



# 1<sup>st</sup> ANNUAL FEMALE SYMPOSIUM

## In Honor of International Women's Day

Tuesday, March 8<sup>th</sup> 2016

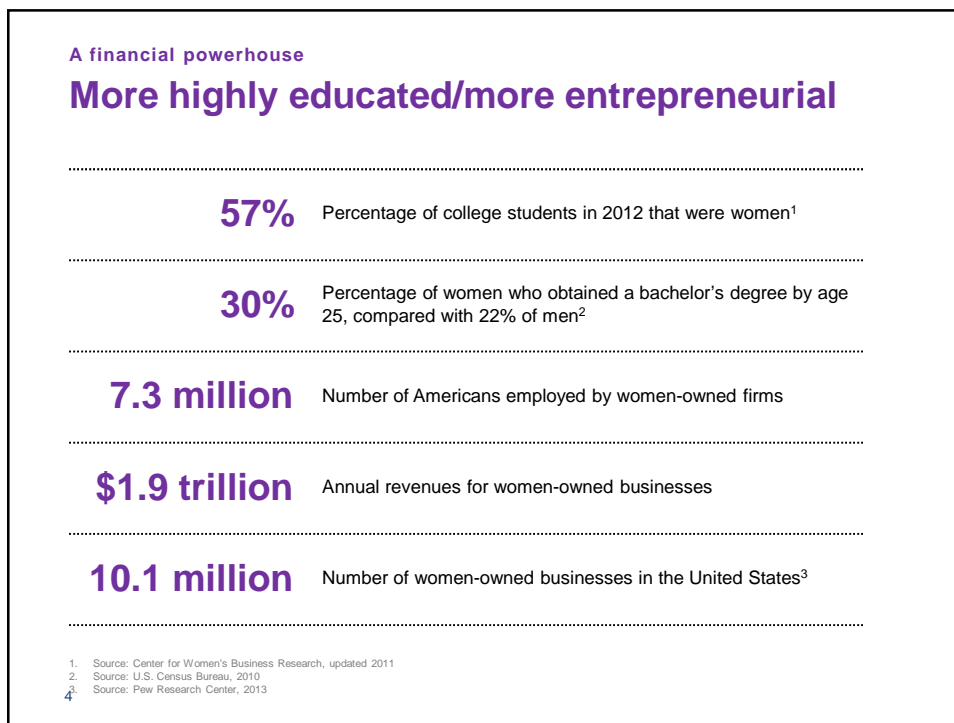
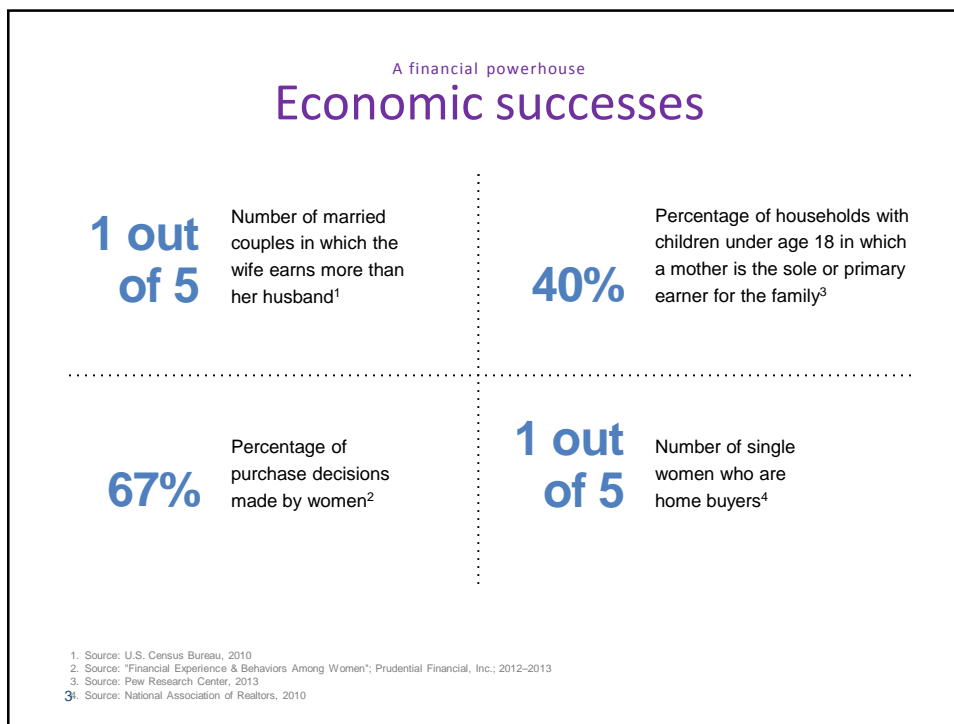
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**Marah B. Fineberg-Kuck, CERTIFIED FINANCIAL PLANNER™**  
First Vice President- Investments



