ENRICH. EXPAND. GROW.

Continuing education and professional development for the financial services industry

48th Annual Session

SOUTHEASTERN TRUST SCHOOL

June 2 - 9, 2017

CAMPBELL UNIVERSITY | BUIES CREEK, NC | 27506

Dear Colleague:

I am proud to let you know about the Southeastern Trust School (SETS). It is a wonderful educational opportunity for you -- or for your colleagues and employees in the bank trust, fiduciary and legal fields. SETS also can be valuable for administrative and support staff at banks and law firms.

As you will see from our curriculum, SETS addresses the investment, sales and compliance concerns that your organization faces every day. Our instructors are noted fiduciary specialists, attorneys, accountants and other business experts with a wealth of real-world experience.

SETS takes place June 2 - 9, 2017 and is limited to 80 students. The program's small classroom size allows students to participate fully and receive personalized attention while also networking at social and recreational events.

This brochure explains the program in detail, but here are the key reasons to consider SETS:

Incredible value. The $1,695 cost includes 48 classroom and workshop hours, lodging and meals -- making it an incredible value versus other financial conferences and programs. Students who register before April 15 pay only $1,595. May 15 is the registration deadline.

TRUST EDUCATION Foundation

Wide range of topics. Among the many subjects covered are current fiduciary law, taxation, investments, estate planning, trust administration, selling/relationship management and compliance.

Continuing education credits. Graduates of SETS are eligible to receive 28 hours of CFP® continuing education credits.* Certified Trust and Financial Advisors are eligible to receive 54 hours of continuing education credit.* Attorneys, licensed insurance professionals and Certified Public Accountants maybe eligible to receive credits as well.

Please review the brochure to learn more and register. Feel free to contact me at 910-893-1387 or witherspoon@campbell.edu with questions. We look forward to meeting you or your staff at SETS this summer!

Sincerely,

Jimmy Witherspoon

Jimmy Witherspoon
Director, Southeastern Trust School

*2017 ICB and CFP Board approval pending

THE SETS TRADITION

For over four decades, Southeastern Trust School (SETS) has helped thousands of the nation's financial and legal professionals to enrich their knowledge, expand their careers and grow their institutions.

SETS is an exceptional educational opportunity -- whether you're a seasoned veteran looking to "brush up" on current practices and policies, or a newcomer seeking a comprehensive overview of the issues in your field.

As its name suggests, SETS originated as a program for bank trust officers, and it retains a strong focus on the trust industry. It also offers value to managers and other employees of investment companies, brokerages, accounting and law firms, retirement plan providers, benefits administrators and non-profit administrators.

SETS is sponsored by Campbell University and the Trust Education Foundation, Inc., National leaders in trust and wealth management education. Here are the reasons why SETS is special:

Productive. Eight-day residential program with 48 hours of classroom and workshop instruction.

Multidisciplinary. Instructors and students from a variety of fields and top institutions.

Relevant. Up-to-date information about new legislation and industry trends.

Personalized. Small program size for dynamic discussion and individual attention.

Practical. Valuable continuing education credits.

Fun. Networking events and outdoor recreational activities.

Affordable. Modest all-included fee, with opportunity to save by applying early.

The application deadline is May 15, but early application is encouraged since the program is limited to 80 students. Use the enclose form, or register online at **www.trusteducationfoundation.com.**

We hope this brochure tells you everything you need to know about SETS, but if you have questions please contact **Mr. Jimmy Witherspoon, SETS Director, at 910-893-1387 or witherspoon@campbell.edu.**

Thank you for your interest in SETS 2017. Please join us! We are confident you will find it to be a rewarding and memorable experience.

Trust Education Foundation

CAMPBELL UNIVERSITY
Lundy-Fetterman School of Business

SIMPLE APPLICATION PROCESS

ELIGIBILITY

SETS is open to professionals from a variety of institutions, including but not limited to banks, trust and investment companies, supervisory agencies, accounting firms, law firms, financial planning companies, brokerages, retirement plan providers, benefits administrators and non-profit administrators.

