

## The Symposium Scholarship Student Application Sign Up Form

**Symposium 2009: Planning for Success**  
**October 21-22, 2009 - Minneapolis Convention Center**

**Instructions for the Scholarship Application**

A. **Eligibility:** *In order for one to be eligible for a full Symposium Scholarship, all of the following qualifications must be met.*

1. *Is admitted to a university or college as a full-time student*
2. *Demonstrates academic accomplishments; i.e., GPA and degrees received as well as professional and community involvement*
3. *Furnishes one letter of support from either a professor or a financial planning professional*
4. *Furnishes a statement - not exceeding one-page - indicating reasons they should be given a Symposium Scholarship*

B. **Submission Information:**

*Applications must be received by October 1st and scholarships will be awarded by October 9th.*

*Forward to:  
 Financial Planning Association of Minnesota  
 3900 Main Street N.E.  
 Minneapolis, MN 55421*

***Limit of one scholarship per individual.  
 Recipient must attend Knowledge Cafés &  
 afternoon student programs (see schedule).***

Name:	Badge Name:
School Attending:	
Year In School:	Major:
Email Address:	Phone:
Address, City & Zip:	
Applying for: <input type="checkbox"/> Full Scholarship <input type="checkbox"/> Reduced Student Rate of \$100 <input type="checkbox"/> Check Enclosed <input type="checkbox"/> Credit Card Payment Online: <a href="http://www.fpamn.org">www.fpamn.org</a>	
Signature of Applicant:	Date:

***Students:*** *This is a fantastic opportunity for you to network with financial planners. In addition, your resume will be included in approximately 400 attendee notebooks. Please forward it to [office@fpamn.org](mailto:office@fpamn.org) by Monday, October 5th.*

# SYMPOSIUM 2009

Wednesday, October 21 - Watch for updates - [www.fpamn.org](http://www.fpamn.org)

7:00-7:45 AM	Registration and Continental Breakfast
7:45-8:00 AM	Welcome
8:00-10:15 AM	<b>Bob Veres</b> , The Future of Financial Plannin
9:00-9:20 AM	Visit Exhibits/Network
10:15-10:45 AM	Visit Exhibits/Network
10:15-10:45 AM	Knowledge Cafe - for Students and New Planners
10:45-12:15 AM	<b>Roy Diliberto</b> , Planning from the Inside Out
12:15-1:00 PM	Lunch and Networking with Exhibitors
1:00-3:00 PM	Breakout: <b>Keith Loveland</b> , Code of Ethics
1:00-1:55 PM	Breakout: <b>Ann Burns</b> , Advanced Estate Planning
1:00-1:55 PM	Breakout: <b>Jacob Wolkowitz and Eric Bjorgen</b> , Basic Asset Allocation
1:00-1:55 PM	Breakout: <b>Louis Stanasolovich</b> , Using Interns for Success
1:55-2:05 PM	Visit Exhibits/Network
2:05-3:00 PM	Breakout: <b>Betty Garvey</b> , Basic Estate Planning
2:05-3:00 PM	Breakout: <b>Jacob Wolkowitz and Eric Bjorgen</b> , Adv'd Asset Allocation
2:05-3:00 PM	Breakout: <b>Jeremy Oliver</b> , The Art of the Ongoing Fin'l Planning Process
3:00-3:30 PM	Visit Exhibits/Network
3:30-5:30 PM	<b>Louis Stanasolovich</b> , Creating Lower Volatility Portfolios
4:10-4:25 PM	Break and Door Prize Give-Aways
5:30-6:30 PM	FPA Reception - Socializing and Networking

*Don't Delay!  
Register Today!*

Thursday, October 22 - Watch for updates - [www.fpamn.org](http://www.fpamn.org)

7:15-7:50 AM	Continental Breakfast/Exhibits Open
7:50-8:00 AM	Welcome and Announcements / Foundation for Financial Planning
8:00-10:00 AM	<b>Mitch Anthony</b> , Financial Life Planning
8:50-9:05 AM	Visit Exhibits/Network
10:00-10:30 AM	Visit Exhibits/Network
10:00-10:30 AM	Knowledge Cafe - for Students and New Planners
10:30-12:30 PM	<b>Jack Surgent</b> , Newest Tax Update Issues and Planning
11:25-11:40 PM	Visit Exhibits/Network
12:30-1:30 PM	Lunch and Networking with Exhibitors
1:30-3:50 PM	<b>Financial Planning Essentials</b> for Students & New Planners
1:30-3:50 PM	<b>David Kelly, Jerry Webman, Rick Golod</b> , Economist Panel
3:50-4:00 PM	Closing Remarks/Evaluations/Cert Forms

