Technology Tools for Today™

The Only Practice Management/Technology Newsletter and Conference for Financial Advisors.

2015 T3 CONFERENCE AGENDA

DAY ONE: Thursday, February 12, 2015
PRE-CONFERENCE SESSIONS

8:00am – 10:00am - Ethics Session: Creating Ethical Habits and Increasing Trust in the Financial Planning Profession
Presenter: Eric Sawyer, CFP, Director of Planning, Texas Tech University

8:00am – 4:00pm - Redtail University
Presenters: Rick Williamson, Nora Merza, Curtis Ware and David Mehlhorn

10:00am – 11:00am - Pre-conference Sessions

Track One - For Students and Faculty Only
Affiliation: FASTech Quiz Bowl (Part 1 of 3)

Track Two
Presenter: Sheryl Rowling
Affiliation: Total Rebalance Expert
Session Title: First Look: TRX's new web version - Top in Tax Efficiency and User Experience
Session Description: TRX Edge is the new, cutting edge web version of Total Rebalance Expert offering top tax efficiency and exclusive functionality. This revolutionary new software simplifies the entire portfolio management process in an easy-to-use, web platform available anywhere, any time and on any device! Be the first to see TRX Edge!

Track Three
Presenter: John Norwood
Affiliation: John Norwood Consulting, LLC
Session Title: Composite Performance Reporting for Portfolio Center and Advent Axys
Session Description: Demo of the Composite Builder software for Portfolio Center and Advent Axys

Track Four
Presenter: William Faulkner

Affiliation: RiXtrema, Inc.
Session Title: Enhance Your Value Proposition: Become a Trusted Advisor
Session Description: The biggest task facing advisors in 2015 is to enhance value and justify the fees charged. Increased competition from advisors who are more adept at those things will ensure that the winners will grow dramatically, while those who cling to old ways of doing things will lose market share. The best way to enhance value is to provide a superb portfolio and risk management structure at a significantly lower cost than in the past. We present Portfolio Crash Testing - an interactive tool that will both enhance the credibility of the advisor and increase efficiency of the portfolio management process. How do you expertly assess current risks that the prospect is facing and position yourself as a trusted advisor? Run the portfolio through series of stress tests and present them in an interactive Portfolio Crash Test report. Let client determine their 'sleep-at-night' loss number and create a suitable portfolio in a matter of seconds based on client preferences. Enhance value and reduce costs at the same time.

Track Five
Presenter: Robert DeFrancis
Affiliation: Junxure
Session Title: Junxure Cloud
Session Description: Learn how Junxure Cloud CRM can help you serve clients more effectively and achieve greater profitability. Robert DeFrancis, Director of Sales at Junxure will present an in-depth review demonstrating how Junxure Cloud can help your firm to more efficiently and systematically serve your clients.

Discover how Junxure Cloud can help your firm integrate its data and content into a single hub to serve as a “corporate memory” and nerve center. It not only centrally stores information from applications and disparate sources, but also uses workflow management tools to assign the right people to the right tasks at the right time—all to help you better communicate with clients and run a more profitable business.

11:00am – 12:00pm - Pre-conference Sessions

Track One - For Students and Faculty Only
Affiliation: FASTech Quiz Bowl (Part 2 of 3)

Track Two
Presenter: Steven Lamb, Senior Partner Relations Consultant at Advicent
Affiliation: Advicent Solutions
Session Title: Claiming the Remaining 68% of America: A How-to Guide to Comprehensive Planning

Session Description: Regardless of income, the 32% of Americans with a comprehensive financial plan are twice as likely to say they are “living comfortably” and three times as likely to save 10% or more of their salary as those without a plan. Advicent’s latest updates to the NaviPlan® tool aim to arm advisors with the best software to create a plan for the remaining 68% of Americans who still need financial guidance.

Track Three

Presenter: Deborah Fox
Affiliation: Fox Financial Planning Network
Session Title: Build a Robo-Shield™ for Your Advisory Firm
Session Description: Automated online investment platforms - so-called “robo-advisors” – have begun to disrupt the financial advice industry with extremely low fees, transparency and cutting edge technology. It is critical you begin to evolve your firm. During this session, Deborah Fox, CEO and Founder of Fox Financial Planning Network will present powerful tactics you can implement now with the aid of technology to marginalize the effects of robo-advisors by working more efficiently, profitably and providing a higher level of service to clients without working harder. (These are things you should be doing regardless of the presence of robo-advisors!)

