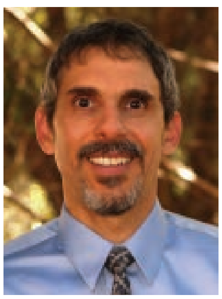
FPA®
FINANCIAL PLANNING ASSOCIATION

THE PLANNER | JANUARY 2016 | VOL 17 ISSUE 1

BROUGHT TO YOU BY | FPA of the East Bay www.fpaeb.org | FPA of San Francisco www.fpasf.org | FPA of Silicon Valley www.fpasv.org



PRESIDENT'S PODIUM
RESPONSIBLE INVESTING

BY TED GEORGE, CFP®, MSFP
PAST PRESIDENT, FPA OF SILICON VALLEY

While you have all heard of SRI, what you may not know is the degree to which the SRI industry and investment options are evolving. The US SIF Foundation "Report on Sustainable and Responsible Investing Trends in the United States" reported $6.57 trillion in total SRI assets under management at the end of 2013.

Evolution of the Acronyms

SRI originally stood for Socially Responsible Investing. Over time environmental concerns were incorporated as sustainability, and the acronym evolved to mean Sustainable and Responsible Investing. More recently the concept of Impact Investing has grown. Impact Investing means investing in companies that positively contribute to one or more environmental, social, or governance areas as a matter of their primary intent. SRI has evolved to stand for Sustainable, Responsible, and Impact Investing.

The newer acronym ESG (Environmental, Social, and Governance) represents the primary categories of attributes that SRI conscious investors examine to determine if a company meets their required standards.

The term Responsible Investing is also now being used for this entire area of investing.

Evolution of Responsible Investing

The increasing relevance of ESG to investment practices has been recognized by institutional investors for some time. The interest of individual investors has also been accelerating in recent years.

Former United Nations Secretary-General Kofi Annan invited a group of the world's largest institutional investors to develop the Principles for Responsible Investing (PRI). Launched in 2006, the PRI has 1,380 signatories from over 50 countries managing more than $59 trillion AUM. While voluntary and aspirational, the six Principles of Responsible Investing are a common vision for incorporating ESG issues into investment practices across asset classes. For more information, see www.unpri.org.

Measurement

Examining ESG is no longer a subjective, 'soft' exercise. Institutional investors, fund companies, and independent third parties have developed sophisticated metrics for measuring ESG factors. As the industry demands more transparency and reporting on these issues, the expanding data sets and increasingly robust metrics enable ever more robust measurement. You may already know about the ESG metrics and data at Bloomberg and MSCI. There are other, lesser known organizations standardizing metrics and reporting, such as the Global Reporting Initiative and the Sustainability Accounting Standards Board (SASB). SASB reporting standards are now being incorporated into SEC 10-K filings.

Institutional investors and fund companies now have systematic tools for measuring and ranking the ESG factors their investment policies find most important. These evolving systems and underlying metrics now provide the type of analytics for ESG that you would expect from professional investment managers.

Performance and ESG

In the past SRI investing involved accepting somewhat lower returns and somewhat higher fund management fees. While not completely behind us, this is no longer universally true. In some asset classes, such as US Large Cap and International Equity, it is relatively easy to achieve similar performance to standard investments with average costs. There is also mounting evidence from multiple analytic studies that companies with higher ESG ratings provide greater risk-adjusted returns over time.

CONTINUED PAGE 2 ▶

Ted George, CFP®, MSFP is the past president of the FPA of Silicon Valley. He is partner and co-founder of Wealthscape Advisors, LLC, an independent, fee-only financial advisory firm providing comprehensive financial planning and investment management.

CONTENTS

FPA Chapter Executive Directors

New address? Interested in sponsorship or advertising? Reach your chapter office directly with the contact information here.

FPA of the East Bay
Krysta Patterson
(925) 778-1165
eastbayfpa@gmail.com
www.fpaeb.org

FPA of San Francisco
Holly Wilkerson
(877) 260-3218
info@fpasf.org
www.fpasf.org

FPA of Silicon Valley
Susan Adams
(877) 808-2699
execdirector@fpasv.org
www.fpasv.org

FROM PAGE 1 ▶

This tradeoff is perfectly acceptable to many clients with an investment intent that falls within the SRI arena. As the industry continues to evolve, I expect to see continually greater parity in both investment returns and fund fees. This should attract a wider breadth of retail investors.

Many Special Interests

SRI covers a wide range of investor interest and intent. While some organizations take a broad approach, others focus on narrow areas of special interest. However, they all recognize the power of working together to achieve their individual and common goals. This is evident at organizations driving the industry such as the UN PRI, the Forum for Sustainable and Responsible Investment (www.ussif.org), and the SRI Conference (www.sriconference.com), which recently held its 26th annual event with over 600 attendees.

Here are some of the major focus areas of ESG:

- Environmental: biodiversity loss, greenhouse gas (GHG) emissions, climate change impacts, renewable energy, energy efficiency, resource depletion, chemical pollution, waste management, depletion of fresh water, ocean acidification, stratospheric ozone depletion, changes in land use, and nitrogen and phosphorus cycles.
- Social: activities in conflict zones, distribution of fair trade products, health and access to medicine, workplace health safety and quality, HIV/AIDS, labor standards in the supply chain, child labor, slavery, relations with local communities, human capital management, employee relations, diversity, controversial weapons, and freedom of association.
- Governance: executive benefits and compensation, bribery and corruption, shareholder rights, business ethics, board diversity, board structure, independent directors, risk management, whistle-blowing schemes, stakeholder dialogue, lobbying, and disclosure. This category may also include business strategy issues, both the implications of business strategy for environmental and social issues, and how the strategy is to be implemented.

This discussion would not be complete without mentioning faith-based institutions and funds focused on Responsible Investing. In addition to common ESG factors, they typically include other criteria which support their particular religious beliefs.

Investment opportunities are available across the spectrum. Given the active nature of determining ESG factors and combining with them with investment performance analysis, it is not surprising that most investment vehicles available for financial advisors and their clients are actively managed public mutual funds. However, there are also numerous non-listed funds and limited partnership offerings, especially in certain investment areas such as organic farming and green energy. Community Investment bonds may be available in mutual funds or individually. Finally, there are a number of ETFs and index mutual funds available offering lower management costs.

Offense as Well as Defense

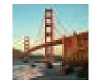
Traditional SRI methodologies consisted largely of negative screening. An asset manager might screen out companies that pollute excessively or have unfair or discriminatory labor practices. Modern screening approaches include positive factors in their analysis, such as use of renewable energy, the reduction of waste, or exemplary human capital management.

Many SRI asset managers also include investor activism as part of their processes. Larger funds and institutional investors have significant clout with the companies in which they invest. This clout is being used through communications with boards of directors or placing shareholder resolutions to be voted on at annual meetings. Industry veterans report that successful placement of a resolution is more important than approval. Many times just bringing an issue to the awareness of shareholders and the public is enough to result in the company board voluntarily changing their practices.

