

## 2015 Fusion Collaboration Agenda and Breakout Sessions

### Wednesday, March 18th

4:00 PM    7:00 PM    Early Registration    Lobby

### Thursday, March 19th

7:00 AM		Registration Continues / Information Table	Palm 2
8:30 AM	9:00 AM	Fusion Collaboration – What Is It and Why Does It Matter?, John A. Warnick, Esq.	Palm 2
9:00 AM	10:30 AM	Heckerling 2015 Review, Martin M. Shenkman, CPA, MBA, PFS, AEP, JD	Palm 2
10:30 AM	10:45 AM	Break	Palm Terrace
10:45 AM	Noon	Breakout Sessions	
		Getting the Fish to Chase the Hook, Stephan R. Leimberg, JD	Palm 2
		Strategic Collaboration, John P. Enright & Michael Palumbos, ChFC	Palm 3
		Estate Planning for Modern Families, L. Paul Hood, Jr	Palm 4
		The Ethical Trustee – Where Heart and Smart Meld Prudently, Kim Kamin, JD, AEP®	Camelia/ Dogwood
Noon	1:00 PM	Lunch	Palm Terrace
1:00 PM	2:15 PM	Non-Tax Aspects Of Business Succession Planning, Stephan R. Leimberg, JD	Palm 2
2:15 PM	2:45 PM	Break	Palm Terrace
2:45 PM	4:00 PM	Breakout Sessions	

		Families, Money and Values: Shaping Their Narrative for Successful Wealth Transitions, Nathan Dungan	Palm 2
		Leading When Triggered, Cathy Carroll, MBA, ACC	Palm 3
		Wealth Succession Planning: We Can Learn New Tricks, Lance L. Losey, Esq.	Palm 4
		The Financial Skills Trust - An Exciting New Development for Clients Who Want Financially Competent Beneficiaries , James Grubman, PhD, TEP, Timothy J. Belber, JD, AEP®	Camelia / Dogwood
4:00 PM	4:15 PM	Break	Palm Terrace
4:15 PM	5:15 PM	Breakout Sessions	
		The Sudden Money's Four Step Process for Financial Triage, Susan Bradley, CFP®	Palm 2
		Digital Death: Preparing for the Inevitable in the Digital Age, M. Holly Isdale, JD	Palm 3
		Personalized Philanthropy: A Collaboration between the Family Advisors, the Philanthropic Gift Officer and the Donor, Timothy J. Belber, JD, AEP®, Phil Cubeta, MSFS, CLU®, ChFC®, CAP®, Steven L. Meyers, PhD	Palm 4
4:15 PM	5:30 PM	Building Blocks to Family Governance and Case Study, Elaine King, CFP® & Mariana Martinez, PsyD (Note: This session is 75 minutes and will run until 5:30pm)	Camelia / Dogwood

### Friday, March 20th

7:00 AM	8:00 AM	Breakfast	Palm Terrace (Palm 3 weather backup)
8:00 AM	8:30 AM	The Journey to Mastery, John A. Warnick, Esq.	Palm 2
8:30 AM	10:15 AM	Shaking the Tree - Case Study Film and Discussion	Palm 2

10:15 AM	10:45 AM	Break	Palm Terrace
10:45 AM	Noon	Breakout Sessions	
		Charitable and Income Tax Planning and Shifting with Trusts Other Than CLTs, CRTs and Foundations, Edwin P. Morrow, CLU, ChFC, RFC®	Palm 2
		Silence is Not Golden—Talking with Your Loved Ones About Your Wealth Transfer Plans, Claudia B. Sangster, JD	Palm 3
		Is Your Buy-Sell Agreement Up to Snuff? L. Paul Hood, Jr	Palm 4
		The Most Significant, Curious, or Downright Fascinating Fiduciary Cases of The Past Year, Dana G. Fitzsimons, Jr, JD	Camelia / Dogwood
Noon	1:00 PM	Lunch	Palm Terrace
1:00 PM	2:15 PM	Fusion Power: Where Smart Meets Heart, James Grubman, PhD, TEP	Palm 2
2:15 PM	2:45 PM	Break	Palm Terrace
2:45 PM	4:00 PM	Breakout Sessions	
		Finology, Richard Wagner, JD, CFP®	Palm 2
		Integrating Income, Asset Protection and Estate Planning – How to Take Advantage of Today's Perfect Financial Storm, Howard Neiswender, Esq	Palm 3
		The Psychology of Estate Planning, John Guerin, PhD, ChFC, CDFa & L. Paul Hood, Jr	Palm 4
		Working Effectively with Widows: Practical Tips to Reach Out & Serve These Women, Kathleen M. Rehl, PhD, CFP®, CFT™	Camelia / Dogwood
4:00 PM	4:15 PM	Break	Palm Terrace
4:15 PM	5:00 PM	Open Space Discussions, Collaboration & Implementation Conversations	Palm 2