Track Four

Presenter: Mark Bruno, Associate Publisher and Matt Sirinides, Research Analyst
Affiliation: InvestmentNews
Session Title: Using Technology to Drive Financial Performance
Session Description: InvestmentNews Research will highlight the latest trends in technology spending and implementation – and ultimately how top firms are generating exceptional returns on their technology investments. Specifically, this session will examine new results from the 2015 InvestmentNews Adviser Technology Study, and offer guidelines for aligning technology with firm goals, increased productivity and overall profitability. It will also provide a benchmarking framework for advisers to evaluate their own levels of technology spend, as well as product and application usage.

Track Five

Presenter: Lex Sokolin
Affiliation: Nest Egg
Session Title: Robo or Classic or Both? The blurring lines between your online advice and traditional channels, and the opportunity to create exceptional enterprise value.
Session Description: Is the wealth management industry being disrupted, or is it evolving to a business model that will help you succeed? In this session, we discuss and show how online and traditional wealth management can, in fact, work well together to deepen client relationships, position RIAs for intergenerational wealth transfer, and create institutional enterprise value in your business.

Track Six
Presenter: GJ King
Affiliation: RIA in a Box
Session Title: Where will the RIA industry be in 5 years?
Session Description: The RIA model has evolved tremendously over the last few years. Along with that impressive growth has come an array of new technology options, fresh forms of online competition, and an ever-changing regulatory environment. During this session, we'll release the results from our latest RIA benchmarking study including what types of technology the most successful RIA firms are deploying, discuss the accelerating trends of simplified client reporting and investment management outsourcing, and provide an update on the latest compliance best practices and areas of regulatory focus. This presentation is designed to be an interactive session for current and prospective RIA firm principals.

12:30pm – 1:30pm - Pre-conference Sessions

Track One - For Students and Faculty Only
Affiliation: FASTech Quiz Bowl (Part 3 of 3)

Track Two
Presenter: Bryan Yelvington
Affiliation: Morningstar, Inc.
Session Title: Build a More Efficient Practice with Morningstar
Session Description: Join Bryan Yelvington, regional sales director at Morningstar, to learn how Morningstar's comprehensive research, data, analytics, tools, and investment management services can help advisors build a sustainable, efficient practice and deliver better investment outcomes to their clients

Track Three
Presenters: Michael Wilson, AdvisoryWorld and Jud Mackrill, Orion Advisor Services
Affiliation: AdvisoryWorld and Orion Advisor Services
Session Title: From Proposal to Account Opening, an Automated Straight-through Processing Workflow
Session Description: During this session, AdvisoryWorld and Orion Advisor will demonstrate and discuss their new Straight through Processing capabilities. Recent advancements in their collective technology now allow users to create Proposals, open new accounts and facilitate on-going portfolio management in an automated workflow.

Track Four
Presenters: Brett Clarke, President and Christopher Norton, Creative Director
Affiliation: Blu Giant Advisor Studios
Session Title: Brand Technology

Session Description: Learn how to use technology to empower your business, promote brand experience, engage your clients and be awesome

Track Five
Presenter: Bob Conchiglia
Affiliation: Advent Software Inc.
Session Title: The New Black Diamond Investor Experience
Session Description: Advent's Black Diamond provides advisors and wealth managers with a cloud-based portfolio management, reporting, and rebalancing platform combined with aggregation and fully outsourced daily reconciliation and data management service. With innovative technology backed by exceptional service, Black Diamond frees advisors to focus on serving clients and growing their business. In this session, we will reveal the new Black Diamond℠ Investor Experience, a game-changing opportunity for advisors and wealth managers to elevate interactions with clients with a powerful, personalized, and consistent experience, even when they're not together. In addition, this session will demonstrate how it is designed to help you tell your story more and drive more engaging client relationships.

1:30pm – 2:30pm - Pre-conference Sessions

Track One
Presenter: Todd Bertucci
Affiliation: Orion Advisor Services, LLC
Session Title: Creating Meaningful Integrations: For You and Your Clients
Session Description: Orion VP of Business Development Todd Bertucci will discuss how your firm can use the power of integration to connect your software providers and streamline business operations. Financial software vendors that operate with an open architecture, like Orion, benefit advisors by providing the means to connect their systems together, reducing the repetitive work required of staff and increasing productivity. Mr. Bertucci will explain why so many successful advisory firms base their vendor choices on those who integrate well with each other.

