



2016

ADVISING YOUR WEALTH MANAGEMENT CLIENTS: AN IN-DEPTH CASE STUDY

PRE-CONFERENCE WORKSHOP

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JANUARY 17
BELLAGIO • LAS VEGAS, NV



Attend On-Site
Recommended **9** CPE Credits

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PRECEDING THE AICPA **ADVANCED** PERSONAL FINANCIAL PLANNING CONFERENCE

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Developing, Designing & Communicating Wealth Management Services to Your Clients — The “Nuts & Bolts” of a Client Engagement

Take your expertise to the next level. This workshop will provide the opportunity to work with experienced professionals reviewing an in-depth client engagement. Through this case study approach, you will learn how to provide superior value-added services to your clientele in the areas of:

- Retirement Planning
- Investment Planning
- Estate/Charitable Planning
- Insurance/Risk Management Planning

Then, complete the day by bringing it all together into an integrated plan.

You will examine how to:

- Communicate with and educate the client to understand their unique needs and the solutions to address those needs
- Maximize data collection
- Analyze alternatives, including tax implications and selecting a recommendation
- Effectively communicate the results to the client
- Implement and monitor the plan, including working with other advisers

You'll benefit from the professional mentoring of the workshop leader and guest experts who will share their perspectives based on their real-life experiences. This will help you determine how to work more effectively with your clients.



Workshop Leader: Brooke Salvini

Principal, Salvini Financial Planning, Avila Beach, CA

Throughout her corporate career, Brooke Salvini, CPA/PFS, CFP, longed to work one on one for the benefit of individuals and families. After personal experience with financial planning and coaching through Engagement Encounter Ministry, she became inspired to provide these services for others. With a business background, CPA expertise and experience as a full-time parent, Salvini has a unique appreciation for her clients' varied perspectives and ambitions.

Salvini earned her CPA license in 1984 while working for Deloitte, Haskins and Sells (now Deloitte and Touche), one of the Big 4 accounting firms. During her time at Nissan Motor Corporation in the United States, Salvini worked in a variety of capacities from internal auditing and finance to executive projects and creative advertising management. She also served on the board of directors of the Nissan Federal Credit Union. She earned her degree in business and accounting from Pepperdine University in 1981.

Who Should Attend:

- Past attendees of the Implementing Personal Financial Planning Services Workshop
- Financial planners who want to learn the nuts and bolts of engagements through a case study approach
- Tax practitioners who want to integrate financial planning into their engagements

MEET YOUR GUEST EXPERTS



Jean-Luc Bourdon, CPA/PFS, runs a fee-only independent financial planning and investment management firm affiliated with a turnkey asset management provider (TAMP). He previously led the development of a registered investment adviser (RIA) associated with a traditional CPA firm.



Scott Sprinkle, CGMA, CPA/PFS, CFP, runs a traditional CPA practice alongside a registered investment adviser entity. The firm has a two tiered business model focusing on high net worth clients and corporate executives with net worth of \$2M to \$25M while serving as a family office for clients in excess of \$25M. He offers a full scope of tax and PFP services, and charges a mix of hourly, retainer and assets under management fees.



Susan Bruno, CPA/PFS, CFP, is the managing director and private wealth specialist, focusing on high-net-worth clients, estate, insurance and tax planning from implementation through ongoing management.



Susan Tillery, CPA/PFS, CFP, leads an integrated financial planning practice that does not manage assets or place products. Her compensation model is primarily retainer-fee driven, and a key component of her practice is coordinating all of a client's advisers.



Michael Goodman, CPA/PFS, CFP, built his fee-only investment advisory and financial planning practice from scratch early in his career. He runs two companies, one geared toward high-income individuals and the other toward middle-market clientele.



Jimmy J. Williams, CPA/PFS, CFP, is president and founder of a CPA and wealth management firm that leads by preparing a life plan for their clients while integrating tax, risk management, estate, college funding and investment management into the solution.



Marc Minker, CPA/PFS, is the managing director and national practice leader for private client services in a large firm. His firm believes in a one-stop consultative approach to providing estate planning and family office services.

The Leading Technical Conference for Financial Planning Professionals

2016 **ADVANCED** PERSONAL FINANCIAL PLANNING CONFERENCE

January 18–20
Bellagio • Las Vegas, NV

Continue your learning and expand your professional opportunities. Following the Case Study workshop, we'll kick off the Advanced Personal Financial Planning Conference for deep coverage of business strategies and financial techniques, brought to you by esteemed thought leaders in financial planning.

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Add the Conference to Your Seminar and **Save Up to \$350!**
See page 7 for details.

Insurance and Risk Management
Explore a range of topics to protect your clients' wealth and secure your business.

Practice Management and Technology
Engage in sessions to explore new ideas you can use now, to benefit your practice or business.

Retirement Planning
Gain new insights to advise your clients and maximize their retirement income.



Investment Management
Maximize key asset management strategies to better serve your clients.

Wealth Management and Tax
Enhance and refine your client tax, planning and financial services.