## *Plenary Session*

### **Heckerling 2015 Review**

*Thursday, March 19th at 9:00am – 10:30am / Palm 2*



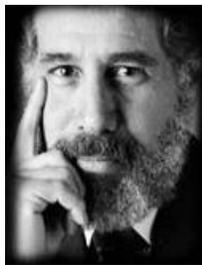
Martin M. Shenkman,  
CPA, MBA, PFS, AEP, JD

For almost a decade Martin Shenkman has been reporting on the proceedings of the prestigious Heckerling Institute on Estate Planning. His observations on the proceedings are published through the Leimberg Information Services and relied upon by attorneys and other professionals to learn about the most important topics discussed at Heckerling. Marty refers to his commentary as his "Heckerling Nuggets". During this 75 minute plenary session Martin will present "A Review of Heckerling 2015" - a 75 minute presentation highlighting the best ideas and hottest topics from the 2015 Heckerling Institute on Estate Planning.

## *Breakout Sessions*

### **6 Magic Steps to Power Marketing: How to get the fish to chase the hook!**

*Thursday, March 19th 10:45 AM*



Stephan Leimberg,  
JD

What do the National Association of Estate Planners and Councils, the AICPA Annual Estate and Financial Planning Meetings, and the Million Dollar Round Table have in common? This talk has drawn a standing ovation at all of these meetings. Steve demonstrates his "positive differentiation" theory, "Leimberg Leveraging," the "firestorm principle," and his "OPM/OPC/OPML" concepts – along with over 100 "you can use tomorrow" ideas for bring in a steady stream of quality clients. This session will change the way you practice – forever!

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### **How to Take Advantage of the Perfect Financial Storm – Integrating Income Tax, Asset Protection and Estate Planning in Your Practice**

*Friday March 20th, 2:45 PM*



Howard  
Neiswender, Esq.

Clients today are faced with the perfect financial storm of lower returns, higher taxes and unprecedented risks. In this session we will focus on creating a three-legged stool of creative income, asset protection and estate planning strategies that can be incorporated into almost any engagement to provide a solid platform to weather this storm.

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### **The Financial Skills Trust - An Exciting New Development for Clients Who Want Financially Competent Beneficiaries**

*Thursday March 19th, 2:45 PM*



James Grubman,  
PhD, TEP

The focus of estate planning is changing. Clients are looking for answers to questions like “How much is enough?” and “How can I better prepare my heirs to receive financial wealth?” This is particularly true in designing long-term trusts where settlors want beneficiaries to handle inheritances with skill. Using the Financial Skills Trust language and principles developed by Jim Grubman PhD TEP and his collaborators, Jon Gallo, JD, and Eileen Gallo, PhD, a new paradigm is emerging in the purpose and use of trusts.



Timothy J. Belber,  
JD, AEP®

Timothy Belber JD AEP, a generational wealth planner, and Jim Grubman PhD TEP, author of numerous writings on family wealth as well as a co-author of the original Heckerling presentation introducing the Financial Skills Trust to the planning world, will lead the session. They will present a practical approach to trust design that helps beneficiaries become financially skilled without the strictures imposed by incentive trusts.

Participants will receive practical ideas, sample client interview questions, sample trust clauses and language, and other tools to help enhance their interactions and results with clients immediately.

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### **Wealth Succession Planning: We Can Learn New Tricks**

*Thursday, March 19th 2:45 PM*



Lance Losey, Esq

With the basic assumption that we wish to help our clients achieve a “successful” wealth transition, this presentation asks, “How are we doing?” Are we focused on the right things? Are there areas we are missing? What can we do better? Importantly, this presentation is not meant to be an indictment of the important work of lawyers and accountants, but an encouragement to reordering of emphasis and priorities in the planning process. This session will challenge you—and provide a guide—to practice a “wealth succession” planning model that encourages courageous communication, bottom-up strategy, and whole-family engagement.

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### **Digital Death: Preparing for the Inevitable in the Digital Age**

*Thursday, March 19th 4:15 PM*



Holly Isdale, JD

If you died tonight, would your family, your partners, your executors, your clients know what to do with your digital footprint? Most homes have 9+ internet connected devices, 91% of Americans have significant social media presence and 80% of them do all their financial work online. At the same time, digital privacy laws from the mid 1980s govern access to digital accounts or other assets by family members or fiduciaries and terms of service contracts limit transfer or monetization of these online assets. This session will review the proposed uniform law for fiduciary access (UFADAA), state laws, and organizational issues families need to address for digital assets.