Track Two
Presenter: Tim Welsh, President of Nexus Strategy
Affiliation: Laserfiche
Session Title: The Big 5 Tech Trends Impacting Advisors Today
Session Description: In today's more complex and competitive environment, technology is changing the way that advisors deliver and investors consume personal financial advice. Join us for this interactive session to learn how social, mobile, cloud, compliance and robo-advsor technologies are transforming wealth management today. Learn how you can use document management and Enterprise Content Management methodologies to harness the benefits of these new technologies to bulletproof your business and build a scalable foundation for growth.

Track Three

Presenter: Oleg Tishkevich

Affiliation: Finance Logix

Session Title: Playing the Technology Game: Simple, Efficient, Unique

Session Description: Automate everything from client engagement and acquisition to client services. Learn how technology tools can help you engage prospects online and convert them to clients. See how the latest version of Finance Logix platform allows you to create your own simple and unique financial planning process. With our platform and your intellectual property you can more deeply engage clients, uncover held away assets and improve client retention.

Track Four

Presenter: Bob Mahoney

Affiliation: TD Ameritrade Institutional

Session Title: Innovative Technology Solutions for Advisors

Session Description: Looking to spend less time managing your business and more time growing it? Gain a high-level view of the innovative technology solutions that TD Ameritrade Institutional makes available to help you focus on business growth and exceeding your clients' expectations. Learn how you can quickly and easily open accounts electronically, save significant time rebalancing portfolios with iRebal®, get a preview of Veo One™—the next generation of open architecture technology that will revolutionize the industry, and more.

Track Five

Presenter: Kyle Wharton

Affiliation: eMoney Advisor

Session Title: emX: A Better Way of Doing Business

Session Description: Learn why eMoney's completely reengineered platform, emX, provides an unmatched wealth management experience for you and you clients. Featuring an intuitive user interface and tools that improve efficiency, emX is the only solution that lets advisors customize a fully-integrated operating platform, establishing seamless access to the industry-leading financial applications you rely on most. And with new, interactive financial planning tools that meet a client's needs throughout their entire life-cycle, emX will position you as the primary, trusted advisor. emX is more than wealth-planning software, it's a better way of doing business.

Track Six

Presenter: Shannon Sullivan

Affiliation: Envestnet | Tamarac

Session Title: Engaging Your Clients in a Mobile World

Session Description: Discover how an integrated, web-based technology platform that uses online portals and mobile apps can help you better service your clients and be more competitive in the marketplace. See the new version of Tamarac's Advisor CRM application, the latest upgrades to Advisor Xi—a portfolio and client management solution—and a live demo of Tamarac's new iPad app, which can be branded for your firm and made available in Apple's app store.

2:30pm – 3:30pm - Pre-conference Sessions

Track One
Presenter: Franklin Tsung
Affiliation: AppCrown LLC
Session Title: Managing and Automating Customer Experience
Session Description: With the advent of Robo Advisors, financial advisors face unique questions and challenges regarding their business. The sense of identity for an RIA has never been quite as challenged as it's been in the past 12 months. The unique industry and innovation pressures will only increase exponentially going forward. Baby boomers are retiring and client needs are evolving with each passing of the days. In this session, AppCrown will showcase new technologies around customer automation software and introduce case studies and a "live workshop experience" on how Salesforce.com can be transformed into an automation platform for any wealth management practice.

Track Two
Presenter: Collin Miller
Affiliation: The E-Valuator, LLC
Session Title: Consistently Meet Clients' Performance Expectations -- Guaranteed
Session Description: The next generation of software for asset accumulation, asset retention, and client management. It mitigates an advisor's liability. Spend No Time (or expense) delivering automated reports, customized to each client's performance demands. Easily, and confidently, select investments that meet the unique suitability for each client, while documenting your process and procedures in the automated Investment Policy Statement (IPS).

Track Three
Presenter: David Canter
Affiliation: Fidelity Investments
Session Title: The Shift to Digital Advice – Has Moore's Law Finally Reached the Advisory Space?

Session Description: Fidelity's David Canter will present some provocative learning about how our industry and end investors are changing and how some successful advisory firms are innovating to step up to the digital advice opportunity. David will share specific insights on investors and their preferences gathered from Fidelity's research. He will also probe some recent trends and build some hypotheses of where the advisory ecosystem may be going.

