

29TH ANNUAL

TRUST ADVISORS FORUM

PINEHURST RESORT, NC
FEBRUARY 23 - 26

2020



Choosing Your
Best Strategy



WELCOME

TO THE FORUM

Dear Colleague:

I'm delighted to announce the 2020 Trust Advisors Forum will be held February 23 - 26, 2020 at the fabulous Pinehurst Resort in North Carolina! Now in its 29th year, this is the nation's premier conference for wealth management and trust professionals, as well as other specialists in investing, financial planning, taxation, accounting, and law. The Trust Education Foundation, Inc. and Campbell University are sponsoring this year's Forum.

The Forum's presentations, discussions, and social events offer you exceptional educational and networking opportunities. You'll be able to exchange information and ideas with colleagues from across the country—and earn continuing education credits in the process.

In today's troubled times, you need more than just information. You need insights to help your firm adapt and thrive in a financial marketplace that has seen its share of challenges in the past few months. Our agenda includes sessions on estate and financial planning, taxation, fiduciary law, compliance issues, market outlooks, and business development strategies.

I've attended the Forum for several years and have made many good friends and useful contacts, including the next generation of innovators in our field—the graduates of Campbell University's Trust and Wealth Management programs.

We would love to have you join us at Pinehurst next February. Before the hectic holiday season begins, please take a few minutes to register for the Forum and make your hotel and travel reservations. Use the forms in this booklet, or visit www.trusteducationfoundation.com.

Thank you for your interest in the Forum! See you in 2020!

Cordially,



Becky T. Kelly

Executive Director

Trust Education Foundation, Inc. of Campbell University

Partner

Fiduciary Education Center, LLC

MEET THE SPONSORS

The Trust Education Foundation, Inc. and Campbell University are the primary sponsors of the 2020 Trust Advisors Forum.



TRUST EDUCATION
Foundation

THE TRUST EDUCATION FOUNDATION, INC., was established in 1971 by Campbell University to ensure that academic programs in trust and wealth management remain aligned with evolving industry needs. The Foundation analyzes curricula and also sponsors scholarships, library and technology resources, and educational opportunities. Its Board of Directors includes 40 financial services professionals from 20 firms.



CAMPBELL UNIVERSITY is the only educational institution in the country to offer both undergraduate and graduate degrees in Trust and Wealth Management.

Visit www.trusteducationfoundation.com
and www.campbell.edu
for more information.

EARN EDUCATION CREDITS

The Trust Education Foundation, Inc. sponsors the Trust Advisors Forum to meet the annual continuing education needs of trust and wealth managers. The program agenda is submitted each year for pre-approval for CTFA, CRSP, ATFA, and CFP® continuing education credit. 2020 Forum attendees are entitled to receive CFP® (18 hours), CTFA (19.25 hours), CRSP (9.5 hours), CISP (7 hours) and ATFA (18 hours) continuing education credits.

If a Forum participant holds certifications not listed above or is interested in receiving, for example, CLE or CPE credit, the Director will be delighted to provide the attendee with proof of attendance and with supporting documentation to enable the participant to submit the program on their own account to the appropriate accrediting body/agency for approval.

Questions may be directed to Jimmy Witherspoon at witherspoon@campbell.edu or 910-893-1387.

Certified Financial Planner Board of Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNER, and CFP®, which are awarded to individuals who successfully complete the initial and ongoing certification requirements.

ABA Professional Certification is dedicated to promoting the highest standards of performance and ethics within the financial services industry. The 2020 Trust Advisors Forum has been approved for CISP, CRSP, and CTFA credits. This statement is not an endorsement of this program or its sponsors.

