

29<sup>TH</sup> 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](http://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



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## Meet the Sponsors

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

- ▶ 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](http://www.trusteducationfoundation.com) and [www.campbell.edu](http://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 [witerspoon@campbell.edu](mailto:witerspoon@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.



Lundy-Fetterman  
School of Business



# 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

# Day One

Monday, February 24, 2020

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 Operations  
InfoVisa Wealth Services, LLC

### Panelists:

Burt Holland  
National Fiduciary Oversight Executive  
Bank of America

Joe Ready  
Head of Trust and Fiduciary Services  
Wells Fargo

W. Robert Newell  
CEO  
Franklin Street Partners

2:00 pm - 3:00pm

## Regulatory Update

Kary L. Moore, Esquire  
Senior Corporate Counsel and Vice President  
Federated Investors, Inc.

3:00 pm - 3:30pm

## 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 - 5:30pm

## Intergenerational Planning

Hugh Magill  
Vice Chairman  
Northern Trust Company

5:30 pm - 6:30 pm

## Reception & Cocktail Party

Cardinal Room

Dining on your own



# Day Two

Tuesday, February 25, 2020

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, Esquire  
Managing Director and Associate General Counsel  
SIFMA

Melissa Acayan, Esquire  
Compliance Counsel for Senior & At-Risk Clients  
Raymond James

9:30 am - 10:00 am

**Break and Exhibits**  
Cardinal Room

10:00 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 an Estates Professional Should Know about Charities and other Tax-Exempts**

Jean Gordon Carter, Esquire  
Partner  
McGuireWoods, LLC

Bradley A. Ridlehoover, Esquire  
Associate  
McGuireWoods, LLC

2:30 pm - 3:30pm

**Investing in Private Real Estate**

Eric Davis  
President/Chief Investment Officer  
Integrity Wealth Management

3:30 pm - 7:00 pm

Dining on your own



# Day Three

Wednesday, February 26, 2020

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 - 11:00 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





## 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](http://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.

## Register Today

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](http://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](http://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](mailto:kellytrust@comcast.net)
- ▶ General questions and continuing education credits – Jimmy Witherspoon, Campbell University, [wITHERSPOON@campbell.edu](mailto:wITHERSPOON@campbell.edu), or 1-910-893-1387

29<sup>th</sup> ANNUAL

# Trust Advisors Forum

Pinehurst Resort, NC | February 23 - 26, 2020

## Registration Form

Please complete the form below in order to register for the 29<sup>th</sup> 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](http://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.

Please detach applications along dotted line.



PINEHURST

Campbell University  
**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  
Butes Creek, NC 27506