



2023

# PURPOSEFUL PLANNING SYMPOSIUM

February 8th - 10th, 2023

A Better Way, A Better Process,  
A Better Practice Within Reach.

The Purposeful Planning Symposium will bring together nationally renowned faculty for unique and engaging educational and professional development opportunities that will showcase the benefits of infusing best practices from the domains of relational, philanthropic, and legacy planning into the technical aspects of Estate Planning and Wealth Management.

Join us February 8th-10th for practical guidance, tips, and substantive materials to elevate the estate, transition, and charitable planning conversations.

All sessions will be delivered through an interactive virtual format that can be enjoyed in the comfort and safety of your home or office, while providing opportunities to connect and engage with professionals from across the country and around the world.

## REGISTRATION DETAILS

**Member Rate: \$295**  
**Non-Member Rate: \$495**

Not a member of the Purposeful Planning Institute? As a bonus, your event registration to the Purposeful Planning Symposium will include a 60-day trial membership to the Purposeful Planning Institute at no additional cost (for new members only).

Register online at <https://purposefulplanninginstitute.com/symposium>

## CONTINUING PROFESSIONAL EDUCATION

This program is pending accreditation for 6 hours of continuing professional education credits through the CFP® Board (live participation only) and 9 CLE credits through the Colorado Supreme Court Office of Continuing Legal and Judicial Education (live and/or recorded programming).

\* All times are listed in Mountain Time

## Wednesday, February 8<sup>th</sup>

| Start Time | End Time | Event Name   |
|------------|----------|--|
| 9:30am     | 10:30am  | Keynote: <b><i>A Mindset of Meaning</i></b> , David R. York, Esq., CPA   |
| 10:30am    | 10:45am  | Break  |
| 10:45am    | 11:45am  | <b>Breakout Session: The Pursuit of Mastery in the Journey We Call Practice</b><br>Griffin Bridger, JD., LL.M<br>L. Paul Hood, Jr., JD<br>John A Warnick, Esq. |
| 10:45am    | 11:45am  | <b>Breakout Session: Return on Well-being: Family Well-Being as an investment.</b><br>Richard S. Franklin, Esq.<br>Claudia E. Tordini, MBA, M PHIL             |
| 11:45am    | 12:00pm  | Break  |
| 12:00pm    | 12:30pm  | Roundtable Discussions   |

