

23rd Annual Far West Roundup!

August 9 - 12, 2012



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 it's 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; towels and bed linens are provided. However, these are skimpy, so you may want to bring a towel and a blanket (or two if you sleep cold) 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 past 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 his 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

Culturally Competent?

Stephanie Lee & Andrea Roland

If you are working with LGBT clients and don't know what that means, the answer is no. Financial planning is neutral to most aspects of a client's identity, and planners follow the same legal guidelines regardless of a client's race, religion, or national origin. This is not the case when you work with members of the gay and lesbian community, who are subject to disparate legal and societal treatment. We will discuss the financial planning issues for same-sex couples, as well as increase your cultural competency and awareness of this community. A question such as "Are you married?" is not the simple one you thought it was. Join Stephanie and Andrea in an engaging discussion that will make you a better planner for those clients you already have (and may not know it).

Helping Clients Protect Wealth from Catastrophic Nursing Home Costs

Roy Litherland

Roy will help us understand how to help our clients reduce the stress involved with moving to a nursing home by using Medi-Cal planning. This workshop teaches strategies for protecting assets from a long nursing home stay, dramatically reducing finance-related stress. He will also cover the "real" look-back gifting rules and the difference between immediate need and long-term planning.

Time-testing Markets: Lessons from the Past Century

Marlena Lee

Many investors remain skittish, and understandably so given the troubling headlines from around the globe. Using over a century of global returns, this presentation gives lessons for the future by looking far into the past. History yields important takeaways for both advisors and clients on asset allocation and investment discipline. Our DFA "rock star" (PhD & Research VP) shares her perspectives that are highly relevant to today's economic conditions.

Your Individual Legacy / Our Legacy as a Profession

Ben Coombs & Marty Kurtz

As we end our first full day, let's take some time to create a mindfulness of our intentional, or accidental, contributions to clients, our families, and the profession. With Ben, we will explore through stories, conversation and exercises, the essence of creating a legacy. This is important to both the client, and to the advisors, in our effort to help our clients lead more meaningful and purposeful lives. Marty will address our legacy as a profession and what he has learned about the current outlook during his year as FPA President. He will also share his own views on where he would like to see us going in the future.

Trust is an Inside Job: Expanding your Emotional Comfort Zone

Carol Anderson

Research results clearly indicate that "comfort with emotion" is a serious communication challenge for most financial planners. In addition, they underestimate the value that clients place on having a financial planner who is skillful in discussing sensitive issues. Explore the roots of discomfort with emotion and distrust in one's ability to navigate sensitive issues with clients. Learn concrete ways to expand the boundaries of your emotional comfort zone in order to nurture client trust and support long-term client relationships.

This Could Change Everything

Dick Wagner & Don St. Clair

Join in the conversation that will weave together Professor Stephanie Kelton's controversial presentation at Retreat on government deficits and issues of insolvency, and Dick's work regarding the exploration of money, debt, obligation and exchange. Don will examine the different spending constraints and consumption opportunities of households, corporations, and sovereign governments – specifically as they relate to personal finance, household debt and what he calls consumption imperatives.

Parallel Universes & Alternative Realities

Craig Martin & Ryan Caldwell

If your 'investment' universe has not changed since you took on your first client, you may be subject to some stark 'alternative' realities. While change may not be mandatory, the historian tells us it is in our destiny. It might be that you have been asking, "Yes, but how can I survive this change?" In this presentation, Craig and Ryan explain in practical terms how and why their firms have made a BIG commitment to alternatives by establishing proprietary alternative investment funds . . . and lived to talk about it.

College Funding - Free Money (If You Know Where to Look)

John Buerger

In this day and age of high volatility, zero interest rate policy, measly dividends and bond yields, it's nice to know there is still one place where you can produce thousands of dollars of "free" money for your clients. John is a college funding specialist and he will share many of the techniques he uses to find money for families of college bound kids. Paying for college is like buying a new car for the student each year they are in school. You will learn how they can drive that car off the lot for as little as half price - even when the family has a high income. Successes and horror stories including the biggest mistakes most people make - you'll hear them all so you'll be ready the next time the parents of a college bound high school student walks into your office.

Is MPT dead in the "New Normal?"

Gary Miller

Much of modern portfolio theory (MPT) has been criticized as a miserable failure in the financial crisis of 2008. But was it MPT or its application that failed? Gary Miller, CFA will lead us in an exploration of the "New Normal," and how MPT applied properly should still be the foundation of your portfolio management process. This "myth-busting" session will show that common sense with a little math thrown in may be the best defense we have to help both you and your clients survive in the "New Normal."