SRI Asset managers may also partner with non-governmental organizations (NGOs) to create a combined public and investor campaign to change the practices of a company or industry.

Community Investing is another positive, impactful approach to Responsible investing. Community investing provides investment to underserved communities that would otherwise not be available. Capital, credit, and training is provided to fund a variety of needs including education, food access, jobs, affordable housing, infrastructure, and sustainable communities.

Have you thought about delving into Responsible Investing? You may be surprised by the positive response you receive from your clients and prospects.


FPA OF SILICON VALLEY

UCSC EXTENSION PFP DECEMBER NETWORKING AND CAREER MIXER

Above: PFP students and employers discuss financial planning opportunities at UCSC Extension career event.

Left: Dr. Renee Snow, UCSC Extension PFP program chair, and guest Lucy Tompkin.

Photos courtesy of Dave Milburn.

Thank you to Cameo Roberson for the event write up.

The UCSC Extension Personal Financial Planning (PFP) Student Forum Team, combined with 12 top financial services firms and more than 20 diverse finance professionals, recently participated in a “Dynamic Career Networking Event!” Held at the UC Extension campus and with support from the FPA of Silicon Valley, the well-attended event brought companies currently hiring together with candidates looking for new opportunities. This event was designed to connect financial service firms with students and other industry professionals to promote viable networking opportunities.

Firm representatives and guests dined on light refreshments, won raffle prizes, discussed career opportunities, and networked with other advisors in a relaxed environment. Dr. Renée Snow, UCSCX Financial Planning program chair, was very happy with the turnout at the event. “We achieved our goal of delivering quality networking opportunities for our students—a commitment to providing career assistance past the classroom. We hope to host more events like this in the future.”

Firms in attendance: Alliance of Comprehensive Planners; B|O|S (Bingham, Osborn & Scarborough); Fidelity Investments; Fountain Strategies, LLC; Parallel Advisors, LLC; SGC Financial & Insurance Services; SID Financial Services; Silicon Valley Wealth Advisors; Vestnomics Wealth Management, LLC; Wacker Wealth Partners; Waddell & Reed; and Wade Financial Advisory, Inc.

Student Forum Planning Team: Paul Clifford, Sandra L. Gates, Julie Ping He, David Milburn, Tom T. Nguyen, Elisa Ordona, Michael Rabaca, Cameo Roberson, and Paul Tran.
UCSCX/FPASV Student Forum Team Leader: Cynthia Riley.

THANK YOU, 2015 PARTNERS

FPA OF SILICON VALLEY

GOLD PARTNERS

The Dayton Law Firm
Rich Dayton
(408) 437-7570
rich@taxandestateplanners.com

Michael Ryan & Associates
Mike Ryan, NMLS #295351
(408) 986-1798
mike@michael-ryan.com

Stonecrest Managers
Christina Gray
(408) 557-0700 ext. 220
cgray@stonecrest.net

Deutsche Asset & Wealth Management
Allen Giles Carr
(510) 849-7314
allen.carr@db.com

Edgewood Partners Insurance Center
Michael Sukle
(925) 822-9058
michael.sukle@epicbrokers.com

American Century Investments
Matt Beck
(866) 710-5893
matthew_beck@americancentury.com

Ameriprise Financial Services, Inc.
James Park
(408) 963-2255
james.j.park@ampf.com

BlackRock
Brian Towns
(415) 713-6460
brian.towns@blackrock.com

ScholarShare 529 College Savings Plan
Garianne Dashiell
(415) 471-6225
gdashiell@tiaa-cref.org

SILVER PARTNERS

Open Mortgage
Greg Hacker, NMLS #545773
(408) 483-2225
ghacker2unlockequity@msn.com

Redwood Mortgage Investors
Thomas Burwell
(650) 365-5341 ext. 237
thomas.burwell@redwoodmortgage.com

The Vanguard Group
Diron Scott
(602) 228-8389
diron_c_scott@vanguard.com

UCSC Extension Silicon Valley
Renée M. Snow, PhD, CFP®, EA
(408) 283-7256
rmsnow@ucsc.edu

Life Encore
Sara Zeff Geber, PhD
(408) 355-0101
sara@lifeencore.com

BOARD BLURB

THE PRACTICE OF GRATITUDE

BY MICHAEL MA, CFP®, CHFC
PRESIDENT, FPA OF SAN FRANCISCO

Let me start by saying I believe I am the luckiest man alive. I have a loving wife, two healthy and adorable kids, and a fulfilling career where I get to help people make informed decisions that improve their lives. While my life is by no means perfect, and there are many things I could still improve, I am fully aware that I am fortunate, even lucky, to be living the life I am living today. In short, I feel grateful.

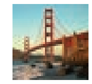
I did not always feel this way. There was a period in my life where I felt unsatisfied and incomplete. Something was always missing. Perhaps it was just because it was early in my career and I was preoccupied with attaining what I believed were life's requisite goals, such as making more money, purchasing a home, and finding that perfect soul mate. I simply wasn't taking the time to pause and appreciate the many wonderful things that were already present in my life.

After my wife and I had our first child, one of my friends forwarded me an article about the power of encouraging gratitude in children. The article referenced several studies, one of which was a 2008 study of two groups of sixth and seventh graders. One group was assigned to list five things they were grateful for each day for two weeks, and the other group was assigned to list five hassles each day for two weeks. The study concluded that the kids who were asked to be grateful had a much better outlook on school and greater life satisfaction than the kids that were asked to list hassles. Many other studies in the article demonstrated similar outcomes.

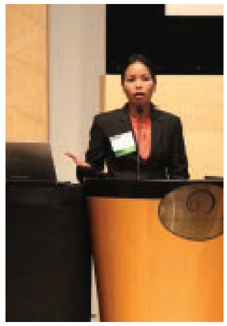
Personally, I believe gratitude is like a muscle in our body. The more we exercise it, the stronger it becomes, and the more we start to believe in it. Gratitude is a major reason why I chose to volunteer with the FPA in the first place. I wanted to put this feeling I had to work by doing whatever I could to support the cause and give back to our profession. Now that I have taken on the role of president of my local chapter, I am looking forward to tapping into the collective gratitude that emanates from our amazing team of volunteers, and to harnessing it to better serve the needs of our planning community.

So if you have not taken the time to recognize the good fortune in your life, I encourage you to try making it a consistent practice. I must warn you though, it can become addicting. And if you do not feel like you are being genuine with yourself, studies have shown that those who are less grateful stand to benefit the most from a concerted effort. Lastly, if you are feeling grateful after reading this and are thinking about giving back, I know your local FPA chapter is always looking for good people that can make a difference. Here's to a healthy and prosperous 2016!

Michael Ma, CFP®, ChFC is the president of the FPA of San Francisco and is a principal with Parallel Advisors LLC in San Francisco. He is an independent, fee-only financial advisor providing comprehensive financial planning and investment management. He can be reached at michael@paralleladvisors.com.