Targeted 13 hours of CFP™, MN & WI Insurance and NASBA Credits plus some CLE!  
**Millennium Room Block - Discounted Rates Available**

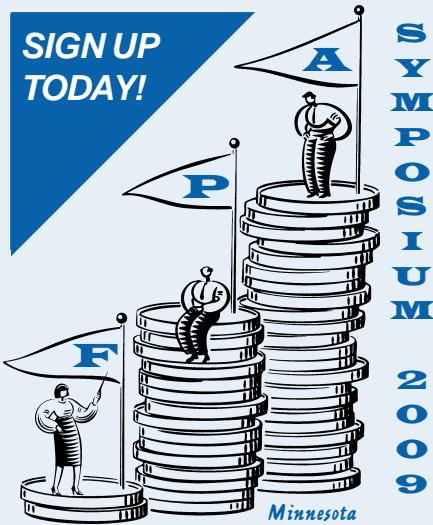
## Symposium 2009: Planning for Success

October 21<sup>st</sup>- 22<sup>nd</sup>, 2009 • Minneapolis Convention Center

Name \_\_\_\_\_  
 Designations  CFP  CPA  JD  RFC  
 Company \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_ Fax \_\_\_\_\_  
 Check For Credit Card: [www.fpamn.org/Symposium/FPA-Symposium.html](http://www.fpamn.org/Symposium/FPA-Symposium.html)

**STUDENTS: For Scholarships,  
please use application on Page 1.**

**SIGN UP  
TODAY!**



### A Huge "THANK YOU"

to the Sponsors & Exhibitors  
who generously contributed to  
make this program possible:

#### Platinum Partners

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 Trust Company of America  
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 MN Community/St. Paul Foundations

**Symposium 2009: Planning for Success****OCTOBER 21 - 22 • MINNEAPOLIS CONVENTION CENTER**

**Mark your calendars now for Tuesday and Wednesday, October 21-22, Minneapolis Convention Center.** This conference features some very notable speakers, as well as the required CFP Code of Ethics. With a target of 12 credited hours, programs have been designed to comply with the principles of the Certified Financial Planner Board of Standards, the NASBA/CPE credits, MN and WI Insurance and some CLE Continuing Education.

**Bob Veres, The Future of Financial Planning:** Bob Veres has been a commentator, author and consultant in the financial services industry for more than 20 years. He is editor and publisher of Inside Information, an interactive subscription-based information service for financial planning professionals. He is the author of *The Cutting Edge in Financial Services* (National Underwriter Press), and serves as contributing editor and columnist for *Financial Planning* magazine. *Anticipated credits: 2*

**Roy Diliberto, Planning from the Inside Out:** In this session, Roy Diliberto will demonstrate with actual client examples how all planning, including areas that many advisors approach from the exterior (estate planning, educational funding, retirement withdrawal rates, lump sum vs. pension, etc.), need to be examined from the interior before technical solutions are offered. Specific client questions and interviewing techniques will be presented that often uncover issues that would not otherwise be discovered if approached with traditional exterior questions. *Anticipated credits: 1.5*

**Keith Loveland, Code of Ethics: Living Within the New Code:** The new Code of Ethics took effect July 1, 2008. This updated CFP Ethics course contains interactive, interesting case scenarios and practical guidelines for ethical decision-making. The case scenarios deal with required disclosures, material elements of the personal financial planning process, conflicts of interest, suitability of recommendations, and fiduciary obligations – especially, when they apply. Keith Loveland will present the two hours of continuing education ethics requirement which is needed every two years by CFP practitioners. *Anticipated credits: 2 (Breakout)*

**Betty Garvey, Basic Estate Planning:** Betty Jenneman Garvey, Garvey and Boggio, P.A. will discuss the essentials of an effective estate plan, including different types of wills, trusts, powers of attorney and health care directives. She will also address the advantages and disadvantages of different methods of transferring assets at death, including beneficiary designations and the probate process. *Anticipated credits: 1 (Breakout)*

