

The Planner

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PRESIDENT'S PODIUM

Enduring 2020, Together and Apart

BY S. NASIRA IQBAL, CFP® / PRESIDENT, FPA OF SAN FRANCISCO



2020 is a year that makes one reflect deeply. Existentialist threats stacked one on top of another—pandemics, wildfires, and things like pyrocumulonimbus clouds (a word I do not want to have in my vocabulary). Lives lost, homes destroyed, livelihoods vanished, as entire industries have come to a grinding halt. Yet, the hallmark human character is to endure. And we will, together.

Today I want to share three things with you. First, my professional journey, which is built on the backs of our profession and all of you. Second, the organic nature of the growth and evolution of our organization. Third, the explicit focus on and priority of diversity and inclusion.

The start of my FPA journey and joining our local San Francisco FPA chapter 12 years ago were the most important steps of my career in our profession. Joining the board has only helped me progress in my growth, specifically in honoring the importance of giving back to our helping profession. I am grateful for the networking, all the learning from thought leaders, and also the transformation of our craft to a holistic one—financial life planning.

Since our chapter began, there have been hundreds of board members and dozens of presidents. They

created the fabric of our chapter and have made it flourish with their leadership and their passion. I am grateful to all their work that today allows us to operate smoothly, even in the midst of multiple unprecedented events this year. I am grateful to the current board members' creativity and efforts in a fast transition to a virtual chapter.

We have many parallel efforts to bring life to the virtual format, be it membership appreciation or pro bono financial planning. We are on a constant search for ways to keep you all, our members, engaged, and bring the best speakers in the industry. We are committed to giving back to our community who needs us now more than ever. We are mindful of succession planning and the need for us to hold ourselves to a high standard. In fact, our future leaders are likely reading this right now.

We live in a diverse city, in a diverse state, in a diverse country. Membership (and our efforts in growth for the future) ought to reflect that diversity. When I first moved from South India to San Francisco 21 long years ago, the thing I noticed first was the melting pot of different people and cultures. I love this aspect of our country and I know our profession is lacking.

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October Chapter Meeting



Above (left): Elaine Floyd of Horseshoe spoke on Social Security and Medicare updates during the October chapter meeting.

Above (right): FPASF President Nasira Iqbal speaking during the meeting.

Below: FPASF members in attendance at the October meeting.



◀ FROM PAGE 1

We are committed to doing better and being better. And our plan is not only to say so, but to show so. We look forward to taking the next steps and we hope you will commit to helping us do better and be better, too. In the words of Mellody Hobson, who recently spoke during a phenomenal virtual chapter meeting for FPA of the East Bay, we commit to being “Color Brave.”

This year, the board is super excited to announce the creation of a brand new position—Director of Diversity & Inclusion. It is about time. Some of the desires for and responsibilities of this role are:

- Passion for changing the complexion of our profession and ideas for how to make us more inclusive as a profession and specifically as a local FPA chapter.
- Desire to represent all underrepresented groups to the board and ensure their interests are heard and incorporated in chapter decisions.
- Commitment to build a Diversity and Inclusion Committee within our chapter to facilitate mentoring, webinars, luncheons, summits, scholarship opportunities, and more (and to ensure succession planning success in this role and longevity of this committee).
- And more. The role description will be shared with our chapter soon and we look forward to finding our newest board member and committee members.

As always, we request and welcome your thoughts, ideas, and feedback. We are all in this together and we are here to serve you in the best ways possible. We wish you health, safety, and joy for the remainder of 2020.

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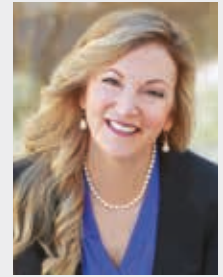
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SHARPEN THE SAW

Are You Ready to Attract, Engage, and Enroll Your Next Generation of Clients?

BY SUSAN DANZIG / FPA NATIONAL BOARD MEMBER



One of the biggest mistakes financial advisors make is maintaining the status quo. In a crowded marketplace where clients have hundreds of options, it's essential to consistently market and build your brand reputation. By developing a uniquely branded system, you can ensure that your current clients remain confident in their decision to work with you while simultaneously attracting new clients.

What Is a Uniquely Branded System?