" Women think of money as a family affair,  
that it's there to help the entire family, and  
don't think of it as satisfying their needs."

- Ginita Wall, Author, *It's More Than Money, It's Your Life.*



## The details can be confusing



## Three attributes of women



Nurturers



Generous



Philanthropic

## Recognize the subtleties of women versus men

	WOMEN	MEN
Wealth is ...	Security	Status & Power
I will manage it ...	Collaboratively	Alone
I confer with ...	Friends, peers, relatives	Smaller group
I make decisions thru ...	Conversation, interactions	Data , statistics
Contact me ...	Regularly, often	When work is complete

*“The financial services industry prefers to treat all clients as gender-neutral, even though there is clear evidence this is a mistake.” 1*

1. How to Give Financial Advice to Women: Attracting and Retaining High-Net-Worth Female Clients, Kathleen Burns Kingsbury, 2013.

## Every woman needs a financial plan . . .

. . . Equal in importance but not identical to a man’s



Women can expect to live five years longer than men.<sup>1</sup>



Women earn 77 cents of every dollar earned by men.<sup>2</sup>



Women hold only 24% of the most senior roles in businesses globally.<sup>3</sup>

1. Social Security Administration, 2012  
2. U.S. Census Bureau, September 2013  
3. Grant Thornton, International Business Report, 2014

## Life-defining events have an impact on your finances



Changes in  
employment  
status



Changes in  
marital status



Changes in  
family dynamics

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## Changes in employment status Taking or leaving a job

**10-11x**

Number of times  
you can expect to  
change jobs during  
your lifetime<sup>1</sup>

**3 years**

Length of time  
that a majority of  
Millennials expect to  
stay in a job<sup>2</sup>

**45%**

Percent of employees  
who cash out their  
401(k) when they  
leave a job<sup>3</sup>

- **Strategies**

- Contribute to your employer's retirement plan, especially if the company matches your contribution.
- Don't leave your 401(k) behind. Consider consolidating your employer retirement plan savings by rolling it into an IRA when you terminate employment.
- Consider a spousal IRA.

1. Source: U.S. Bureau of Labor Statistics; news release; July 25, 2012  
2. Recruiter.com, "Job Tenure: A Millennial's Perspective," January 2013  
3. Bankrate.com; "Leave 401(k) or Roll It Over?"; January 1, 2008

Changes in employment status

## Approaching retirement

Think through the details years ahead

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- **Strategies**
  - Understand your income needs.
  - Determine your income sources.
  - Calculate your income stream from all sources.
  - Find out if you're eligible for retiree benefits from your employer or your spouse's previous employers.
  - Meet with a Social Security specialist to determine the best way to receive benefits.

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Changes in marital status

## Getting married or remarried

- **Keep the discussion about money matters going and going . . .**
- 



### Strategies

- Understand each other's financial goals and priorities.
- Exchange credit reports.
- Consider new estate-planning needs.
- Discuss name changes and asset titling
- Review same-sex marriage rules in your state.