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### **Building Blocks to Family Governance and Case Study**

*Thursday, March 19th 4:15 PM*



Elaine King, CFP®

Only 12% of family business survive the third generation. 85% (of the 70% that fails) is due to problems with communication, trust and preparation for the next generation. Family business represent 90% of enterprises in the US and 30% of these will change leadership in the next 5 years. To be prepared for this trend, “Building blocks to Family Governance” objectives include:

- Identify the key characteristics of a governance structure to increase communication and trust
- Differentiate the business of the family and family business to improve survival and thrive
- Evaluate a case and strategies to improve preparation for the next generation



Mariana  
Martinez, PsyD

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### **Estate Planning for Modern Families**

*Friday, March 20th 2:45 PM*



L. Paul Hood, Jr

In this session, the presenter will lead a discussion of estate planning for today's modern family and all of its iterations. The agenda will include:

- Preparing for Initial Meeting
  - Human Side of Estate Planning
  - Conflicts of interest and ethical issues
  - Planning for unmarried couples
  - Funerals and burials
  - Powers of attorney
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### **Charitable and Income Tax Planning and Shifting with Trusts Other Than CLTs, CRTs and Foundations**

*Friday, March 20th 10:45 AM*



Ed Morrow, CLU,  
ChFC, RFC®

This session will discuss why charitable provisions are often overlooked in ordinary trusts and why they shouldn't be. We will discuss how trusts can be used to shift income among beneficiaries, including charities, with a focus on using lifetime limited powers of appointment in lieu of traditional spray powers. This will include how existing irrevocable trusts might be changed to enable these benefits through nonjudicial settlements, reformations and decantings.

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### **Families, Money and Values: Shaping Their Narrative for Successful Wealth Transitions**

Thursday, March 19th 2:45 PM



Nathan Dungan

Families today need help to engage, educate and equip the next generation for a lifetime of financial opportunities and responsibilities. Financial advisors have a unique opportunity to enhance and expand their relationships with multigenerational clients. In this presentation, Nathan helps attendees develop a deeper awareness of cultural trends and issues that impact a family's ability to achieve a variety of money goals. He will share insights on how he collaborates with other professionals to help wealthy families achieve successful wealth transitions. This session is ideal for advisors looking for specific tools and techniques to enhance their work with multi-gen families.

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### **Is Your Buy-Sell Agreement Up to Snuff**

Friday, March 20th 10:45 AM



L. Paul Hood, Jr

Drawing on the presenter's writings and work in the buy-sell agreement arena, this presentation will consider a number of items that must be considered in buy-sell agreements, including triggering event selection, possible reactions to the occurrence of a triggering event, valuation and many other important topics.

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### **Silence is Not Golden—Talking with Your Loved Ones About Your Wealth Transfer Plans**

Friday, March 20th 10:45 AM



Claudia Sangster,  
JD

The best approach to financial and wealth education is not a financial introduction -- a class or even a few classes, handed off to children/grandchildren--but a financial induction period in their life. Similar to what we do in companies where young professionals starting out their careers go through an induction period to build and practice core skills that can only be learned on the job, this induction phase is typically a period from high school through early 20's. Working with wealthy families, we need to help them do this in phased ways--without having to start with dollars and cents. In this presentation you will learn about phases of disclosure that we've seen work best for most families--a gradual process, over time, starting with values and helping young people understand the family's

full wealth--not just its financial assets.

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## **Strategic Collaboration**

*Thursday, March 21st, 10:45 AM*



John Enright

Professionals today, whether financial advisors, wealth managers, CPAs, attorneys, trust officers or planned giving specialists would all benefit from collaborating in a very strategic and purposeful manner.

In our experience great collaboration amongst professionals is developed over time. The cornerstone is mutual respect and a shared vision of the client's goals and objectives.



Michael Palumbos,  
ChFC

Audience members will learn how to foster more effective collaboration among all the serving professionals and why this is so valuable for the client/family they serve. And, we'll also teach how you can respectfully insure your client's most important goals and objectives can be honored when the ideal of collaboration isn't possible.

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## **Personalized Philanthropy: A Collaboration between the Family Advisors, the Philanthropic Gift Officer and the Donor**

*Thursday, March 19th, 4:15 PM*



Timothy J. Belber,  
JD, AEP®

Surveys spanning the last 10 years have revealed a large 'disconnect' between donors, advisors and gift officers. There is a way to help families create a more meaningful and impactful philanthropic experience. It requires 'out of the box' thinking, a willingness to embrace new strategies and a collaborative discussion between family members, advisors and philanthropic officers.

Our panel will explore, through examples and experiences, how this can be brought to life for your client families, what it can mean for your own practice and the impact on communities.



Phil Cubeta, MSFS,  
CLU®, ChFC®,  
CAP®



Steven Meyers, PhD

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## The Psychology of Estate Planning

Friday, March 20th 2:45 PM



John Guerin, PhD,  
ChFC, CDFP



L. Paul Hood, Jr

The technical prowess required by the Estate Planner can be virtuosic in scope and detail. The professional's best efforts, however, will not bear fruit if the client(s) are not fully engaged and involved in the process. To enhance the likelihood of an optimal process, the professional needs to look beyond the technical requirements, and examine the following aspects of estate planning.