While all financial advisors want to attract more clients and build their brand, many do not know where to start. After delivering excellent customer service to your current clients, you should be building a consistent brand, logo, and tagline, so people in your area associate the excellent service you provide with a recognizable symbol of that excellence. Using consistent branding in all of your marketing activities maximizes the recognition of your business, so when prospects are ready to use your services, they know who to turn to.

Determining Your Ideal Client Profile

The first step to develop your brand is to define your ideal client. Take time to consider the clients you most want to work with. What is their age? Where do they live and work? What are their occupations? What is their income? What is the size of their portfolio? What services do they need (as opposed to what do they want)?

By evaluating the answer for each of these questions, you will know where and how to focus your marketing efforts. For each of these qualifications,

there should be a tailored message and strategy, as these demographics will assist you to determine when, where, and how to market your business.

Define Your Areas of Specialization

In conjunction with defining your ideal client, you also need to define your area of specialization. What do they need most? Ultimately, your goal should be to clearly outline the benefits you provide and ensure each one matches the needs of your ideal clients. From retirement planning to investment management to college planning, there are dozens of areas you can specialize in to provide added value for your clients. Choose the niche that best supports your clients. Become the expert in your niche. Profits go to the specialist—not the generalist.

Creating Your Branding

Deciding what logo, colors, and tagline to use is an extremely personal decision, but it is important to consider what will speak most to your ideal client. If you work with retirees, for example, a tag line could be “planning for your best years” or “enjoying what you’ve earned.” If you are targeting people at the start of their careers, a more open-ended tagline like “building your future” may be more effective. Your logo design and brand colors provide endless options for optimization, but ultimately, your goal should be to create something that is distinct from your competition and immediately recognizable. Work with a designer and a graphic artist to develop your brand. Like you, your artist should be an expert in his or her art.

Long-Term Growth and Retention of Clients

Retaining your existing clients typically comes down to the services you offer and your excellent customer service, but having brand recognition helps your clients feel confident that they made the right choice. It also gives them the confidence they need to endorse your services to friends and family, helping your firm to grow organically. People are likely to trust recommendations from people they know. As such, you should consider implementing a referral program. I recommend handwritten thank you notes and if you want to go the extra mile, send them an Amazon gift card or a gift card to their favorite restaurant as a great way to thank your clients for keeping you in mind for referrals.

Conclusion

Though it can be difficult to prioritize your marketing, developing a uniquely branded system is key to the ongoing health of your business. If you would like a consultation to help optimize your marketing strategy, reach out to Susan Danzig at Susan@susandanzig.com. Susan will work with you to develop your uniquely branded system, determine your ideal clients, and optimize your business for growth!

Since 1994, Susan Danzig has been working with financial advisors. For over 20 years, she has helped her clients understand, appreciate and clarify their true value, define their specialization, and create effective marketing strategies. As a result, she has guided her clients in welcoming greater income and ongoing success. In addition to her experience working with clients, she values education. Susan is a graduate of the University of Colorado in Boulder and a Certified Business Development Coach. Through Coach U, one of the premier coach training programs in the world, she has received training in advanced group, business, and personal coaching skills. Susan regularly invests in post-graduate programs to further her training, knowledge, and specialty areas. A strong contributor to the community, Susan is a National Board Member for the Financial Planning Association. Susan's office is in Moraga, California, and she consults with financial advisors all across the country.

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2021 FPA NORCAL CONFERENCE

Resilience

BY WILLIAM D. PITNEY, MBA, CeFT®, CFP® / 2021 FPA NORCAL CONFERENCE COMMITTEE



Change can be a beautiful and necessary inevitability for all of us. It can also be very challenging. For many people their identity today is vastly different than it was a year ago.

2020 has been the year where many people have experienced some really deep disappointments or grief. Others have had very positive lifechanging transformations.

What's the key to managing these different situations? RESILIENCE. Resilience is the ability to be flexible when adapting to change. It also describes the ability to “bounce back” from a loss, disappointment, or other difficult circumstances. Those who are resilient remain rooted and grounded even when trials and tribulations arise. They can see an affirming point of view in spite of the circumstances.

Humans are Teflon for positive experiences. And Velcro for negative ones.

Financial planners and advisors are no different. We face enormous pressure to provide our clients with objective advice and keep them from misbehaving. And we have to stay on top of business

responsibilities such as prospecting, client retention, and hiring and managing staff. Executing these duties is much tougher when someone cannot focus because they are distracted by the events of the day, worried about the future, or have debilitating stress.

