

**Tenth Annual
Symposium**

NYS Nurses Association
11 Cornell Road
Latham, New York 12110

Dear Financial Professional:

On behalf of the Northeastern New York Chapter of the Financial Planning Association, we invite you to attend our **2010 Symposium** to be held on **Thursday, May 13, 2010**, at the New York State Nurses Association on Cornell Road in Latham. Our program is scheduled to offer up to **seven hours of CFP and CPA continuing education credits**. Application for continuing education credits has been made.

We have an outstanding line-up of programs, including general sessions and *two* sets of breakouts:

- *Behavioral Finance*
- *Managing Retirement Healthcare Costs*
- *Does Your Retirement Income Strategy Have What It Takes?*
- *LTCi in Association and Employer Plans*
- *Socially Responsible Investing*
- *Economic Update*
- *Integrating Estate Planning into Retirement Planning*
- *Buy and Hold is Dead (Again)*
- *Business Ownership Transitions: Up Close and Personal*
- *Selecting the Right Mutual Fund*

See the schedule inside for details. If you can't decide which one breakout session to attend, don't worry, we plan to have each program's written material available to any Symposium attendee who wants it. This Symposium is designed to hit the **current and interesting financial planning topics** so you can get your financial planning toolkit tuned up and ready for action!! You can't afford to miss it AND *your clients* are counting on you to attend!

Our Symposium is supported by many sponsors who will be happy to discuss with you how their products and services could possibly make your business even more successful (bring your business cards for the raffle). Our thanks to our Corporate Partners who support our Chapter throughout our program year - they are listed in this brochure - and a warm welcome to all of our Symposium sponsors.

For your convenience, you can register and pay online at www.fpa-neny.org. **Early bird registration deadline is April 30, 2010.**

Should you have *any* questions regarding registration, please call our Executive Director, Stephanie Cogan at (518) 458-7774. We look forward to seeing you on May 13th at the New York State Nurses Association!

Sincerely,

Olivia A. Mussett, CFP®
Symposium Chair

FPA of NORTHEASTERN NEW YORK SYMPOSIUM

Thursday, May 13, 2010

PROGRAM SCHEDULE

- 7:15 AM to 8:00 AM** Registration /Breakfast Exhibitors
- 8:00 AM to 8:10 AM** **Welcome and Opening Remarks**
Cindi Turoski, CPA/PFS, CFP®, Chapter President
Olivia Mussett, CFP®, Symposium Chair
- 8:10 AM to 9:00 AM** **GENERAL SESSION 1**
ADVANCES IN BEHAVIORAL ECONOMICS
David E. Adler
The author of the book, Snap Judgment, will focus on the application of behavioral finance to retirement planning, addressing questions such as: What is behavioral economics? How can you use it to help your clients? What does it teach us about retirees in particular? How you can use behavioral economics to beat the market?
- 9:05 AM to 9:55 AM** **GENERAL SESSION 2**
MANAGING RETIREMENT HEALTHCARE COSTS
David Armes, CFP® - Dover Financial Planning
An estimation of the cost of healthcare in retirement and adjusting the estimates to specific types of insurance will be covered, as well as establishing criteria for good retirement healthcare coverage, measuring the coverage against employer plans, Medigap policies and Advantage plans, prescription drug coverage and how planners may help clients manage these costs.
- 9:55 AM to 10:15 AM** Break Exhibitors
- 10:15 AM to 11:05 AM** **CONCURRENT BREAK-OUT SESSIONS (*pick one*)**
- 1. DOES YOUR RETIREMENT INCOME STRATEGY HAVE WHAT IT TAKES***
Brian Doherty – NY Life
Does your Retirement Income Strategy have what it takes to provide your clients with the “Peace of Mind” in knowing that no matter what happens in the financial markets, they will have enough guaranteed income to pay for all the things that are most important in their life? Find out how this simple but powerful and proven retirement strategy can help your clients overcome all the financial risks they face in their retirement years.
 - 2. AVOIDING THE SILOS: ALIGNING VALUES, INVESTING AND PHILANTHROPY***
Clemens Pietzner – Triskeles Foundation
As wealth shifts between generations and global issues affect everyone, investors are increasingly demanding that their assets be invested in sustain-

PROGRAM (continued)

able/socially responsible ways while providing strong returns and social, environmental and positive corporate governance impact. In the socially responsible investing arena, new asset classes have been developed; broad based diversification is possible and innovation is available for both the high net worth as well as the modest investor. This workshop will explore the field, briefly touch on its history, scope, and key defining issues; review some specific options and illustrate the new trends and opportunities to align values with investing, philanthropy and financial activism.

