



The **Mission** of the National Association of Insurance and Financial Advisors – Central Valley is:

“To foster professionalism through improving our business environment, enhancing our professional skills, and promoting ethical conduct of advisors and all those engaged in financial and insurance services.”

The **Core Values** of NAIFA-Central Valley are to service our community through our businesses by:

*Professional Development
Legislative Advocacy
Ethical Accountability
Mutual Support*

General Breakfast Meeting

Friday, February 19, 2016

8:30-10:00 am

Stockton Golf & Country Club • 3800 W. Country Club Blvd, Stockton

Buy-Sell Scenarios: Proper Planning & the Use of Insurance



Louis Friedman



Jason G. Pink

Partners, Shareholders, LLC Members – anyone in business with other people needs to consider and prepare for a parting of the ways. Whether through death, disability or other buy-out situation. Insurance and planning play critical roles in this area fraught with trouble. Great opportunities exist for informed professional advisors – insurance, financial, legal, and consultants – to help clients work through the options.

Louis Friedman and Jason Pink, attorneys with Gianelli & Associates in Modesto, CA, will share tools, case studies and perspective on successfully navigating these discussions.

Lou served at the E. & J. Gallo Winery for 25 years, where he was Executive Vice President and Chief Financial Officer and has held senior positions at law and accounting firms. Lou has vast experience advising family owned and closely held companies. Lou’s law practice emphasizes the areas of Estate Planning, Finance, Business Organization, Succession Planning, and Asset Protection.

Jay is an attorney who works with family businesses and families on succession planning, estate planning and business law matters. With a B.S. in Accounting and previously a CPA, Jay employs his experience with the tax code to help businesses maximize their strategic efforts.

Cost: \$23 (members) or \$27 (non-members)

Pre-paid Registration Required by Wednesday, February 17

Register online at www.naifcentralvalley.org or fill out form below.

FEBRUARY 19th GENERAL MEETING REGISTRATION FORM

Please return to 15 S. Rose Street, Lodi, CA 95240 • PH 339-4651 • FAX 339-8273
or register online at www.naifcentralvalley.org

Yes, I will attend. Cost \$23 for members; \$27 for non-members.
Includes buffet breakfast.

Registration required by 12:00 noon on Wednesday, February 17.
No refunds. Registration is transferable.

Method of Payment: Check MC VISA American Express

Credit Card # _____ Exp. Date _____ Name _____

Signature _____ Card Holder Name _____ Company _____

Phone # _____ Email _____

President's Message

by Lars Willerup

A new year is upon us and more than ever it is clear we need to advocate in our industry. Elections this year will potentially change the environment we work in. Please continue to stay active and educate your clients as to the things our government is doing and the impact it might have on all of us. The Department of Labor is reworking the rule and we can anticipate a ruling as early as April 2016.

NAIFA continues to support us where it is most important, our clients and our pocketbook. Your membership does make a difference in insuring that our industry remains here for us in the years and decades to come. Please encourage

other advisors to join NAIFA. Together we are stronger.

Our November meeting at the Stockton Golf & Country Club was once again a packed event. Carol Hernandez was our guest speaker. She shared her humble beginnings in our industry and how she went on to become a top performer in the Central Valley. She shared about giving back to the community and sales ideas to push us all forward.

Best of luck to all our Central Valley members as we gear up for the start of the year. We look forward to seeing you at our February 19th meeting at the Stockton Golf & Country Club.

NAIFA Ad Campaign Connects Consumers to Agents, Advisors

As American workers become increasingly insecure about their ability to save for a traditional retirement, NAIFA has launched a "Trust a NAIFA Advisor" ad campaign to tell consumers that affordable and informed financial advice is well within reach. The multimedia campaign includes video, print and web placements to urge consumers to plan for retirement by contacting a NAIFA member.

"NAIFA is pleased to invest in this campaign to help raise consumer awareness of NAIFA members' services while providing consumers with an online tool to locate an advisor in or near their hometown," said NAIFA Chief Executive Officer Kevin Mayeux, CAE.

Video and print ads direct readers to a web page, advisorsyoucantrust.org, that includes a link to NAIFA's "Find an Agent" tool where users may search for a NAIFA member by name, state or zip code. A second search filter allows users to find members by products and practice specialty. The campaign also incorporates digital ads for use on social media platforms, and Search Engine Marketing (SEM) via a Google ad word/phrase buy of more than 200 keywords related to insurance and financial advice.