Clarissa Pinkola Estes, PhD, author of *Women Who Run with the Wolves*, which remained on *The New York Times* bestseller list for 145 weeks and sold over two million copies, said,

“One of the most important steps you can take to help calm the storm is to not allow yourself to be taken in a flurry of overwrought emotion or despair—thereby accidentally contributing to the swale and the swirl. Ours is not the task of fixing the entire world all at once, but of stretching out to mend the part of the world that is within our reach.”

At our 2019 FPA NorCal Conference, Cassandra Vieten reminded us to “Stop fighting and resisting things that we cannot control.” She said, “When we resist or fight something negative, it captures our attention. It then consumes and zaps our energy and mental resources.”

Nearly everywhere we look, there is a tremendous amount of attention paid to our physical health. AND we must also devote sufficient attention to our mental and emotional well-being.

By accepting these challenging circumstances and accepting our own feelings, we can bring a calm acceptance into our lives—at work, at home, and in our community.

Research has shown that even in dire circumstances we feel better when we turn our

**Mark your calendars:
49th Annual FPA NorCal Conference
June 1 and 2, 2021**

attention to supporting others. When we provide tangible, emotional, or informational support to people, we tend to feel more strongly connected to our community.

We want to move from being stuck and longing for what we once considered normal. We are required to do so by our circumstances today. The 2020 FPA NorCal Conference was both a challenge and an opportunity to forge a new way of fulfilling our ongoing mission of *inspiring excellence and fostering community*. We worked hard to pivot to the virtual conference format because we care about supporting you, our colleagues, and we appreciate your continued partnership.

The challenges do indeed make us feel more strongly connected when we work to support others. We are all continuing to rise to the occasion of this current environment, dealing with what is, and looking forward optimistically to the future and to what new opportunities are in store for us.

As we begin planning for the 2021 FPA NorCal Conference, we are working to integrate the programs, topics, and speakers that would be most helpful, beneficial, or inspirational to our FPA NorCal community during this time.

With the massive shift to working from home and distance learning, we are working to integrate actionable ideas on how to boost productivity, avoid Zoom fatigue, and build resilience—for our practices, our businesses, our staff, our family, and ourselves.

Let's do this!

William D. Pitney, MBA, CeFT®, CFP® is the founder and principal of FocusYOU, a financial planning and investment advisory firm with offices in San Mateo and Santa Rosa, California. William is currently the chair/past president of the FPA of Silicon Valley.

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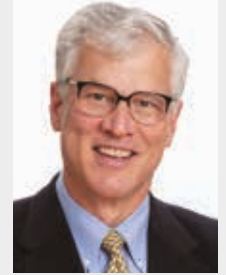
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BOARD BLURB

Giving Back

BY CLAY SELLAND, CPA / COMMUNITY OUTREACH / PRO BONO CO-CHAIR, FPA OF THE EAST BAY



Given that the FPA of the East Bay chapter theme this year is **“Giving Back,”** I thought it would be appropriate to provide a brief update on the Pro Bono Committee’s efforts this year. The goal of the committee is to help promote financial literacy in our community through community outreach and education, as well as to offer financial support to local East Bay organizations.

Like everything else, our community outreach/pro bono efforts were turned upside down in early spring as the reality of the pandemic impacted everyone. The need for pro bono outreach to the community has increased, yet the ability to do so has been severely restricted. It has led us to rethink how to connect with the community.

The uncertainty of when things would get back to normal made it difficult to plan exactly what to do and how best to be of benefit to the community. Scheduled events to provide onsite programs at libraries throughout the Alameda and Contra Costa counties were postponed and eventually canceled. Onsite programs to provide financial literacy workshops to the The Bread Project and Students Rising Above have been postponed.

A silver lining of all this craziness might very well be the ability to reach MORE people who would benefit, as everyone has become more comfortable with online events, so these will likely be the norm going forward. Those handling school aged kids and working from home may very well be “zoomed” out for now. However, I believe this new way of connecting will be more welcome going forward and allow a greater outreach.

Discussions and plans are underway to convert our basic program of nine steps to a financial plan to an online format. Working with the county libraries to

promote the availability of this program will allow us to meet the needs of many more community members.