Track Four
Presenter: Sabrina Clark
Affiliation: BrandYourself.com
Session Title: The Right (& Wrong) Way to Market Yourself Online
Session Description: There's a right way and a wrong way to do marketing in 2015. When people want a financial advisor, they gather a few names from some trusted friends and then do their due diligence researching those names online. That's where your marketing strategy comes into play. You've already done the hard work offline to earn yourself a solid recommendation. Now you just need to build a strong, professional presence online to persuade and motivate your prospective clients to take action.

In this class, we'll discuss some ways that you can best position yourself online, including the right way to leverage social media, creating shareable content, building a personal website that will convert referrals, optimizing your online presence for search engines and more.

3:40pm – 4:30pm - General Session
Presenter: Tom Giachetti
Affiliation: Stark & Stark
Session Title: The New SEC Regime - Year 2: The Here, The Now and What Lies Ahead
Session Description: Are you really prepared to successfully navigate your firm through the ever changing rigorous examination process?

4:35pm – 5:35pm - Pre-conference Sessions

Track One
Affiliation: Docusign

Track Two
Presenters: Sam Attias, Justin Kapahi, Damian Gallina CFA
Affiliation: External IT and Buttonwood Financial Advisors
Session Title: Cybersecurity Isn't a Fad -- Tools to Overcome the Tangible Threat Facing Advisors

Session Description: Cybersecurity isn't an isolated consideration, it is a critical and ongoing component in maintaining business continuity and protecting your most precious assets – your clients and your business. While recent high profile data breaches at JP Morgan, Target, Apple, Home Depot, Sony and more, have caught the attention of advisors and regulators alike, most advisors are unaware of the tools available to overcome the Cybersecurity threat. Join Sam Attias and Justin Kapahi from External IT, and your peer Damian Gallina of Buttonwood Financial Advisors, to discuss easy actions every advisor can take to protect their business and their clients, while meeting regulatory requirements. As the foundational platform for the RIA business of the future, External IT drives the efficiency, scale and profitability required to stay competitive in the ever-evolving financial landscape.

Track Three
Presenter: Suzy Tuck, Vice President of Sales
Affiliation: PaperClip, Inc.
Session Title: Paperless Compliance in 2015
Session Description: Description: Learn how the PaperClip services can help you go paperless, while managing your compliance requirements for document filing, retention, and secure email communications.

- Vcf4Securities – Hosted Document Management that manages required SEC Filing, Compliance and Retention of documents for you.
- Internet eXpress – Document eXchange service that securely transmits documents to your trading partner.
- eM4 Compliant Email – Compliant Email Service for managing email encryption requiring NO PASSWORDs while providing a third party audit of emails exchanged, Proof of Delivery, and Proof of Readability.

Track Four
Presenter: Barney Haywood
Affiliation: Redkite
Session Title: How to get the best from your Salesforce implementation
Session Description: 7 things to consider before starting a CRM project. What are the questions that Salesforce can help Financial Advisors answer?

6:00pm – 8:00pm - Cocktail Reception in Exhibit Hall

DAY TWO: Friday, February 13, 2015
GENERAL AND BREAKOUT SESSIONS

7:15am – 8:00am - Continental Breakfast in Exhibit Hall

8:00am – 8:15am - Conference Welcome
Presenter: Joel Bruckenstein and David Drucker

8:15am – 8:50am - General Session
Presenter: Neesha Hathi
Affiliation: Schwab Intelligent Technologies

8:50am – 9:25am - General Session
Presenter: Edmond Walters, eMoney Advisor Founder and CEO
Affiliation: eMoney Advisor
Session Title: eMoney Advisor: First Look – EMX
Session Description: Take a first look at EMX, the next generation of the eMoney Advisor experience. Leading the pack in financial planning, eMoney Advisor has created an unparalleled interactive experience for advisors and their clients. Through integration of robust analytics and an easy-to-use interface, EMX empowers advisors to maximize the efficiency and potential of their business. Learning from over 14 years of experience and feedback from more than 20,000 advisors, EMX provides the solution that will redefine success in an advisor's business.