- The emotional context of the estate planning process, for the client
- Role clarity for the professional, where the role may involve conversations that bear on intimate existential content.
- Understanding the emotional stance required of the planner
- Recognizing who the "client" is, and what a "good" result is.
- Negotiating powerful emotional undercurrents in the planning process.
- Understanding typical reactions to mortality
- Navigating through fears and resistances to the EP process
- Understanding how family dynamics enter into the planning process, for both the extant family of the client, and the internalized family of origin of the

- client.
- Developing a deeper appreciation for the need to address issues of mortality, and to develop adequate comfort with this most pivotal yet dreaded conversation.
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## **Leading When Triggered**

*Thursday, March 19th 2:45 PM*



Cathy Carroll, MBA,  
ACC

Leadership is achieving results through others. And how often do leaders, when gripped by emotion, do the exact opposite of what they need to do to get the results they want?

In this fun and interactive program, Cathy Carroll uses the framework of Emotional Intelligence to provide specific techniques to manage relationships when triggered by strong emotion. Key issues covered include:

- How to increase self-awareness of triggers
- What to do when triggered
- Framework for action when leading others

Whether you are a wealth management professional, attorney, CFP, CLU, CPA, planned giving professional, or trustee, you are a leader. This session will enhance your effectiveness as a boss, team leader, and serving professional/consultant. Participants leave with tools to enhance their ability to navigate their work and professional relationships when they are at their most challenging.

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## **The Ethical Trustee – Where Heart and Smart Meld Prudently**

*Thursday, March 19th 10:45 AM*



Kim Kamin, JD,

The goal of this session is to review the trustee's legal and ethical duties with a focus on how the trustee role has evolved over time and how there is a difference between being a "scared" trustee and being an "ethical" trustee. Some issues include (1) how the ethical trustee should make distributions to beneficiaries and help support them in leading meaningful lives, and (2) how a trustee should not be so frightened of some of the interpretations of the Prudent Investor Act focusing on diversification that the trustee of a large enough trust fails to adequately take on appropriately compensated risks (including concentrations

AEP®

in private companies) that provide real growth opportunities. This topic should help the audience members think more openly about what it means to be a good trustee and should assist those who are trustees in their service.

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### **The Sudden Money's Four Step Process for Financial Triage**

*Thursday March 19th 4:15 PM*



Susan Bradley is a recognized thought-leader and author in financial transition planning. She is the founder of the Sudden Money® Institute (SMI), a resource center for Life Transitions and Good Decisions. In this call Susan explains the four step process she has developed to help clients manage sudden money and significant life changes.

Susan Bradley,  
CFP®

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### **The Most Significant, Curious, or Downright Fascinating Fiduciary Cases of The Past Year**

*Friday March 20th 10:45 AM*



Dana Fitzsimons has developed a national reputation for his thoughtful annual reviews of fiduciary litigation cases. While hundreds of cases are reviewed each year, Mr. Fitzsimons will share with us only those which he feels are most important for practitioners and fiduciaries in identifying and managing contemporary fiduciary challenges. This year's review will include significant cases involving investment duties, business interests in trusts, disclosure and privileges, surcharge and defenses, trust modification, and more. His materials will be a valuable resource for all attending the Fusion Collaboration.

Dana G. Fitzsimons,  
Jr, JD

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### **Working Effectively with Widows: Practical Tips to Reach Out & Serve These Women**

*Friday March 20th 2:45 PM*



Advisors will learn about special challenges and opportunities of serving widows. This includes practical techniques to strengthen relationships with these clients. Kathleen speaks from personal experience as a widow and from many years of helping widowed clients in her prior financial planning practice.

Kathleen M. Rehl,  
PhD, CFP®, CFT™

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## **Finology**

*Friday March 20th 2:45 PM*



Money is a lifetime issue. Money generates extraordinary forces with both positive and negative consequences and implications. So many of our clients struggle with their relationship with money, its meaning and power. But as a lawyer who was drawn to the financial planning profession, Richard "Dick" Wagner realized early in his transition that there isn't a vocabulary or even a comprehensive theory which explains money and its influence in our lives.

Richard B. Wagner,  
JD, CFP

"Finology" is the outgrowth of Dick Wagner's study of money in our lives. Through a study of our individual and collective relationships with money, he has come up with a multi-disciplinary theoretical framework which has practical implications for our practices and service to clients.

Dick Wagner has been in the vanguard of the emergence of financial planning as a profession. He is a champion and visionary for what the role of the financial planning professional can and should be. Finology will provide you with a new vocabulary and paradigm for assisting your clients to understand their relationship with money and the positive power it can be in their lives and relationships.