FPA OF SAN FRANCISCO
2015 FINANCIAL PLANNING DAY

Above (left): *The main check-in area was a busy place on November 7 during San Francisco Financial Planning Day (FPD) 2015.*
Above (right): *Julie Gong from CCCSSF giving a presentation on Understanding Credit.*

50 CFP® planners, CPAs, and Consumer Credit Counseling volunteers serviced 340 people during FPD at the main library in San Francisco.

Right (above): *Stan Green at FPD.*

Right (below): *Lexi Olian, CFP® and Diane Bourdo are all smiles.*

Photos courtesy of Lindsey Paley, Lindsey Erin Photography


Above (left): *Jon Friedman (right) greets attendees in a packed room.*

Above (right): *Gretchen Hollstein, CFP® meets with some of the many attendees to FPD.*

THANK YOU, 2015 PARTNERS
FPA OF SAN FRANCISCO

GOLD PARTNERS

Stonecrest Managers
Christina Gray
(408) 557-0700 ext. 220
cgray@stonecrest.net

Golden Gate University
Dr. David Yeske, CFP®
(415) 442-6584
dyeske@ggu.edu

TIAA-CREF Asset Management
Jeffrey Schwartz
(415) 882-3508
jschwartz@tiaa-cref.org

Deutsche Asset & Wealth Management
Allen Giles Carr
(510) 849-7314
allen.carr@db.com

Invesco, Ltd.
Sean O'Leary
(415) 688-0438
sean.oleary@invesco.com

BlackRock
Brian Towns
(415) 713-6460
brian.towns@blackrock.com

Voya Investment Management
Troy D. Chakarun, CPWA
(415) 298-8974
troy.chakarun@voya.com

DSM Capital Partners
Mark Dickinson
(443) 253-8525
mdickinson@dsmcapital.com

RiverNorth Capital Management, LLC
Chris Lakumb
(312) 890-3740
clakumb@rivernorth.com

Evercore Wealth Management
Keith McWilliams
(415) 288-3010
keith.mcwilliams@evercore.com

SILVER PARTNERS

UC Berkeley Extension
Anna Lee
(510) 664-4019
annalee@berkeley.edu

Redwood Mortgage Investors
Thomas Burwell
(650) 365-5341 ext. 237
thomas.burwell@redwoodmortgage.com

FlexShares ETFs
John Jordan
(707) 696-0190
john_jordan@ntrs.com

Parnassus Investments
Vidya Nathu
(415) 778-2634
vidya.nathu@parnassus.com

The Vanguard Group
Diron Scott
(602) 228-8389
diron_c_scott@vanguard.com

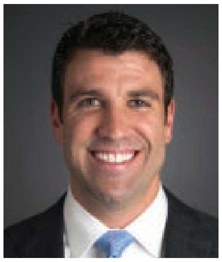
Wells Fargo Advantage Funds
Kyle Najarian
(415) 396-7027
knajarian@wellfargo.com

Diamond Hill Investments
Padraig Connolly
Ed Vukmirovich
(614) 255-5553 (Padraig)
(614) 255-3973 (Ed)
pconnolly@diamond-hill.com
evukmirovich@diamond-hill.com

Hennessy Funds
A.J. Hennessy
(415) 899-1555
aj@hennessyfunds.com

Reverse Mortgage Funding
Mary-Alice Cardenas
(415) 233-1007
mcardenas@reversefunding.com

TD Ameritrade Institutional
Glenn Young
(650) 378-1364
glenn.young@tdameritrade.com



SHARPEN THE SAW

10 RULES FOR THE RETIREMENT ROAD

SUBMITTED BY GRANT MARTIN, MFS INVESTMENTS
FPA OF THE EAST BAY

Financial advisors recommend various strategies for investors to follow as they plot their way toward retirement. If you are worried that your retirement investment plan is adrift, these 10 strategies could help you steer in the right direction.

Rule 1: Pay yourself first.

Many financial advisors start their preretirement pep talk with the same three words: "Pay yourself first." This includes putting the maximum amount possible into your 401(k) plans and investing additional amounts in IRAs and mutual funds through deductions from your bank account or, if your employer offers it, deductions directly from your paychecks. Automatic investment plans are an easy way to stick with a retirement investing program because the money is invested before it can get spent on anything else. While automatic investing does not guarantee a profit or protect against a loss in declining markets, it does make retirement investing a priority.

Rule 2: Do not let today's bills sink tomorrow's needs.

Supporting yourself and your family is not easy. Chances are, especially if you have children, your household expenses will grow over time. That is why it is important, especially through times of difficulty and new expenses, to keep contributing toward your retirement.

When you are thinking of reducing or ceasing investing for your future to cover current expenses, stop, think, and try to find another way to cover or reduce your current expenses.

Rule 3: Put time on your side.

It's simple. When you give your money more time to accumulate, the potential earnings on your investments—and the annual compounding of those earnings—can make a big difference in your final return.

Consider a hypothetical investor who saved $2,000 per year for 10 years, then did not add to her nest egg for the next 10 years. She has $50,042 before taxes after 20 years, assuming she earned 6% annually in a tax-deferred account. Another hypothetical investor waited 10 years, then tried to make up for lost time by investing $3,000 annually for the next 10 years. Even though he invested more—$30,000 versus the early bird's $20,000—he still ends up with a smaller nest egg. Assuming he also earned 6% per year, his final account value is only $41,915. Most of the procrastinator's nest egg—72%—is the principal he invested. The majority of the early bird's account—60%—is earnings.[1]

Rule 4: Do not count on Social Security.

While we keep hearing that Social Security is not going anywhere, it is still very difficult to predict what changes may be made to the program by the time you are ready to retire, especially if that is still several years away.

According to the Social Security Administration, Social Security benefits represent 38% of the income of the elderly.[2] By 2033, there will be more than 77 million Americans over the age of 65, compared to the current 46.6 million.[2] While the dollars and cents result of this growth is hard to determine, it is clear that investing for retirement is a prudent course of action.

Rule 5: Resist borrowing from your 401(k).

Loans are a popular feature of 401(k) plans. People like being able to get access to their money. But many financial advisors recommend clients consider borrowing from other sources, such as the equity in their homes, before taking 401(k) loans.

Here are some reasons why:

Fixed return. When you pay yourself interest when you pay back a 401(k) loan, your interest rate determines the amount you earn on that money. This may be a modest return compared with what your money could earn if you were to leave it invested in the financial markets.

Payback challenge. Repaying a 401(k) loan when trying to maintain contributions may be difficult. There is a real chance that your retirement plans may suffer when you try to repay and continue to invest simultaneously.

Tax penalties. Switching jobs before a 401(k) loan is repaid can bring unwanted tax consequences. You may be able to pay off or transfer your loan to your new employer's plan, but if neither option is available to you, your loan balance will be considered a distribution from your plan. The distribution is taxable as ordinary income and may be subject to a premature distribution penalty tax of 10% unless you meet the age exemption provided for in the Internal Revenue Code.

Rule 6: Do not "cash out" retirement plans when switching jobs.

