

Greetings and welcome to 2015. On behalf of this year's Board of Directors, I hope that the New Year finds you all still basking in the afterglow of the holiday season and ready to start off energized, with optimism, and full of good prospects for an excellent year.

The beginning of the New Year brings with it the process of having a vision of what we want to accomplish in the coming year – defining the vision – so that we can take the appropriate actions to move us closer to our goals as the year progresses. For those of us who are still actively engaged in growing our respective businesses, the beginning of the year is the time when marketing and business development plans for the year are finalized and being put into action. As we say in the planning world, taking action without a plan rarely gets us to where we want to go.

Our January speaker is Carolyn Higgins and she will be talking about the 4 Pillars of Marketing Success. We look forward to seeing you all on Wednesday January 21st as we kick off 2015 for the Estate Planning Council of Diablo Valley. I hope that 2015 brings all of us professional and personal success, prosperity, good health, and warm friendships.

- Geoff

Geoffrey M. Zimmerman, CFP®
President, EPCDV 2014-2015

January 21st, 2015

Lafayette Park Hotel 3287 Mt. Diablo Blvd. Lafayette, CA

6:00 P.M. Wine and Registration

6:30 P.M. Dinner and Speaker

Member Cost: \$50.00 dinner (preregister) / \$55.00 (at the door)

Guest Cost: \$55.00 dinner (preregister) / \$60.00 (at the door)

*Reservations and cancellations must be received by Monday,
January 19 at 2:00 p.m. to be assured of a reservation.*

Please send your check today! **or** Pay with a credit card online

<https://www.123signup.com/register?id=ybrgt>

“The 4 Pillars of Marketing Success for Estate Planning Professionals”

The New Year often finds us making resolutions, such as losing weight, quitting smoking, exercising more, etc. If one of your resolutions is to take a closer look at how you market your business, this is the program for you. Carolyn Higgins is a successful marketing consultant whose company, Fortune Marketing, specializing in working with professionals, such as attorneys, CPA's and Financial Advisors. Her presentation, “The 4 Pillars of Marketing Success for Estate Planning Professionals”, promises to be highly informative with actionable information that we can all put into practice in our respective businesses.

About the Speaker

Carolyn graduated from UC Berkeley and has over 17 years of experience developing, implementing and managing marketing strategies for both small business owners and large corporations, such as Nestle, Intuit, Kaiser Permanente and Delta Dental.

REGISTER NOW!!!

<https://www.123signup.com/register?id=ybrgt>

Dinner Menu

Salad

Sonoma Greens

*Green Beans, Toasted Almonds, Marinated Feta
Cheese, Lemon Herb Vinaigrette*

Entrée

Grilled Chicken Breast

Sun-Dried Tomato, Basil and Pine Nut Vinaigrette

Vegetarian

Market Vegetable Wellington

Dessert

Lemon Tart