APPLICATION

Because SETS is limited to 80 students, early application is encouraged. Each candidate must complete an application form (see pp. 7-8; or apply online at www.trusteducationfoundation.com).

To be considered, each applicant must have his/her manager sign the form. Admissions decisions are made by a SETS committee that includes members of the Trust Education Foundation's Board of Directors.

Applications must be received by May 15.

A $100 discount will be given to students who apply before April 15.

YOU MAY REGISTER ONLINE AT: WWW.TRUSTEDUCATIONFOUNDATION.COM

COST

The total cost per student is $1,695, which includes tuition, room and board and classroom materials

A $100 discount will be given to students who apply before April 15. Payment must be made by check payable to Southeastern Trust School.
Applications must be received by May 15, or you may register online at www.trusteducationfoundation.com

CANCELLATION POLICY

Cancellations received after May 15 will be refunded the application fee minus $100 to cover the cost of materials and handling.

PLEASANT & COMFORTABLE SETTING

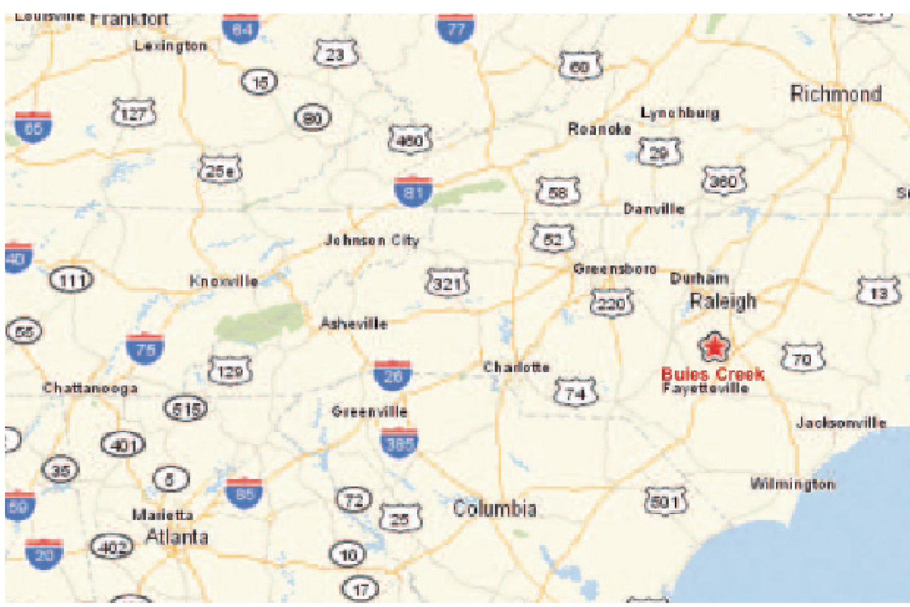
LOCATION

SETS is held on the Campbell University campus in Buies Creek, North Carolina, 30 miles south of Raleigh. Campbell offers a quiet and pleasant atmosphere for both study and recreation.

The Campbell campus is located on Highway 421, four miles east of the intersection with Highway 401. If traveling by air, fly into Raleigh/Durham International Airport (RDU), which is located approximately 45 miles from campus. A limited number of pickups from the airport are available through SETS; contact Jimmy Witherspoon by May 20 at 910-893-1387 or witherspoon@campbell.edu.

ACCOMMODATIONS

SETS students stay in Pat Barker Hall, constructed in 2011, each suite includes two bedrooms and a shared bathroom.



SETS students stay in Pat Barker Hall on campus (shown above), with two students per suite.

SETS is accredited by the ICB for the first year of study at the National Trust School.

MEALS

All meal costs are covered in the program fee. Group dinners off campus are scheduled on June 3 and June 6. All other meals are served in a private dining room.

ATTIRE

Casual attire is appropriate for SETS.

RECREATION

Facilities for golf, tennis, softball, swimming, fishing and jogging are available. Students should bring their own sports equipment and clothing.

