

SHARE THE WEALTH

GROWING YOUR PRACTICE WITH FPA OF MIDDLE TENNESSEE



THIS MONTH'S ISSUE
APRIL 2019

PRESIDENT'S WELCOME

MEMBER SPOTLIGHT

APRIL CHAPTER MEETING

**TN ADVOCACY DAY
RECAP & NATIONAL
ADVOCACY DAY PREVIEW**

**MEMBER RECOGNITION
PROGRAM**

SURVEY RESULTS

UPCOMING EVENTS

PRACTICE CORNER

PRESIDENT'S WELCOME

by Nathan Greene, CFP®

Welcome to this month's edition of *Share the Wealth*, the periodical devoted to your professional development. This month, we share the happenings from a packed March and look ahead to an exciting spring.

Many of us think of April as a time of renewal and reinvigoration, and maybe taxes... But just like the blossoming life around us, you can provide that same rebirth for our chapter. This month you will see many announcements about membership drive and recruiting new members. I hope you will support that effort as you can.

I also hope you take some time to reflect on our colleagues that make a difference. Our association is filled with quality leadership, but what does it mean to you to be a member of FPA, and what does superior, exemplary commitment look like to you? Our newly formed Awards Committee is asking those questions in a build-up to creating our very first concerted recognition process at the local level. Please read Chairman Wallin's article explaining what the year has in store and how you can appreciate good works while strengthening the Chapter and profession.

As a group of practitioners seeking to enhance and evolve our practices – as well as the industry as a whole – we hope to grow with you in 2019. We hope you can use this edition of *Share the Wealth* as continued guidance on our ever-changing industry, and if ever you have story ideas, comments, or questions, please do not hesitate to reach out to me, Nathan Greene, or our Executive Director, Scott Sivley. We would love to hear from you!

MEMBER SPOTLIGHT**LINDSAY YOUNGBAUER, CFP®**

Lindsay currently serves as Vice President of Diversified Trust Company. She is part of the Wealth Strategies team focusing on holistic financial planning for individual clients.

She began with Diversified Trust as an Account Manager in the Atlanta office. Before joining the firm, Lindsay worked for Reliance Trust Company as an Assistant Vice President for the Agency Administration Department. Lindsay earned a B.S. in Business Administration from Kennesaw State University and holds the CFP® certification awarded by the Certified Financial Planner Board of Standards, Inc. In addition to her FPA membership, she belongs to the National Association of Personal Financial Advisors. Lindsay serves on the board of the Financial Planning Association of Middle Tennessee and the Associate Board of Ambassadors for the Nashville American Cancer Society.

How have you benefited from being an FPA member?

From the moment I joined FPA, I have felt like I was part of a family. I prioritized attending as many events as possible, so I could get to know people on a professional and personal level. The events have allowed me to see how other practitioners approach client situations. One of my favorite Warren Buffet quotes is, "It's better to hang out with people better than you. Pick out associates whose behavior is better than yours and you'll drift in that direction." FPA has been that platform for me professionally!

Why do you choose to serve on the Board? I wanted to expand my board experience. I am passionate about financial planning, and I also wanted to learn how a non-profit operated behind the scenes, so I thought this would be a great opportunity. I have been exposed to areas of development that help strengthen my skills for the future. It also has opened my eyes to opportunities where we can provide pro bono services through programs such as Junior Achievement, Davidson County Reentry Center, and Cancer Patients.

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Danny Raube at
draube@shoemakerfinancial.com.

What words of encouragement would you give an aspiring planner? Surround yourself with intelligent and passionate people in the industry. Listen and observe as much as you can from those you consider a mentor. It is important to own your skill sets and apply them to the best of your ability.

Why did you get involved with FPA?

I wanted to connect with others in the industry and community. I thought it could be beneficial for peers to share ideas in ways that would help make each professional more successful in their own right.

What have you found to be the most valuable lessons learned early in your career?

If possible, observe and support multiple advisors because you get to see each person's style and how they manage their client relationships. Also, as you are gaining experience, find out what type of clientele you most enjoy working with and consider that when you are going out on your own or providing business development.

Thank you to Director Youngbauer for sharing her story. As part of FPA's "Year of You," we will highlight members each month throughout 2019. Please send suggestions for member spotlights to scott.sivley@fpamidtn.org.