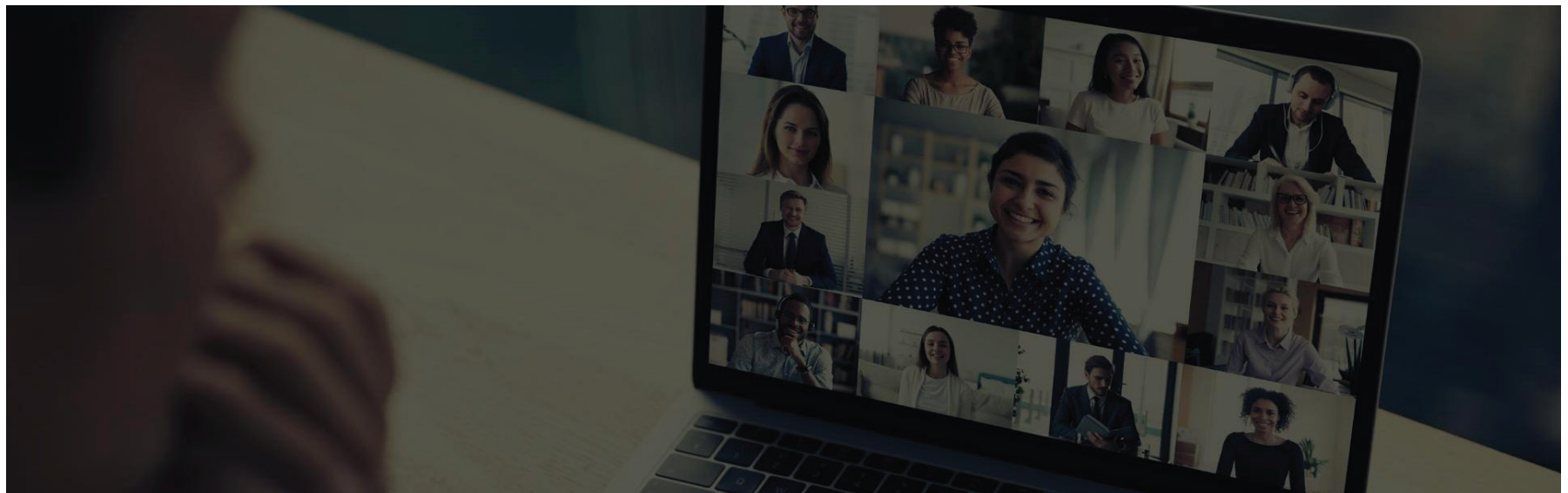
## Thursday, February 9<sup>th</sup>

| Start Time | End Time | Event Name   |
|------------|----------|--|
| 9:30am     | 10:45am  | Keynote: <b><i>Business Succession Planning for the Family-Owned Business</i></b> , Marvin E. Blum, JD, CPA  |
| 10:45am    | 11:00am  | Break  |
| 11:00am    | 12:00pm  | <b>Breakout Session: Preparing the Next Generation for What's Ahead</b><br>Donna Tammell<br>Alyson Wise, MPA   |
| 11:00am    | 12:00pm  | <b>Breakout Session: Back to the Future - Tax Planning for 2023-2025 and Purposeful Suggestions for the Governance of Family Entities</b><br>Carol Warnick, JD<br>L. Paul Hood Jr., JD |
| 12:00pm    | 12:15pm  | Break  |
| 12:15pm    | 12:45pm  | Roundtable Discussions   |

\* All times are listed in Mountain Time

## Friday, February 10<sup>th</sup>

| Start Time | End Time | Event Name   |
|------------|----------|--|
| 9:30am     | 10:30am  | Keynote: <b><i>Purposeful Parallel Planning: Incorporating Family Stewardship into the Planning Equation</i></b> , Thomasina Williams                            |
| 10:30am    | 10:45am  | Break  |
| 10:45am    | 11:45am  | <b>Breakout Session: The Legacy of Peter Cade</b><br>Phil Cubeta, CLU, ChFC, MSFS, AEP, CAP<br>Aquanetta Betts, JD, CAP®, AEP®, CFRE                             |
| 10:45am    | 11:45am  | <b>Breakout Session: Skillfully Transitioning the Family Business: Rethink, Rebalance, Reinvent</b><br>Stacy Allred, MST, CPA, CFP, CEPA<br>Dennis T. Jaffe, PhD |
| 11:45am    | 12:00pm  | Break  |
| 12:00pm    | 12:30pm  | Roundtable Discussions   |



# WEDNESDAY, FEBRUARY 8<sup>TH</sup>

## KEYNOTE

### A Mindset of Meaning

David R. York, Esq., CPA

In order to live, work, and engage in the most purposeful way possible, a proper mindset is key. Unfortunately, we too often default into thought patterns that, while common in the world, end up limiting our impact. This presentation will discuss four distinct ways in which the most impactful people think about and view the world that render them fundamentally different from the average mindset. This presentation will also review the current state of the wealth transfer market and why this different mindset is so valuable.

## BREAKOUT SESSIONS

\* Mountain Time

10:45-11:45am

### The Pursuit of Mastery in the Journey We Call Practice

Griffin Bridger, JD, LLM  
L. Paul Hood, Jr., JD  
John A. Warnick, Esq.

So you've arrived at the professional destination we call expertise, or perhaps you feel you are getting closer to that goal. Have you considered what exciting new frontiers of knowledge and skills lie beyond expertise? Paul Hood, Griffin Bridgers, and John Warnick will share the gap between what traditional planning is offering clients and what our clients need and want. Then they'll explore the critical elements that define the pursuit of mastery. They'll expose the myth that experts can keep the lid shut tight on the Pandora's box of human dynamics that disrupt plans. Then they'll leave you with an invitation to begin your pursuit of mastery and point you towards a powerful launching pad.

10:45-11:45am

### Return on Well-Being: Family Well-being as an Investment

Richard S. Franklin, Esq.  
Claudia E. Tordini, MBA, MPhil

During the 2022 Symposium, we presented our Family Wealth and Well-Being Framework for families to build on their resources and increase family well-being and flourishing. We presented research that supports an early inheritance (or giving over the arch of life) model and shared some ideas to bring distributions in line with individuals' well-being during early adulthood of children.

This time, we add research and tools to help parents and beneficiaries become more deliberate and well-being focused on their spending and investments as well as other uses of their wealth. We will offer research that supports "positive spending" and a tool to discern the level of impact to well-being of the spending or Return On Well-Being.



# THURSDAY, FEBRUARY 9<sup>TH</sup>

## KEYNOTE

### Business Succession Planning for the Family-Owned Business

Marvin E. Blum, JD, CPA

This main-stage session will cover the nuances of business succession planning unique to family enterprises. Advisors will learn the specific steps to follow to attain the ideal balance between pleasing the family and protecting the business.