REGISTRATION

SUNDAY, FEBRUARY 23, 2020

3:00 pm -
5:30 pm

Forum Registration

5:30 pm -
7:00 pm

Opening Session Reception & Cocktail Party

CARDINAL ROOM

PATRICK ALYWARD
Trust Education Foundation, Inc.
President
RIC

BECKY KELLY - Executive Director
Trust Education Foundation, Inc.
Managing Partner
Fiduciary Education Center, LLC

Dining on your own



6:30 am - 8:00 am

Breakfast Buffet

CAROLINA DINING ROOM

8:00 am - 10:00 am

Hot Topics in Estate Planning

CHARLES (SKIP) D. FOX, ESQUIRE

Partner

McGuireWoods, LLC

10:00 am - 10:30 am

Break and Exhibits

CARDINAL ROOM

10:30 am - 11:15 am

The Foundation, Campbell University and Student Introductions

RYAN A. NEWKIRK

Member, TEF Board

Senior Vice President and Wealth
Advisor

Wells Fargo Private Bank

PHILLIP STRICKLAND

Member, TEF Board

Senior Vice President / Manager of
Institutional Trust

First Citizens Bank

DR. J. BRADLEY CREED

President

Campbell University

11:15 am - 12:30 pm

Lunch

CAROLINA HALL

12:30 pm - 2:00 pm

Management Panel

JOHN V. ELLIOTT - Introductions

Senior Vice President / Fiduciary
Management Services Director
Wells Fargo

MARIA STURGES - Moderator

Vice President, Outsourcing Oper-
ations
InfoVisa Wealth Services, LLC

Panelists:

BURT HOLLAND

National Fiduciary Oversight
Executive
Bank of America

JOE READY

Head of Trust and Fiduciary Ser-
vices
Wells Fargo

W. ROBERT NEWELL

CEO
Franklin Street Partners

2:00 PM - 3:00 PM

Regulatory Update

KARY A. MOORE, ESQUIRE

Senior Corporate Counsel and Vice President
Federated Investors, Inc.

3:00 PM - 3:30 PM

Break and Exhibits

CARDINAL ROOM

3:30 PM - 4:30 PM

Economic and Market Outlook

LINDA A. DUESSEL CFA, CFP, CPA

Senior Vice President
Federated Investors, Inc.

4:30 PM - 5:30 PM

Intergenerational Planning

HUGH MAGILL

Vice Chairman
Northern Trust Company

5:30 PM - 6:30 PM

Reception and Cocktail Party

CARDINAL ROOM

Dining on your own

6:30 am - 8:00 am

Breakfast Buffet

CAROLINA DINING ROOM

8:00 am - 9:30 am

Protecting Seniors from Financial Exploitation

LISA J. BLEIER

Managing Director and Associate
General Counsel
SIFMA

MELISSA ACAYAN, ESQUIRE

Compliance Council for Senior &
At-Risk Clients
Raymond James

9:30 am - 10:00 am

Break and Exhibits

CARDINAL ROOM

10:30 am - 11:00 am

Faults in our Stars: Estate Planning Lessons Pulled from the Tabloids

JEFF GEHRING, ESQUIRE

DickinsonWright

11:00 am - 12:00 pm

Intersection of Politics and Investing

TOM MCKINSTRY

Chief Investment Officer
MainStreet Investment Advisors, LLC

12:00 pm - 1:30 pm

Lunch

CAROLINA HALL

1:30 PM - 2:30 PM

Opportunities in the Mine Field: What Estate Professionals Should Know about Charities and other Tax-Exempts

JEAN GORDON CARTER, ESQUIRE

Partner
McGuireWoods, LLC

ESQUIRE

Associate
McGuireWoods, LLC

BRADLEY A. RIDLEHOOVER,

2:30 PM - 3:30 PM

Investing in Private Real Estate

ERIC DAVIS

President/Chief Investment Officer
Integrity Wealth Management

3:30 PM - 7:00 PM

Dining on your own



6:30 am - 8:00 am

Breakfast Buffet

CAROLINA DINING ROOM

8:00 am - 9:30 am

The Current State of Financial Crimes

RICK SMALL

Executive Vice President / Director Financial Crimes Program
BB&T now Truist

9:30 am - 10:00 am

Compliance and Risk Management Panel

PATRICK ALYWARD - Moderator

President
RIC

Panelists:

