National Association of Estate Planners & Councils

2016 Year-End Council Survey

This packet contains the results of a survey conducted at the conclusion of 2016 where councils were asked to share information with regard to speakers & programming, successful initiatives, and overall achievements. We hope all affiliated councils will find the information contained within of value.

Looking to learn more about what makes the great councils thrive? Please consider reviewing the Council of Excellence award criteria or attending an upcoming Council Leadership Day!

National Association of Estate Planners & Councils

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The Association of Choice for Estate Planning Professionals

What were the two most interesting topics presented to your EPC during 2016?

- Long Term Care Insurance (repeated)
- How Federal Reserve works
- Fiduciary Excellence under the DOL's Uniform Fiduciary Standard
- Art as an Investment: The State of the Art Market
- Why Clients Don't do what you Tell Them
- Property Tax: Change In Ownership Law For Estate Planners
- A Cross Border Primer for the Domestic Practitioner
- Recent Developments in Estate & Gift Tax at the IRS
- Using Philanthropic Planning to Help Your Clients Meet Their Personal and Charitable Goals (Brian M. Sagrestano, JD, CFRE)
- Toward a Modern Trust Code for New York: A Work in Progress Ira (Mark Bloom)
- Trust Litigation
- Survey of Common Legal, Financial and Medical Issues facing the Aging Client and Recommended Practices in Offering Solutions
- 2016 DOL Fiduciary Rule for the Investment of Retirement Assets
- Inbound Planning and FATCA
- "Shaking the Trees"
- Mediation of Civil, Probate and Equity Matters
- Estate Planning for the Rest of Us
- Federal Tax Update.
- Trust Company Panel
- Heckerling Update
- DOL Rule
- Washington Legislative Review
- The Best Estate and Tax Planning Ideas -- and Recent Developments & Hot Topics (Sam Donaldson)
- The Softer Side of Estate Planning – Intra-Generational and Intra-Family Planning, Family Governance and Dynamics – How to "Transfer" more than just Assets (Thomas Rogerson)
- Planning for Retirement Benefits (Natalie Choate)
- Business Succession Planning (Steve Leimberg)
- Social Security Update (Erin Thompson)
- Fiduciary Liability
- Estate Planning Ethics
- Riders to Access Life Insurance and Annuities
- Farm Valuation
- Managing Multigenerational Client Relationships and Workforce Issues (Kira Cooperman)
- Can Money Buy You Happiness? (Michael Norton)
- In Introduction to Legacy Letters
- Three Things Every Advisor Should know to Help Clients Avoid Life Insurance Landmines
- Captive Insurance
- Economic Update
- Fiduciary Liability and Estate Planning Ethics

Who were the EPCs two favorite or highest rated speakers during 2016?

Professor Gerry Beyer
Natalie Choate (repeated)
Kira Cooperman
Bill Cummings, Infinex Financial Group
Lorraine del Prado
Sam Donaldson (repeated)
Judge Doyne
Greg Gadarian
Judge Goetz
Gardner Govan
Dr. Stanley Johanson
Steve Leimberg
Hon. Richard Neal
Michael Norton
Bill O'Grady
Stephen Phillips
Thomas Rogerson
Gideon Rothschild
Mark Shiller
Erin Thompson
John Warnick
Shirley Whitenack

Please tell us about any new and successful programs or committees your EPC added during 2016.

- We have implemented a social interaction time into the regular meeting and eliminated the routine self-introductions.
- We implemented a Social Committee as well as helped fund and staff a new estate planning legal clinic for low income individuals through Voluntary Legal Services Program of Northern California
- We added a Summer Social attending the local minor league baseball game.
- End of Tax Season Happy Hour
- The AEP recruitment event was very successful. NAEPC webinar series enrollment provided to all members.
- Added the board nominated AEP® program
- Scholarships to University students to attend and participate in Council events / Cocktail party social event / Continuing Membership Drive resulting in 15% increase in membership
- Project 419 was a joint program held in Toledo that drew a crowd of 300 and we were able to secure nationally known speakers. Looking to do it again in 2018. We also held a Member Mixer that highlighted the AEP® program that was well attended. We have incorporated a marketing committee to address social media, website, and how to better promote our events.
- We have social events for the September and December meetings.
- Though not officially a committee, we are beginning to look into ways to entice/attract younger members.
- We added CFP® designees as members.

Did you have any particularly successful networking, social, or volunteer events during 2016?