While our community financial education outreach has been put on hold, as a chapter we have been able to provide financial support to three local organizations throughout the year. We have had the executive directors of these programs present at our chapter meetings.

FPA of the East Bay has donated \$1,000 each to the three organizations listed below (see the box on the opposite page for links to the organizations).

The Bread Project
American Heart Association
East Bay Community Foundation
(who highlighted the Safe Return Project)

In addition, in one meeting we profiled a local nonprofit, Students Rising Above (SRA), which works with underrepresented communities and delivers remarkable, life-changing results through paying for an entire college education. They are currently providing this service for over 500 Bay Area students.

At our October meeting, Elexis Webster was awarded a \$500 scholarship. We first crossed paths with Elexis as a participant in the Independent Living Skills Program (ILSP), assisting foster youth with a basic financial literacy program that FPA volunteers help with in Contra Costa County. She is part of the Students Rising Above program and is a senior at UCSD.

Susan Kay from MFS was our October speaker and is on the board of SRA. She emphasizes that Students Rising Above is not just helping underserved youth with access to a college education. Students are provided a mentor throughout, healthcare so they can focus on studies, assistance finding a paid

internship during summers, and full-time staff that help with interviews and getting a full-time job after graduation.

There are many organizations and individuals that could benefit from access to basic professional financial planning resources but may not have the access or exposure to a qualified financial planner. The additional objective of our pro bono efforts is to share an overview of financial literacy and when possible, create an opportunity where an individual could ask questions about their individual situation.

The oneFPA website has a wealth of information and is a good resource guide. If you have not visited this in a while, it's worth a few minutes of your time. Navigate to this site and page down a bit to see the consumer resources: www.plannersearch.org.

We appreciate the many financial planners willing to give their time who are currently waiting in the wings. We look forward to coordinating activities to use your talents soon!

If you would like to be part of the pro bono effort for the FPA of the East Bay chapter, reach out to Clay Selland (clay@signetmortgage.com, (925) 807-1503) or Craig Kirkpatrick (craigk@orindafunds.com, (925) 402-1678).

Clay Selland is the president of Signet Mortgage Corporation, specializes in the strategic application of residential financing including conventional and reverse mortgages. Uniquely qualified, Clay is a currently licensed CPA and has designations as a Certified Reverse Mortgage Professional (CRMP), Senior Real Estate Specialist (SERS), and Real Estate Broker (CA). Clay can be reached at (925) 807-1503 or clay@signetmortgage.com. Signet is licensed in five states (CA, OR, ID, WA, and UT) CA-DRE 01398801, NMLS 183492.

FPA of the East Bay Highlighted Organizations

The Bread Project:
www.breadproject.org
Berkeley

American Heart Association:
www.heart.org
Oakland (local)

East Bay Community Foundation:
www.ebcf.org
Oakland

Safe Return Project:
www.safereturnprj.org
Richmond



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Top Ten Questions to Ask About a Client's Grant of Restricted Stock or RSUs

BY BRUCE BRUMBERG, ESQ., EDITOR-IN-CHIEF AND CO-FOUNDER, MYSTOCKOPTIONS.COM



Stock compensation is a complex planning niche. It includes not only stock options but also grants of restricted stock or restricted stock units (RSUs). In fact, RSUs are the most commonly granted type of equity award now and are therefore the stock grant that financial planners are most likely to encounter when working with clients.

While restricted stock and RSUs are similar types of equity awards, there are crucial differences that must be understood. Restricted stock is an outright grant of shares that cannot be sold or transferred until the vesting requirements are met. Ordinary income tax applies at vesting unless the client chooses instead to be taxed on the stock's value at grant by making a Section 83(b) election. That decision has tax-planning significance. While the election starts the capital gains holding period early and can be a good tax bet if the stock price (and thus the income) rises by the vesting date, the tax paid at grant cannot be recovered if the stock price falls between grant and vesting. By contrast, RSUs are essentially a bookkeeping entry until the vesting date and the delivery of the shares, so with RSUs the 83(b) election is not available. However, with RSUs deferral of share delivery and thus income tax may be possible if the company's plan allows it (see question #8 below).

Knowledge of the core restricted stock/RSU topics is required to serve clients effectively, build wealth, and prevent costly mistakes. From our experience with the stock plan participants and financial planners who use myStockOptions.com, answering the questions in the checklist below is a good way to start making the most of restricted stock/RSU grants.