CINDY C. REGISTER, CRSP,
CFP, QKA
Assistant Manager, Trust Legal
& Compliance
First Citizens Wealth
Management

PERI D. PENTZ-BROWN
Senior Vice President -
Risk Manager
Wealth Management
& Advisory Services
Washington Trust Bank

CHARLES A. DAVIS II
Large Financial Institution
Senior Examiner
Supervision, Regulation
and Credit
Federal Reserve Bank of
Richmond, Charlotte Branch

11:00 am

Wrap Up

BECKY KELLY

Executive Director
Trust Education Foundation, Inc.
Partner
Fiduciary Education Center, LLC



REGISTER TODAY

RELAX AT PINEHURST

The Forum will be held at the beautiful Pinehurst Resort in Pinehurst, North Carolina, which includes several distinguished hotels, golf courses, a world class spa, tennis courts, pools, and dining venues. Forum attendees receive discounted room rates. To learn more, visit www.pinehurst.com.

Please see the "Pinehurst Reservation Form" section in this book. Complete and submit the hotel reservation form by Wednesday January 22, 2020.



The conference is limited to 300 attendees, so register early to avoid disappointment and to secure your preferred accommodations.

The registration deadline is Friday, February 21, 2020. The \$745 registration fee includes breakfast and lunch daily, receptions on Sunday and Monday evenings, refreshments served at breaks, program materials, and a certificate of attendance (hotel costs are not included). Major credit cards are accepted for payment.

For faster processing, we encourage you to complete the registration form and pay by credit card online at: www.trustededucationfoundation.com. As another option, you may submit your registration form and payment by check (\$745) by mail to: Trust Education Foundation, Inc., Campbell University, P.O. Box 218, Buies Creek, NC 27506. Please make checks payable to the Trust Education Foundation.

Make Your Pinehurst Reservations

Reserve your room early. Complete the hotel registration form in this booklet and submit it to Pinehurst as soon as possible; the reservation deadline is Wednesday, January 22, 2020. The form can be faxed to 1-910-235-8240 or mailed to: Group Reservations, Pinehurst, P.O. Box 4000, Pinehurst, NC 28374-4000.

Consider your dates of stay. The Forum begins at 5:30 pm on Sunday, February 23, and ends at 11:00 am on Wednesday, February 26. Hotel check-in time is 4 pm, and checkout time is noon. Pinehurst will be happy to extend your stay (subject to availability) at the same room rate, for up to three days before or three days after the Forum. On the hotel reservation form, be sure to indicate if your arrival and departure dates will be extended.

Plan your trip. Transportation to and from the conference is YOUR responsibility. If you plan to fly, Pinehurst is accessible from several NC airports, including Fayetteville, Raleigh/Durham, Greensboro, and Charlotte. If you plan to drive, directions are available from Pinehurst. Contact the resort at 1-855-295-9940 or visit www.pinehurst.com.

CONTACT US WITH QUESTIONS

We're here to ensure you have a pleasant forum experience. Contact us if you need assistance.

- Hotel registration – Pinehurst Resort, 1-855-295-9940
- Sponsorship opportunities – Becky Kelly, kellytrust@comcast.net
- General questions and continuing education credits – Jimmy Witherspoon, Campbell University, witherspoon@campbell.edu, or 1-910-893-1387

TRUST ADVISORS FORUM

Pinehurst Resort, NC | February 23 - 26, 2020

REGISTRATION FORM

Please complete the form below in order to register for the 29th Annual Trust Advisors Forum at the Pinehurst Resort, NC.

For faster processing,
we recommend you submit this form and
pay online at:
www.trustededucationfoundation.com

You may also submit this registration form
and payment by check (\$745) by mail to:

Trust Education Foundation, Inc., Campbell University
P.O. Box 218, Buies Creek, NC 27506.