APRIL CHAPTER MEETING

“How to Improve Your Writing, Make Better Decisions, and Grow Your Business” with Peter Lazaroff, CFA, CFP®

Peter was never much of a writer in school, but today he runs a nationally recognized blog and regularly contributes to *The Wall Street Journal* and *Forbes*. In April 2019, Wiley & Sons will publish his first book: *Making Money Simple*. In this presentation, Peter will explain how he uses writing as the Co-Chief Investment Officer at Plancorp to improve the firm’s decision-making process. He will also share the techniques he used to become a better writer as well as his strategies for promoting content to help develop business and get media attention without a PR firm.



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More About the Presenter

Peter Lazaroff, CFA, CFP® is the Co-Chief Investment Officer at Plancorp, which manages over \$4 billion for institutions, individuals, and retirement plans across 48 states. He also serves as the Co-Chief Investment Officer for BrightPlan, a digital advisor that builds customized financial plans and goals-based investment portfolios.

Peter speaks at conferences across the country and appears in national print and television media. Financial Advisor Magazine named him 10 Young Advisors to watch, and last year he was included among Investopedia’s Top 100 Most Influential Financial Advisors.

Peter is both a CFA Charterholder (CFA) and Certified Financial Planner (CFP®). He holds a B.A. in Economics and Management from DePauw University.

Wednesday 17 April

3:00 pm Networking

3:30 - 5:00 pm Chapter Meeting

Reception Follows on Terrace

TrustCore, Education Center, 1st Floor

RSVP HERE

The logo for Manning & Napier, featuring the company name in a bold, black, sans-serif font with a registered trademark symbol. Above the name is a green graphic of three leaves on a stem.

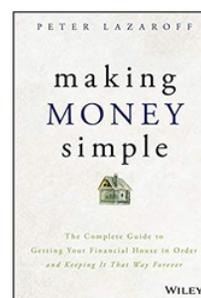
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Click on the image to the right to order Peter's new book that is the basis for his presentation.

FPA Advocacy Day 2019

State and Federal

TN Advocacy Day 2019

Members from across the state joined in Nashville on Tuesday 26 March to advocate for your profession. The group had meetings with key officials including Speaker of the House Glen Casada, Assistant Treasurer Joy Harris, and Securities Commissioner Fran Berger-Gilliam.



Along with the group meetings, each attendee met with local representatives to further cultivate relationships and remind each how important financial planning is for all Tennesseans. The day was topped off with lunch at the historic Woolworth's on 5th.



FPA National Advocacy Day 2019

Registration is now open for our FPA DC Advocacy Day! Find out more about our 6th Annual FPA Advocacy Day in Washington, D.C. in June below. We do all the heavy lifting by providing you with:

- Appointments with the offices of your Members of Congress
- Online logistics and policy training
- Materials and badges
- Special Room Rate at Hotel Liaison
- Networking dinner and breakfast briefing
- Access to FPA PAC reception with invited Members of Congress

For more information or questions, please contact Karen Nystrom at knystrom@onefpa.org.

Click Here to Register

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Want to reach our members?

Contact Danny Raube at draube@shoemakerfinancial.com.

Celebrating Our Achievement; Recognizing our Colleagues

By Michael Wallin, CFP®, LUTCF



We all know colleagues who give a little extra or are always there for us or the Chapter, and your chapter leaders want you to know it is appreciated but not always known.

This year, we want to begin changing that. This fall we will recognize members who best characterize FPA's primary aim: “[t]o elevate the profession that transforms lives through the power of financial planning.”

During the coming months there will be further details about the recognition and calls for nominations, but for now I am just asking you to begin thinking about fellow members who positively affect our profession.

Their service could be recent or ongoing for decades. What is critical is they are influencing your personal career, the Chapter, the profession, using their financial planning services to benefit the broader community, or likely a combination of all. You may be thinking, “how do we assess that?”

People often wonder how awardees are really chosen. Fortunately, we have a guidepost in the “FPA Pillars of the Profession.” Using “the Pillars” the Board will weigh nominees’ credentials to annually determine worthy awardees. Here is a brief description.