**Ann Burns, Advanced Estate Planning:** Ann B. Burns, Principal, Gray, Plant, Mooty, Mooty & Bennett, P.A., will address the most powerful planning tools in today's estate planning environment, including grantor retained annuity trusts and installment sales to intentionally defective grantor trusts. She will also discuss maximizing wealth transfer through the credit shelter trust, preserving family business valuation discounts, and borrowing to increase leverage. *Anticipated credits: 1 (Breakout)*

**Jacob Wolkowitz & Eric Bjorgen, Basic Asset Allocation:** Jacob Wolkowitz, Accredited Investors, Inc. & Eric Bjorgen, Leuthold Weeden Capital Management will discuss basic asset allocation strategies and techniques. *Anticipated credits: 1 (Breakout)*

They will also offer an additional hour discussing advanced asset allocation strategies and techniques. *Anticipated credits: 1 (Breakout)*

**Louis Stanasolovich, Using Interns for Success:** Louis P. Stanasolovich, CFP, CEO and President of Legend Financial Advisors, Inc.® (Legend) will share his firm's methodologies from start to finish with regard to his firm's internship program from both an employee and an employer standpoint. Lou will guide attendees through Legend's process with regard to recruiting interns, the hiring process, interview questions and testing. He will also discuss in detail his firm's program for interns with regard to hourly requirements, pay scales, bonus programs, employment evaluations, and performance of duties in addition to the firm's training and development program. *Anticipated Credits: 1 (MN & WI only) (Breakout)*

**Jeremy Oliver, The Art of the Ongoing Financial Planning Process - for Students and New Planners:** Many advisors begin a client engagement by developing a financial plan for their new prospect or client. Once the initial plan is in place, however, very few systems exist to ensure that the entire financial planning process is repeated with clients on an ongoing basis. Jeremy Oliver describes how you can provide ongoing, consistent financial planning for your clients in an easy-to-follow manner. *Anticipated Credits: 1 (Breakout)*

**Louis Stanasolovich, Creating Lower Volatility Portfolios:** Low risk doesn't always mean low return, especially in the long run. Avoiding losses and frequently making money through the construction of Lower Volatility Portfolios often results in long-term historically equity-like returns but can be achieved by only taking bond-like risk. This presentation will: Cover how to gain true diversification within portfolios; Introduce new asset classes and investment styles; Address how to minimize the

long-term impact of the cyclical (short-term) and secular (long-term) bear markets; Eliminate the need to try to market-time withdrawing of cash from the portfolio, a key benefit for retirees; and Highlight the dangers of future inflation expectations. *Anticipated credits: 1.5*

**Mitch Anthony, Financial Life Planning:** Based on Mitch's breakthrough book, *Your Clients For Life*, this presentation focuses on how advisors can begin to move their practices toward the financial life planning model—where every product and service is tied directly to the life transitions and goals of the client. Financial Life Planning is a discovery process that focuses on who the client is instead of just on what he or she has. By using Mitch's model, advisors can demonstrate to clients how every aspect of their lives has an impact on their wealth-building or wealth-protecting process. Four areas of client discovery are taught in the FLP discovery model: Client history; current and approaching life transitions; the importance of making goals tangible; and the principles that guide clients' lives and money. *Anticipated credits: 2*

**Jack Surgent, Newest Tax update Issues and Planning:** 2009 is shaping up to be a year of significant tax changes. This session will focus on the most pressing issues, and more importantly, how to effectively plan for the best results. We will highlight as many tax opportunities as we can in this fast-paced session. *Anticipated credits: 2*

**Economist Panel: David Kelly, Jerry Webman & Rick Golod:** David Kelly, Ph.D. is a Managing Director and Chief Market Strategist at JP Morgan. He develops and communicates JP Morgan's view on the economy and markets to financial advisors serving individual investors nationwide. He is head of Market Insight Series, a weekly and quarterly communication focusing on the investment implications of an evolving economic environment.

Dr. Jerry Webman is a Senior Investment Officer and Chief Economist for Oppenheimer Funds. Dr. Webman provides strategic viewpoints on the overall financial and economic markets to investment management and the financial advisor and investor communities. In addition, he serves as Director of Fixed Income, where he oversees portfolio managers, analysts and traders managing over \$100 billion in fixed income assets.