Please make checks payable to the Trust Education Foundation.

Name: _____
Last First Middle Initial

Title: _____

Firm or Institution: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Nickname (for badge): _____

Business Telephone: _____ E-mail Address: _____

Circle Designations Held: CTFA CRSP CFP ATFA Other _____

Please provide CFP ID# and Name as it appears on the CFP database.

CFP ID# _____ CTFA/CRSP ID# _____

PRICING INFO: \$745 Full registration cost

MAILING ADDRESS: Trust Education Foundation, Inc.
Campbell University
PO Box 218
Buies Creek, NC 27506

Please make checks payable to: Trust Education Foundation Inc.



WEALTH MANAGEMENT
INSIGHTS

BUSINESS DEVELOPMENT STRATE-
GIES

EXCHANGE INFORMATION
AND IDEAS

TIPS TO HELP YOUR FIRM
ADAPT AND
THRIVE

HOTEL RESERVATION FORM

2020 TRUST ADVISORS FORUM | BOOKING ID #68409

Friday, February 21 - Wednesday, February 26, 2020

We look forward to welcoming you to Pinehurst! Reservations will be accepted until January 22nd or until the group block is full, whichever comes first. Pinehurst consists of a variety of accommodations including the Carolina, Villas, Holly Inn, The Manor Inn and Condominiums. The resort will make every effort to honor specific room requests. If your request is not available, the best substitution will be made.

DAILY RATES: European Plan

LOCATION: Carolina Hotel, Holly Inn, Villa Bedroom*

* Pinehurst may need to place the additional reservations requests in other lodging accommodations within the Resort should the number of group room reservations exceed what has been contracted.

GROUP RATES - Please indicate the number of adults in the room: _____

☐ Single or ☐ Double Occupancy \$188.00 per room, per night

Rates are per room, per night and include your accommodations only

Arrival Date _____ Departure Date _____

Check-In Time: 4:00 pm

Check-Out Time: 12:00 Noon

RESORT SERVICE FEE & STATE SALES TAX: A 10% resort service fee will be added to your account. State sales tax of 6.75% and occupancy tax of 3% are additional.

DEPOSIT AND CANCELLATION POLICY: A deposit representing one night's rate per person is charged at the time the reservation is made. Pinehurst must receive notice of any cancellation at least 30 days prior to date of arrival in order to refund a deposit.

Reservations may be made via email, phone, fax, or mail:

Email: Group.Reservations@pinehurst.com

Toll-Free: 855-295-9940

Fax: 910-235-8240

Checks should be made payable to Pinehurst LLC and mailed to:

Pinehurst Resort (ATTN: Accounting)

PO Box 4000, Pinehurst, NC 28374-4000

ROOMS TO BE OCCUPIED BY: (Type or Print all names)

Name	Address	City	State	Zip
Cell Phone (____)	Business Phone (____)	E-Mail _____		

SHARING ROOM WITH:

Name	Address	City	State	Zip
Cell Phone (____)	Business Phone (____)	E-Mail _____		

CREDIT CARD INFORMATION TO GUARANTEE RESERVATION:

Credit Card Number _____ Expiration Date ____/____/____ Security Code _____

Card Holder Name _____

Card Holder Authorized Signature: _____

This signature gives Pinehurst Resort permission to charge a deposit and/or balance to the credit card number provided.

Is the Credit Card for both Guests? Yes or No (Please Circle)

Will the Guest have the credit card with them at check-in? Yes or No (Please Circle)

If No, is the Credit Card for final payment? Yes or No (Please Circle)

Will incidentals be charged to this card? Yes or No (Please Circle)



Lundy-Fetterman
School of Business

TRUST EDUCATION FOUNDATION, INC.
Campbell University
Post Office Box 218
Buies Creek, NC 27506