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

TIME	TOPIC	SPEAKER
8:30-10:10	Culturally competent? LGBT Client Planning	Stephanie Lee & Andrea Roland
10:20-12:00	Protect from Catastrophic Nursing Home Costs	Roy Litherland
1:30-3:10	Markets: Lessons from the Past Century	Marlena Lee
3:30-4:15	Seymour Center Tour for First Forty to Register (Two Tours of Twenty)	\$7.50 Per Person
4:20-6:00	Your legacy / Our legacy @ Seymour Center	Ben Combs & Marty Kurtz

SATURDAY

TIME	TOPIC	SPEAKER
8:30-10:10	Expanding Your Emotional Comfort Zone	Carol Anderson
10:20-12:00	This Could Change Everything	Don St. Clair & Dick Wagner
1:30-3:10	College – Free money if you know where to look	John Buerger
3:20-5:00	Parallel Universes & Alternative Realities	Craig Martin & Ryan Caldwell

SUNDAY

TIME	TOPIC	SPEAKER
8:30-10:10	Is MPT dead in the "New Normal?"	Gary Miller
10:20-12:00	Wisdom in Our Midst	Various

AND FOR FUN.....

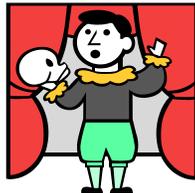
Thursday, August 9: Hangin' Out

Thursday night we gather at the Koi Pond to mingle, introduce ourselves and then debate "The Question." The first evening is an excellent icebreaker and welcome to the whole shebang. We start outside in an informal atmosphere with hearty appetizers and then move inside for a discussion in an even more informal atmosphere. The Question changes every year and a lively conversation is encouraged. Bring your beverage of choice to share.



Friday, August 10: Dinner at the UCSC Seymour Marine Discovery Center

On Friday night we return to the Seymour Discovery Center at the Long Marine Lab off-campus to tour, dine, schmooze and admire the scenery of the Santa Cruz coastline. The first forty lucky campers to register get a guided tour of the center at 3:30. We then have the last class of the day there followed by fine Bite Me BBQ dining prepared by our own John Longstaff. This gives us more chances to talk and exchange ideas over food and wine. We provide the food, the space and the sunset. You provide the beverage, the witty conversation and the admiration of the sunset.



Saturday, August 11: Shakespeare Festival, Santa Cruz

The Musketeers are back! Only older. Aramis, Porthos, Athos and D'Artagnan, long since retired from their heroic endeavors, reunite in a final pursuit of glory to oust King Louis and replace him with his twin brother, the man in the iron mask. Join the Musketeers for one last mission, filled with fantastic feats, daring adventure, and broad humor. Outside in the Glen. Everyone loves a swashbuckler!

This event is a stroll through the redwoods to the theater. If this is not for you, stay in and mingle or go out to mingle. Tickets to the show are in addition to your conference fee. To warm us up after the outdoor play, we'll have food, libations and good talk back at the dorms.

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

Tickets are \$37 each and are not included in the registration fee

What to bring for our social events:

- ★ Both warm- and cool-weather clothing (daytime may be hot; expect fog mornings and evenings)
- ★ Favorite snacks/beverages for Thursday night get-together (*alcohol is allowed*)
- ★ Money for snacks/wine at the Saturday evening Shakespeare event



ROUNDUP FAQs

- 1. Why should I attend Roundup?** The Roundup is a planning practitioner's conference unlike any other. It is situated on the campus of UC Santa Cruz. We hold our program in a classroom, sleep in the dorms, and eat in the cafeteria – which may explain a lot of its character. It is informal – dress is casual, very casual. It is collegial – the educational sessions are highly interactive, but some of the best learning occurs during informal discussions with fellow practitioners. It is fun – we do like to laugh, and there always seems to be a bottle of wine handy in the evenings. Maybe it is a bit like those college days – without the homework. The best recommendation for this conference can be had from anyone who has attended in the past.
- 2. Who can attend?** This is a retreat restricted to people who are financial planning practitioners or studying to become one. Because everyone who attends is in the same profession experiencing similar issues, we can relate to each other and share experiences and ideas.
- 3. Should I attend as a resident or a commuter?** We strongly encourage attendees to be residents. Commuters miss out on probably the best element of the Roundup – the collegiality and sharing of ideas that occurs mostly outside of the classroom.
- 4. What is the dress code?** Very informal. Anything from business casual to shorts and a t-shirt is fine. Anyone wearing a jacket and tie will be considered inappropriately dressed and sent home to change into decent clothes.
- 5. What is the weather?** Days will likely be warm and sunny, with temperatures ranging from 65 to 75. Mornings are often foggy, with temperatures as low as the mid 50s. Evenings are also cool. It is advised that you bring a sweater or jacket for the evening.
- 6. What are the accommodations?** We sleep in the dorm rooms and eat in the cafeteria. The dorm rooms are not the Ritz, but they are far better than what most of us had in college. Each dorm has 2 or more bedrooms, a shared bath, a living area, and a full kitchen (we are only allowed to use the refrigerator and sink). The food at the cafeteria is generally good.
- 7. Can I bring my significant other?** Significant others are welcome, subject to availability of dorm rooms. We do not provide day time activities for them, but they are welcome to participate in our evening activities. If they are staying in the dorms, the cost would be the same as for a regular attendee.