9:25am – 10:00am - General Session
Presenter: Bob Curtis, CEO with assist from Zor and Special Guests Harold Evensky and Deena Katz as The Clients (Unfortunately, no live animals will be present)
Affiliation: MoneyGuidePro
Session Title: The Future of Financial Planning - The Era of Client Empowerment
Session Description: With the preview of MoneyGuidePro:G4 at T3, the future of financial planning will become clearer. MGP:G4, the fourth generation of the industry's favorite Goal-Based planning software, will lead the way into the era of Client empowerment. Join Bob, Harold, Deena and cast, for a demonstration of MGP:G4 with a true-life example of the power of modern, client-centered planning. Learn how you can empower your Clients, and increase the value of your advice, both real and perceived. And be sure to come early; the future waits for no one.

10:00am – 10:35am - General Session
Presenter: Aaron Klein, CEO
Affiliation: Riskalyze
Session Title: Riskalyze Reinvents the Client Meeting
Session Description: You've watched the Risk Number change how advisors and clients talk about risk. Now, join Riskalyze CEO Aaron Klein as the company unveils the next generation of advisor-client interaction, live on stage at the T3 Conference

10:35am – 11:10am - General Session
Presenter: Daniel Satchkov, President
Affiliation: RiXtrema, Inc.
Session Title: Advisor BioniX: Your Digital Salesperson And Portfolio Manager

Session Description: Robo-advisors like Wealthfront are questioning the value of flesh-and-blood financial advisors. They brought quant optimization algorithms to an intuitive web experience to challenge advisors to redefine value. Enter Advisor BioniX from RiXtrema, a fundamentally new kind of customizable ‘robo’ platform that can be your answer to this challenge. Embedded into your firm’s web presence and marketing, it is built on the same portfolio management algorithms used by the largest asset managers in the world. Your online prospects have a visual experience during which they answer questions about their financial goals, dreams and fears. Advisor BioniX creates and rebalances the client’s portfolio based on the set of funds pre-specified by you. It also seamlessly links with the Portfolio Crash Testing application to give advisors a comprehensive story to help upsell the BioniX users to ‘for-fee’ services.

11:10am – 11:45am - General Session
Presenter: Mike Barad, Head of Product Components & Services
Affiliation: Morningstar, Inc.
Session Title: Morningstar’s take on mobile technology for advisors
Session Description: Mobile technology promises to transform the way financial advisors conduct business. Advisors see the promise that mobile technology holds to further engage their clients and build their practices, but we have only scratched the surface of this potential. Productivity apps have created on-the-go flexibility, yet there has been a lack of powerful financial software to arm the mobile advisor. Mike Barad, who heads up mobile strategy at Morningstar, will discuss mobile trends specific to advisors, ways modern mobile applications can unleash productivity away from the office, and how the new Morningstar for AdvisorsSM iPad application delivers on the promise of mobile. This new mobile companion to Morningstar OfficeSM and Morningstar® Advisor WorkstationSM brings the best of Morningstar’s strength in data, research, and information presentation to help advisors communicate the value of their advice and build lasting client relationships.

11:45am - 1:00pm - Lunch in Exhibit Hall

1:00pm – 1:35pm - General Session
Presenters: Dave Welling and Bob Conchiglia
Affiliation: Advent Software, Inc.
Session Title: Elevating the Client Experience – Leveraging Technology to Drive Profitability, Scale, and Growth

Session Description: Advisory firms that invest strategically in technology, and make the most use of it, tend to outperform other firms significantly on a number of financial and productivity measures, including profitability, scale, and growth. As quickly as technology is changing, so is the way investors interact with technology in all aspects of life. With higher investor expectations, competition from robo-advisors, and new technology, the bar has been raised for today's investment advisor. Join us to learn how technology is also a vehicle for transforming and improving the client experience, while allowing advisors to take on and efficiently manage more client relationships.

1:40pm – 2:30pm - Breakout Sessions

Track One
Session Title: What's New in Financial Planning Software (Panel 1 of 2)
Moderator: Jessica Maldonado, Searcy Financial Services, Inc.
Panelist: Cory Olson, Advicent Solutions
Panelist: Kevin Knull, MoneyGuidePro
Panelist: Josh Daltry, eMoney Advisor
Panelist: Oleg Tichkevich, Finance Logix

Track Two
Session Title: Digital Marketing and Social Media 2.0
Presenter: Sophia Bera, CFP®
Session Description: Are you asking yourself these questions: How do I attract my ideal clients online? How do I know if I have a great website? Why aren't I getting any clients via social media? What can I do to get quoted in the press? Then this session is for you. Learn the answers to these questions and more when you hear Sophia Bera speak about how she became the top Google search for "Financial Planner for Millennials" and was quoted in Forbes 10 times in her first year in business. Say goodbye to breakfast meetings and BNI groups forever. Start building your brand online so that your ideal clients can find you! Check out the new project she and Jude Boudreaux are launching at T3 so that advisors can rock their online presence: www.SocialFinancialPlanner.com.