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## Changes in marital status

**Making a comeback after divorce****Women who divorce generally suffer financial setbacks****Strategies**

- Be proactive.
- Understand what you own and why.
- Ensure you have emergency funds available if joint accounts become inaccessible.
- Open accounts in your name to establish a separate credit history.
- Find out the full extent of your outstanding debt because you may be jointly responsible.
- Change passwords on your accounts.

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## Changes in family dynamics

**Death of a spouse****2:1**

Ratio of women to  
men who are age  
85 and older

• **Strategies**


- Understand the intent of legal documents, particularly if you are a named executor or medical care proxy.
- Understand how your wills and trusts work and update them as needed.
- Articulate your immediate needs to your financial advisor, even if you initially feel unable to discuss your overall finances. – Discuss emergency funds & liquidity

Source: U.S. Census Bureau, Population Division, September 2011

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## Today's retirement reality

### The Sandwich Generation



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### Changes in family dynamics

## Caring for your children and parents . . .

. . . At the same time

<b>66%</b> Percent of caregivers who are predominantly women <sup>1</sup>	<b>4.6 years</b> Average length of time that caregivers stay in their role <sup>2</sup>	<b>\$324,044</b> Lifetime income loss for female caregivers <sup>1</sup>
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1. International Retirement Resource Center, 2013.  
3. Caregiving Costs to Working Caregivers, MetLife Mature Market Institute, 2011

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Changes in family dynamics

## Caring for your parents



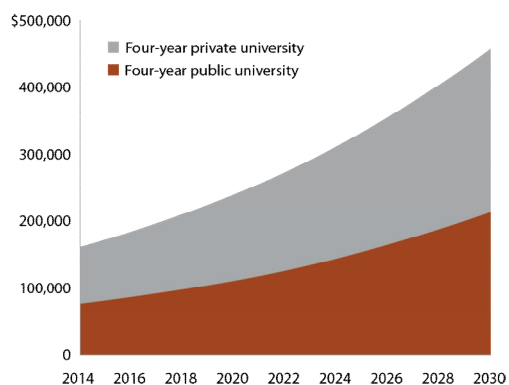
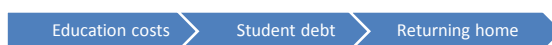
- **Strategies**

- Begin conversations with your parents now.
- Make it a point to meet with your parents' financial team.
- Include your siblings in the decision-making process.
- Update your financial plan to include potential lifetime income losses.

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Changes in family dynamics

## College costs



- **Strategies**

- Prepare in advance for education costs
- Teach children to save
- Coach them on how to be responsible spenders
- Talk about the value in giving back
- Draft Power of Attorney for children over the age of 18

Costs based on 2011-2012 estimate of average tuition and room and board in current dollars for four-year public and private universities according to the 2011 Trends in College Pricing published by The College Board. Projected pricing assumes a 6% annual increase in college costs.

## Millennials and money

- 2/3 Proportion of Millennials who believe they will achieve a greater standard of living than their parents
- 81% Percentage of Millennials who believe they need to pay off their debts before they can begin to save for retirement

### Key insights

The purpose of this Wells Fargo survey was to gauge the financial attitudes, behaviors, and perspectives of Millennials aged 22–32. Results uncovered six key attributes of Millennials and their relationship with money. In general, they are:

- Confident in their prospects for the future and feel they are in control.
- Most concerned about their student loan debt.
- Still aspiring for higher education, but some question the cost/benefit.
- Confident in their retirement outlook but use employer retirement plans like piggy banks.
- More risk averse than Boomers when it comes to investing.
- Not averse to working with a financial advisor but are skeptical about working with financial institutions.
- Millennials are optimistic despite a challenging start to adulthood

