



Financial Service Professionals

Financial Professionals Day

**Key Planning Issues for
Financial Professionals**

Wednesday, May 12, 2010

**Brookfield Sheraton
375 S Moorland Road
Brookfield, WI 53005**

**Contact the
Milwaukee Chapter SFSP at
414-276-7340**

**8 Continuing Education (CE) credits available for
insurance, legal, accounting and CFP® practitioners.**

Program Details

7:30–8:00am

Registration and Hot Breakfast



8:00-9:40am

Is There a Doctor, Insurer, Accountant and Legislator in the House? Overview of the U.S. Health Care System and Reform

Jerry Frye, CLU, ChFC, RHU, REBC, CASL

Speaker bio: Mr. Frye is president and owner of The Benefit Services Group, Inc. (BSG®), an employee benefit brokerage firm he co-founded in 1987. BSG serves nationwide employers in a wide variety of industries, consults for health care systems in Wisconsin and Illinois, and has won several regional “best workplace” awards. Mr. Frye has served for over 25 years in various roles in the insurance and employee benefits industry. He offers clients the unique insight and creative solutions necessary to overcome their most sophisticated problems.

Widely regarded as an industry innovator and thought leader, Mr. Frye is also a much sought-after speaker who has appeared at numerous events including the University Conference Services series (UCS), ISCEBS seminars, physician symposiums, employment law seminars and the national Society of Financial Service Professionals conference. In 2008 he was invited to speak at a Wisconsin legislative hearing regarding state health benefit issues. In the same year, at two separate national conferences, his presentations addressing the drivers of health care cost and methods for change garnered the highest ratings of all speakers appearing. Mr. Frye’s charismatic presence, deep subject knowledge, and keen insight into the problems facing the industry combine to make him a compelling presenter and formidable consultant.

Mr. Frye attended the University of Wisconsin–Milwaukee and majored in chemistry and accounting. He has earned the professional designations of Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC), Registered Health Underwriter (RHU), Registered Employee Benefit Consultant (REBC) and Chartered Advisor for Senior Living (CASL). He also holds his insurance licenses for life, accident and health, and is an NASD Series 7 and Series 63 registered representative.

Employer or employee, patient or provider, everyone is impacted by the finances and regulation of health care funding. Jerry Frye provides a guided tour of our health care system. Learn how this megalith got its start, how it has developed, where we now stand, and where we might be headed.

9:40–10:00am

Break



10:00–11:15am
Mid-Market Mergers & Acquisitions

John Kielich, CPA

Speaker bio: John Kielich, managing director of M&A services, has over 30 years of experience assisting businesses to strategically develop and successfully implement corporate growth and succession initiatives. He is especially adept at working closely with clients to understand the unique nature of their business and uncover opportunities to maximize value. John specializes in M&A, strategic planning, operational review and post-merger integration. He is an expert in all aspects of the M&A process and has participated in the evaluation of over 300 acquisition candidates and the completion of nearly 50 transactions. Prior to joining Kolb+Co., John's background includes senior-level management at a Big 4 public accounting firm in both the Milwaukee and New York markets; senior-level corporate development and operations role with a major financial institution; and strategic planning and corporate development leadership for six years at an S&P 500 company. He has also served as an interim CFO for two companies and has managed large teams that include HR, IT and quality.

John will provide a current perspective of the merger and acquisition landscape. Building on a historical perspective of transactions, Mr. Kielich will discuss the keys to successful transactions including the role of a qualified team of advisors, and the need for sellers to plan and prepare. John will then shift the focus to a buyers' perspective and illustrate factors that create or destroy value.



11:15am–12:30pm
What Do We Do Now? – A practical guide to adding clarity and flexibility to our client's strategic property and family protection plan

Joe Maier, CPA, CLU, JD

Speaker bio: Joe Maier assists businesses, their owners and investors with employee benefit design and ERISA issues, executive compensation planning, income tax planning surrounding the creation, operation and liquidation of business entities and the creation, formation, merger and acquisition of businesses. Joe also assists business owners and families in succession planning and estate planning. He graduated #1 in his class from UW Law School and was Editor of UW Law Review.

12:30–2:00pm

Lunch & Discussion of Society of Financial Professionals Member Benefits



2:00–3:15pm

Why Would Anyone Invest Retirement Funds in an IRA Annuity? A Discussion of Annuity Company Guarantees.