Rick Golod is Director of Global Investment Strategies with Van Kampen Investments. He is responsible for analyzing global financial and economic trends to develop actionable investment ideas. Born in Africa and raised in Europe and Asia, he brings a unique background to his more than two decades of investment experience. *Anticipated credits: 2.5*

## Students:

*This is a fantastic opportunity for you to network with financial planners. Plus, your resume will be included in approximately 400 attendee notebooks. Please forward it by email to [office@fpamn.org](mailto:office@fpamn.org) before Monday, October 5th.*

## HAVE QUESTIONS? WE HAVE ANSWERS!

**INFORMATION:** To find the most up-to-date information on the program schedule, speakers, and exhibitors, go to the FPA of Minnesota's website: [www.fpamn.org](http://www.fpamn.org) and click on the Symposium tab.

### REGISTRATION FEES:

If awarded a scholarship, your only expenses are transportation and lodging. The scholarship includes attendance at all sessions, breakfast and lunch on both days, as well as refreshments and the Networking Reception.

**CANCELLATIONS:** If you must cancel, please call the FPA of Minnesota office: 763-781-1212.

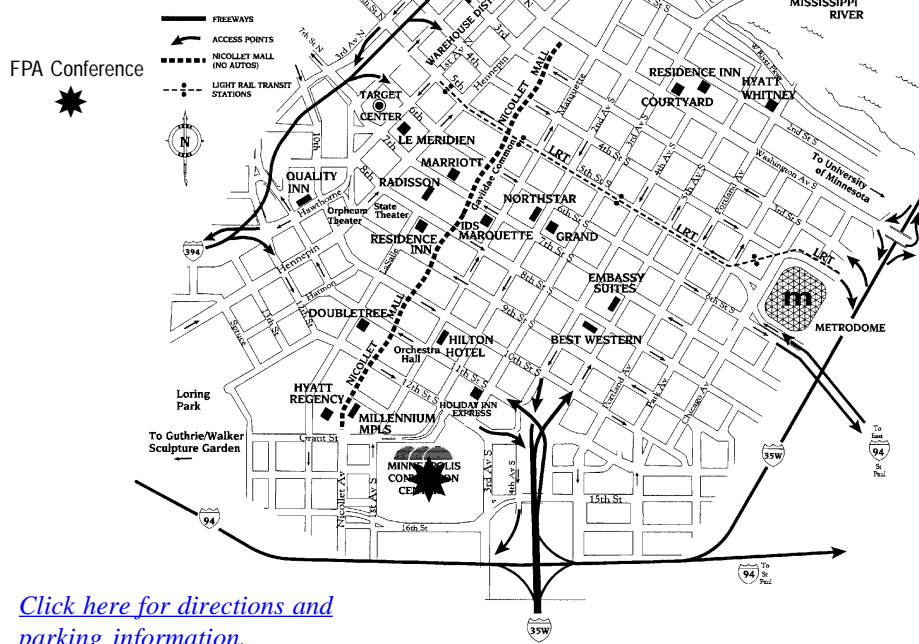
**LODGING:** Attendees are responsible for their own lodging arrangements. FPA of MN has secured special rates at the Millennium Hotel. The hotel is connected to the Minneapolis Convention Center by the skywalk. Rooms are not guaranteed to be available after the room block has been filled so act quickly. Single rate \$159; prices increase by \$10 for each additional person. Reserve through: [Discounted Rates Available at the Millennium Hotel](#)

**ATTIRE:** The dress code is business casual. Keep in mind that weather in Minnesota during the fall is very unpredictable.

### QUESTIONS?

Please contact any of the Committee Members or Bonnie Stanley, Executive Director at 763-781-1212; or by email: [office@fpamn.org](mailto:office@fpamn.org).

## Directions to Downtown Minneapolis and the Convention Center



*The FPA of Minnesota  
appreciates and acknowledges the commitment and support  
of the Symposium Committee:*

Director of Symposium 2009  
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Kramer Lothrop Brewer Financial

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Callahan Financial Planning Corporation

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Ludwig Financial Group

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**Laura Seymour**  
952-288-3496

**Bonnie Stanley, Executive Director**  
(763) 781-1212; [office@fpamn.org](mailto:office@fpamn.org)  
Office Connection

For more specifics, visit the **FPA of Minnesota Website: [fpamn.org](http://fpamn.org)**