- We've added social hours downtown, right after work that have been popular. 2 per year between the already scheduled educational meetings.
- Our year end event had a casual atmosphere where extensive networking occurred.
- We implemented a Social Committee which plans 3-4 purely social events for members throughout the year held at local restaurants. On occasion we partner with another group (this year we have partnered with another local Estate Planning Council as well as a local CFP chapter) to cross promote our groups.
- Case Study Panel involving professionals from different specialties
- We had a combined meeting Financial Planning Association and Planned Giving.
- End of Tax Season Happy Hour was new and was successful enough to be added as a regular occurring event
- Cocktail party strictly as a social event for members and guests
- Networking/social - 2 happy hour/member mixers. Held on a Thursday night from 5-7 pm at a cool local establishment, open to anyone, free for everyone, with appetizers and drinks. Usually gets a good turnout. We would like to incorporate volunteer activities but have not done so yet.
- We did a networking happy hour and a membership drive happy hour. Both of which had good attendance and feedback.
- We meet the first Monday evening of the month from September through May from 5:30 - 7:30 PM. We introduce guests and new members, have someone new speak for a few minutes to present "Who Am I", another person speaks on "What's New", we eat dinner and then the last speaker provides a 20 minute presentation on a topic that is relevant to the group.
- Each of our dinners includes a robust, one-hour long networking opportunity; some come just for that and not for dinner.
- Held first Member Social event. This was social only - no speakers. We plan to hold again along with our New Member Appreciation event.
- Yes, we are now doing three very formal dinner meetings and two social events- one at the beginning of the year (fall) and one at the end (May)

Did your council collaborate with other associations during 2016? If so, please tell us which groups you partnered with.

- Pittsburgh chapters of FPA / NAIFA / SFSP
- We held a joint meeting with the Riverside Council that allows for an excellent presentation and the development of contacts and relationships.
- South Bay
- We had a combined meeting Financial Planning Association and Planned Giving.
- We look to collaborate with the Greater NJ Estate Planning Council whenever possible
- Project 419 - partnered with local Society of FSP, NAIFA and PPP (CGP).
- N.H. Charitable Foundation N.H. Bankers Association N.H. Society of CPAs

What was your council's biggest success during 2016?

- Increased membership and participation in our monthly lunch meeting.
- Judge Goetz presentation
- A successful Technical Forum as well as implementation of social events
- Case Study Panel
- We had great speakers all year.
- Positive financial position
- Estate Planner's Day
- Being responsible for 7 newly designated AEP® designees!
- Approving 2 members for AEP® designation.
- June Special Event - The Best Estate and Tax Planning Ideas -- and Recent Developments & Hot Topics by Sam Donaldson
- Project 419 for sure!
- We were able to add a substantial number of new members.
- We have added several new members.
- Maintaining our membership totals despite multiple retirements, job changes and out-of-state relocations.
- Our Estate Planning Seminar - close to 1,000 attendees
- Adding CFP® designees

What was your council's biggest challenge during 2016?

- The challenge is to increase membership in younger generations, which we have consistently been achieving.
- Increasing membership while limiting the membership of ancillary professionals such as realtors who handle probate and trust properties.
- Attendance for monthly dinner meetings
- none
- Getting members to attend social events
- Move of monthly event to a new location
- Reconsidering categories and professional designation requirements
- Retaining members and attracting new members
- Changing our venue after many years due to the closing of the prior venue
- Revival of membership, expansion of program scope
- Maintaining highest level of presenters and presentations - succeeded in doing that
- Retention
- Other than the free speakers, attracting qualify speakers with our limited budget (we are a very small council).
- We consistently have 40-45 of the 68 members attend.
- Attracting more CPAs and younger members in general.
- Getting feedback from members.
- Moving the council beyond just the 5 annual meetings

Did your EPC participate in any charitable endeavors during 2016?

- Yes – 3
- No – 15

If yes to question 8, please share how the council chose a charitable project and how that effort benefited the community.

- We contribute to our endowed fund each year with proceeds from our annual Technical Forum. Each year we grant scholarships to law students at UOP McGeorge School of Law focusing on estate planning. Also see question #3 regarding a low income estate planning clinic.
- We would like to
- We co-sponsor the Community Foundation Charitable Planner of the Year events
- We have a scholarship fund that is almost fully endowed, and we gift a $1,000 scholarship annually to a college student studying to be in an estate planning profession.
- Though we did support NH Public Radio by placing radio PSAs during National Estate Planning Awareness Week, though we did receive exposure in exchange.