

# ! 20th Annual Far West Roundup !

August 6-9, 2009



The Far West Roundup is an informal retreat for financial planning practitioners and those intending to enter the financial planning profession. It is held on the campus of UC Santa Cruz. We eat in the cafeteria and we sleep in the dorms. The campus is beautiful, the food is good (considering its cafeteria food), and the accommodations are a long shot from the Ritz. Needless to say, this retreat is wildly popular in spite of its downscale venue. The appeal is the informal setting where planning practitioners can exchange ideas and have fun.

This is an informal learning environment. Bring comfortable clothes and shoes. Cool fogs are common both mornings and evenings, so sweaters and jackets are recommended. Our dorm apartments are designed for four persons with towels and bed linens provided. However these are are skimpy, so you may want to bring a towel and a blanket from home. The refrigerators are operating but the cooking facilities are not.

Given the small number of attendees and the friendly and informal setting, it is traditional to bring your favorite beverages (alcoholic or otherwise) and snacks to share. This is especially true for the Thursday evening reception. We often sip wine into the wee hours as we share ideas and jokes.

Other things to bring are the usual paper, pens, pencils and erasers as well as alarm clocks, flashlights, personal hygiene supplies and medications.

The Roundup is also unusual in that there are no sponsors. Most of our speakers are fellow planners or professionals in related fields who have been recommended to us by attendees.

There are rules of good conduct which the University expects us to honor. Other groups are using the college facilities at the same time, and we are expected not to be rowdy at night, to clean up any messes we make, and not to smoke in the dorm rooms. In addition, we expect attendees to honor the speakers during the sessions by not distracting others. To ensure that participants don't act like a bunch of slap-happy cowboys just come off the trail, the Roundup Sheriff and her posse will be on duty to deal with any offenders (all in good fun, of course!)

Our guarantee is that you'll receive at least 15 units of CEUs if you attend all the sessions. We have at least one practice management session in the program as well.



## SESSION TITLES

## SPEAKERS

### **Grantor Trusts**

**Myron Greenberg**

Estate planning attorney Myron Greenberg will show us how grantor trusts are used to address specific tax and estate issues. Grantor Retained Annuity Trusts, Intentionally Defective Grantor Trusts, and Qualified Personal Residence Trusts will all be covered in this information-packed session.

### **Everything You Need to Know About the Economic Outlook**

**Jeannette Garretty**

Economist Jeannette Garretty will give us a look at where the US and world economies are at present, and the implications for the rest of the year and for 2010. She'll address the far-reaching consequences of fiscal and monetary policies undertaken this year, and their near- and long-term implications for financial planning and wealth management.

### **Divorce Planning**

**Cathy Daigle, George Richardson, & Nancy Ross**

The role of the financial planner has expanded to be an integral part of the divorce team. Find out from legal, mental health, and financial professionals why there is a demand for CFPs in this field and how you may fit into the process.

### **Money, Credit and Building Wealth**

**Shirley Dean**

Shirley will address ways in which individuals can manage their money and debt effectively in order to build discretionary income and savings. The session will include a look at debt management & reduction, spending plans, savings, prioritizing, tracking spending, the true cost of credit, and goal-setting.

### **ETHICS: From Prominence to Prison**

**Patrick Kuhse**

Using his own unique experiences in white-collar crime, Patrick will discuss how smart, educated, successful people can get themselves into so much trouble. He will address common ethical dilemmas in the business world and why people make the ethical decisions they do, as well as providing insight on how to define, develop and control your own ethical behavior.

### **Hanging in There**

**Panel; Marcee Yager Moderator**

How has the past year's economic turmoil affected your business? How has it affected your clients? What have you learned from it? A panel of planners representing a large, a medium, and a small firm will talk about how they've dealt with the situation, and stories from the audience will also be welcome.

### **Getting at the Truth**

**Laura Marie Reese**

In this session, Laura will teach us how to use "uncovering" techniques to get to the true answers to the questions we ask our clients.

### **Values Driven Planning**

**Rick Kagawa**

What's your job as a financial planner – is it to create and execute financial plans? Do your clients really know what they want in the future? Creating financial plans grounded in the client's value system can help you focus on what's really important.