1. Is the grant restricted stock or RSUs?
2. Is formal acceptance of the grant required?
3. What is the vesting schedule?
4. Is vesting based only on length of employment, or does it include performance goals?
5. What happens to vesting upon job termination, resignation, a furlough, disability, or death?
6. When the shares vest, what brokerage account will they appear in?
7. Does the company offer a choice for the tax withholding, or does it hold back shares to pay the taxes?

8. With RSUs, can the client defer the delivery of the shares at vesting?
9. Is the client eligible to receive dividends on the stock during the vesting period?
10. What would happen to the client's unvested grant(s) in a corporate merger or acquisition?

If the client doesn't know the answers to some of these questions, look at the stock grant agreement, the stock plan, and any employment agreement. You may want to check those documents in any case just to confirm the facts.

In addition, you should understand the key aspects of the tax treatment:

- The client's taxable income is the market value of the stock when the restrictions lapse (or at grant with an 83(b) election for restricted stock), minus any amount paid for the shares.
- The client has compensation income that is subject to ordinary income tax, Social Security, Medicare, and any state and local tax.
- The income is subject to mandatory supplemental wage withholding.
- The amounts of taxable income and the taxes withheld are included in the corresponding boxes of the client's Form W-2.
- The capital gains holding period starts at vesting/share delivery (or at grant with an 83(b) election for restricted stock).

With early-exercise stock options in a private company, the employee receives restricted stock at exercise (not RSUs), and the rules above apply. However, in this case, it's the exercise date that starts the clock for the 83(b) election and the capital gains holding period.

For more detailed information on this topic, please visit myStockOptions.com.

Bruce Brumberg, Esq., is the editor-in-chief and co-founder of myStockOptions.com. He is also a regular contributor at Forbes.com.



October Meeting



Above: FPA of the East Bay's October meeting covered the topic of "Unique Traits of World Class Advisors."

Below (left): October meeting speaker Susan Kay, vice president, director, Business Development, from MFS Funds.

Below (right): Corey Silva, FPA of the East Bay member and sponsor, also from MFS Funds.



October Meeting



Above: The October chapter meeting speaker, Tom Barrett from Hartford Funds, presented "8,000 Days – An Entire Phase of Your Life Waiting to be Invented."

Below: FPASV members tuned in from offices real and tropical for the October meeting.



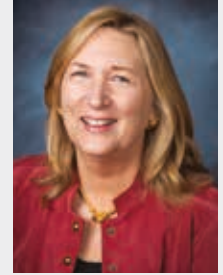
FPA PRIMARY AIM

The primary aim of FPA is to elevate the profession that transforms lives through the power of financial planning. FPA supports high standards of professional competence, ethical conduct, and clear, complete disclosure when serving clients.



The Challenge with Advocacy

BY JANET L. LARSEN, CFP® / PRESIDENT, FPA OF CALIFORNIA



In the final quarter of the year, the advocacy arm of the Financial Planning Association in California reaches out to local legislators when they are back in their district.

We like meeting with the senators and assemblymembers on their home turf for several reasons.

1. They are more relaxed. One time, the member wore board shorts during the meeting. The meetings can last longer, we get to know the representative personally, and a stronger connection is formed. This leads to more opportunities to be thought of as a trusted resource. We want them to think of us when anything related to financial services is discussed.
2. We get to meet the staff who provide services to the people living in the district. This leads to providing speakers and planners for programs that their office runs. They promote our pro bono events through their social media sites.
3. The time commitment is much lower. In this year of COVID, the commitment is even shorter. Most of the meetings are virtual, so it can take as little as 15 minutes out of your year.

I recently contacted my assemblymember to request an appointment. The staffer who answered the phone said, "We have to vacate our offices in November."

Once before, I went to visit a California senator who was termed out. The entire meeting was held in the lobby. He was completely disconnected from his position, even though he was still the representative for two more months.

This is the challenge with advocacy.

The constant turnover means that we have to start all over with a new legislator. Many of these newbies, as I'm sure you could guess, have no idea what a financial planner does or why a fiduciary standard of care is important.

Advocacy takes continuous and consistent effort. All members of the Financial Planning Association are invited to help in this. What we do is important and impactful. Many of the strongest proponents of financial planning are regular participants in advocacy. Please consider joining us.