When you leave a job, the vested benefits in your retirement plans are an enticing source of money. It may be difficult to resist the urge to take that money as cash, particularly if retirement is many years away. But generally you will have to pay federal income taxes, state income taxes (if applicable), and a 10% penalty if you are under age 55. This can cut into your investments significantly. For example, if your state income tax is 7.5% and you are in the 25% federal tax bracket, you could lose 42.5% of the amount you take.

> 25.0% (federal tax) + 7.5% (state tax) + 10.0% (penalty)= 42.5% (total tax and penalty)

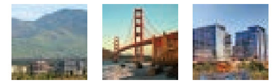
When changing jobs, you generally have three options for leaving your retirement money invested in a tax-deferred vehicle. You can keep the money in your old employer's plan, roll it over into an IRA, or transfer the money to your new employer's plan, if that plan accepts rollovers. Ask your advisor about these three options before deciding which will work best for you.

Keep in mind that there are advantages and disadvantages to an IRA rollover depending on the investment options, services, fees and expenses, withdrawal options, required minimum distributions, tax treatment, and your unique financial needs and retirement goals. Your advisor can assist in determining if a rollover is appropriate for you.

Rule 7: Take advantage of your IRA options.

Different types of IRAs have different eligibility requirements and different advantages and features, but almost everyone can have some kind of IRA. The Roth IRA has become a popular way to expand retirement investing for many investors because, although contributions are not tax deductible, Roth distributions can be tax free if certain conditions are met and the owner is not required to take distributions at age 70½. But with the various IRA options available today, it is important to know why you are investing—to reduce current taxes, to save for your own retirement, or to pass assets on to heirs—before you decide where to start.

And, once you decide on a direction, it is important to make your annual contribution. Annual contribution limits have increased over the years, making IRAs a more valuable way to invest for retirement. Individuals over age 50 can make additional "catch-up" contributions each year. Your financial advisor can help you determine which IRA could work best for your situation.



Rule 8: Compare the merits of the Roth IRA and a 401(k) plan.

The variety of retirement savings options available today is a boon for investors. But the range of choices can also be confusing. Many investors try to compare the features and potential advantages of the Roth IRA with their 401(k) or other type of defined contribution plan at work. The choice is especially difficult for those with limited budgets who can afford to invest in only one of the options. Work with your financial advisor to determine whether the Roth IRA or your 401(k) offers more advantages for you. The answer will depend on many factors, including how many years you have left until retirement, your tax bracket, and whether your employer matches contributions to your 401(k).

Rule 9: Do not try to time the stock market.

Some investors, even those for whom retirement is still many years away, frequently shift their money in and out of the stock market. They will get out when they fear a crash and get back in when they expect a boom. The problem with trying to time the market is that no one can consistently predict the short-term events that push the market up or down. It may be better to consider an investing plan adjusted for your goals, time frame and risk tolerance that diversifies your investments, allocates them among different asset classes and rebalances your portfolio.

Rule 10: Allocate, diversify, and rebalance (ADR).

You have certain long-term financial goals in mind. You also have a certain tolerance for risk when it comes to investing your money. ADR—as part of a *disciplined diversification®* investment strategy—can help you find and maintain your balancing point so you can pursue your goals at a risk level you find comfortable.

Allocate your assets across the major asset classes—stocks, bonds, and cash—to pursue the optimal returns for the risk level you are willing to undertake.

Diversify within each class to take advantage of different investment styles—such as growth and value stocks—and various market sectors—such as government and corporate bonds.

Rebalance regularly. Market activity can shift the percentage of your portfolio that you have dedicated to each asset class. Rebalancing will help you maintain your desired allocation. Keep in mind that no investment strategy, including diversification or ADR, can guarantee a profit or protect against a loss.

All investments, including mutual funds, carry a certain amount of risk, including the possible loss of the principal amount invested.

Before investing, consider the fund's investment objectives, risks, charges, and expenses. For a prospectus or summary prospectus containing this and other information, contact your investment professional or view online at mfs.com. Please read it carefully.

1 These hypothetical examples are for illustrative purposes only and are not intended to predict the returns of any investment choices. Rates of return will vary over time, particularly for long-term investments. There is no guarantee the selected rate of return can be achieved. The performance of the investments will fluctuate with market conditions. Regular investing does not ensure a profit or protect against a loss in declining markets. Investors should consider their ability to continue purchasing shares during periods of low price levels.

2 Source: Social Security Fact Sheet, Social Security Administration, 2015.

MFS Heritage Planning® HP-RETROAD-FLY-5/15, 13259.8
MFS Fund Distributors, Inc., Boston, MA
All investments, including mutual funds, carry a certain amount of risk, including the possible loss of the principal amount invested.

Grant Martin is a regional manager for MFS Fund Distributors, Inc., a division of MFS Investment Management® (MFS®). Grant is responsible for mutual fund sales in northern California. He joined MFS in 2009 and has been in his current role since 2012. Grant received a bachelor's degree from Arizona State University.

THANK YOU, 2015 PARTNERS

FPA OF THE EAST BAY

GOLD PARTNERS

David Shaffer Insurance Services

David Shaffer Insurance Services
David Shaffer
(925) 944-7100
shafferi@pacbell.net

Beacon Capital
Allen Hirsch
(510) 851-6624
ahirsch@beaconinvesting.com

Deutsche Asset & Wealth Management
Michael Fredrick
(925) 360-4116
michael.fredrick@db.com

Franklin Square Capital Partners
John M. Sorrell
(925) 858-2497
john.sorrell@fs2cap.com

Dreyfus
Bria Gilbert
(510) 384-0748
bria.gilbert@dreyfus.com

MFS Fund Distributors, Inc.
Grant Martin
(415) 310-8474
gwmartin@mfs.com

Franklin Templeton
J.B. Walker
(925) 708-4672
jbwalker@frk.com

Signet Mortgage Corporation
Clay Selland
(925) 807-1500 ext. 303
clay@signetmortgage.com

Oppenheimer Funds, Inc.
Alex Hayes
(925) 234-8544
ahayes@ofiglobal.com

Robert Half
Carolyn Sweeney
(925) 930-8180
haley.klatt@roberthalf.com

SILVER PARTNERS

UC Berkeley Extension
Anna Lee
(510) 664-4019
annalee@berkeley.edu

American Century
Matt Beck
(866) 710-5893
bk2@americancentury.com

The Vanguard Group
Diron Scott
(602) 228-8389
diron_c_scott@vanguard.com

American Funds
Kristina Page
(415) 517-4088
kristina_page@capgroup.com

Neuberger Berman, LLC
Stephanie Shuler
(303) 517-3610
stephanie@nb.com

IMD Goldman Sachs
Brian Nash
(773) 304-8627
brian.nash@gs.com

Ivy Funds
David Baldwin
(913) 857-0756
dabaldwin@ivyfunds.com

Lord Abbett & Company, LLC
Douglas Stockslager
(201) 827-2897
dstockslager@lordabbett.com

Sammons Retirement Solutions
Brent Fisk
(415) 264-4721
bfisk@sfgmembers.com

Payden Funds
Brenda O'Leary
(213) 830-4240
boleary@payden.com

FlexShares - ETFs - Northern Trust
John Jordan
(707) 696-0190
john_jordan@ntrs.com