VALUABLE CAREER CREDENTIALS

*Graduate are eligible to receive 28 hours of CFP® continuing education credit. **

Certified Financial Planner Board of Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNER, and federally registerd CFP (with flame logo) in the US which it awards to individuals who successfully complete intial and ongoing certification requirements

*2017 ICB and CFP Board approval pending

ACCREDITATION

Southeastern Trust School is accredited by the Institute of Certified Bankers (ICB) for the first year of study at the National Trust School operated by the Trust Division of the American Bankers Association.

CONTINUING EDUCATION CREDITS

Each Student who completes the SETS requirements, receives a certificate issued jointly by SETS and Campbell University.

Graduates of SETS holding the CFP® certification will receive 28 hours and those holding the CTFA will receive 54 hours of continuing education credit .* Attorneys, licensed insurance professionals and CPAs graduation from SETS may be eligible for continuing education credits depending on the requirements in their jurisdiction.

Students holding the CISP; CRSP; CFIRS; CFSA or NASD Series 6, 7, or 63 designations -- as well as CPAs seeking CPE hours, or attorneys seeking CLE hours -- are encouraged, upon graduation, to contact their appropriate accrediting body for continuing education credits. The SETS director will provide necessary documentation as requested by the student.

The Trust Education Foundation, Inc., was established to ensure that Campbell's trust and wealth management academic programs keep pace with the changing needs of trust institutions and the finanial service industry.

BASIC PROGRAM REQUIREMENTS

ATTENDANCE
Attendance at all SETS classes and workshops (including commencement) is required. Students who miss these sessions without a prior excuse will not receive a certificate or continuing education credits.

HOMEWORK
No homework is assigned; all work is completed in classes or workshops. Students will need, however, to study on their own time fro the final exam.

EXAM & CERTIFICATE
On the last day of the program, each student must complete a written, 100 question exam on certain topics covered at SETS. Exam results are available that day. Students who complete the exam receive a certificate. Those who score 75 or higher are recommended to attend National Graduate Trust School.

COMMENCEMENT & CLASS PHOTOGRAPH
Examination results are provided at commencement, which is presided over by the SETS dean and SETS class president. A certificate and class photo are awarded to the candidates who successfully meet the graduation requirements.

PROUD SPONSORSHIP

CAMPBELL UNIVERSITY
Campbell University offers the nation's only undergraduate degree program in trust and wealth management.

Institutions such as Bank of America, Wells Fargo, JP Morgan, Regions Bank, PNC, Merrill Lynch Trust, BB&T and First Citizens Bank actively recruit Campbell trust program students for permanent positions and summer internships.

Campbell is the second-largest private university in North Carolina, located in the heart of the state's booming research triangle area. Visit WWW.CAMPBELL.EDU to learn more.

THE TRUST EDUCATION FOUNDATION
The Trust Education Foundation, Inc., was established to ensure that Campbell's trust and wealth management academic programs keep pace with the changing needs of trust institutions and the financial services industry.

The Foundation sponsors continuing education programs such as SETS and the Trust Advisors Forum to assist students and professionals in these fields. Financial institutions nationwide contribute to the foundation, reviewing curricula, establishing scholarships and sponsoring executive education sessions. The Foundation's board of directors includes 40 representatives from leading firms.

Visit WWW.TRUSTEDUCATIONFOUNDATION.COM to learn more.

PERTINENT TOPICS

SETS covers 12 topics of interest to professionals in many different financial and legal disciplines.

In terms of client service, the program prepares financial and legal specialists to assist individuals in investment, retirement, estate and tax planning. It also reviews how to create corporate benefits plans for human resources clients. The process of building and growing client relationships is also explored.

From the standpoint of the ethical professional practice, SETS reviews current regulatory issues and other important considerations, such as auditing, fiduciary responsibility, trust management, portfolio allocation and the marketing of financial and legal services.

COMPLIANCE

Discussion of the audit function, formal examinations including the trust rating system and the compliance function.