Back to my call to the assemblymember's office, the staffer couldn't understand why I still wanted to meet with the outgoing assemblymember. Do you? Here are some of my reasons:

1. That politician will probably go on to another position in government. We need all the allies we can find.
2. The staffers that are in the meeting are learning also. They will be moving to a new office where they can be our knowledgeable ally.
3. We can promote our community outreach programs through their distribution network up to the last minute.
4. We are building a foundation for the future, where financial planning is recognized as a distinct profession. You never know when a connection or opportunity will come up, so we want to be in places where this can happen.

I would like to thank those who have participated in advocacy in Sacramento, in district, and in Washington, DC. All of us together do make a difference.

If you are willing to join in, email me at president@fpaca.org.

Janet L. Larsen, CFP® is the founder of STEP Financial, providing comprehensive goals-based financial planning. She incorporates the Kaizen method of asking clients to make small, non-threatening steps towards improving their lives and specializes in protecting client assets from both external threats and mistakes humans make that can cause financial hardship.

CHAPTER EVENTS

Upcoming Event Listings

FINANCIAL
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November 2020

FPA of the East Bay

Date: November 4
Topic: Chapter Meeting Webinar: A Model Approach to Retirement Income
Location: Online
Time: 11:30 am – 1:00 pm
Speaker: Alex Murguia, PhD, CEO, retirement researcher and managing principal, McLean Asset Management
Sponsor: John Sorrell, Bluerock
 See page 14 for event details

FPA of San Francisco

Date: November 10
Topic: Chapter Meeting Webinar: Valuation and Deal Structures: Implications for Today's Buyers and Sellers – an M&A update
Location: Online
Time: 3:00 – 4:30 pm
Speaker: Vic Esclamado, DeVoe & Company
 See page 14 for event details

FPA of Silicon Valley

Date: November 13
Topic: Chapter Meeting and Board Election Webinar: What You Thought You Knew About Medicare – Understanding the Options
Location: Online
Time: 9:00 – 10:30 am
Speaker: Allan S. Eckmann, founder, BayCrest Insurance Services
Featured Partner: Rich Dayton, The Dayton Law Firm
 See page 15 for event details

FPA of Silicon Valley

Date: November 18
Topic: Top of Mind Webinar Series: Navigating the Real Estate Terrain Post COVID-19. What's Next?
Location: Online
Time: 12:00 – 1:00 pm
Panelists: Shafiq Taymuree and Christina Gray, Stonecrest; Mike Ryan, Michael Ryan & Associates; Keith Haag, Hines; John Sorrell, Bluerock
For more information or to register: www.fpasv.org

December 2020

FPA of the East Bay

Date: December 2
Topic: Chapter Meeting Webinar: ESG Investing: Making a Difference in Real Life
Location: Online
Time: 7:30 – 9:00 am
Speaker: Natalya Zeman, Capital Group
Sponsor: Kara Paik, Stonecrest
For more information or to register: www.fpaeb.org

FPA of San Francisco

Date: December 8
Topic: Chapter Meeting Webinar: Transition into Retirement
Location: Online
Time: 4:00 – 6:00 pm
Speaker: TBD
Strategic Partner: Ramona Johanneson, Arthur J. Gallagher & Co. Insurance Brokers of California, Inc.
For more information or to register: www.fpasf.org

FPA of San Francisco

Date: December 8
Topic: Holiday Reception Webinar: Pending
Location: Online
Time: 6:00 – 8:00 pm
For more information or to register: www.fpasf.org

FPA of Silicon Valley

Date: December 10
Topic: Chapter Meeting Webinar: End of Year Celebration and Chocolate Tasting
Location: Online
Time: 4:00 – 6:00 pm
Featured Partner: Chad Perbeck, CIMA®, CFP®, Litman Gregory
For more information or to register: www.fpasv.org

CHAPTER EVENTS

Featured Events
and MeetingsFPA
FINANCIAL
PLANNING
ASSOCIATION

Date

November 4

Time

11:30 am – 1:00 pm

FPA

FINANCIAL
PLANNING
ASSOCIATION

EAST BAY

Topic**Chapter Meeting Webinar: A Model Approach to Retirement Income****Location**

Online

Speaker**Alex Murguia, PhD, CEO of Retirement Researcher and managing principal of McLean Asset Management****Overview**

While investing for retirement is different than investing for accumulation, the financial planning field has not developed the appropriate tools to identify your retirement income preferences and how this can better identify retirement solutions for you. During this presentation, we will quantify various retirement income

dimensions. We will also show how these dimensions can be captured reliably and help identify appropriate retirement income strategies for individuals. By identifying your retirement income style and matching them with retirement income strategies that exhibit those underlying characteristics, we can better identify solutions for clients.

