



PROVIDING 35 YEARS OF EDUCATIONAL EXCELLENCE

**February 4**  
**Westin Lake Mary**

**Tuesday, February 4**

7:15	Registration and Continental Breakfast		
8:00-8:50	<b>General Session – Jay Mooreland</b> <b>Becoming Your Clients’ Preeminent Financial Influencer</b>		
8:55- 9:45	<b>General Session – Rob Harvey- Going Beyond Indexing</b>		
9:45-10:20 am	Networking break with Resource Partners		
10:25 - 11:15	<b>General Session – Parker Ence - How Advisors Use Safe AI to Take Meeting Notes, Organize Tasks, Update CRM, Write Recap Emails –</b>		
11:20- 12:10	<b>General Session – Mari Adam -</b> <b>How to Talk to Your Clients About College:</b> <b>4 Easy Steps to Meaningful Conversations</b>		
12:15- 1:30	Lunch with Resource Partners –		
1:35 - 2:25	SSGA Active Fixed Income ETFs in an uncertain market environment	Village on the Green The Benefits of a Lifecare Contract	Vanguard Advisor’s Alpha, Behavioral Coaching when your clients need it most
	Room Change		
2:30- 3:20	Session repeats	Session repeats	Session repeats
	Break- Grab and go		
3:25 - 5:05	<b>Ethics – Sponsored by Columbia Threadneedle</b> <b>Accepted for 2 hr. Ethics CFP and 2 hr. Ethics IAR</b>		
CE Hours	6 hrs. accepted by CFP Board - 5 hrs. CE FL. Dept. of Ins. 2 hrs. Ethics, and IAR accepted		
Total CE Hours	15 hrs. accepted by CFP Board and 14 hrs. CE FL. Dept. of Ins. 2 hrs. Ethics, CFP and IAR accepted		

## 8:00 General Session:

## Salon III-V

### Becoming Your Clients' Preeminent Financial Influencer



**Jay Mooreland** is the Chief Behavioral Officer of Financial Partners Group and the founder of The Behavioral Finance Network, where he helps financial advisors create better investment experiences for their clients. With a passion for progress and continuous learning, Jay has made it his mission to understand and improve investor behavior, drawing from his own experiences and those of others in the industry.

Jay has shared his insights on investor behavior through global speaking engagements, several published articles, and two books. His approach focuses on learning from mistakes to drive better decision-making—a critical skill for any financial professional.

Originally from California, Jay now resides in Parker, Colorado with his wife Lonni, daughter Janie, son Aaron, and their British Lab, Willis. When he's not helping clients, Jay enjoys exploring the outdoors and embracing the changing seasons.

Academically, Jay holds a Bachelor of Science in Finance from San Jose State University and a Master of Science in Applied Economics from the University of Minnesota.

**Session description:** There are many influencers in life, from athletic icons to social media influencers. Financial advisors need to transcend the perspective of being just an investment advisor and become their clients' greatest financial influencer by consistently incorporating psychological principles and behavioral coaching in their practices.

This presentation will discuss the science of influence - what makes someone and their message influential, admirable, and desirable to follow. We will then discuss how investor behavior can be anticipated under various financial environments and specific tactics that can help investors remain rational. One of those tactics is to create and incorporate a simple, formal, and effective decision-making process that clients can follow.

1 CE CFP®, PACE, 1 FL Ins, CPE (self-reporting)

## 8:55 General Session:

## Salon III-V

### Going Beyond Indexing



**Rob Harvey** is an equity portfolio and performance expert at Dimensional, where he manages international, emerging, and domestic equity strategies. Since joining in 2016, he has led global equity initiatives, leveraging experience from his time at Cisco Systems' treasury department. Rob holds an MBA from UC Berkeley's Haas School of Business, bachelor's degrees in finance, international business, and German from Villanova University, and is a CFA® Charterholder.

**Session description:** Many investors trust their investment portfolios to index funds for broadly diversified market exposure at a seemingly low cost, based on a belief that this so-called "passive" investing approach helps them avoid subjective investment decisions. However, many active decisions lurk beneath the surface of index funds—and at potential cost to investors. Join Rob Harvey as he pulls back the curtain on indexing to reveal the active decisions behind so-called "passive" index funds. He will examine the hidden costs of how index funds buy and sell stocks, explore the incentives driving these decisions, and present a time-tested alternative that goes beyond traditional indexing strategies.

1 CE CFP®, PACE, 1 FL Ins, CPE (self-reporting)

## 10:25 General Session:

## Salon III-V

### How Advisors Use Safe AI: Meeting Notes, Organize Tasks, Update CRM, Write Recap Emails



**Parker Ence** is the CEO and Co-founder of Jump AI, a groundbreaking AI meeting assistant for financial advisors that automates meeting prep, compliance, CRM updates, and follow-ups to drastically cut admin time. A 4x technology CEO with deep expertise in fintech and AI, Parker previously led Veraset, which was acquired in 2023, and has experience with Google Cloud AI. Parker holds an MBA from Stanford Graduate School of Business and a bachelor's degree in Economics from the University of Utah.

**Session description:** Advisors spend an average of 18 hours per week on meeting-related admin (meeting notes, updates, email recaps, meeting prep and gathering client data). This load limits the total number of clients an advisor can serve well and is often the least favorite part of an advisor's day. With new AI advances, what once took 40 minutes per meeting can take 5 minutes! In this session, you will learn how advisors put safe and compliant AI to work drafting meeting prep, writing audit-friendly meeting notes, building your post-meeting task list, writing personalized recap emails, and data gathering. We will also cover compliance considerations related to these AI tools.