## Millennials say financial literacy should be taught in school

- A majority of Millennials think personal finance should be taught by high school (79%), college (73%), and their parents (70%).<sup>1</sup>
- The top four personal finance topics that Millennials wished they learned more about in school are:
  - Basic investing (70%),
  - how to save for retirement (60%),
  - how loans work (59%),
  - impacts on credit scores (58%)

1. Wells Fargo Advantage Funds- Essentials of Excellence-, "Millennials and money"- 2013.

# How can you prepare?

## Conversations



## Organize your financial house starting today



### Changes in marital status

- As a blended family, how should we be handling our finances?
- Will I outlive my husband/partner?
- As someone who is in the middle of a divorce, how can I make the most of my finances now?
- As a single parent, how do I juggle my financial goals?
- What do I need to do now that I am single again?
- Although I am married, should I have a financial plan of my own?
- Am I comfortable with investing my money?

### Changes in family dynamics

- Will I need to be a caregiver for my aging parents?
- As a caregiver, what do I need to know?
- If I make a bad financial decision, will I let others down?
- How do I prioritize caring for my children and my aging parents?
- How can I help my mother understand her finances now that my father has passed away?
- What should I do with the inheritance I recently received?

### Changes in employment status

- How much do I need to save for retirement?
- What should I do with my retirement money from my last job?
- How much income will I need in retirement?
- Will I outlive my money?
- How do I make sure I won't become a financial burden to my family?
- I feel financially secure, but how can I be sure I am making the right moves with my money?

## Leverage the expertise of your financial advisor



Ask about:  
Conflicts of interest?  
Certifications and Background?  
Fiduciary Responsibility?- Prudent Man Rule  
Company Proprietary sales process?

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## What do women want from Trusted Advisors?

- A collaborative approach
- A human connection
- An education
- An inclusive process

## Speaker Panel Q&A

### Nancy Long Cole, Attorney at Law

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 Email: nancylongcole@gmail.com  
 Website: <http://www.nancylongcole.com>

### Shannon Sweeney-Harford, Owner & Agent

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### Faith Harp, Sr. Loan Officer

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 Email: fharp@primelending.com  
 Website: <https://lo.primelending.com/fharp>

## Future Educational events:



### Educational Series for Financial Empowerment

**You are invited to join us for an educational seminar workshop.**

Today, No matter your role or age, you need to have many places to turn for business and personal support. This is particularly important for many, who juggle multiple roles on a daily basis: serving our families & clients, growing a practice or nest-egg, volunteering in the community and focusing on friends and family. Attendees here will have ample opportunity for professional exchanges, learn best practices, and obtain applicable resources on the topics.

**RSVP Required – Open to the Public, with limited Space & Complimentary Dinner will be served.**

DATE:	TIME:	LOCATION:	TOPIC:
Tuesday, April 12 2016	6:00 p.m. - 8:00 p.m.	Fountain Valley, Claim Jumper	Aging & its Financial Implications- Planning for Housing
Tuesday, April 19 2016		Long Beach, Mimi's Cafe	Women & Wealth: The Confidence of a Life Well Planned
Tuesday, May 3 2016	6:00 p.m. - 8:00 p.m.	Long Beach, Mimi's Cafe	Investing Basics- Education
Tuesday, May 10 2016	6:00 p.m. - 8:00 p.m.	Long Beach, Mimi's Cafe	Investing Basics- Education
Tuesday, May 17 2016	6:00 p.m. - 8:00 p.m.	Long Beach, Mimi's Cafe	Investing Basics- Education
Tuesday, June 7 2016	6:00 p.m. - 8:00 p.m.	Long Beach, Mimi's Cafe	Medicare & Long Term Care
Tuesday, July 12 2016	6:00 p.m. - 8:00 p.m.	Long Beach, Mimi's Cafe	Family Estate Planning
Tuesday, July 26 2016	6:00 p.m. - 8:00 p.m.	Long Beach, Mimi's Cafe	Social Security

**Seating is limited. RSVP to Kristy Archi at 562-799-2143 or [Kristy.Arch@wellsfargoadvisors.com](mailto:Kristy.Arch@wellsfargoadvisors.com)**

These seminars are supported and financially sponsored by Guest Speakers and Industry Sponsors.

