



**National Association of Estate Planners & Councils**  
*1120 Chester Avenue - Suite 470, Cleveland, Ohio 44114*

	<b>2010 San Diego CA</b>	<b>2009 Amelia Island FL</b>	<b>2008 Scottsdale AZ</b>	<b>2007 New Orleans LA</b>	<b>2006 Amelia Island FL</b>	<b>2005 Grapevine TX</b>
<b>Attendee Discipline</b>						
CLU/Life Insurance Professional*	43%	34%	12%	11%	9%	10%
ChFC/CFP®*	see below	see below	15%	16%	13%	13%
CPA	8%	9%	20%	19%	20%	16.5%
CTFA/Trust Officer	18%	14%	22%	18%	22%	24%
Attorney	16%	24%	16%	22%	23%	19%
Other/Unidentified	15%	18%	15%	14%	13%	17.5%
<b>Repeat Attendance Statistics</b>						
First Time	54%	60%	69%	55%	60%	61%
2-4 times	38%	30%	23%	36%	26%	29%
5-7 times	5%	3%	3%	4%	13%	3%
8+ times	3%	7%	5%	5%	1%	7%
<b>Geographic Data</b>						
Percentage of total attendees from home state of conference	20%	23%	31%	26%	35%	40%

*\*Categories combined in 2009 to “insurance and financial planning”.*

*Statistics are based on survey results from each event  
and are estimated based on the percentage of respondents.*

*The Association of Choice for Estate Planning Professionals*