ESTATE PLANNING

Integrated analysis of the estate planning process covering probate avoidance, property ownership, wills, trusts, powers of appointment, estate tax, charitable transfers and more.

ETHICS

The unauthorized practice of law, confidentiality, breach of trust, self-dealing issues relating to unfair trading of securities, conflict of interest and the prudent person standard are addressed as core components in all SETS sessions. Topic also can be covered in a separate class.

FIDUCIARY LAW

Analysis of fiduciary principles and the substantive law of trusts. Analysis includes fiduciary powers, duties and liability as well as regulatory provisions affecting the fiduciary business.

FINANCIAL PLANNING

In-depth analysis of the financial planning process, from data gathering through analysis, implementation and monitoring.

INVESTMENTS

Overview of the investment process for equities, fixed income and real estate. Discussion includes technical analysis, security trading and key investment concepts (asset allocation, diversification, risk and return)

EMPLOYEE BENEFITS/IRAS

Discussion of Employee Benefits Accounts and Individual Retirement Accounts and their role in financial and estate planning, including required distributions during the lifetime and after death. Additionally, we will cover beneficiary options and QTip opportunities as well as use by future generations.

OPERATIONS/MANAGEMENT OF SPECIALTY ASSETS

Overview of personal and corporate trust operations, including accounting, insurance, securities processing and real estate. Includes analysis of asset management, purchases and sales, Regulation 9 and other topics.

SETS covers 12 topics of interest to professionals in many different financial and legal disciplines.

In just one week, SETS students gain up to date information on -- and an in-depth understanding of -- many financial and legal topics.

TAXATION
Study of taxation issues in a fiduciary context: estate tax, gift tax, generation skipping tax and special valuation rules. Case study integrates the various concepts.

SELLING/RELATIONSHIP MANAGEMENT
Overview of trust services and the elements of a successful client relationship and sales effort. Discussion of sales calls as well as the competitive environment.

TRUST ADMINISTRATION
Review of the characteristics of trust business. Discussion includes estate administration, the various types of trusts and agency accounts, guardianship and powers of attorney issues

FULL SCHEDULE

In just one week, SETS students gain up-to-date information on -- and an in-depth understanding of -- many financial and legal topics. The program balances classroom time with study, discussion and recreational opportunities, as well as, social events for students and faculty.

DATE	MORNING	AFTERNOON	EVENING
FRIDAY, JUNE 2		SETS BEGINS **Registration at the student apartments**	Opening Reception Group Dinner and Orientation
SATURDAY, JUNE 3	Breakfast **Fiduciary Law Class**	Lunch **Taxation Class**	Group Dinner (off campus) Open Study & Recreation
SUNDAY, JUNE 4	Breakfast	Lunch **Fiduciary Law Class** **Taxation Class**	Group Dinner **Taxation Workshop** Open Study & Recreation
MONDAY, JUNE 5	Breakfast **Financial Planning Class**	Lunch **Financial Planning Workshop** **Investments Class**	Group Dinner **Investments Class** Open Study & Recreation
TUESDAY, JUNE 6	Breakfast **Investments Class** **Trust Administration Class**	Lunch **Trust Administration Class**	Group Dinner (off campus) Open Study & Recreation
WEDNESDAY, JUNE 7	Breakfast **Estate Planning Class**	Lunch **Estate Planning Workshop** **Employee Benefits/IRAs class**	Group Dinner **Employee Benefits/IRAs class** Open Study & Recreation
THURSDAY, JUNE 8	Breakfast **Selling/Relationship Management Class** **Operations/Management of Specialty Assets Class**	Lunch **Compliance Class**	Group Dinner Exam Study
FRIDAY, JUNE 9	**Exam** **Commencement**		

SOUTHEASTERN TRUST SCHOOL APPLICATION FORM

YOU MAY ALSO REGISTER ONLINE AT WWW.TRUSTEDUCATIONFOUNDATION.COM

SPONSORED BY CAMPBELL UNIVERSITY

☐ Ms. ☐ Mrs. ☐ Mr.