Hennessy Funds
A.J. Hennessy
(800) 966-4354
alan@hennessyfunds.com

Fidelity Investments
Campbell Judge
(415) 606-4627
campbell.judge@fmr.com

Hartford Funds
Tom McNeil
(925) 385-0127
thomas.mcneil@hartfordfunds.com

Legg Mason
Michael Coffey
(917) 805-2286
mcoffey@leggmason.com

Reverse Mortgage Funding
William Smith
(415) 465-7348
wsmith@reversefunding.com

Orinda Asset Management
Eugene Huang
(925) 402-1671
ehuang@orindafunds.com

J.P. Morgan
Jack Roddy
(415) 772-3052
jack.roddy@jpmorgan.com

Polycomp
Cory Kelly
(916) 773-3480 ext. 2071
ckelly@polycomp.net

RIVERNORTH

SPONSOR SPOTLIGHT

MARKETPLACE (PEER-TO-PEER) LENDING: WHAT IS IT, AND WHY DO WE CARE?

BY CHRIS LAKUMB, CFA, PORTFOLIO SPECIALIST
FPA OF SAN FRANCISCO

There is a lot of "buzz" surrounding marketplace lending lately. A confluence of events and trends has revolutionized the process for consumers and small businesses to access credit. The sea-change is especially relevant for the FPA of San Francisco as this industry has grown-up right in the association's backyard. San Francisco-based firms such as Lending Club, Prosper, and SoFi are three of the largest originators of new marketplace loans in the world. A host of emerging origination platforms and providers are also headquartered in the Bay Area.

In this article, we will attempt to accomplish three things: define MPL, provide a brief history of consumer lending and MPL, and discuss the future, including consideration of MPL as an institutional asset class for inclusion in a client's investment portfolio.

MPL Defined

So, what exactly is MPL? First, it should be noted that the terms marketplace lending and peer-to-peer lending are synonymous. Next, it is important to understand the mechanics of MPL originators. Platforms such as Lending Club and Prosper are not providing the financing directly from their balance sheets. Instead, they have created technology platforms designed to efficiently and easily connect investors with borrowers (i.e., the "marketplace"). Two great analogies are technology companies Uber and Airbnb connecting supply with demand in their respective industries without holding taxis or hotel rooms on their balance sheets.

The term peer-to-peer lending originally took hold in the early days of online credit origination, when the majority of borrowers and lenders were individuals. Today, the investors are a more diversified group consisting of retail and the gamut of institutional investors (family offices, private equity, hedge funds, banks, and asset managers). The borrowers are also a diverse group. Although the majority of loans are made directly to consumers for debt consolidation, there is also a growing use of online credit originators for small business financing, student loans, mortgages, trade factoring, and elective medical financing.

A Brief History of Consumer Lending

To grasp the current opportunity and environment, it makes sense to think about the origin of consumer and small business lending. The first documented cases of financing for consumers and small business (e.g., farmers and merchants) goes back to 2000 BC in Assyria and Babylonia. These practices formed the foundation of modern banking as we know it.

The credit crisis of 2008-2009 significantly altered the banking industry. For example, a large number of regional and community banks, which historically originated small business loans, were shuttered/merged/acquired in the mayhem of 2008-2009. For a variety of reasons (e.g., Dodd-Frank and a lack of profitability driven by a high fixed-cost expense structure), larger banks have not filled the lending void for smaller dollar loans, preferring that borrowers use a high-margin credit card product.

These factors have led to significant growth in new loans originated by MPLs over the past 10 years (the founding of marketplace lender Zopa in the UK in 2005 was considered the beginning of the current movement). According to Morgan Stanley Research: "In the US, marketplace loan origination has doubled every year since 2010, to $12 billion in 2014." This equates to a compound annual growth rate of 123% over that period.

Although the growth in originations has been impressive, it is still a drop in the bucket of total outstanding consumer and small business credit. Goldman Sachs estimates the amount of credit that could be "immediately addressable" by MPLs is ~$1.7T. Several firms from PricewaterhouseCoopers to Foundation Capital have applied various market share capture estimates leading them to forecast $150B-$1T of originations by 2025. While admitting that is a very wide range of potential outcomes, the lower end of the range is still ~8X cumulative originations to date.

MPL as an Investible Asset Class?

As mentioned earlier, institutional investors are now an important source of financing for MPL loans. The ability to build a diversified portfolio consisting of thousands of consumer and business loans is appealing. Diversification benefits are furthered by the fact that the underlying loans are stratified broadly across age, profession, income, and geography. In the current low rate environment, the yields, net of fees and expected losses of MPL loans are attractive. It is also important to note that these loans are typically made to high-quality borrowers.

Another attractive feature of this asset class is that it tends to be less interest rate sensitive than traditional fixed income. Loans tend to be fixed rate with principal and interest paid monthly. They also have fixed maturity dates of three to five years. Although the research on returns/risk/correlation is nascent, it is appropriate to think that a portion of a well-diversified portfolio's credit exposure (e.g., high yield corporate bonds, bank loans, asset backed securities, etc.) could be redeployed in MPL-type investments.

Conclusion

The future for MPL appears to be bright. Although many of the players and technologies are relatively new, the concept of consumer and small business credit goes back thousands of years. There is still a lot of work to do to gain widespread acceptance by institutional investors. Here are a few issues to tackle in no particular order: tax considerations; no active secondary market for MPL loans; the exponential increase in origination/platforms; increasing regulatory burden; and lack of standardization of lending products (especially for small business loans). There is also a question of how these assets, and the big data-driven underwriting models, will perform through a full credit cycle. These all seem to be manageable headwinds given the size of the opportunity and the quantifiable benefits to borrowers and investors.

The opinions referenced are as of the date of publication and are subject to change due to changes in the market or economic conditions and may not necessarily come to pass. Information contained herein is for informational purposes only and should not be considered investment advice. References to specific asset classes and financial markets are not intended to be, and should not be interpreted as, recommendations.

Chris Lakumb, CFA is a member of the Marketing Communications Committee and with RiverNorth, a sponsor of the FPA of San Francisco chapter. RiverNorth specializes in opportunistic investment strategies.

2016 FPA NORCAL CONFERENCE

WORKSHOP SESSION SNAPSHOT

BY JENNIFER MICIELI, CFP®
MARKETING CO-CHAIR, 2016 FPA NORCAL CONFERENCE COMMITTEE

As you plan out your calendar for 2016, we hope to see you at the FPA NorCal Conference on Tuesday, May 31 and Wednesday, June 1 at The Palace Hotel in San Francisco.

Here is a quick snapshot of some of the workshop sessions you could attend in a few months.

CYBER SECURITY

Unlike real estate and other tangible investments, ownership of financial assets is not recorded in a public place. Also, financial assets can be easily transferred. Both of these characteristics create a threat to the data integrity and the safekeeping of financial assets from criminal attacks.

This session will review how the cyber security threat has evolved and what we can do to better protect our clients.

