large-cap stocks and a different percentage to stocks of smaller companies. Or you might allocate based on

August 08, 2011
 Page 1 of 2, see disclaimer on final page

Jones Advisors

Profile and Asset Allocation Calculator Results

Page 2 of 8

investment horizon: 7-8 years
 market volatility: Buy more of the investment
 low volatility and returns: Agree
 low level: Somewhat experienced
 outlook: Somewhat optimistic
 growth goal: High growth
 investment: 0 to 2 percent

Cash: \$100,000
 Bonds: \$250,000
 Large-cap Stocks: \$500,000
 Small/Midcap Stocks: \$300,000
 Foreign Stocks: \$250,000
 Total Assets: \$1,400,000

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August 08, 2011

Forefield Client Alerts



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Bitcoin: Fad or the Future?



This alert is intended for educational purposes only. It is not a solicitation of any kind, and neither the information nor any opinion included in it should be considered financial advice.

What if someone told you about an investment that has made some people millions, both a number of high-profile supporters and a global reach? Would you be tempted someone told you that the same investment also could lose most or all of its value that you might not have access to your money when you need it? How does it sound? You've just confronted the debate surrounding the five-year-old digital phenomenon alternative currency that exists strictly as digital code. Bitcoin has received a lot of the last year, in part that's because speculation in Bitcoin has resulted in wild gyrations. Is Bitcoin an investment? A scam? A network of computers? The future of currency, what all the fuss is about, here's a brief introduction to just what it is, how it works, happening in the Bitcoin world lately, as well as some of the potential pitfalls it presents.

Bitcoin as currency

Bitcoin isn't a single company but a virtual currency supported by a peer-to-peer cash system first outlined in 2009 by an anonymous person or group using the name Satoshi Nakamoto. To understand how the currency works, you have to understand where it comes from: currency or coins that are mined. Bitcoin is created by "mining"—using complex so complicated mathematical computations (or contracting with a mining company to do so) to solve a problem creates a so-called "block," and the computer that solved it is rewarded in bitcoins, each of which is simply a set of one public and one private cryptographic keys, generally "bitcoins," while the general system is "Bitcoin." The number of solutions globally per hour (and thus the number of "blocks" created and bitcoins mined) is limited by software code. The total number of bitcoins available to be mined eventually is said to be 21 million, with roughly 12.5 million already in circulation.¹ However, most users acquire their bitcoins with physical currencies such as dollars or accepting them as payment for goods. Advocates argue that the advantages of the system are: (1) it's not controlled by a bank, (2) a global virtual currency facilitates global commercial transactions, (3) every transaction is recorded, and (4) though transactions are recorded, the payer and payee are much like a cash transaction. (However, that anonymity has attracted charges that it has been for illegal activities such as money laundering; last October the FBI shut down an exchange and seized its assets.)

How are bitcoins used to pay for something?

Just as a physical wallet holds paper money and change, a digital wallet stores the bitcoins. It makes or receives payments by communicating with the network of wallets. Some merchants and services, especially those that focus on online or internet transactions, have begun to accept bitcoins. Physical bitcoins, which have a software key that has begun to be mined. However, acceptance of bitcoins as payment is entirely voluntary; there is no guarantee you'll be able to spend them where you want to or get the value outlined below, problems at some exchanges have sometimes impeded access to



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Interest Rates Drop Slightly on Some Variable Rate Federal Student Loans

Loans issued on or after July 1, 1998, through June 30, 2006

If you have a federal Stafford or PLUS Loan issued on or after July 1, 1998, through June 30, 2006, the interest rates on these loans reset every July 1. Beginning July 1, 2011, the new interest rates are 2.36% for Stafford Loans in repayment status (down from 2.47%); 1.76% for Stafford Loans in school, grace period, or deferment status (down from 1.87%); and 3.16% for PLUS Loans in repayment status (down from 3.27%). These new rates will be in effect through June 30, 2012, when they will reset again.

If you have more than one of these variable rate federal student loans, you can convert your variable interest rate to a fixed interest rate by consolidating your loans under the federal government's loan consolidation program. The interest rate on a consolidation loan is a fixed rate that's equal to the weighted average of the current applicable interest rates on the loans being consolidated, rounded up to the nearest 1/8th of a point (and capped at 8.25%). Lowering your interest rate can potentially save you hundreds or thousands of dollars over the life of the loan.

Here are some things to keep in mind about federal loan consolidation:

- You can only consolidate your loans once, so if you did so previously, you can't do so again
- You can't add private student loans into a federal consolidation loan
- If you're still in school, you can't consolidate your loans—you must wait until you graduate

If you are eligible to consolidate your loans, you'll need to go through the Federal Direct Loan Consolidation program. For more information, visit www.loanconsolidation.ed.gov.