"We recognize that consumers are relying more on the Internet to research different types of insurance and financial products, but they still need to connect with agents and advisors to help them make informed choices and purchase decisions about their financial future. The 'Find an Agent' tool will facilitate their ability to locate a professional who follows ethical business practices and is located within their local market," Mayeux said.

The campaign includes the following placements between December 2015 and March 2016:

- 30 second NAIFA commercial to air on CNN Airport Network (reaching 59 million viewers) and Bloomberg TV (60 million viewers)
- 90 second commercial to air on American Airlines Network, reaching 180,000 passengers
- Print ad published in the New York region of *The New Yorker* magazine (4.5 million readers)

- Use of all creative elements by NAIFA executives and leaders throughout the NAIFA Federation.

You can access the ads at: <http://www.naifa.org/practice-resources/prp/trust-a-naifa-advisor>.

Consumer Education component

Studies show American households are critically unprepared for retirement. The ad and social media campaign is designed to educate consumers about the current state of retirement savings in the U.S. while raising awareness of NAIFA members' ability to provide affordable advice to those who need it most. The campaign cites the following statistics:

- 84 percent of Americans say saving enough for a "traditional retirement" is unrealistic; just 22 percent of workers are "very confident" they will have enough money in retirement (Employee Benefits research institute, 2015).
- The median retirement account value for Americans aged 35 to 44 is just \$42,700, while the median value for Americans aged 55 to 64 years old is \$103,000.
- 45 percent of workers have no retirement savings at all.
- The average retiree had annual household expenses of \$43,000 in 2014.

Value of a Financial Advisor

- Retirement savers who sought investing advice through their 401(k) plan enjoyed a median annual return almost 3 percent higher than those who did not (Aon Hewitt, 2011).
- People with financial plans accumulate 250 percent more retirement savings (HSBC, 2011).
- Financial professionals help consumers earn 1.59 percent in additional returns, which over time leads to 22.8 percent more income in retirement (Morningstar, 2013).

"NAIFA is pleased to offer our members the potential for greater exposure to their practices in the financial services marketplace," Mayeux said. "Our members' in-depth knowledge of the complexities of the retirement products and services available to consumers and small businesses is more important than ever."

Welcome New Members

Please take the time to welcome our newest members of NAIFA Central Valley. We encourage every member to invite someone to join NAIFA in 2016. Our strength is in our numbers and together we CAN make change happen!

Aaron Bennett, *Principal Financial Group*

Michelle Dean, *New York Life*

Christopher Guzman, *New York Life*

Kyle Wolterstorff, *Principal Financial Group*

Upcoming NAIFA Webinars

Did you know NAIFA offers free webinars for members? Check out this great member benefit. Please visit <http://www.naifa.org/events/upcoming-webinars> for a complete listing of dates and topics.

ADVISORS POLITICAL INVOLVEMENT COMMITTEE



Will becoming engaged in naifa's political involvement network pay dividends to my career? – YES!

- **Stephen Covey's Habit #1:** Be proactive. "Self-awareness enables us to stand apart and examine even the way we 'see' ourselves." Proactively meet with your state and federal legislators, and be an 'ambassador' for YOUR industry and YOUR clients.
 - **Stephen Covey's Habit #2:** Begin with the end in mind. "Visualize what you want as if it already happened and the universe will begin to work wonders." Visualize yourself as the definitive source for not only your clients, but for your legislators. Legislative and regulatory advocacy does matter to your clients, and this will differentiate you from your peers.
- You may have never run for public office. You might not know much about politics. But with NAIFA's Advisors Political Involvement Committee (APIC), you can still make a difference. Influence how Congress votes on legislation important to insurance and financial services professionals. You can get involved in a number of ways. The level of involvement is up to you. For more information, please contact Maggie Buneco at 703-770-8154 or mbuneco@naifa.org

CALENDAR

Fri, February 19
General Breakfast Meeting
 8:30 - 10:00 am
 Stockton Golf & Country Club

Fri, August 19
General Breakfast Meeting
 8:30 - 10:00 am
 Stockton Golf & Country Club

Fri, May 20
General Breakfast Meeting
 8:30 - 10:00 am
 Stockton Golf & Country Club

Fri, October 21
General Breakfast Meeting & Long Term Care 8 hr CE Class
 Stockton Golf & Country Club