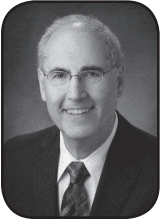
John Bannen, CLU, JD

Speaker bio: John Bannen's practice focuses on estate planning and probate matters for individuals, small business owners and professionals, marital property issues and agreements, review and evaluation of life insurance and annuity products, split dollar arrangements and related life insurance premiums for business owners, counseling small employers on pension and profit-sharing alternatives and distribution strategies for accumulations of retirement income. Client representation in estate tax audits, pension and profit sharing audits and probate court and administrative practice. His special experience includes:

- Intergenerational family wealth protection; drafting wills and trusts to minimize the effect of taxes and to minimize the risk of creditors' claims and division of assets in the event of divorce.
- Planning for retirement, including distribution strategies for maximum income tax savings for retirement income, including pension, profit-sharing and 401(k) plans, and IRAs; planning for long term care expenses and consideration of home care and nursing home insurance.
- Planning to simplify the passage of property to spouses and children upon death, focusing on avoidance of probate.
- Independent and unbiased review life insurance and annuity needs and products; consideration of life insurance based tax strategies and planning.
- Setting disputes among family members relating to wills, trusts or probate or trust administration.

For many advisors, putting IRA funds into an IRA annuity seems unnecessary. Why should a client put tax sheltered funds in side of a tax sheltered annuity contract? These advisors do not understand the value of a new generation of sophisticated annuity guarantees. On the other hand , if the client does not value or want the guarantees, the client is incurring unnecessary expenses. This presentation will focus on understanding the value of IRA annuity guarantees from the perspective of an outside advisor who does not sell the annuities.

**3:15–3:30pm
Break**



**3:30–5:00pm
Mining Income Tax Returns for Information to Assist in
Financial Planning.**

Mike Arnow, CPA, CFP

Mike Arnow is the Director of Financial Planning for Sattell, Johnson, Appel, Financial Advisory, LLC. Mike is a CPA, MBA, Certified Financial Planner™ and Registered Investment Advisor, and since 1981, he has been providing fee-only personal financial planning services. Mike has been on faculty at Johns Hopkins, UWM, and the Medical College of Wisconsin. He frequently appears on WTMJ-TV Channel 4 and on Public Radio speaking on issues involving personal financial planning and taxes.

Form 1040 can tell us much about a family's financial well-being, their lifestyle, and whether they are spenders or savers. As advisors, tax returns give us opportunities to assess a client's needs for tax planning, estate planning, investments and insurance. This presentation uses a recent tax return, as a case study, to help us mine for planning opportunities.

**5:00pm
Program Conclusion**

Corporate Sponsor:

New York Life

Registration Information

Who Should Attend: Attendees will include insurance professionals, attorneys, accountants, investment advisors, financial planners and other professionals working in the financial service field.

Cost:

\$140 – Members, Society of Financial Service Professionals

\$195 – Non-Members

Includes entire program, hot breakfast, lunch, and parking.

Location: Brookfield Sheraton
375 S Moorland Road
Brookfield, WI 53005

Overnight Rooms: Call the Sheraton at (262) 786-1100

Continuing Education Credits: 8 hours of insurance license, CLE, CPE, and CFP, credits are applied for and expected to be approved.

Cancellation Policy: Notice given more than 72 hours before May 12, 2010 will receive a 100% refund. Cancellations of 24-72 hours will be charged a \$25 processing fee. No refunds will be given for cancellations of 24 hours prior to May 12 or later.

For information on becoming a Society of FSP member, visit www.financialpro.org



Financial Service Professionals

**Financial Professionals Day
Registration Form – May 12, 2010**

Name _____
Company _____
Designations _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

WI Insurance License # _____ WI Bar License # _____
CFP # _____ CPE # _____

Make Checks Payable to: SFSP Milwaukee Chapter

Send to: 6737 W. Washington St., Suite 1300, Milwaukee, WI 53214

Phone: (414) 276-7340 - Fax: (414) 276-7704

Cost:

\$140 – Members, Society of Financial Service Professionals

\$195 – Non-Members

Amount Enclosed \$ _____

Or pay via credit card (VISA & MasterCard only)

VISA MasterCard

Cardholder Name _____

Account # _____ Exp. Date _____

Signature of Cardholder _____

Deadline: Friday, May 7, 2010

Cancellation Policy: Notice given more than 72 hours before the start of the program will receive a 100% refund. Cancellations of 24-72 hours will be charged a \$25 processing fee. No refunds will be given for cancellations of 24 hours prior to the conference or later.



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Milwaukee Chapter

6737 W. Washington St.

Suite 1300

Milwaukee, WI 53214

The background of the bottom section is a close-up, slightly blurred image of a US dollar bill, showing the intricate patterns and colors of the currency. The text is overlaid on this background.

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