Track Three
Session Title: CyberSecurity
Moderator: Bill Winterberg, www.FPPad.com
Panelist: Brian Edelman, Financial Computer Services
Panelist: Armistead Whitney, Preparis
Panelist: William French, Fidelity Investments
Panelist: Sid Yenamandra, Entreda, Inc.

Track Four
Session Title: What's New in Portfolio Management Systems? (Part 1 of 2)

Moderator: Mark Bruno, InvestmentNews
Panelist: Dave Welling, Advent Software, Inc.
Panelist: David Robertson, AssetBook LLC
Panelist: David Mastroberardino, Croesus
Panelist: Cameron Sheehan, Envestnet | Tamarac

Track Five
Session Title: Custodial Technology Consultant Panel (Part 1 of 2)
Moderator: Joel Bruckenstein, T3
Panelist: Tricia Haskins, Fidelity Investments
Panelist: Greg Menefee, TD Ameritrade Institutional
Panelist: Adam Moseley, Schwab Intelligent Technologies
Panelist: Paul Rojek, Pershing Advisor Solutions, a BNY Mellon company
Panelist: Scott Conroy, LPL Financial

2:30pm – 3:30pm - Break with Exhibitors

3:35pm – 4:10pm - General Session
Presenter: S. Wesley Hunt, CFA, VP, Chief Data Officer, Data Management & Analytics
Affiliation: Nationwide
Session Title: Big Data and Analytics: Friend or Foe?
Session Description: Data and analytics is not new to insurance & financial services; however, dramatic increase in compute power, cheaper storage and substantial improvements in analysis methods are enabling new ways to extend analytics and act on the insights thus creating competitive advantage. This presentation will provide insights into how data and analytics is changing the industry, and illustrate select examples of using analytics for improve business performance.

4:15pm – 5:05pm - Breakout Sessions

Track One
Session Title: Robo-Advisor Panel
Moderator: Joel Bruckenstein, T3
Panelist: Simon Roy, Jemstep, Inc.
Panelist: Steve D. Lockshin, Betterment Institutional
Panelist: David Benskin, Wealth Access Inc
Panelist: Juney Ham, Upside

Track Two
Session Title: Attracting & Engaging Gen X and Gen Y Clients
Moderator: Sophia Bera, CFP®
Panelist: Alan Moore of the XY Planning Network

Panelist: Katie Brewer of Your Richest Life Planning
Panelist: David Blaylock of LearnVest Planning Services
Session Description: Are you a millennial or GenXer who wants to work with your peers? Find out how you can you gear your financial planning services to serve the needs of a younger demographic. Maybe you're a Baby Boomer who knows that 30 trillion dollars in wealth that will transfer to the next generation over the next 30 years and you want to know what you can do to retain those assets. Come to this panel to learn from Millennial and Gen X CFP®s on how we're attracting and working with these clients and why we love it!

Track Three
Session Title: What's New in Financial Planning Software (Panel 2 of 2)
Moderator: Jessica Maldonado, Searcy Financial Services, Inc.
Panelist: Donnie Carpenter, Money Tree Software
Panelist: John Scott Wotowicz, inStream Solutions
Panelist: Hussain Zaidi, Advizr

Track Four
Session Title: Custodian Panel (Part 2 of 2)
Moderator: Linda Bready, Envestnet | Tamarac
Panelist: Sean Gultig, Equity Advisor Solutions
Panelist: Cory Haberkorn, Scottrade Advisor Services
Panelist: Barry Boyte, Shareholders Service Group

Track Five
Session Title: Emerging Technology Flash Sessions (Part 1 of 3)
Moderator: Charles Parker, Parker Financial Advisors
Panelist: John Mackowiak, yHLsoft, Inc.
Panelist: Chris Hastings, Panoramix
Panelist: Richard Mabbun, ITEGRIA, LLC
Panelist: Shelley Walsh, Impact Technologies Group