SOCIAL MEDIA FOR ADVISORS

Your website and content demonstrate your expertise, but social media is how potential clients, allied professionals and other influencers can find you. We have all been hearing about how important social media is, but advisors have unique needs and issues with developing and implementing a social media strategy.

Find out how to maximize the benefits of social media (providing educational content, building relationships, increasing firm brand and reputation) while tackling the typical issues that can come up (time, compliance, and how to start).

Register for the 2016 FPA NorCal Conference
May 31 & June 1, 2016
San Francisco

Early Bird Registration is open at www.FPANorCal.org.

Make sure to register ASAP to get the hefty discount and confirm your attendance before the conference sells out.

CLIENT CAPACITY

How does a financial planner, unfamiliar with evaluating capacity from a medical standpoint, determine that a client may no longer be capable of managing his or her affairs? What should a planner do if concerned about a client's competence?

This session will address these and many other questions that arise in serving clients with declining health.

SOCIAL SECURITY

Post the file-and-suspend strategy that was being heavily promoted and utilized, where are we now? How can we help our clients manage their Social Security benefits in valuable ways?

Get up-to-date on how to plan Social Security payouts with clients using the current rules.

IMPACT INVESTING AND MYTH BUSTING

Are your clients looking to make a positive social and environmental impact? Are you ready to take advantage of this growing opportunity?

This session will include decoding the language of impact investing and debunking performance myths.

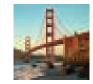
THE FUTURE ADVISOR

Technology innovation is increasing at an exponential pace. We now operate in a world where clients expect and demand engagement on their terms anytime, anywhere, and on every channel. Do you know how to save time, stay relevant, and deliver more personalized service by engaging distinctly across channels with your clients?

This session will address how to become a digitally enabled advisor in order to create a more customer-driven, scalable, and accessible business for the years ahead.

Early Bird Registration opened December 15, 2015. If you have not registered for the conference yet…do it now!

Jennifer Micieli, CFP® is a financial expert at Credit Karma. She is the marketing co-chair for the 2016 FPA NorCal Conference.


MEMBER MINUTE – FPA OF SILICON VALLEY

ANNA SERGUNINA, CFP®

BY NIKI THEIL
DIRECTOR OF PROGRAMS, FPA OF SILICON VALLEY

Anna Sergunina, CFP® (pictured) has a passion for working with people. And as a CERTIFIED FINANCIAL PLANNER™ with a fee-only hourly practice with offices on both coasts, she has many opportunities to do just that. Her firm, MainStreet Financial Planning, Inc., provides comprehensive fee-only financial planning advice to about 125 ongoing clients and has completed over 160 new plans this year.

Anna's interpersonal skills benefitted her at an early age. She grew up in Moldova, a former republic of the Soviet Union. Moldova is nestled between Romania and Ukraine and is known for its viticulture and winemaking. During the early 1990s, the country experienced a harsh economic decline and Anna's father immigrated to the US. The rest of the family followed, settling in Maryland, a few years later. Anna moved to the United States when she was 15 years old. Thanks to her strong people skills, she did not have much trouble adapting to American life, although she didn't speak fluent English.

When Anna began attending college, she had wanted to be a doctor and started studying biology. But by her second year, she switched to business and finished Towson University with a degree in business administration and a concentration in finance. Anna worked as a broker's intern at Solomon Smith Barney in Baltimore, and in retirement and health savings plans administration before discovering her passion for personal financial planning. She joined Jim Ludwick at MainStreet Financial Planning in 2006 and earned the right to use the CFP® mark in 2009. In 2014 Anna became the succession plan for Jim Ludwick and now is sole owner, president, and CEO of MainStreet Financial Planning.

MainStreet started in Maryland with only one office, but soon added a Washington DC office, since many of the firm's clients worked in the federal government. Anna obtained a specialty designation as Chartered Federal Employee Benefits Consultant (ChFEBC) in order to better assist those clients with planning and understanding their federal benefits. Anna also worked on developing her expertise in college planning by serving as an ambassador (public educator) for College Savings Plans of Maryland, educating parents on how to save for college.

MainStreet Financial Planning offers advice only, and does not sell products or manage money. As the need for such hourly and project-based planning grew, Anna and her partner developed a process to serve those clients. Their business grew and they added an office in Manhattan, New York.

In 2011, Anna made another big move. She and her husband, Yuri, also a native of Moldova, moved to California. Once again Anna's interpersonal skills were put to good use as she set up a new office in Burlingame, California, in a completely new geographical location. Anna says she is constantly networking and really had no choice as she built up the business at the firm's new Bay Area office.

Anna's involvement in the Garrett Planning Network, Peninsula Estate Planning Council of San Mateo, the National Association of Personal Financial Advisors, and the Financial Planning Association (both Maryland and California chapters) have served her well, and she really relies on her networks. When tackling big challenges, she likes to lay out her options, think about them, and get input from experienced people. When she makes a decision, she moves on it and does not look back.

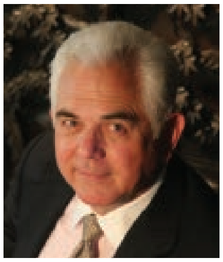
She is also a founding member of the Valley Finance Forum, whose mission is to provide Silicon Valley entrepreneurs, professionals, and their families with opportunities to expand their understanding of the important personal finance issues that affect their lives.

Anna loves her work and considers the best aspect to be client interactions. Her greatest satisfactions come from helping clients understand what prevents them from achieving their financial dreams and helping them find the right direction. For her, there is nothing more rewarding than to hear how her service helped clients buy a house, save for college, start a new business, travel around the world, or afford to retire early. The proof is seeing real change in her clients' behavior, and she is especially honored when clients refer their family members to her. She considers it to be the highest compliment.

Her greatest professional accomplishment to date has been creating a transition plan for MainStreet Financial Planning, Inc. Anna is making her dream of expanding the company a reality by hiring employees, setting up new offices, and making hourly and project-based financial planning accessible to many more clients. Anna's goal is to build a national company with at least one planner in each office.

With offices in Maryland, Washington, DC, New York, Burlingame, and Santa Barbara, Anna estimates that she works at least 80 hours per week and manages to visit the East Coast one week out of each month. In order keep up with her fast-paced schedule, Anna works out regularly. In addition to running, she does yoga and has studied Ayurveda (the science and philosophy of life) and applies the self-development concepts personally. Anna likes to be on the go and uses technology to help her stay productive whether it is traveling to see family and clients on the East Coast, visiting wineries in Napa, or taking international trips to Italy or Ecuador. Her passion for financial planning is fueled by realizing that she is a part of someone else's life and can help them realize their goals.

Niki Theil is working at Investor's Capital Management, LLC, a fee-only investment and financial planning firm in Menlo Park.



FPA OF CALIFORNIA
WORKING FOR CALIFORNIANS' FINANCIAL FUTURE

BY CURT WEIL, CFP®
PRESIDENT, FPA OF CALIFORNIA

We recently sent a letter to Ed Gjertsen, president of FPA National, expressing, on behalf of our members in California, a desire that national "move forward urgently with legislation that regulates financial planners as professionals, similar to that regulating architects, attorneys, accountants, and physicians."