Mon, July 18
Charity Golf Tournament
 Stockton Golf & Country Club

www.naifacentralvalley.org

Invite a colleague to the next meeting

2015/16 Board of Directors

- Lars Willerup*President; PAC, PIC, Government Relations*
- Joel Balam*President Elect; YAT*
- Marc Bregman, LUTCF*National Committeeperson; VP of Finance & Records; Programs*
- Heather Bregman.....*Past President*
- Mychael Nguyen, CLU, CLF, CLTC*Professional Development*
- Sandy Luiz*Membership*

STAFF

Kim Metz, *Association Executive*
kimmetz@naifacentralvalley.org • (209) 339-4651

NAIFA CONGRESSIONAL CONFERENCE

MAY 24 - 25, 2016

★ WASHINGTON, DC ★



Let's flood Capitol Hill with NAIFA members!

For more information and to register: <http://www.naifa.org/events/congressional-conference>

Upgrade Your Referrals

When it comes to referrals, focus on quality over quantity

By Bill Cates, CSP, CPAE

Whether you've asked for a referral or one has been volunteered, what do you usually do with it? Do you just say, "Thanks, I'll let you know what happens." Or do you linger a little longer to learn more about your new prospect? I always advocate quality over quantity. Coming away from a meeting with 12 referrals all at once doesn't usually yield the kind of results you'd like, because the quality of the referral is usually not very good.

When you take the time to upgrade your referrals, you benefit in two ways. First, you learn the type of things about your prospect that will help you have a better conversation with them. You'll demonstrate your relationship with their friends and you'll be able to build rapport more easily. Second, when your referral consists of little more than a name and phone number, it doesn't feel like much more than a cold call. When you learn a lot about your new prospect, you'll feel more comfortable (maybe even excited) about the call and more likely to call the prospect right away.

The Stream of Consciousness

There will be times when your referral source will get into what I call a "stream of consciousness." He or she will just rattle off a dozen names (or more). Sometimes, he will grab his smartphone or directory of association members and feed you a ton of names.

When you catch a referral source in this flow, don't stop it. Write the names down and encourage more.

After the flood is over, go back and identify three to five people you'd like to learn more about. Tell your referral source that you've learned through experience that you'll be more successful in reaching, and eventually helping, people if you take a few at a time and learn as much as you can about them. Then tell your referral source you'll call him in a week to learn more about the next "batch."

Questions to Ask

Here are a few general questions you want to ask your referral source in the upgrading process:

1. Why did you think of him first?
2. Has he expressed any concerns in this area?
3. Could you give me a sense of his personality?
4. How do you think he'll react to his name coming up in our conversation and my reaching out to him?
5. What do you think is the best way to approach him, so that he'll be open to speaking and meeting with me? How can I pique his interest?
6. What is something you like or admire about him?

The Golden Key

I need to emphasize the importance and power of the last question. When you receive a referral, ask your source what he admires about his friend (or colleague, or family member). Then use this in your opening conversation with your prospect. You will be absolutely amazed how easily this opens the door for you.

Of course, you may have other questions specific to the situation that you will want to ask as well. These include questions that may help you qualify the person as fitting to receive your call in the first place. Don't ever hesitate to make sure it's a good match. You don't need to be wasting your time calling people who don't fit your practice.

Three factors will allow you to have these types of conversations with your referral sources: time, a relationship and courage. Manage your appointments well so that conversations aren't rushed. Some producers like to schedule special meetings just for this purpose. The better the relationship you are able to establish with your clients, the more willing they will be to have this type of conversation with you. And if you're not in the habit of getting upgraded referrals, you will have to tap into your courage the first few times. Soon, it will become second nature.

Bill Cates is president of Referral Coach International and the author of "Get More Referrals Now!" and "Don't Keep Me a Secret!" To learn about his free newsletter, boot camps, coaching program, video training program and more, visit www.referralcoach.com. Cates can be reached at info@referralcoach.com.



NAIFA Central Valley Charity Golf Tournament July 18, 2016

There are many ways to participate in this top notch event either as a golfer, sponsor or volunteer. For details please visit: <http://naifacentralvalley.org/calendar.htm>.

Questions, please contact: Golf Committee Chair Jeff Brusa 209-334-3255, jbrusa@ft.newyorklife.com or Kim Metz 209-339-4651, kimmetz@naifacentralvalley.org

Do your colleague a favor.
Introduce them to NAIFA!