Loans issued on or after July 1, 2006

Loans issued after July 1, 2006, typically have a fixed interest rate. To see the current rate on unsubsidized Stafford Loans, subsidized Stafford Loans ("subsidized" means the federal government pays the interest while the borrower is in school, and during grace and deferment periods), and PLUS Loans, see the table below.

August 08, 2011
 See disclaimer on final page



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Ceiling and the Road Ahead

In recent weeks over issues related to raising the nation's debt limit, it's hard to know exactly what the future holds. Borrowing represents more than 40% of the nation's expenses, and any default on the debt would be unprecedented. Treasury doesn't help you make wise financial decisions. That's why now might be a good time to take steps if you have more exposure to a particular asset class than your client, regardless of the horizon. And as the situation evolves, here are some missteps that bear watching:

Treasury securities

Treasury notes can serve as a barometer of anxiety levels; the higher the yield goes, the more indicating increasing anxiety in the bond markets. In recent weeks, several significant auctions of Treasury securities are scheduled shortly after the end of August 2. Borrowing represents more than 40% of the nation's expenses, and any default on the debt would be unprecedented. Treasury doesn't help you make wise financial decisions. That's why now might be a good time to take steps if you have more exposure to a particular asset class than your client, regardless of the horizon. And as the situation evolves, here are some missteps that bear watching:

The limit has led two major credit rating agencies to announce they are officially downgrading the U.S. credit rating. Even if the Treasury attempts to avoid defaulting on Treasury debt, the rating agencies have warned that any such move would likely trigger a loss of confidence in the U.S. government, making the national debt more difficult to service. Treasury doesn't help you make wise financial decisions. That's why now might be a good time to take steps if you have more exposure to a particular asset class than your client, regardless of the horizon. And as the situation evolves, here are some missteps that bear watching:

Higher interest rates on other nongovernmental loans such as mortgages and other debt instruments may be affected. And since bond prices generally move in the opposite direction of interest rates, the narrower the gap between the two, the less risky the investment. Treasury doesn't help you make wise financial decisions. That's why now might be a good time to take steps if you have more exposure to a particular asset class than your client, regardless of the horizon. And as the situation evolves, here are some missteps that bear watching:

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Forefield Client Videos

What If You Do Not Have Health Insurance in 2014?



Putting Market Volatility in Perspective: Coping with Volatility



Resource Centers

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CENTERS



WOMEN'S
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PARTICIPANT
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Calculators

Calculators & Calculator Presentations

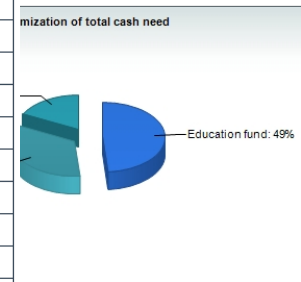
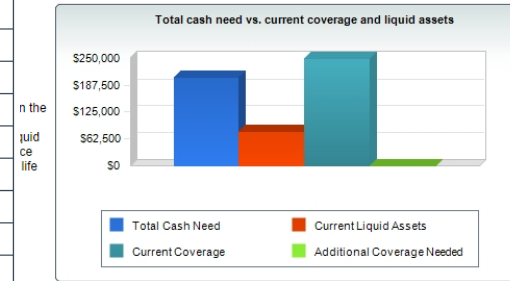
All Forefield® calculators and interactive tools are listed below. Each can be run as a standalone resource, and many can also be run as a full calculator presentation. Calculator presentations combine calculator output with appropriate content on the topic to create a comprehensive presentation. Both standalone calculator output and calculator presentations will be personalized with your picture, logo, contact details and disclaimer.