5:10pm – 6:00pm - Breakout Sessions

Track One
Session Title: Robo-Advisor Panel 2
Moderator: Danielle Fava, TD Ameritrade Institutional
Panelist: Lex Sokolin, Nest Egg
Panelist: Greg Vigrass, Folio Institutional
Panelist: David Lyon, Oranj

Track Two

Session Title: Digital Advice Delivery: Tools Your Business Needs Today to Deliver Advice in the Digital Age
Presenter: Bill Winterberg, www.FPPad.com
Session Description: We have witnessed an explosion of digital tools that help us connect and communicate with people all over the world. Financial advisors are experimenting with new ways to deliver advice using digital means, but no clear blueprint exists about which tools are best suited for advisors' needs. Advisors want to maintain personal connections and relationships with clients, but simultaneously leverage digital tools to increase the productivity and capacity of their business. In addition, advisors need to enhance their digital capabilities in order to meet the expectations of the next generation of clients. This session highlights the essential tools, resources, and techniques needed to put digital advice delivery into practice today.

Track Three
Session Title: Risk Questionaires
Moderator: Linda Bready, Envestnet | Tamarac
Panelist: John Ndege, Pocket Risk
Panelist: Paul Resnick, Fina Metrica
Panelist: Aaron Klein, Riskalyze

Track Four
Session Title: What's New in CRM Software? (Panel 1 of 2)
Moderator: Jennifer Goldman, www.MyVirtualCOO.com
Panelist: Richard Hwang, SmartOffice-Powered by Ebix
Panelist: Aaron Guidotti, Grendel
Panelist: Shannon Dempsey, Advisors Assistant
Panelist: David Mehlhorn, Redtail Technology

DAY THREE: Saturday, February 14, 2015
GENERAL AND BREAKOUT SESSIONS

7:15am – 7:55am - Continental Breakfast in Exhibit Hall

8:00am – 8:50am - Breakout Sessions

Track One
Session Title: Docusign

Track Two
Session Title: The Why's and How's of Digital Asset Protection For Your Clients
Presenter: Woodrow Levin
Affiliation: Estate Assist

Session Description: It is no longer enough to only manage your clients money. Protecting a client's entire asset picture is the new norm. Wealth Managers and RIA's need to protect clients' financial assets, digital assets, as well as essential life documents. Woodrow will walk you through why this is important, how you can differentiate your practice, become more deeply engaged with your clients, and add value to your service offering.

Track Three
Session Title: Emerging Technology Flash Sessions (Part 2 of 3)
Moderator: Martine Weinhold, Sullivan, Bruyette, Speros & Blayney, Inc.
Panelist: John Norwood, John Norwood Consulting LLC
Panelist: Lowell Putnam, Quovo, Inc.
Panelist: Brian Bossler, RetireUp
Panelist: Wes Stillman, Right Size Solutions

Track Four
Session Title: What's New in CRM Software? (Panel 2 of 2)
Moderator: Marion Asnes, Idea Refinery LLC
Panelist: Robert DeFrancis, Junxure
Panelist: Mary Ferguson, Concenter Concenter Services - XLR8
Panelist: Barney Haywood, Redkite

8:50am - 9:25am - General Session
Presenter: Barry Chapman, Hanson McClain
Affiliation: Laserfiche
Session Title: The Final Mile in Financial Services Technology
Session Description: How one advisory firm combined the best of CRM, Document Management and e-Signatures to create a revolutionary, paperless account opening process for multiple custodians, end-to-end. The result? An award winning business process management "killer app" that is fueling their growth and success.

9:25am – 10:00am - General Session
Presenter: David Lyon, CEO
Affiliation: Oranj
Session Title: Find The Alpha In Your Practice
Session Description: With the rise of the Robo-Advisor and business development challenges within the financial services industry, Advisors have to identify new ways to grow their practice, differentiate themselves and become more scalable. We will examine these challenges and identify the areas of opportunity. Oranj is a practice management application that is a powerful extension of the Advisors practice to take a strategic approach towards business development and increase the value delivered to clients.

10:00am - 10:35am - General Session

Presenter: Phil Cunningham, CEO
Affiliation: Advicent Solutions
Session Title: The Crisis of Differentiation: Stop Telling Their Story and Start Narrating Your Own
Session Description: Demographic shifts, disruptive competition, and consumer expectations are forcing advisors to evolve their market proposition to avoid commoditization. With Advicent's latest technology, advisors can deliver a modern, interactive client experience that captures the style, strategy and unique story of their firms. From multi-channel engagement to peer-planning to client portals and more, organizations can build the tools they need to support the ultimate collaborative experience, without the custom price tag.