National Association of Insurance and Financial Advisors

MEMBERSHIP APPLICATION

APPLICANT INFORMATION

Personal Information: *(Please print or type)*

MEMBERSHIP TYPE: Active Associate Student Transfer Only

Central Valley 05-0672
 Local NAIFA Association (if known) Association Number City, State

*Year of Initial License *Date of Birth

Prefix First Name Middle, Last Name Suffix

Designations Title

Primary Company Firm/Agency Name (if applicable)

Please send all mail to my Home Address Business Address

BUSINESS INFORMATION:

Street Address 1 Business Phone

Street Address 2

City, State, Zip Cell Number

Business Email Address Primary? Yes No

HOME INFORMATION:

Street Address 1 Home Phone

Street Address 2 Cell Number

City, State, Zip Home Email Address - Primary? Yes No

REFERRED BY (PLEASE PRINT)

(must be an active NAIFA member)

Name

City

State

4 WAYS TO JOIN NAIFA

- ON LINE** at www.naifa.org
- MAIL** with payment to:
NAIFA Membership Lockbox,
P.O. Box 758658,
Baltimore, MD 21275
- EMAIL** Application to
membersupport@naifa.org
- FAX** Application with Credit Card
Info to 877/508-9842.

OTHER:

- *Please register me for the Young Advisors Team (YAT) — for members 40 years and younger or in their first five years in the business. Birth year or license year needed.
- Please DO NOT share my contact information with NAIFA member benefit affinity providers

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

FALLS CHURCH, VIRGINIA 22042-1205 • MAIN: 877/TO-NAIFA • FAX: 877/508-9842 • WWW.NAIFA.ORG

NON-DEDUCTIBILITY OF LOBBYING EXPENSES DISCLOSURE STATEMENT

While association dues payments may be deductible by members as an ordinary and necessary business expense, dues are not deductible as charitable contributions for federal income tax purposes. To determine the total non-deductible portion of your dues, add the NAIFA National lobbying expense (\$63.00) to your state association's lobbying expense (see table below).

	LOBBYING EXPENSES	AMSR*		LOBBYING EXPENSES	AMSR*		LOBBYING EXPENSES	AMSR*		LOBBYING EXPENSES	AMSR*
Alabama	\$0.00	\$0.00	Illinois	\$12.69	\$2.00	Montana	\$46.00	\$0.00	Puerto Rico	\$0.00	\$0.00
Alaska	\$1.84	\$0.00	Indiana	\$18.40	\$0.00	Nebraska	\$26.60	\$0.00	Rhode Island	\$0.00	\$0.00
Arizona	\$1.16	\$0.00	Iowa	\$13.30	\$0.50	Nevada	\$18.50	\$0.00	South Carolina	\$11.70	\$0.00
Arkansas	\$1.06	\$0.00	Kansas	\$25.00	\$0.00	New Hampshire	\$103.80	\$0.00	South Dakota	\$40.66	\$0.00
California	\$31.25	\$0.00	Kentucky	\$1.60	\$0.00	New Jersey	\$22.70	\$0.00	Tennessee	\$18.70	\$1.00
Colorado	\$59.80	\$0.00	Louisiana	\$20.00	\$0.00	New Mexico	\$65.10	\$0.00	Texas	\$28.00	\$0.00
Connecticut	\$57.46	\$0.00	Maine	\$96.00	\$0.00	New York State	\$31.35	\$0.00	Utah	\$11.10	\$0.00
Delaware	\$77.70	\$0.00	Maryland	\$28.00	\$0.00	North Carolina	\$23.75	\$0.00	Vermont	\$21.60	\$0.00
District of Columbia	\$0.00	\$0.00	Massachusetts	\$44.85	\$0.00	North Dakota	\$15.66	\$2.00	Virginia	\$6.32	\$1.00
Florida	\$33.99	\$0.00	Michigan	\$17.50	\$0.00	Ohio	\$23.40	\$0.00	Washington	\$47.00	\$0.00
Georgia	\$10.20	\$0.00	Minnesota	\$23.40	\$6.00	Oklahoma	\$28.90	\$0.00	West Virginia	\$22.00	\$0.00
Guam	\$49.60	\$0.00	Mississippi	\$21.40	\$0.00	Oregon	\$53.68	\$0.00	Wisconsin	\$32.55	\$0.00
Hawaii	\$28.80	\$0.00	Missouri	\$7.00	\$0.00	Pennsylvania	\$24.60	\$0.00	Wyoming	\$0.00	\$0.00
Idaho	\$13.94	\$0.00									

(Effective January 1, 2016-December 31, 2016)

PAYMENT INFORMATION

Dues Amounts (for official use only) – Local and State dues amounts **MUST** be entered and added to the NAIFA dues amount.

