FINANCIAL PLANNING FORUM, INC.

Financial Planning Forum Member Newsletter

November 2007

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President's Message – Brad Elman, CLU

Last month was truly a family affair with the father-son law team of Paul and Rob Roskoph. Their topic was business succession planning, the presentation was informative and well delivered. A brief summary is below.

Tis the giving season and you won't want to miss our next meeting on December 4, as it will feature **Eleanor Clement Glass**, the Chief Giving Officer for the $1.9 Billion Silicon Valley Community Foundation. Eleanor will explore what's going on philanthropically in Silicon Valley.

Eleanor Clement Glass brings a wealth of leadership and 25 years of nonprofit experience to her new role as chief giving officer at the new Silicon Valley Community Foundation. Her responsibilities include providing oversight and guidance to the community foundation's grantmaking, donor engagement, convening, community initiatives, research, and special projects.

She led an effort (the Hewlett-Annenberg Challenge) that resulted in a $100 million school reform initiative, the Bay Area School Reform Collaborative, that transformed teaching and learning and began to close the achievement gap in 87 Bay Area schools. She also initiated the $5 million Quality Child Care Initiative to increase the quality and availability of child care in eight Bay Area counties.

The David and Lucile Packard Foundation engaged her services as special advisor in philanthropy in its Organizational Effectiveness and Philanthropy department to design a grantmaking portfolio to strengthen California community foundations and emerging donor education programs across the nation.

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Brad Elman, President
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Karin Swanson, Treasurer
Todd Flesner, Past Pres.
Krista Conover
Jennifer Cray
Veronica Dostal
Neil O'Keefe
Richard Zimmerman

Register For December 4 Meeting On-Line

(Click Here)

2007-2008 Program

September 25, 2007
Walter Dewey
U.S. Bank
Capital Markets Update

October 23, 2007
Business Transition Planning
Paul & Rob Roskoph

December 4, 2007
Charitable Giving in Silicon Valley
Elenor Clement Glass
Chief Giving Officer SVCF

January 22, 2008
Long Term Care
Christopher Acker, CLU, ChFC

February 26, 2008
Love and Money
Speaker TBD

March 26, 2008
Making Rain: Positioning Yourself in the Market
Todd Flesner

April 23, 2008
ESOP's in the New Millenium
Tom Brady

May 23, 2008
TBA

Her expertise in philanthropy has been widely shared with colleagues in philanthropy. She has regularly provided trainings through the Association of Small Foundations, Northern California Grantmakers, Grantmakers for Education, Grantmakers for Children, Youth, and Families and staff development at large foundations such as California Wellness Foundation, David and Lucile Packard Foundation, and W.K.Kellogg Foundation.

Active in the community, Eleanor currently serves on the boards of Hands On Bay Area and Community Network for Youth Development. She is also on the advisory board of the Foundation Center, and is active in Bay Area Blacks for Philanthropy and Asian American and Pacific Islanders in Philanthropy.

Business continuity planning is the dynamic process of planning for the time when the owner will have a less active role in the business. Your plan should address both management succession and ownership succession.

The first question should be: Will ownership and/or management remain in the family and if so, in what capacity? If your intent is to keep your business within the family, you will need to determine your family's needs and interests as well as the needs of the business. A family conference should be called to explore the relationship between the business and the family.

Here are some areas to explore:

- Discuss with members of your family who will participate in the business and in what capacity.
- Are some family members interested in maintaining jobs within the business, even though they may not be part of key management?
- What compensation should non-participating family members receive?

Questions to Explore: Whether succession involves a gift or a sale to family members or an unrelated party, these questions should be addressed:

- Who will ultimately own your company?
- When is the plan activated or how is it triggered?
- How will the price be determined?
- How will the purchase be financed?
- What will be the effects of a change in ownership and management on the operation and value of the business?
- How will management retain key employees?
- Will your company have enough cash reserves to carry it through the transition phase?
- How can income and transfer taxes be minimized?

Register for December 4 Meeting (click here)

On - Line Registration Now Available

You can now register and pay for Financial Planning Forum membership and events on-line. Simply click on the links below and follow the directions on the website.

Financial Planning Forum Membership (click here)

Your payments can be made using a credit card or a bank account via 123SignUp.

The registration page will take you directly to the 123SignUP web site for payment. If you do not yet have an account with 123SignUp, it's a simple process to enroll.

We are hopeful that this will facilitate making it quick and easy to make reservations for future Forum events.

If you would like to mail in your payment: please make your check payable to the Financial Planning Forum and mail to:

Financial Planning Forum, C/O Karin Swanson, CPA, 2600 El Camino Real, Suite 600, Palo Alto, CA 94306

Call 650.842.0330

Register for December 4 Meeting On-Line

(Click Here)

Mail/Fax Meeting Registration Form
December 4, 2007

*Registration deadline is 5:00 PM November 30, 2007 * Late Fee = $10.00*

Member Name: ____ ($47)_________

Guest Name: ____ ($57) _________

Guest Name: ____ ($57) _________

Total Enclosed: $ __________ _

Meal Choice: ______ Meat or ______ Vegetarian

Please make your check payable to the Financial Planning Forum and mail to:
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Questions: Call Karin @ (650) 842-0330
Fax: (650) 852-9912

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info@financialplanningforum.org

2007 - 2008
Meeting Dates
Sept. 25, 2007
Oct. 23, 2007
Dec. 4, 2007
Jan. 22, 2008
Feb. 26, 2008
Mar. 25, 2008
April 25, 2008
May 21, 2008

We're on the Web!

See us at:

www.financialplanningforum.org

About Our Organization…

The Financial Planning Forum, Inc. was founded in 1972 by a group of attorneys, accountants, financial planners, and life insurance professionals who recognized the mutual advantage of exchanging ideas and of networking with others who shared their interests in rendering quality services to their clients. The principal purpose of the organization is fostering professional growth through learning experiences and interaction.

Calendar and Activities

The Forum meets monthly, in September and October and from December through May.

- Each meeting includes a time for networking, dinner, and a featured presentation on a topic of current interest.
- Program formats include a mix of local and nationally recognized speakers, and seminars and panel discussions.
- Program topics include specific, technical discussions about recent financial, legal, tax and investment developments; and topics of more general interest, such as economic forecasts and demographic trends and implications.
- Monthly newsletter, occasional social gatherings, and a Web site. The Web site includes a membership directory where members can list and describe their businesses.

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