10:35am – 11:10am - General Session
Affiliation: FAStech Presentation and Award Ceremony

11:10am – 12:00pm - Breakout Sessions

Track One
Session Title: What's New in Enterprise Content Management Software
Moderator: J.D. Bruce, Abacus Wealth Partners
Panelist: Tim Welsh, Laserfiche
Panelist: Mario Canas, Redtail Technology
Panelist: Patrick Welsch, Cities Digital, Inc.
Panelist: Mike Bridges, PaperClip, Inc.

Track Two
Session Title: Technology Trends and Financial Planning for Immortals
Presenter: Oleg Tishkevich, President A& CEO, Finance Logix
Session Description: Innovations in technology are occurring all around us. Advisors have never had better tools to manage and grow their businesses, but with change comes challenges. How can you make sense of these new technologies? How can they help you improve the client experience?

Join industry financial planning technologist Oleg Tishkevich, CEO of Finance Logix, to get a glimpse into the roadmap for how new technologies are driving integrations, streamlining workflows, while bringing enhanced connectivity to the advisor client relationship. Tishkevich will showcase how advisors can take advantage of current trends, while preparing themselves for some amazing developments that are not that far off into the future.

Track Three
Session Title: Emerging Technology Flash Sessions (Part 3 of 3)
Moderator: Scott Keller, Truepoint Wealth Counsel LLC
Panelist: Jose Pierre, Marketware International, Inc.

Panelist: Stephanie Owens, Vestorly

Track Four
Session Title: What's New in Portfolio Management Systems? (Part 2 of 2)
Moderator: George Taylor, Temenos
Panelist: Eric Clarke, Orion Advisor Services, LLC
Panelist: Brian Cullen, Morningstar, Inc.
Panelist: Brian Shenson, Schwab Intelligent Technologies

Track Five
Session Title: What's New in Rebalancing Software?
Moderator: Bob Rall, CFP®
Panelist: Sheryl Rowling, Total Rebalance Expert
Panelist: Damon Deru, Trade Warrior Software
Panelist: Cameron Sheehan, Envestnet | Tamarac
Panelist: Danielle Fava, TD Ameritrade Institutional

12:00pm – 1:00pm - Lunch in Exhibit Hall

1:00pm – 2:00pm - Break with Sponsors in Exhibit Hall

2:15pm – 3:05pm - Breakout Sessions

Track One
Session Title: Five Critical Steps for Getting Technology Adoption and Implementation
Presenter: Deborah Fox, Fox Financial Planning Network
Session Description: You're at the T3 Conference to see the latest and greatest technology offerings. You may have already purchased some of them; others are now on the shopping list. Do you hesitate to make another purchase because your team hasn't yet fully leveraged the technology you already have? You've learned by now it's all about getting each technology incorporated into your daily tasks. During this session, Deborah Fox, CEO and Founder of Fox Financial Planning Network will discuss five critical steps to successful adoption and implementation including how to prepare, get buy-in from your team, get the technology provider involved, and overcome barriers. Go back to your office equipped with a plan for technology implementation success.

Track Two
Presenters: Sam Attias, Justin Kapahi, Damian Gallina CFA
Affiliation: External IT and Buttonwood Financial Advisors
Session Title: Cybersecurity Isn't a Fad -- Tools to Overcome the Tangible Threat Facing Advisors

Session Description: Cybersecurity isn't an isolated consideration, it is a critical and ongoing component in maintaining business continuity and protecting your most precious assets – your clients and your business. While recent high profile data breaches at JP Morgan, Target, Apple, Home Depot, Sony and more, have caught the attention of advisors and regulators alike, most advisors are unaware of the tools available to overcome the Cybersecurity threat. Join Sam Attias and Justin Kapahi from External IT, and your peer Damian Gallina of Buttonwood Financial Advisors, to discuss easy actions every advisor can take to protect their business and their clients, while meeting regulatory requirements. As the foundational platform for the RIA business of the future, External IT drives the efficiency, scale and profitability required to stay competitive in the ever-evolving financial landscape.

3:15pm – 3:30pm - Conference Wrap-Up
Presenter: Joel Bruckenstein and David Drucker