



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 & LTC Class

Friday, October 21, 2016

General Breakfast Meeting **8:30-10:00am** • Long Term Care CE class **10:00am-6:00pm**

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

Governor signs LTCI/Partnership Expansion Bill SB 1384 into law

A new dawning for LTC Insurance in California

Come hear and learn how this will impact you, your clients and the State of California.

Tom Orr who worked on the bill for over eight months will give you the “inside” perspective on what this all means today and tomorrow for you and your clients.

Following the morning meeting you have the option to get certified to be on the leading edge. Take advantage of the greatest marketing opportunity in the history of insurance.

Stay for the afternoon class and you will get:

8 hour California Partnership Certification and a voucher for 8 hour California CTQ/LTCI webinar. Both courses comply and satisfy the 16 hour California LTC CE requirements. Both courses conducted by Tom Orr.

Also, you’ll receive “9” Point of Sales / Educational Hand-outs; LTC Industry Hybrid Spread Sheets; and Consumer LTC Self Assessment Questionnaire.

There’s more... representatives from industry LTCI leader Genworth will update you on the company, current and new products and sales opportunities.

Certificates will be provided at the end of the course and reported to the DOI.

Tom Orr is a long-term care insurance industry expert with more than 35 years of insurance experience. Since 1987, Tom has specialized in training insurance agents to market and sell LTC insurance as well as consulting with insurance companies and agencies nationally to develop LTC insurance products, agent recruiting programs and agent training programs.

Pre-paid Registration Required by Tuesday, October 18th

You can register for only the general meeting, only the LTC class or for both.

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

OCTOBER 21st GENERAL MEETING REGISTRATION FORM

Please return to **15 S. Rose Street, Lodi, CA 95240** • PH 209-339-4651 • FAX 209-339-8273

or register online at www.naifcentralvalley.org

Yes, I will attend the General Meeting: \$23 (members) or \$27 (non-members) – includes buffet breakfast

Yes, I will attend the LTC class: \$125 – includes lunch, 8 hrs CE credit plus voucher for an additional 8 hr CE webinar course

Registration required by 12:00 noon on Tuesday, October 18.

No refunds. Registration is transferable.

Method of Payment: Check MC VISA American Express

Credit Card # _____ Exp. Date _____ CVV _____ Name _____

Signature _____ Card Holder Name _____ Company _____

Phone # _____ Email _____

President's Message

by Joel Balam

WOW 2016 is really flying by. I am confident we are doing our best to serve our clients. I know we are working diligently towards our 2016 goals as we enter into the final quarter. I am sure you are beginning to feel the impact of the new DOL regulations. I believe this will create

opportunity and challenge us to achieve more. Our clients and prospects depend on us for guidance, advice and need our expertise now more than ever. By partnering with NAIFA you have made a commitment to your business. Know that NAIFA is committed to bring value and resources to help you grow your business. Know that NAIFA is fighting for you and your business. I encourage you to finish 2016 strong and begin planning for the changes we will experience in 2017.

CALENDAR

Fri, October 21

General Breakfast Meeting & Long Term Care 8 hr CE Class
Stockton Golf & Country Club
Speaker: Tom Orr

Tues, December 6
Holiday Mixer

5:00 - 6:30 pm
University Plaza Waterfront Hotel
Stockton

*Invite a colleague to
the next meeting*

Fri, February 17

General Breakfast Meeting
8:30 - 10:00 am
Stockton Golf & Country Club

Fri, May 19

General Breakfast Meeting
8:30 - 10:00 am
Stockton Golf & Country Club

Mon, July 17

Charity Golf Tournament
Stockton Golf & Country Club

www.naifacentralvalley.org

Thank you to the following Association Sponsors!

Joel Balam, Principal Financial Group

Tom Biglione, Bay River Insurance Services

Marc Bregman, Bregman Financial & Insurance Services

Jeff Brusa, Seldon Brusa Insurance Agency

Don Coberly

Faye Giovenetti, Farmers Insurance



Golf Tournament Chair, Jeff Brusa; Emergency Food Bank Director, Mike Donaghy; and NAIFA Central Valley President, Joel Balam at the August 19th NAIFA Central Valley Meeting

Charity Golf Tournament Check Presented

Thanks to the hard work of the Charity Golf Tournament committee NAIFA Central Valley was able to present a \$20,500 check to the Stockton Emergency Food Bank at the August 19th general meeting. The 41st tournament held on July 18th was a huge success. We had a great turn out and all the winners donated their winnings back to the Emergency Food Bank. A big thank you to all the golfers, volunteers and sponsors for supporting this worthwhile cause. A great day was had by all.

Next year's event will be Monday, July 17, 2017. Please consider being a part of this event by either serving on the golf committee, being a sponsor, a golfer or a volunteer the day of the event. If you would like more information on the 2017 tournament please contact, Jeff Brusa, 209-334-3255, jbrusa@ft.newyorklife.com.