Decision Tools - Interactives	Type	Financial Goal
Annuitiies and Retirement	Calculator Presentation	Retirement Planning
Auto Loan Payment Calculator	Calculator	Personal Finance
Business Succession Strategy	Calculator Presentation	Business Owner
Business Succession Strategy Calculator	Calculator	Business Owner
Buying a Home	Calculator Presentation	Personal Finance
Buying a Home (Mortgage Payment) Calculator	Calculator	Personal Finance
Buy-Sell Agreement	Calculator Presentation	Business Owner
Buy-Sell Agreement Calculator	Calculator	Business Owner
Cost of Health Care in Retirement Calculator	Calculator	Protection Planning
Debt Consolidation Calculator	Calculator	Personal Finance
Debt Payoff Optimization Calculator	Calculator	Personal Finance
Disability Income Needs	Calculator Presentation	Protection Planning
Disability Income Needs Calculator	Calculator	Protection Planning
Estate Tax Basics	Calculator Presentation	Estate Planning
Federal Estate Tax Estimator	Calculator	Estate Planning
Federal Gift Tax Estimator	Calculator	Estate Planning
Federal Income Tax Calculator	Calculator	Tax Planning
Federal Income Tax Estimator	Calculator	Tax Planning
Immediate Annuities	Calculator Presentation	Retirement Planning
Immediate Annuity Calculator	Calculator	Protection Planning
Investor Profile and Asset Allocation	Calculator Presentation	Investment Planning
Investor Profile and Asset Allocation Calculator	Calculator	Investment Planning
IRA Eligibility Flowchart: 2013	Interactive Flowchart	Retirement Planning
IRA Eligibility Flowchart: 2014	Interactive Flowchart	Retirement Planning
IRAs	Calculator Presentation	Retirement Planning
Life Insurance and Estate Planning	Calculator Presentation	Estate Planning
Life Insurance Needs	Calculator Presentation	Protection Planning
Life Insurance Needs Calculator	Calculator	Protection Planning
Loan Amortization Calculator	Calculator	Personal Finance
Loan/Mortgage Payment Adjustment Calculator	Calculator	Personal Finance
Long-term Care Needs	Calculator Presentation	Protection Planning

Life Insurance Needs Calculator Chart

Input: Monthly expenses of survivors: \$3,000
 Education fund: \$100,000
 Outstanding mortgage: \$0
 and funeral: \$70,000
 ngs: \$80,000
 it income: \$0
 ate: 1%

Number of years income will be needed: 1
 Funding a cash reserve account: \$0
 Other debts: \$0
 Estate settlement costs: \$0
 Other liquid assets: \$0
 Current life insurance: \$250,000
 Estimated after-tax rate of return: 2%



This chart shows an itemizing of your total cash need. This life insurance needs analyzer does not include every financial consideration that may affect you, and should be used only as a guide.

[View Table](#) [Start Over](#)

If additional insurance coverage needed, this calculator determines the present value led to support your survivors over the number of years indicated at the estimated inflation. This calculation is based on the estimated monthly living expenses of survivors, less come from other sources. If monthly replacement income from other sources exceeds the g expenses of survivors, the estimated monthly expenses of survivors is not factored into amount needed to provide ongoing income to survivors to the amount of cash needed for

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Key Benefits

- Easy setup
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- Full iOS compatibility
- Auto-archive
- WORM storage
- No required setup fees



At Gateway Investments, we work with our clients to see the big picture – long-term financial stability and independence. By implementing strategies within a broad financial range, we aim to provide our clients the customized vision that will grow and preserve their assets.

Investing in what matters most.



When it comes to working with a financial advisor and the money that you have worked so hard to earn. At Gateway, we take that investment very seriously by getting to know our clients by name along with their specific goals for their money – not by account number or how much they have to invest.

As a full service firm we are dedicated to assisting clients attain their financial goals through professional and comprehensive investment planning. We commit ourselves every day to provide clients with excellent service and deliver objective, independent and personalized financial advice. Our advisors are invested in what matters most – your financial security and independence. We invest time to gain your trust by

to knowledge of other experienced advisors in our office. Your success is our success, not the

The financial advisors at Gateway Investments, LLC independent broker-dealers.

Recent Posts

September is College Savings Month



How m... I save



- Our Team
- Insurance Solutions
- Investing
- Retirement Planning
- Long Term Care
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How do you work to preserve and enhance your quality of life? While it's absolutely true that financial planning, investing and wealth management are becoming increasingly complex, that doesn't mean it has to be that way.

The last thing most investors need is more headaches. LightHouse Financial Advisors exists for one reason: to meet the needs of our clients. We are happy to do the financial lifting for you.

We are small enough to offer you the personalized service that you're looking for. That means, to us, you're more than just a number -- we know your dreams and your goals. And we develop individual strategies to get you where you want to go. In addition, we are big enough to offer you the speed and flexibility that we know you'll need.

Welcome to LightHouse Financial Advisors. And welcome to your financial future.

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Forefield Client Support:

forefieldsupport@broadridge.com

800-550-6831 Option #2

Forefield Sales Support:

forefieldsales@broadridge.com

800-550-6831 Option #1

Question & Answer

Upcoming Activities

12:00 pm – 1:00 pm

Lunch with Exhibitors – Salons A, B & F

1:00 pm – 5:00 pm

Council by Size Breakout Sessions

Extra-Small & Small Councils – Salon D

Medium Councils – Conference Rooms 1 - 2

Large Councils – Conference Room 3

Extra-Large Councils – Salon C

5:00 pm – 7:00 pm

Welcome Reception with Exhibitors, Salons A, B & F

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