Speaker's Bio

Alex Murgia, PhD graduated from George Washington University with a doctorate in psychology and received a research grant for the National Institutes of Health. His research interests evolved to investments, and he joined McLean Asset Management. Alex also founded a financial planning software company with Wade Pfau to

better serve the industry and its underlying clients.

CE Credits

1 hour of CE credit is pending approval by the CFP board for this session

Cost

\$25 FPA Members
\$75 Non-Members
\$15 FPA Member Students

For More Information or to Register

www.fpaeb.org

Sponsor

John Sorrell, Bluerock



Date

November 10

Time

3:00 – 4:30 pm

FPA

FINANCIAL
PLANNING
ASSOCIATION

SAN FRANCISCO

Topic**Chapter Meeting Webinar: Valuation and Deal Structures: Implications for Today's Buyers and Sellers – an M&A update****Location**

Online

Speaker**Vic Esclamado, DeVoe & Company****Overview**

- What happened in RIA M&A in Q3
- Key catalysts driving 2020's record activity
- Implications of today's environment for valuations and deal structures
- Drivers of economic value and ways to optimize the value of your firm

Speaker's Bio

Vic Esclamado joined DeVoe & Company in 2015 and has over 30 years of experience in financial services strategy and technology-driven new product development, with almost a decade working on business and technology solutions for RIAs. Previously, Vic served as Chief Operating Officer of True North Advisors, a large, fee-based RIA in Dallas, TX, where he handled all the business aspects of the firm, freeing up the founders to focus on new and existing client relationships. In addition to overseeing finance, HR, operations, legal, compliance and technology, Vic led strategic projects focused on organic growth, cost efficiency and advisor profitability as well as M&A initiatives. In his career,

Vic has had the privilege of doing the strategy and product management work to launch online brokerage at Schwab, as well as online bill payment and online banking at Intuit. Vic earned his MBA from Stanford and his undergraduate BA from Yale University.

CE Credits

This event is not eligible for CE credit.

Cost

\$30 FPA Members
\$40 Non-Members
\$10 Students

For More Information or to Register

www.fpasf.org



Date

November 13

Time

9:00 – 10:30 am

FPA
FINANCIAL
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SILICON VALLEY

Topic

Chapter Meeting and Board Election Webinar: What You Thought You Knew About Medicare – Understanding the Options

Location

Online

Speaker

Allan S. Eckmann, founder, BayCrest Insurance Services

Overview

Due to the ongoing debate over health care in the United States, the subject is on the minds of many. Especially weighing, is the topic of “Medicare” and what you need to know. Medicare choices can be overwhelming and many people share information about it—not all of it accurate. In today’s market more options exist for

Medicare members than ever, making decisions on the best plan for a specific situation more complicated. Mr. Eckmann will cover Medicare Parts A, B, C, and D; Medigap; and Group Insurance and Medicare.

Speaker’s Bio

Allan S. Eckmann is a product of Chicago, where he attended the University of Illinois. He spent four years in the Air Force and has a teaching credential from the state of California. Allan has been selling insurance for 47 years, is the founder of BayCrest Insurance Services, and has held a position as a part-time lobbyist for CAHU (California Association of Health Underwriters) and NAHU (National Association of Health Underwriters) advocating Long Term Care (LTC) and Health

Insurance. Allan has conducted many educational seminars on Medicare with organizations in Santa Clara County.