3. *BUSINESS OWNERSHIP TRANSITIONS: UP CLOSE AND PERSONAL*

Andrea White – Whitewater Transitions

In this highly interactive presentation learn the critical steps you should take when you are thinking about selling your business or transitioning your business to a partner or family member. While the session will deal with the overall structures, this presentation will focus on the personal aspects of planning for a transition, addressing questions such as:

- When is the right time to start thinking about a transition?
- What do I do first?
- How do I make this project urgent and important?
- How do I know if I need help?

11:05 AM to 11:25 AM Break Exhibitors

11:25 AM to 12:15 PM **GENERAL SESSION 3**

ECONOMIC UPDATE

Brian Levitt – Oppenheimer Funds

All major economies are poised for growth in 2010. The cyclical bounce in the developed world has legs but the secular growth forces have changed. The secular bull is in the emerging markets.

12:15 PM to 1:00 PM Lunch

1:00 PM to 1:50 PM **GENERAL SESSION 4**

INTEGRATING ESTATE PLANNING INTO RETIREMENT PLANNING

Marvin Rotenberg

Many individuals have accumulated substantial assets in their IRAs and qualified retirement plans. At death these assets may represent their single largest asset, other than perhaps real estate holdings. This session will focus on integrating these assets in the estate plan. Topics covered will include:

- Naming a trust as beneficiary
- Charitable giving with retirement assets during life and at death
- Fully funding a by-pass trust with retirement assets
- Using life insurance to preserve retirement assets

(continued on next page)

PROGRAM (continued)

1:55 PM to 2:45 PM

CONCURRENT BREAK-OUT SESSIONS (*pick one*)

1. *LTCi IN ASSOCIATION AND EMPLOYER PLANS*

Brian Johnson – New York Long-Term Care Brokers

This program will give attendees common sense, practical ideas on how to introduce Long-Term Care Insurance as a viable planning tool for their clients. LTCi in Association and/or Employer Plans have handsome premium discounts, reduced underwriting and tax advantages. Attendees will learn about these business tax advantages and how the Pension Protection Act allows new and existing policyholders to pay LTCi premiums using Immediate Annuities, without paying taxes on the gain portion of the income stream. The presenter will also discuss new linked benefit products such as Long-Term Care / Life Insurance policies and how they can be used in an asset allocation approach to Long-Term Care Planning.

2. *SELECTING A MUTUAL FUND*

Matthew Reiner, CFA - Adirondack Funds

David Smith – Associate Professor of SUNY Albany

Investors and their advisors face a bewildering array of choices in selecting mutual funds. This session will present new research findings on mutual fund characteristics that have been proposed as sources of enduring outperformance. Several strategies will be examined, and their effectiveness considered in disparate market environments. We will present results of research on several important hypotheses, including that positive alpha is more likely to result from investing in:

- Owner-managed funds in which managers have skin in the game.
- Small-sized funds.
- Actively managed mutual funds that have higher active shares.
- More concentrated portfolios.

3. *THE FIDUCIARY STANDARD OF CARE – STATUS AND WHAT’S NEXT...*

Charles Moran, CFP® - Certified Financial Planner Board of Standards, Inc.

The Financial Planning Coalition, FPA, CFP® Board and NAPFA have been collaborating in an effort to champion a Fiduciary Standard for those who give financial advice to individuals. This has included building coalitions with consumer groups and others, developing dialogues with those who disagree and working with Congress and regulators to gain recognition of the Fiduciary Standard and the Profession of Financial Planning.