### **Improving Client Trust and Communication**

**Jeff Lambert**

Jeff, the Director of the UC Davis Extension PFP program, will be facilitating a conversation to help us advance our client trust and communication skills, with the goal of improving our ability to connect with and coach our clients more effectively.

## Wisdom in Our Midst

**Various**

This will be a free-wheeling session composed of a panel of Roundup participants answering questions that have been submitted by the other participants on any planning-related topic.

## SCHEDULE

### FRIDAY

<i><b>TIME</b></i>	<i><b>TOPIC</b></i>	<i><b>SPEAKER</b></i>
8:30-10:10	Grantor Trusts	Myron Greenberg
10:20-12:00	The Economic Outlook	Jeannette Garretty
1:30-3:10	Divorce Planning	Daigle, Richardson, Ross
3:20-5:00	Money, Credit and Building Wealth	Shirley Dean

### SATURDAY

<i><b>TIME</b></i>	<i><b>TOPIC</b></i>	<i><b>SPEAKER</b></i>
8:30-10:10	Prominence to Prison	Patrick Kuhse
10:20-12:00	Hanging in There	Panel
1:30-3:10	Getting at the Truth	Laura Marie Reese
3:20-5:00	Values Driven Planning	Rick Kagawa

### SUNDAY

<i><b>TIME</b></i>	<i><b>TOPIC</b></i>	<i><b>SPEAKER</b></i>
8:30-10:10	Improving Client Trust and Communication	Jeff Lambert
10:20-12:00	Wisdom in Our Midst	Various

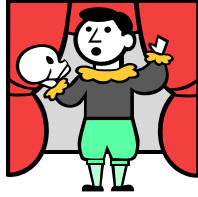
## AND FOR FUN.....



### Thursday, August 6 - Roundup of Memories

Because this is the 20<sup>th</sup> Roundup, Thursday night will be a time for an anniversary retrospective. Bring a story to share - the most memorable/best/worst speaker, social event, past Roundup attendee, or information that changed your business. What does Roundup mean to you? Bring your most entertaining tale of a past Roundup.

As usual we'll have a catered buffet and we also encourage you to bring your favorite snacks and drinks to share with the group (we don't want anyone to go away hungry, & we talk a lot so we get extra thirsty).

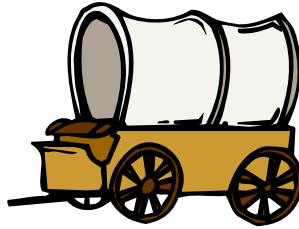


### **Friday, August 7 - Shakespeare Festival, Santa Cruz**

This year we'll be seeing *Shipwrecked*, a family-friendly romp that takes us to the far side of the world as our hero retells his tales of adventure, daring, and intrigue. And we are left to wonder if imagination holds more genuine value than truth. After the show is over we'll have time to engage our own imaginations further with food and drink and good talk back at the dorms.

### ***Please indicate the number of theater tickets you want on the reservation form –***

Tickets are \$35 each and are not included in the registration fee



### **Saturday, August 8 - Special Anniversary Barbecue with Chef John Longstaff**

On Saturday night John Longstaff, who's shown himself to be pretty handy with a branding (no, make that *golf*) iron at past Roundups, will take over the chuckwagon and cook us up a great barbecue. Seems he's got a hidden talent for coaxing the most out of a slab of meat and Miss Kitty sweet-talked him into using those talents on our behalf. This is going to be our BIG, BLOWOUT 20<sup>TH</sup> ANNIVERSARY SHINDIG, and we'd like to encourage any of you whose spouses or friends are nearby and want to hang out with us to *come on down*, and bring your guitar or harmonica if you have one.

John can barbecue, but he can't bake. So bringing a dessert to share would be a real help.

### **What to bring for our social events:**

- ★ Both warm- and cool-weather clothing (daytime is hot, but mornings and evenings are foggy)
- ★ Favorite snacks/beverages for Thursday night get-together (*alcohol is allowed*)
- ★ Money for snacks/wine at the evening activities