Name ____
Last First Middle

Name by which you wish to be called ______________________________

E-Mail Address ______________________________

Officer Non-Officer Company Name

Business Mailing Address ______________________________

City ____________________ State ____________ Zip ____________

Title or Position ______________________________

Business Phone ______________________________

Type of Business (check one) ☐ Trust Department ☐ Credit Union ☐ Mutual Fund Firm ☐ Non Profit

☐ Investment Advisor ☐ Broker Dealer ☐ Law, Accounting or Tax Firm ☐ Employee Benefit Company

☐ CFP ID Number ____________ ☐ Other ID Number ____________

Certifications/Designations/Liscense

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____

List any financial services courses completed:

____

____

List any financial services courses completed:

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In applying for this school, I understand that I will be expected to live in assigned quarters, to attend all scheduled classroom and work periods during the session, to prepare all assigned work and otherwise to abide by the established standards of the school. To cover the total cost of room, board and tuition, I have:

- ☐ enclosed is my check for $1,695 (if registering on or after April 15, 2017), *payable to Southeastern Trust School*
- ☐ enclosed is my check for $1,595 (if registering before April 15, 2017), *payable to Southeastern Trust School*

RECOMMENDED BY:

____

(Manager or Name other authorized signature)

Title ____

IMPORTANT:

This application and accompanying check (payable to Southeastern Trust School) should be mailed no later than May 15, 2017, to:

Southeastern Trust School
Campbell University
P.O Box 218
Buies Creek, NC 27506

Notice of cancellation must be received prior to May 15, 2017 Cancellations received after May 15 will be refunded the registration fee minus $100 to cover the cost of materials and handling.

YOU MAY ALSO REGISTER ONLINE AT
WWW.TRUSTEDUCATIONFOUNDATION.COM

TALENTED SETS FACULTY

SETS INSTRUCTORS INCLUDE BANK EXECUTIVES, ATTORNEYS AND CPAs, AS WELL AS OTHER SPECIALISTS IN FINANCIAL AND LEGAL DISCIPLINES.

They are accomplished professionals with long tenures in their fields. They also are dedicated teachers with strong ties to Campbell University's trust and wealth management programs.

The SETS faculty develops the curriculum and leads all classroom/workshop sessions. They also attend meals and other social events with SETS students, who can benefit greatly from these mentoring and networking opportunities.

Becky Kelly
Dean 2017 Session
Partner
The Fiduciary Education Center, LLC
Staunton, Virgina

David D. Butler
Professor
Campbell University
Buies Creek, North Carolina

L. McNeil Chestnut
Special Deputy Attorney General (Retired)
North Carolina Department of Justice
Raleigh, North Carolina

Eliner J. Foy
Attorney
Wyrick, Robbins, Yates & Ponton
Raleigh, North Carolina

Sherwood C. "Chris" Henderson, CPC
Attorney
White and Allen
Kinston, North Carolina

John H. Hill
Member, Advisory Board
Wells Fargo
Winston-Salem, North Carolina

Ryan A. Newkirk
Senior Vice President
U.S. Trust Bank of America
Greensboro, North Carolina

Richard H. Newton
President
Newton and Associates
Raleigh, North Carolina

Roger A. Pond
Partner
The Fiduciary Education Center, LLC
Richmond, Virginia

Phillip Strickland
Vice President & Manager of Institutional Administration
First Citizens Bank
Raleigh, North Carolina

Kenneth Swayze, Jr.
Senior Vice President (Retired)
First Citizens Bank & Trust Co.
Hendersonville, North Carolina

PROGRAM CONTACT

Questions about the program can be directed to:

Mr. Jimmy Witherspoon, SETS Director
Phone | 910-893-1387
Fax | 910-893-1930
Email | witherspoon@campbell.edu
Mail | Southeastern Trust School
Campbell University
PO Box 218
Buies Creek, NC 27506

Additional information about SETS, including online registration is available at www.trusteducationfoundation.com