1 CE CFP®, PACE, 1 FL Ins, CPE (self-reporting)

## 11:20 General Session:

## Salon III-V

### How to Talk to Your Clients About College: 4 Easy Steps to Meaningful Conversations



**Mari Adam, CFP®**, has over 30 years of experience as a financial advisor, helping hundreds of clients—many women—achieve wealth, financial security, and independence. Featured in numerous media outlets, she speaks and blogs on topics like women's financial well-being, retirement readiness, and closing the gender wealth gap.

As a single mom, Mari built Adam Financial Associates into one of South Florida's most admired women-owned firms, earning the Women's Choice Award® for Financial Advisors and Firms for seven consecutive years.

**Session description:** For most American families, saving for college is the biggest financial priority and often the most expensive. But understanding how and what to save for college is often overwhelming, leading parents to procrastinate, save in suboptimal ways, or take on debt that interferes with other parent and student life goals.

Financial advisors clearly play an important role helping clients prepare for college, but they are often uncomfortable and untrained when it comes to talking about parental values, experiences, and expectations toward higher education. As a result, college savings strategies can miss the mark in meeting parents - and students - actual needs, and end up costing more than they should.

This presentation provides a simple 4 step framework for fostering meaningful college planning conversations with clients, starting by **exploring** families' values and expectations surrounding college using an open-ended dialogue. Additional steps are **educating** families on college costs, outcomes, and savings options; **executing** the plan using a strategy matched to family goals; and **enlisting** key family members in the plan's success.

We'll cover when to start the college planning conversation, how to present meaningful savings options to clients, key facts about paying for college, how families juggle competing college and retirement goals, when it makes sense to engage additional specialists, and addressing common higher education misconceptions and misunderstandings.

At the end of the presentation, advisors will understand the distinct college planning concerns of specific generational groups like Baby Boomers, Gen X, and Millennials and different planning strategies that respond to each group's needs. They will gain greater technical mastery of various college savings options like 529 and Prepaid plans, and review sample questions they can use to prompt meaningful discussions of client values, concerns, and higher education goals.

1 CE CFP®, PACE, 1 FL Ins, CPE (self-reporting)

## 1:35 Breakout Sessions:

## Sessions repeat at 2:30

### Active Fixed Income ETFs in an uncertain market environment Salon I



**Bill Ahmuty** Bill is the Head of SPDR ETF Fixed Income Group. In this capacity, Bill works with clients across various sales channels to educate them on the many use cases of fixed income ETFs. In addition, he is responsible for developing and driving the SPDR Fixed Income sales strategy. Bill joined the SPDR ETF Institutional Sales and Capital Markets Team in 2014 and has over 12 years of ETF trading experience across asset classes and over 20 years of market experience

Prior to SSGA, Bill managed the institutional ETF trading desk at Societe Generale. He has also worked for Newedge managing the ETF sales and trading desk with a focus on market making and ETF arbitrage across asset classes. He started his career at Morgan Stanley where he had a 14 year tenure which included working on the CME and CBOE as well as head trader on the institutional ETF desk

Bill has an undergraduate degree from the University of Notre Dame and earned a Masters of Business Administration from the University of Chicago. Bill has Series 7, 63, 55 and 24

**Session description:** Why active Fixed Income makes sense for these turbulent markets. Active can help you manage duration in an environment where intermediate and long term rates are moving higher despite the Fed cutting short term rates. Credit spreads are near historical tights, active management can add value in security selection relative to benchmark allocations.

1 CE CFP®, PACE, CPE (self-reporting)

### The Benefits of a Lifecare Contract Salon II



**Stephanie Turner**, Director of Sales at Village on the Green, has over 20 years of experience in sales, with the last eight focused on senior living—a field she's passionate about. She advocates for the financial and lifestyle benefits of Lifecare contracts, highlighting how continuing care retirement communities support successful aging, asset preservation, and peace of mind. Working with Lifespace Communities, a nonprofit with 48+ years of experience and 15 communities nationwide, Stephanie shares insights on smart retirement strategies and effective estate protection.

**Session description:** Explore the financial benefits of a lifecare contract at Village on the Green. Learn how to set up retirees with long term asset preservation and a plan for care should the need arise.

1 CE CFP®, PACE, 1 FL Ins, CPE (self-reporting)

## 1:35 Breakout Sessions:

Sessions repeat at 2:30

### Advisor's Alpha, Behavioral Coaching when your clients need it most Seminole



**Ted Dinucci**, investment strategist at Vanguard's Investment Advisory Research Center, specializes in wealth management and portfolio strategies. A CFA® charter holder with a B.A. from Saint Joseph's University, Ted will present Advisor's Alpha: Behavioral Coaching When Your Clients Need It Most, offering strategies to support clients during critical moments.

**Session description:** Utilizing Vanguard's Advisor's Alpha framework, the session will highlight the crucial role advisors play as behavioral coaches for their clients. Adding potentially 100 to 200 basis points of value, on average, Vanguard believes behavioral coaching is one of the most crucial elements of advice that enhances both client and practice outcomes. In addition to providing insight into what Vanguard believes is the root cause to the investor behavior problem, the session will include useful frameworks that the firm has developed for advisors to incorporate into their practices to become more effective coaches.

1 CE CFP®, PACE, 1 FL Ins, CPE (self-reporting)

## 3:25 CFP® Ethics Course - Salon III-V

Sponsored by: Columbia Threadneedle



With extensive credentials in financial planning, Edward Barrett will lead the essential CFP Ethics Course, providing guidance on upholding ethical standards in the field

2 CE CFP®, 2 CE IAR