

Greetings. With our March meeting ahead of us, and just a few more meetings remaining in this council year, I'd like to take a moment and reflect on the EPCDV, our membership, and our future.

In years past, the council has served several primary purposes: It brought together professionals from a number of different professions, but all aligned along the theme of estate planning as a major part of their practices. It offered these professionals an opportunity to earn required Continuing Education credits, which in most cases, are necessary for maintaining professional credentials. It also offered the opportunity to share and exchange ideas and discussion on current events impacting our respective professions. Last but not least, it offered an opportunity for us as professionals to get to know, like, and trust others in the generally same working space to get an idea of who we might want as part of our respective client-facing teams.

So, what has changed in the past decade or so? In some ways, not a lot. We still have a need for continuing education credit. We still want to work with people we know, like, and trust. We still want the exchange of ideas and to be abreast of current topics and information that impact the advice we give to our clients.

In other ways, though, the world has changed more than a bit: For one, our demographic has aged. A number of us edge closer to retirement, or are, at least, less focused on growing our practices. For those, the EPC has become less of a vehicle for growth of our businesses, and more of a continuing education source, and an opportunity to see old friends.

Social Media, through LinkedIn, Facebook, and other media offers us more of a chance to "connect" with others and to build our networks through the click of a button and in a two-dimensional space. It's easy to do so, and our networks can grow exponentially as a result. On a related note, the internet offers us a means for accumulating CE credit via a webinar done "on demand" at the click of a button, and in the comfort of our offices or our homes, without the obligation of a late night meeting, and sometimes at a lower out of pocket expense than the cost of a dinner and the travel to get there. Idea sharing and lively debates can be held via blogs and online forums.

So, with all this in mind, what is the future of organizations like the Estate Planning Council? Ultimately, I believe it is still about idea sharing, passion for our profession, keeping the saw sharp, and about building and maintaining relationships with people we know, like, and trust.

For this to happen, though, I believe that it requires work and dedication, both among the leadership as well as the constituency. Leadership needs to be committed to fostering an environment that brings together those who represent the best in our respective professions, and to encourage membership among those who aspire to be the best the future has to offer. Leadership also needs to be committed to bringing programs that represent current, timely, and relevant industry knowledge by presenters who are not only experts in their field, but who also display a high level of competence in communicating their knowledge in a clear, understandable, and compelling manner, and ideally without a secondary, self serving agenda. Leadership needs to foster an environment that allows the membership to know one another, for their professional expertise, and as people, to help build and foster relationships among the membership.

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Last, but not least, leadership needs to identify and encourage the next generation; those who can build upon the work already done, embracing beneficial changes, and carrying it into the future for the benefit of the membership, and those who we serve.

As our March meeting approaches, we're seeking candidates for next years' board to replace those who are leaving, and elections of next years' officers. Members who believe in the purpose of the Estate Planning Council, who have a passion for their respective professions, and a desire to serve are encouraged to serve a larger purpose.

In the meantime, our current board will continue to strive to bring you programs that we believe have widespread interest, encourage debate, challenge conventional wisdom, and to foster an environment where professionals of the highest caliber can meet regularly, building camaraderie, and professional networks.

Looking forward to seeing you all on the 18th of March at our next meeting.

Best Regards,

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

March 18th, 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,
March 16 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=ynrqn>

“Life Insurance as an Un-discovered Asset Class”

Life insurance; is it a risk reduction tool or is it a financial asset? This month fee-only insurance consultant Dick Weber will address this very question. He uses concepts found in Modern Portfolio Theory to associate investment assets with the different types of life insurance available to consumers today. Dick will describe the possibilities for creating a portfolio of policies that is truly “efficient” in its ability to optimize the client’s uses for lifetime life insurance - in the context of the client’s broader investment portfolio. He will also address four different approaches to remediating policies that are not meeting their original objectives. Focused on the non-insurance advisor, Dick will address how our understandable attitude around seeking “best price” for life insurance - and the ways in which we rely on policy illustrations - stands in the way of making smart decisions around lifetime life insurance.

About the Speaker

Dick holds an M.B.A. from the University of California at Berkeley with a specialty in Insurance and Finance. He was designated a Chartered Life Underwriter in 1974 by the American College. Dick is President and primary consultant for The Ethical Edge, Inc., providing fee-only analytics and consulting services to family offices and high net worth individuals. Among his various teaching activities, Dick served for 11 years as an Instructor of Insurance at the University of California at Berkeley's Program in Personal Financial Planning and from 1993 through 1998 served as Adjunct Professor of Ethics at the American College in Bryn Mawr, Pa. He currently serves as Adjunct Professor of Risk and Insurance in California Lutheran University’s MBA program.

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Dinner Menu

Salad

Spinach salad, almonds, feta, raspberries, citrus vinaigrette

Entrée

Grilled salmon, wild rice, asparagus, beurre blanc

Vegetarian

Market Vegetable Wellington

Dessert

Coconut Macadamia Tart