AICPA® Personal Financial Planning Section

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AICPA

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Guide to the Sessions

Field of Study

SKA Specialized Knowledge and Applications

Sunday January 17

7:00am–6:00pm REGISTRATION AND INFORMATION CENTER OPEN

7:00–8:00am CONTINENTAL BREAKFAST

8:00–9:40am GENERAL SESSION

1

Retirement Planning **SKA**

Guest Experts: Jean-Luc Bourdon, CPA/PFS, Principal, BrightPath Wealth Planning LLP, Santa Barbara, CA

Susan Tillery, CPA/PFS, CFP, President & Co-Founder, Paraklete® Financial Inc., Kennesaw, GA

This session will walk through a retirement planning engagement and will cover the following:

- Uncovering the financial vs. emotional needs of your client — what are the right questions to ask and when?
- Determining spending and cash flow needs, including the right assumptions to make
- Portfolio considerations for retirement, including safe withdrawal rates
- How to protect the client from outliving their money

9:40–9:55am REFRESHMENT BREAK

9:55–11:35am GENERAL SESSION

2

Investment Advisory **SKA**

Guest Experts: Michael Goodman, CPA/PFS, CFP, President, Wealthstream Advisors Inc, New York, NY

Scott Sprinkle, CPA/PFS, CGMA, CFP, Partner, Sprinkle Financial Consultants LLC, Littleton, CO

This session will walk through an investment advisory engagement and will cover the following:

- Defining goals and objectives
- Designing, developing and implementing plans that fit clients' goals and risk tolerance
- Keeping clients on course — How to weather the "storms"

11:35am–12:30pm NETWORKING LUNCH

Sunday January 17 Continued

12:30pm–2:10pm GENERAL SESSION

3

Estate/Charitable Planning SKA

Guest Expert: Marc Minker, CPA/PFS/CFF, Managing Director, CBIZ, New York, NY

This session will walk through an estate/charitable planning engagement and will cover the following:

- Defining client goals and objectives, including non-financial considerations
- Analyzing appropriate estate and gifting techniques to provide peace of mind, tax savings, security and a sense of accomplishment
- Managing family dynamics

2:10–3:25pm GENERAL SESSION

4

Insurance/Risk Management Planning SKA

Guest Experts: Susan Bruno, CPA/PFS, CFP, Managing Director, Beacon Wealth Consulting LLC, Stamford, CT

Jimmy J. Williams, CPA/PFS, CFP, MTAX, President and Founder, Compass Capital Management LLC, McAlester, OK

This session will walk through an insurance/risk management engagement and will cover the following:

- Helping clients determine what they want to protect and how to address
- Reviewing product alternatives and uses — life, health, disability, long-term care, property and casualty and business continuation coverages
- How to identify a trusted insurance professional to work with your team
- The client life cycle — monitoring the choices and needs over time

3:25–3:45pm REFRESHMENT BREAK

3:45–5:00pm GENERAL SESSION

5

Integrated Planning SKA

Guest Expert: Jimmy J. Williams, CPA/PFS, CFP, MTAX, Wealth Manager, Compass Capital Management LLC, McAlester, OK

This session will walk through how to cover all of the planning engagement needs with an integrative approach:

- Bringing it all together – educating clients about a process concept, not a product – the planning never ends
- Prioritizing the plan based on client objectives, needs and risks
- Being the quarterback and building a team of experts for your client

5:00pm WORKSHOP ADJOURNS

5:10–6:00pm FIRESIDE CHAT: ROUNDTABLES ON ELDER PLANNING

Facilitators: Thought Leadership Panel Members

6:00–8:00pm NETWORKING RECEPTION

Open to all conference and workshop attendees

Includes a special reception for the Young Advisers Network

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SAVE \$75 Early Bird Discount • Expires 12/4/15

ADVISING YOUR WEALTH MANAGEMENT CLIENTS: AN IN-DEPTH CASE STUDY

Pre-conference Workshop • Jan. 17, 2016

Attendance Options	 On-Site	CPE Credits	AICPA Member	Nonmember
Advising Your Wealth Management Clients: An In-Depth Case Study	★	9.0	\$670	\$970

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Add the Advanced Personal Financial Planning Conference for Just \$775 More.

Case Study Workshop + AICPA Advanced PFP Conference Bundle	★	34.5	\$1,445	\$1,745
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Group Registration

For 2–9 people, call AICPA Member Service at 888.777.7077, Monday–Friday, 9am–6pm ET. **For 10 or more people** across multiple conferences, call AICPA Learning at 800.634.6780, Monday–Friday, 8am–5pm ET, or email aicpalearning@aicpa.org to take advantage of group pricing. Program Code: PFP16CASE

Online*: AICPAStore.com/PFPcase

Phone*: 888.777.7077 or 919.402.4500

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RECOMMENDED CPE CREDIT

This conference was prepared in accordance with the Joint AICPA/NASBA Statement on Standards for Continuing Professional Education (CPE) Programs, effective on July 1, 2012. The recommended CPE credits are in accordance with these standards; however, your individual state board is the final authority on the acceptance of programs for CPE credit.

Workshop Fee

Fee includes all sessions, access to workshop materials, continental breakfasts, refreshment breaks, luncheons and receptions.

Cancellation Policy

You may cancel without penalty if written cancellation requests are received by 12/4/15. Due to financial obligations incurred by the AICPA, a credit voucher less 50% of the registration fee will be issued for written requests received by 12/28/15. No refunds or credits will be issued on cancellation requests received on or after 12/29/15. For further information, call AICPA Member Service at 888.777.7077.

Hotel Information

Contact the hotel directly to obtain their policy on reservations, deposits and cancellations. Rooms will be assigned on a space-available basis only. To receive our special group rates, mention that you will be attending the AICPA conference.

The Bellagio

3600 Las Vegas Blvd.

Las Vegas, NV 89109

Reservation Phone: 888.987.8686

Reservation Website: bit.ly/1iuUW4n (Case Sensitive)

Rate: \$239 single/double + \$10 daily resort fee (Jan. 14–16)

\$214 single/double + \$10 daily resort fee (Jan. 17–20)

Hotel Cutoff Date: 12/16/15