Advocacy & Education: We are called to be advocates and cultivate the profession. Do you know someone who is championing the causes that make financial planning a respected profession, raising awareness of the issues that limit the profession’s full potential, or sharing knowledge to inspire and shape the current and next generation of planners?

Community: As professionals, we are expected to be respected, contributing members of our community. Have you noticed those whose service to the community, be it in pro bono financial planning or their overall volunteer efforts, bring notoriety to the profession and help transform lives?

Business Service: Our service to others extends to each other. Do you pause to take note of colleagues who are always willing to collaborate? Whether an innovator who readily shares ideas or just being available, they are elevating the profession by promoting best practices in client relations or business affairs.

Professional Achievement: There are those who, on top of everything else, have elevated the profession by their success. Maybe they built a business that grew the job base. Possibly their client service distinguished themselves and raised the profession. Hopefully, others outside the field noticed their work and it garnered meritorious recognition. The possibilities here are limitless, but our personal business success is good for the profession, so do not be shy in sharing what you or others have achieved.



One of the best ways we can elevate the profession together is to recognize the service and care we take for each other and our community. I encourage you to give considered thought and ongoing vigilance not only to say thank you for outstanding conduct but to further propel us toward personal and professional excellence. Watch for more to come!

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2019 Local Member Survey Highlights

Thank you to each member who took the time to share their input on current and future chapter activities. Your participation will help guide ongoing planning. Here are some highlights.



for the intelligent advisor

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March Events

NexGen & Knowledge Circles



NexGen tipped off its year with "Basketball & Brews" at M.L. Rose on March 21. The after-work event offered members the chance to welcome two guests and discuss their careers.

Attendees provided feedback on their ideas for events this year and how best NexGen can support young planners and career changers. One area of emphasis this year is to pair mentors, formally or informally, with NexGen'rs, so if you'd like to get involved in shaping the next generation email us at fpamidtn@gmail.com.



Attendees of the March Knowledge Circle examined employee benefits topics including HSA & FSA utilization, deferred compensation, 401k/403b, 457, and defined benefit plans, employee stock ownership plans (ESOPs), and Net Unrealized Appreciation (NUA). The event was held at Casual Pint in Franklin. The next Knowledge Circle is May 9 at Smith & Lentz in East Nashville.



UPCOMING EVENTS

APRIL CHAPTER MEETING

Peter Lazaroff, CFA, CFP®

Co-CIO, Wealth Manager, PlanCorp Financial

"How to Improve Your Writing, Make Better Decisions, and Grow Your Business"

Wednesday 17 April

3:00 pm Networking

3:30 - 5:00 pm Chapter Meeting

Reception Follows on Terrace

TrustCore, Education Center, 1st Floor

RSVP HERE



July Chapter Meeting

Leigh Griffith

Partner, Waller Law

Reviewing the TCJA and QBI Deduction

Tuesday 16 July

3:00 pm Networking

3:30 - 5:00 pm Chapter Meeting

Reception Follows on Terrace

TrustCore, Education Center, 1st Floor



KEYNOTE SPEAKER

JOSHUA M. BROWN

CEO, RITHOLTZ WEALTH MANAGEMENT

"THE REFORMED BROKER"

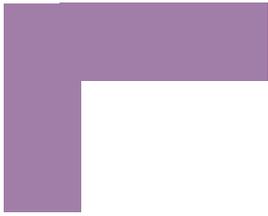
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SYMPOSIUM 2019



TOPGOLF



PRACTICE CORNER

Advisors' Biggest Mistakes

Excerpted from March FPA SmartBrief and ThinkAdvisor

It's hard for humans to admit to mistakes, but everyone makes them, especially when it comes to work. These can be rookie mistakes, business-building missteps or client headaches.

We asked advisors across the country what mistakes they had made as an advisor, whether related to investing, practice management or anything financial. Many were willing to share their stories, and how they changed their behavior going forward. These are mistakes that most advisors have made, most likely, but the key was how they corrected the problem and moved on.

Accepting client spending at face value

Forgetting you're a business owner, too

Proceeding without all the paperwork in place

Forgetting to engage both parties in a couple's planning process

Not being discreet, even with couples

Click [here](#) to read advisors' solutions to avoid and overcome these mistakes