## BREAKOUT SESSIONS

\* Mountain Time

11:00-12:00pm

### Back to the Future - Tax Planning for 2023-2025 and Purposeful Suggestions for the Governance of Family Entities

L. Paul Hood, Jr., JD  
Carol Warnick, JD

How valuable would it be to your clients if you could take a "Back to the Future" trip with Doc and Marty to discover what lies ahead in the estate planning world beyond 2025. In this session, Carol Warnick will review what now appears to be virtually certain in terms of what 2023 and 2024 portend for transfer tax exclusion amounts as well as discuss effective strategies for helping clients prepare for the sunset, which is scheduled to occur in 2025. Paul Hood will share purposeful drafting suggestions for LLCs and other family entities. Paul will offer both drafters and consultants who assist in the design of structures for operating and investment family entities specific suggestions to maximize the effectiveness and tax efficiency of these entities.

11:00-12:00pm

### Preparing the Next Generation for What's Ahead

Donna Trammell  
Alyson Wise, MPA

The Advisor community has experienced increasing demand from clients who wish to support education and leadership development of next generation family members. In this session, we will share Bessemer Trust's experience cultivating knowledge and skills young wealth holders need to steward their resources confidently, and in line with their values. We will explore how these efforts have strengthened our relationships to next generation leaders and fostered our ability to support client families. The session will introduce research, surface best practices, and highlight a series of case studies from our work. The session will also be interactive, inviting participants to share their ideas, experiences, and learning.

# FRIDAY, FEBRUARY 10<sup>TH</sup>

## KEYNOTE

### Purposeful Parallel Planning: Incorporating Family Stewardship into the Planning Equation

Thomasina Williams

Maximizing financial assets, minimizing taxes, and capitalizing on legal strategies are, without a doubt, vital pieces of the planning puzzle. For families who want to build transgenerational legacies of success, an additional necessary planning component incorporates family stewardship, and focuses on the people who are the owners and beneficiaries of the assets.

This session will explore:

- The concepts of purposeful parallel planning and family stewardship,
- Elements of the family stewardship side of the planning equation, and
- Practical strategies for incorporating family stewardship elements into your practice.

Advisors who help your clients prepare their families to be engaged stewards of their assets will enhance your client services and client satisfaction, build relationships with your clients' families, and cement your role as trusted advisor.

## BREAKOUT SESSIONS

\* Mountain Time

10:45-11:45am

### The Legacy of Peter Cade

Phil Cubeta, CLU, ChFC, MSFS, AEP, CAP  
Aquanetta Betts, JD, CAP ®, AEP ®, CFRE

Jay Hughes, Charles Collier, and others have taught us that telling and retelling family stories binds a family together over generations. Eliciting such stories and connecting them to planning is how we help families thrive. In this interactive conversation, Phil will interview Aquanetta about the legacy of Peter Cade, an enslaved person, born in 1803, from whom her family descends. What is his legacy? How does his story inspire his descendants as they aspire to live the American Dream? What family capital has been transmitted? How have these stories informed the work that Aquanetta does in fundraising? What morals may be drawn for our responsibilities as advisors to wealth? These are the questions we will discuss in this interactive session.

10:45-11:45am

### Skillfully Transitioning the Family Business: Rethink, Rebalance, Reinvent

Stacy Allred, MST, CPA, CFP, CEPA  
Dennis T. Jaffe, PhD

Skillfully passing the baton of the family business (ownership, management and/or leadership) to the rising generation leader or owner is one of the most important challenges that family-owned businesses face, yet too many families are woefully underprepared to meet this challenge. This session takes a fresh look at this age-old problem, challenging old assumptions and exploring new ways to effectively support the senior leader in light of increased longevity, generational blurring and a commitment to building a meaningful life in each life stage. Through stories of what actually works, participants will leave the session with practical ideas and actionable insights. This session is based on a recent article (January 2023) authored by Stacy Allred, Dennis Jaffe, Ken McCracken and Daniel Trimarchi for the UHNW Institute.

# SPONSORS

The Purposeful Planning Institute relies on the generous support of sponsors and strategic partners to achieve our vision of creating a Purposeful Planning Revolution that transforms the way estate planning is done. Aligning yourself with the Purposeful Planning Institute demonstrates that you're an industry leader and committed to mastering and promoting the principles and practices of client-centered planning.

## PLATINUM LEVEL



Family  
Office  
Exchange



FIRST REPUBLIC  
PRIVATE WEALTH MANAGEMENT  
It's a privilege to serve you®



## SILVER LEVEL



THE  
**AMERICAN  
COLLEGE**  
OF FINANCIAL SERVICES®



ASPIRIANT