*Local		*State		NAIFA		*Total
\$98	+	\$125	+	\$330.00	=	\$553

*REQUIRED FIELDS

NOTICE: NAIFA is required to inform you of the cost of your state and/or national magazine subscription, which is included in your membership dues. [This amount is not deductible from your dues.](#) The amount of your Advisor Today subscription is \$6. The amount of your state subscription is listed in the table on the front of this application.

ANNUAL PAYMENT ONLY (Please check one)

Check VISA Mastercard American Express

Card Number	Expiration Date	Security Code
Name on Card	Signature	Date

AUTHORIZATION AGREEMENT FOR MONTHLY DEBIT/CREDIT CARD PAY

I hereby authorize the National Association of Insurance and Financial Advisors, hereinafter called NAIFA, to initiate debit/charges to my: (select one)

- VISA MasterCard AMEX (Discover not accepted at this time).
 Checking Acct. Savings Acct. at the depository financial institution named below hereinafter called DEPOSITORY, and to debit the same to such account.

*Please include a voided check with your application.

This authorization is to remain in full force and effect until NAIFA has received written notification from me (the participant) of its termination. Written notification must be received by NAIFA by the last business day of the month to avoid a draft/charge for the following month.

Bank Name/Credit Card Name

Bank Routing Number (ABA #)/Bank Account Number

Credit Card Number Expiration Date Security Code

Account Holder's Name

Signature

Date

Note: All written debit/charge authorizations must provide that the member may revoke the authorization only by notifying NAIFA in the manner specified in the authorization.

Note to Members Paying by Bank Draft or Monthly Credit Card: NAIFA will debit/charge your account on the 5th of every month. Debits/Charges will begin the month following receipt of this application. You will be notified in advance of any adjustments in your monthly debit/charge, resulting from any dues adjustments. There is a \$.50 per month transaction fee, which is added to the monthly debit/charge amount. If your membership is being reinstated after a lapse, the first debit/charge will reflect the amount due for the delinquent months. **If the participant has insufficient funds in his/her account to cover the monthly draft, NAIFA will charge a \$15.00 fee on the next monthly debit.** If the insufficient fund status occurs for a second consecutive month or twice within six months, the participant will be removed from the program and all benefits will be terminated. The member will not be eligible to receive benefits again until his/her account is brought current. Once you have enrolled in the bank draft/monthly credit card program, you are committed to pay full annual dues in 12 monthly payments. If you fail, for whatever reason, to complete your full membership dues obligation, you are still liable for the remaining unpaid balance.

MEMBERSHIP AGREEMENT

I agree to abide by the association bylaws and NAIFA's Code of Ethics (see below) and certify that:

- I have not been accused in writing nor been found in violation of the code of ethics of any professional organization of which I am a member. A state or federal licensing or regulatory body has not censured, fined or reprimanded me, or revoked or suspended my investment advisor, securities, or insurance license(s). I am not a defendant in a criminal action. If a criminal judgment has been entered against me in the past, it has been disclosed to NAIFA and its predecessors.
- I agree that neither the Association nor its individual members, officers, directors, agents or employees shall be liable to me, individually or jointly, if this application for membership is rejected or for the consequences of any disciplinary action which may be sought or taken against me under the local Association's bylaws or Amendments thereto or any disciplinary or penal action which may be sought or taken against me under the laws of this or any other state or jurisdiction, or for any statement which the Local Association or any of said individuals may issue relative to any such action; provided, for its or their gross negligence or willful misconduct.
- I understand and agree that my application for membership will be declined if it does not obtain a majority vote of the Board of Directors, or in the opinion of the Board of Directors, I am or will be unable or unwilling to conform to any of the foregoing requirements.

OR (check if any statements apply):

- I have been accused in writing or been found in violation of the rules or code of ethics of a professional organization of which I am a member. A state or federal licensing or regulatory body has censured, fined or reprimanded me, or revoked or suspended my investment advisor, securities or insurance license(s).
- I am a defendant in a pending criminal action or a criminal judgment has been imposed against me that has not been disclosed to NAIFA or its predecessors. I will attach complete details with this application. I understand that a finding of such violation may create a presumption that I have violated NAIFA's Code of Ethics.

Signature

Date