**2<sup>nd</sup> ANNUAL FEMALE SYMPOSIUM**  
**In Honor of International Women's Day**  
Wednesday, March 8<sup>th</sup> 2017

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**Leadership, Volunteers, Participation, Ideas**  
**Feedback**

**Symposium evaluation form**  
**In Honor of International Women's Day**  
**Tuesday, March 8 2016**

**Please print**

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_

**Presentation content:**

Excellent     Good     Poor

**Speaker's presentation:**

Excellent     Good     Poor

**Overall length of presentation:**

Just right     Too long     Too short

Other Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How can we help you?**

I would like to meet with you for a complimentary consultation.

Daytime phone: \_\_\_\_\_

Evening phone: \_\_\_\_\_

Best time to call: \_\_\_\_\_

Email: \_\_\_\_\_

Occupation: \_\_\_\_\_

Company: \_\_\_\_\_

I would like more information on the following:  
\_\_\_\_\_

Yes I would like to volunteer in ANY capacity Next Year

1ST ANNUAL  
**FEMALE SYMPOSIUM**  
TUESDAY MARCH 8TH 5:30PM-7:30PM

**In Honor of International Women's Day, You are invited to the 1st Annual Female Symposium**

We have a remarkable opportunity for you to learn, talk, and network with other women and professional leaders in your area, share laughs and stories over good refreshments. Learn about the opportunities and challenges with females in today's modern ever changing world. Come to an interactive session discussing "real life" scenarios that will help give you the confidence to make good decisions for your family in regards to investment planning. Whether you're at the end of your rope or the top of the corporate ladder, there is always more to learn about how to financially lead yourself and your family.

**Date:** Tuesday, March 8th 2016

**Time:** 5:30 p.m. – 7:30 p.m.

**Location:** Cypress Navy Golf Course, Eagle's Nest Clubhouse  
5660 Orangewood Ave, Cypress, CA 90630  
No RSVP needed – Open to the public  
Complimentary Hors d'oeuvres will be served.

**Hosted by:** Marah Fineberg-Kuck, CERTIFIED FINANCIAL PLANNER™  
First Vice President- Investments

This is a grassroots female centered event to create enhanced awareness and financial education in Southern California but is open to all who wish to attend. This symposium is supported and financially sponsored by Wells Fargo Advisors, LLC. It is educational in nature and no company-specific products will be discussed.

1ST ANNUAL  
**WOMEN'S SYMPOSIUM**  
TUESDAY MARCH 8TH 5:30PM-7:30PM

**In Honor of International Women's Day, You are invited to the 1st Annual Female Symposium**

**Tuesday March 8th 5:30pm-7:30pm**

**Cypress Navy Golf Course, Eagle's Nest Clubhouse**  
5660 Orangewood Ave, Cypress, CA 90630  
No RSVP needed

We have a remarkable opportunity for you to learn, talk, and network with other women and professional leaders in your area, share laughs and stories over good refreshments.

Learn about the opportunities and challenges with females in today's modern ever changing world. Come to an interactive session discussing "real life" scenarios that will help give you the confidence to make good decisions for your family in regards to financial planning.

Whether you're at the end of your rope or the top of the corporate ladder, there is always more to learn about how to financially lead yourself and your family.

**THIS IS A GRASSROOTS FEMALE CENTERED EVENT TO CREATE ENHANCED AWARENESS AND FINANCIAL EDUCATION IN SOUTHERN CALIFORNIA.**

**WOMEN'S SYMPOSIUM 2016 SPONSORS**

**Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value**

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