Part of our motivation was the feedback we got from legislators during our recent Advocacy Week, when we repeatedly heard this question: "How is it going with your efforts to obtain state licensing of financial planners?" This tells us that not only are we being heard on your behalf, but that after our numerous visits to Sacramento and recently, legislative district offices, the legislators are beginning to know who and what FPA is, and that we are recognized as a rational voice in the financial services world.

FPA of California was founded to represent our members in Sacramento with legislators and regulators and also to have a hand in crafting and nurturing appropriate regulation of planning as a profession.

Rest assured, our letter was written in a collegial tone, acknowledging the wonderful support we have gotten from our national organization, offering our assistance, and promising coordinated action.

While those opposed to applying a higher standard to persons who purport to give "advice" on personal finances argue against "excessive government regulation," it seems to us that those who call themselves "financial planners" or some similar-sounding title—un-trained, un-certified, with no code of ethics or legal requirement to put the client's best interests ahead of their own—do, indeed, pose a serious threat to the financial well-being of the general public and to the welfare of society.

In a recent discussion with Kevin Keller, CEO of the CFP® Board of Standards, he laid out some concerns about premature efforts—among them, a possible patchwork of regulations in different states—but also the high likelihood of significant resistance from the insurance industry and other financial actors who perceive more stringent regulation as a threat to their livelihood. Those groups have political action committees (PACs) that are far, far better funded than that of the FPA. (Hint, hint - if you have not written a personal check to our FPA PAC, now is a good time to do so!)

It may be that we need to start the regulation ball rolling with one state, with model legislation, and then move on to others. This is a strategic and tactical decision that is beyond the scope of our FPA of California organization. Ultimately, the next steps will be determined by the national Financial Planning Association in conjunction with the other two organizations that comprise the Financial Planning Coalition: namely, the CFP Board and the National Association of Personal Financial Advisors (NAPFA). Nonetheless, most of us would acknowledge that effective action from Congress seems like a very long shot. One thing we feel is sure: the energy to get started is certainly going to come from our grass roots, and I am pleased that we have made our desires and priorities known. We are enthusiastic about contributing our state organization's resources to further our national FPA and Financial Planning Coalition goals and look forward to continuing to represent our California members as their eyes and ears in Sacramento.

This is my last article as president; my term ends and you will hear from a new voice. I am delighted to introduce our next leader, Alice King, CFP®, from the San Francisco chapter. Alice has been an active part of FPA of California for several years, and brings energy and organization and passion to the position. I will remain involved as chair for 2016.

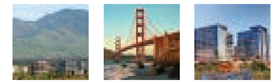
Curt Weil, CFP® began his career with EF Hutton in 1967, earned his certification in 1983, founded his own firm in 1989, and sold it in 2012 to his former partner. A long-time instructor in financial planning (with UC Santa Cruz Extension) and in ethics, a former board member of both FPA National and the Foundation for Financial Planning, Curt now concentrates on pro bono planning and advocacy as president of FPA of California.

FPA OF THE EAST BAY
DECEMBER CHAPTER MEETING

Near right: *Barry Mendelson and Hyun Joo Park present scholarship checks to Stephanie Shaffer and Beth McClelland at the December FPA of the East Bay chapter meeting.*

Far right: *Teresa Riccobuono and Nancy Gire accepting toys for the Holiday Toy and Food Drive at the December meeting.*

Photos courtesy of David Shaffer



FPA FINANCIAL PLANNING ASSOCIATION

CHAPTER EVENTS

UPCOMING EVENT LISTINGS

JANUARY 2016

FPA of the East Bay

Date: January 6

Topic: 2016 Market Outlook

Location: Round Hill Country Club, 3169 Round Hill Road, Alamo

Time: 7:15 - 9:15 am

See page 14 for event details

FPA of the East Bay

Date: January 6

Topic: FPA Member Professional Headshots

Location: Round Hill Country Club, 3169 Round Hill Road, Alamo

Time: 7:00 - 10:00 am

See page 14 for event details

FPA of Silicon Valley

Date: January 8

Topic: Annual Tax Update—Tax Topics Planners Need to Know

Location: Maggiano's Little Italy, 3055 Olin Avenue, Suite 1000, San Jose

Time: 11:30 am - 1:30 pm

See page 14 for event details

FPA of San Francisco

Date: January 12

Topic: 2016: The Year of Divisiveness

Location: The City Club of San Francisco, 155 Sansome Street, San Francisco

Time: 11:30 am - 1:30 pm

See page 15 for event details

FEBRUARY 2016

FPA of the East Bay

Date: February 3

Topic: TBD

Location: Round Hill Country Club, 3169 Round Hill Road, Alamo

Time: 7:15 - 9:15 am

For more information or to register: www.fpaeb.org

FPA of San Francisco

Date: February 9

Topic: TBD

Location: The City Club of San Francisco, 155 Sansome Street, San Francisco

Time: 11:30 am - 1:30 pm

Speaker: TBD

For more information or to register: www.fpasf.org

FPA of Silicon Valley

Date: February 12

Topic: Supporting the Needs of our Senior Clients: Managing the Process from Wants to Needs

Location: Maggiano's Little Italy, 3055 Olin Avenue, Suite 1000, San Jose

Time: 11:30 am - 1:30 pm

Speaker: Dr. Jim McCabe, Eldercare Resources

For more information or to register: www.fpasv.org

FPA of Silicon Valley

Date: February 19

Topic: Brown Bag Meeting: The Intersection of Wealth and Medi-Cal: Financial Planning for Clients (or Parents) in Long-Term Care

Location: Campbell

Time: 12:00 - 1:30 pm

Speaker: Lisa Bryant, Law Offices of Lisa C. Bryant, Inc.

For more information or to register: www.fpasv.org

FPA of Silicon Valley

Date: February 26

Topic: Student Forum: Tracking and Reporting Hours to the CFP® Board: What You Need to Know

Location: UCSC Extension, 2505 Augustine Drive, Santa Clara

Time: 12:00 - 1:30 pm

Speakers: Panel TBD

For more information or to register: www.fpasv.org

MARCH 2016

FPA of the East Bay

Date: March 2

Topic: M&A for Advisors

Location: Round Hill Country Club, 3169 Round Hill Road, Alamo

Time: 7:15 - 9:15 am

Speaker: TBD

For more information or to register: www.fpaeb.org

FPA of San Francisco

Date: March 8

Topic: TBD

Location: The City Club of San Francisco, 155 Sansome Street, San Francisco

Time: 9:30 am - 1:30 pm

Speaker: TBD

For more information or to register: www.fpasf.org

FPA of Silicon Valley

Date: March 11

Topic: Robo-Advising: Reinventing Investment Management

Location: Maggiano's Little Italy, 3055 Olin Avenue, Suite 1000, San Jose

Time: 11:30 am - 1:30 pm

Speaker: Steve Myers, Betterment Institutional

For more information or to register: www.fpasv.org

FPA FINANCIAL PLANNING ASSOCIATION

CHAPTER EVENTS

FEATURED EVENTS AND MEETINGS

JANUARY 06

FPA OF THE EAST BAY

DATE AND TIME
January 6
7:15 - 9:15 am

TOPIC
2016 Market Outlook

LOCATION
Round Hill Country Club,
3169 Round Hill Road, Alamo

SPEAKER
Heidi Richardson, managing director, head of US Investment Strategy, iShares

OVERVIEW
Start the new year with a fresh and timely perspective on the market from the head of US Investment Strategy for iShares. Heidi Richardson will present the opportunities and risks in equities, fixed income, and alternatives.