CE Credits

1 hour of CE credit has been granted by the CFP board for this session

Cost

\$25 FPA Members
\$75 Non-Members
\$10 Students

For More Information or to Register

www.fpasv.org

Featured Partner

Rich Dayton,
The Dayton Law Firm

September Chapter Meeting

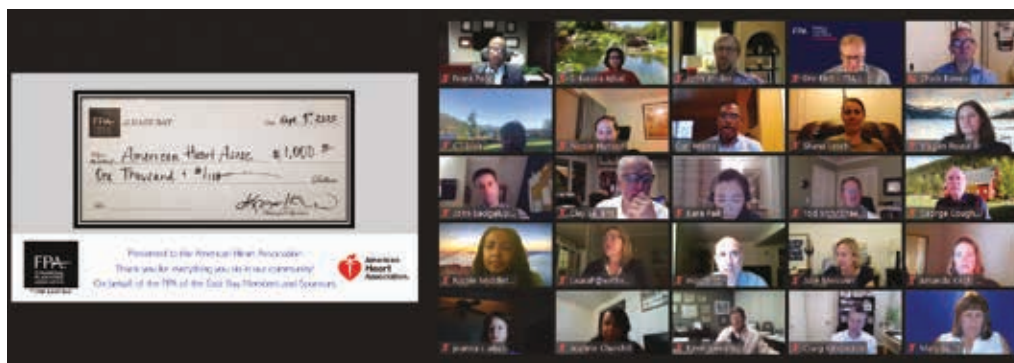


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Left: September meeting speaker, Mellody Hobson, co-CEO and president of Ariel Investments, spoke about “Diversity and Inclusion in Financial Advice and Beyond.”

Right: FPA members from around the Bay Area tuned into the September meeting. In addition, a \$1,000 donation was made to the American Heart Association.





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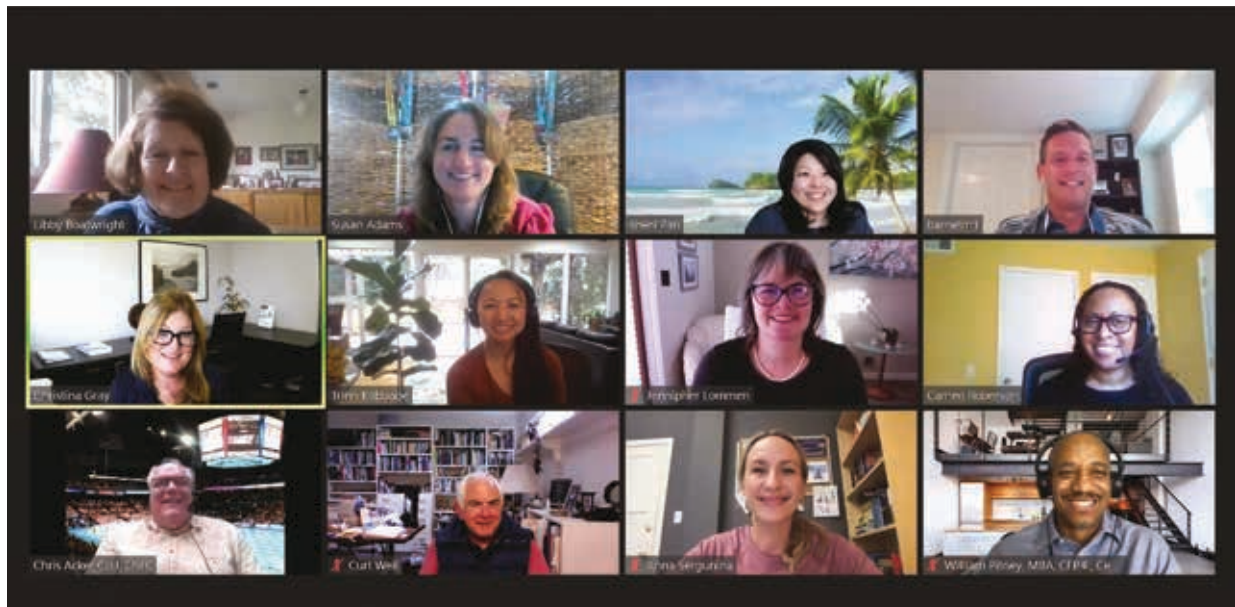
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Strategic Planning Meeting



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Above: FPASV held its Strategic Planning Meeting virtually after the October chapter meeting.
Top Row (left to right): Libby Boatwright, Susan Adams, Sheri Pan, Todd Barney.
Middle Row: Christina Gray, Trinh Kabbabe, Jennipher Lommen, Cameo Roberson.
Bottom Row: Chris Acker, Curt Weil, Anna Sergunina, William Pitney. (Not pictured: Rafe Ann Du Bois)