2:45 PM to 2:55 PM

Break Exhibitors

(continued on next page)

PROGRAM (continued)

2:55 PM to 3:45 PM

GENERAL SESSION 5

BUY AND HOLD IS DEAD (AGAIN)

Kenneth Solow, CFP® – Pinnacle Advisory Services

The author of the book, *Buy and Hold is Dead (AGAIN)*, the Case for Active Portfolio Management in Dangerous Markets, will discuss the theoretical problems with classic Modern Portfolio Theory and explain why the investment industry insists on clinging to obsolete and outdated methods for portfolio construction. The basics of a new methodology for active portfolio management, called Tactical Asset Allocation will be explained. The presentation will address all aspects of active management, including developing a forecast, identifying value opportunities, relative value investing versus absolute return, and the psychology of investment mistakes.

3:45 PM to 4:30 PM

RAFFLE and Closing Remarks

Our sponsors have generously donated items to our raffle. To enter, simply get your card stamped and turn it in! Winners **MUST** be present to win!

Closing Remarks: **Cindi Turoski, CPA/PFS, CFP®, Chapter President**

Event schedule is subject to change.

FPA NENY Symposium 2010 Speaker Biographies

David E. Adler is the author of *Snap Judgment*, which reveals the behavioral roots of today's financial and economic crises. He is co-editor of the anthology, *Understanding American Economic Decline*, which looks at America's economic problems in a historical context, and the institutions that have accounted for the country's comparative stagnation.

David Armes, CFP[®], MBA, is principal of Dover Financial Planning, LLC, in Long Beach, California. His firm specializes in helping retirees evaluate their Medicare options. David has written on Medicare-related topics for several financial planning and consumer publications.

Brian Doherty is a Vice President and National Sales Manager for New York Life's Retirement Income Security Division. Mr. Doherty manages a team of Retirement Income Specialists that support the third party distribution of income annuities.

Brian M. Johnson, MBA, CLTC is Director of Business Development at New York and National Long-Term Care Brokers, Ltd. in Clifton Park, NY. Mr. Johnson specializes in Long-Term Care Insurance for individuals, employer groups and numerous professional state associations.

Brian Levitt is the Corporate Economist at OppenheimerFunds, Inc. He is responsible for the development and communication of the firm's economic outlooks and insights. Mr. Levitt also serves on the firm's New Product Development Committee.

Clemens Pietzner is a co-founder of the Triskeles Foundation. As president, Clemens is responsible for Triskeles' growth, fundraising, strategic, organizational and program development as well as Triskeles' socially responsible and sustainable investments, grant making and financial stewardship.

Matthew P. Reiner, CFA is the Principal and Portfolio Manager for Adirondack Research & Management, Inc., the advisor to The Adirondack Small Cap Fund.

Marvin R. Rotenberg is a lecturer, instructor and writer in the field of retirement planning. Widely recognized for his expertise in qualified retirement plan distributions, Mr. Rotenberg speaks frequently to professional legal and accounting organizations.

David M. Smith is Associate Professor of Finance and Director of the Center for Institutional Investment Management (CIIM) at the University at Albany, State University of New York (SUNY).

Kenneth Solow, CFP[®], is a founding partner and Chief Investment Officer with Pinnacle Advisory Group, Inc., a registered Investment Advisor providing Private Wealth Management to more than 600 families nationally and internationally.

Andrea White, MBA, CPCC, MCC is the co-founder of Whitewater Transitions, LLC, with offices in Tempe, AZ and Arundel, ME. Whitewater serves business owners and key employees in the global financial services & wealth management industry. Whitewater was created to provide business owners and executives with coaching & business consulting services during all phases of their business ownership transition.

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of Northeastern New York
PO Box 11565
Loudonville, NY 12211

FPA of NENY Symposium
May 13, 2010

Early Bird Registration ends April 30, 2010

Don't miss our **April 21st** meeting

featuring

Sonya Morris, CFA, Editorial Editor, Morningstar, Inc.

presenting

***Beyond the Stars: Using Fund Analysis to
Improve the Investor Experience***

Our program is at Wolferts Roost Country Club in Albany
with registration at 4:00 pm, program from 4:30-5:30 pm,
followed by dinner, drinks, and networking!

Register online at: www.fpa-neny.org