SPEAKER'S BIO
Heidi Richardson, managing director, is the head of US Investment Strategy for iShares, part of the Global Investment Strategies & Insight (ISI) Group. Global ISI delivers macro and market insight, leveraging BlackRock's thought leadership platforms to provide iShares clients with executable investment ideas using iShares ETFs.

Ms. Richardson was most recently a global investment strategist for BlackRock. Prior to joining BlackRock in 2010, she was with Alliance Bernstein, Marsico Capital Management, and Goldman Sachs Asset Management. She began her career at Blackstone Bank & Trust Company. Ms. Richardson holds the CPM designation and is a member of the CFA Society of San Francisco. Ms. Richardson earned her BS degree from Bentley University.

COST
Advance Registration
$35 FPA Members; $50 Non-Members; $20 CFP® Students
At the Door
$50 FPA Members; $75 Non-Members; $30 CFP® Students

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

FOR MORE INFORMATION OR TO REGISTER
www.fpaeb.org

SPONSORED BY
Michael Fredrick and Allen Carr, Deutsche Asset & Wealth Management

FPA MEMBER PROFESSIONAL HEADSHOTS
Includes one free touch up

TIME
7:00 - 10:00 am

PHOTOGRAPHER
Julie Cheshire

FOR MORE INFORMATION
www.fpaeb.org

JANUARY 08

FPA OF SILICON VALLEY

DATE AND TIME
January 8
11:30 am - 1:30 pm

TOPIC
Annual Tax Update—Tax Topics Planners Need to Know

LOCATION
Maggiano's Little Italy,
3055 Olin Avenue, Suite 1000, San Jose

SPEAKER
Kent Noard, CFP®, EA,
KLN Financial Group

OVERVIEW
Even though there are relatively few changes to the tax law this year, it's always a good idea to update your tax knowledge. Kent will do this with a lively and generally humorous look at taxes and how clients deal with them. He will discuss employee stock issues, basis issues for assets, dealing with the death of a client, and other issues of which he deems important for planners to be aware.

SPEAKER'S BIO
Kent Noard is a serial speaker at FPA of Silicon Valley chapter meetings and is a favorite with the members for his lively and informative updates. Kent is a CERTIFIED FINANCIAL PLANNER™ professional and an enrolled agent and has been in private practice since 1981, providing tax preparation and planning, financial planning and consulting services. He is enrolled to practice before the Internal Revenue Service. This allows him to represent clients before the IRS and the Franchise Tax Board.

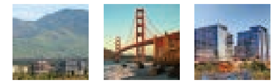
Kent was an instructor and former coordinator of the Personal Financial Planning Certificate program at the University of California at Santa Cruz Extension. At UCSC Extension, he taught the Survey, Mathematics of Financial Planning, Employment Benefits and Retirement Planning, Income Tax Planning, and Practicum courses. He has also taught classes on individual income taxation in the graduate finance program at Golden Gate University and the undergraduate program at National University.

Prior to entering private practice, Kent was employed with the Internal Revenue Service. Kent earned his master's degree in taxation from Golden Gate University and his bachelor's degree in accounting from San Jose State University.

COST
Advance Registration
$40 FPA Members; $60 Non-Members;
$40 First Time Attendees
At the Door
$60 FPA Members and Non-Members

CE CREDITS
1.5 hours CE is pending approval by the CFP board for this session

FOR MORE INFORMATION OR TO REGISTER
www.fpasv.org



JANUARY
12

FPA OF SAN FRANCISCO

DATE AND TIME
January 12
11:30 am - 1:30 pm

TOPIC
2016: The Year of Divisiveness

LOCATION
The City Club of San Francisco,
155 Sansome Street, San Francisco

SPEAKER
Jeffrey J. Sherman, CFA, portfolio manager, Macro-Asset Allocation, DoubleLine

OVERVIEW
As we begin 2016, there appears to be divergence across many facets of the investing landscape. At the forefront is divergence between developed world Central Bank policies, with most of the developed world easing, while the US Federal Reserve embarks on its tightening regime. This could pose a challenge for the macroeconomic environment as the market discriminates on fundamentals versus the coordinated global monetary policy of the last four years.

In the US we face an election year where perhaps fiscal policy will have a resurgence and become more important in determining the outcome of US growth. Finally, will the US finally resolve the labor market slack, generating upward pressure on wages, and a return to the US Federal Reserve's inflationary target of 2%?

Given this backdrop, how do investors find attractive opportunities for 2016 and what risks are brewing across sectors of the global market?

Mr. Sherman will discuss DoubleLine's macroeconomic outlook and how to position portfolios for what appears to be another volatile year in the financial markets.

SPEAKER'S BIO
Mr. Sherman joined DoubleLine in 2009. He participates on the Fixed Income Asset Allocation Committee and is a portfolio manager for derivative-based and multi-asset strategies. Prior to DoubleLine, he was a senior vice president at TCW, where he worked as a portfolio manager and quantitative analyst focused on fixed income and real-asset portfolios. Mr. Sherman assisted in developing real asset strategies for TCW and was a portfolio manager overseeing several commodity funds. Prior to TCW, he was a statistics and mathematics instructor at both the University of the Pacific and Florida State University. Mr. Sherman holds a BS in applied mathematics from the University of the Pacific and a MS in financial engineering from the Claremont Graduate University. He is a CFA charterholder.

COST
Advance Registration
$50 FPA Members; $75 Non-Members
At the Door
$70 FPA Members; $95 Non-Members

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

FOR MORE INFORMATION OR TO REGISTER
www.fpasf.org

SPONSORED BY
Jim Miller, Parallel Advisors

THE FINANCIAL PLANNING ASSOCIATION
P.O. BOX 948
CLAYTON, CA 94517

FPA OF THE EAST BAY - 2015 OAKLAND FINANCIAL PLANNING DAY PHOTOS

FPA of the East Bay volunteer Teresa Riccobuono confirmed a smooth registration process for attendees at Oakland's Financial Planning Day on October 10.


Oakland City Hall, a beautiful and historic location, has hosted Financial Planning Day since 2007.


Attendees shared their personal situation with one of the caring financial advisors.

FPD attendees were able to ask both general and specific questions to volunteer planners.


Suzanne Krasna was introduced as presenter of Financial Planning 101, a popular session for attendees.


Some of the many one-on-one sessions during FPD 2015.

Photos © Doorstep Photography