2016/17 Board of Directors

Joel Balam *President; Programs*

Marc Bregman, LUTCF *National Committeeperson; VP of Finance & Records*

Lars Willerup .. *Past President; PAC; PIC; Government Relations*

Mychael Nguyen, CLU, CLF, CLTC *Professional Development*

Sandy Luiz *Membership*

Gregg Arends..... *YAT*

Jessica Balam..... *Director*

STAFF

Kim Metz, *Association Executive*

kimmetz@naifacentralvalley.org • (209) 339-4651

Win a New iPad!

NAIFA Central Valley Membership Drive



Would you like to win a new iPad? For every new member you get to sign up for a regular membership you'll receive one entry. For every three new members you get that sign up on the free pilot program you'll receive one entry. The winner will be drawn at the December 6th Holiday Mixer. Let's grow our membership and have some fun doing it!

Don't miss these upcoming
NAIFA Central Valley general meetings:
August 19, 2016 – Stockton Golf & Country Club
October 21, 2016 – Stockton Golf & Country Club
December 6, 2016 – Stockton University Plaza
Waterfront Hotel

Why Join NAIFA?

- It's your professional organization
- NAIFA is fighting to protect our clients and the products we sell.
- Education
- Networking and practice resources
- And many more. Ask a member today what NAIFA is doing for them!



National Association of Insurance and Financial Advisors – Central Valley
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MDRT MINUTE

The Missing Pieces of the Financial Planning Puzzle

Are you a true financial planning professional, or are you one of the thousands of practitioners who call themselves financial planners, yet prepare plans with “missing pieces”? When you are designing a financial plan, the purpose of which is to assist your clients in reaching their life’s goals in financial and life planning arenas, you cannot afford to have any missing pieces.

The Six-Step Process

The basis of comprehensive planning is the Financial Planning Process. This process consists of six steps:

1. *Establish* the client-planner relationship.
2. *Gather* client data and determine client goals.
3. *Analyze* and evaluate the client’s financial status.
4. *Develop* planning recommendations.
5. *Implement* planning recommendations.
6. *Monitor* planning recommendations and make necessary adjustments.

Financial Planner versus Specialist

Some planners would argue that they do not do comprehensive financial planning because their practices are specialized. However, if you are going to call yourself a financial planner, you owe your clients the ability to perform all six steps mentioned above – in all the different aspects of financial planning: insurance planning, investment planning, tax planning, estate planning, retirement planning, and cash flow and budgeting. Otherwise, you should not call yourself a financial planner. If all you are going to do is investments, call yourself what you are: an investments planner. If all you are going to do is taxes, call yourself a tax planner. You get the picture.

The Missing Pieces

There are three areas where important pieces are often missing from an otherwise comprehensive financial plan:

1. *Disability income insurance.* The greatest financial risk to a working person is the loss of his or her ability to earn an income. This risk is proportionally greater than the risk of death for all age groups between 25 and 65, yet disability income insurance remains a huge missing piece in a vast majority of financial plans
2. *Long-term-care insurance (LTCI).* If you are married and you and your spouse reach age 80, there is a 50 percent likelihood that one of you will suffer from dementia. If you have reached age 65, there is a greater than 68 percent chance that you will experience the need for long-term care in the next 17 years. As many long-term care specialists will tell you, planning for the need for long-term care is not done with an “if” question; rather it is done with a “when” question.

With these facts available to any competent financial services professional, why is LTCI also often omitted from a financial plan?

3. *Liability.* Liability for damages to others is a substantial risk. This risk is greatest among those with teenagers and youthful drivers, but also includes millions of people with automobile and homeowners insurance policies that have inadequate liability limits. Most people, including tremendously successful financial planners, do not have proper insurance coverage on one of the most valuable assets and one of the greatest areas of potential liability for damages to others. This refers to not only to your auto and homeowners insurances, but also to a personal umbrella liability policy.

The primary reason that financial professionals deliver financial plans that are deficient is that the individual planner doesn’t personally possess the skills or licenses necessary to engage in the giving of advice in these areas. As an ethical financial professional, however, while you are correct in not engaging in advising clients in matters in which you are not competent, you are, nevertheless, responsible for finding peers or fellow professionals who have the skills and education you might be missing. You do not have to be able to do it all, but you do have to be responsible for your clients getting all the professional advice and financial planning attention they require and deserve.

Kevin Lynch, CFP, ChFC, is an assistant professor of insurance at The American College. Prior to joining the faculty at the college in 2009, Lynch spent more than 25 years in financial services and 10 in the insurance industry, both as an agency owner in the P&C arena and a regional management associate and financial consultant in the life and financial arena. Lynch has authored three texts and added a fourth earlier this year. His areas of expertise include business development and prospecting, insurance planning, disability income insurance and long-term-care insurance. Purchase his entire presentation at www.mdrstore.org.

**OFFICE SPACE AVAILABLE**

Private office within our Class A office building space. Conveniently located at I-5 and March Lane, Stockton.

Rent depends on services provided.

Contact Dennis Goldstrand
at (209) 472-7000
or dennis@goldstrand.com

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

- 1. ON LINE** at www.naifa.org
- 2. MAIL** with payment to:
NAIFA Membership Lockbox,
P.O. Box 758658,
Baltimore, MD 21275
- 3. EMAIL** Application to
membersupport@naifa.org
- 4. 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