

NEWS

For immediate release

FOURTH ANNUAL TECHNOLOGY TOOLS CONFERENCE FOR ADVISORS ANNOUNCED

Attendees from 2008 Event Provide Comments, Eager for 2009 Event

March 18, 2008 [Orlando, FL] – David Drucker and Joel Bruckenstein have announced the dates and venue for the Fourth Annual Technology Tools for Today[®] Conference. The 2009 conference will take place at the Dallas Intercontinental Hotel in Addison, February 26 – 28, 2009. Advisors who attended any of the previous three conferences, as well as interested others and first-time attendees, should mark their calendars now.

Drucker and Bruckenstein are the masterminds behind one of the industry's most unique and value-packed conferences. Attendee comments from the 2008 conference, which was held January 10-12, 2008, at the Gaylord Palms Resort and Convention Center in Orlando, Florida, were overwhelmingly positive.

When asked "What was your most positive experience at the conference?" attendees said the presentations were good, the venue was great ("one of the best hotels I've ever seen") and that they really appreciated being able to "talk to the "powers that be." Others commented on the openness of the event and networking opportunities, as well as the availability of the various technology vendors all in one venue.

One advisor said, "This is only the second conference in my 40-year career that will be remembered by me as a life-changing event," while another simply said "It was all good." Many comments such as "the quality of sessions and exhibit hall – both were excellent!!" and "this was one of the best conferences I've attended in a while; it far exceeded expectations," were logged by AIM Meetings & Events, the professional meeting planning team that handled logistics and registrations. These comments and numerous others are posted on the conference host's site, www.VirtualOfficeNews.com.

FIRST OF ITS KIND

The conference is the first of its kind in the financial planning industry. Over three hundred attendees milled through the exhibit hall filled with technology resources and high tech gadgets.

Bob Veres, one of the most popular moderators at the event, provided his observations, saying: "There's a certain ANIMATION, I guess you would say, about the Technology Tools for Today[®] Conference exhibit hall, an energy that you never see at other conference venues. Instead of the normal (and somewhat embarrassing) ritual of attendees avoiding eye-contact with the (mostly mutual fund) vendors and representatives as they make their way to the coffee machine or breakfast spread, instead of people in the booths shifting from foot to foot hoping somebody will eventually think about talking to them, you have a kind of frenetic interaction at most of the booths. One representative is leading a small crowd through an on-screen demo of newly-added features while another is talking price, functionality and interfaces with a different group. Nearby, a third is engaged in technical negotiations with several power users. As in years past, most of the software companies brought their developers along, so attendees had a rare chance to give feedback on features they wanted in the next upgrade," Veres said.

Sponsors and exhibitors included: Fidelity / CEO Image Systems (Fujitsu) / EISI (Naviplan) / CRM Software (Junxure) / MoneyGuidePro / Morningstar / Trust Company of America / Lightport / AdvisorIntelligence (Litman/Gregory) / IAS / Black Diamond / BridgePortfolio / Portfolio Director, Inc. / Laserfiche / Redtail Technology / AssetBook / Proofspace / MoneyTree / dbCAMS / Upswing / Your Silver Bullet / Charles Schwab & Company / iNautix (USA) LLC, an affiliate of Pershing LLC / Tamarac / TD Ameritrade / IPS AdvisorPro / FamilyOfficeNetwork / B-Ready Outsourcing / Albridge / LaserApp / Cornerstone Revolutions / Cabinet NG / Etelligent Consulting / eAllocator / Smarsh / Kodak / Raymond James / Shareholder Services Group / iRebal / Finance Logix.

CONFERENCE SESSIONS THAT CREATED BUZZ

Sandwiched in-between the all-important exhibit hall hours, the conference organizers provided dozens of meaty educational sessions. For instance, there were panels on rebalancing software, CRM programs, paperless office, Web 2.0 technologies, what's new in portfolio management software, converting from desktop applications to Web-based software, and using technology to be more efficient.

One of the best-received sessions on the subject of Mind-Mapping -- moderated by Janet Tyler Johnson of Madison, WI -- showed how advisors can express complex subjects in the form of flow charts clients can easily understand. Tyler even took George Kinder's famous three questions and created a mind-mapping activity for clients. "When you ask a client to mind-map the results on a sheet of paper, the answers are easier to get to and easier to provide," Tyler said.

In a general session that Veres moderated, three veteran advisors talked about how they were rethinking everything about how they manage a practice--and how they were achieving out-of-the-box efficiency. In another general session, David Drab, a security expert and former FBI agent spoke about *Security Beyond the Firewall*. Ron Johnson, CFA, Partner, Director of Technology and Portfolio Manager for Litman/Gregory spoke about using technology to provide exceptional client service. And as icing on the cake, Dr. Linda Strachan of Naviplan debated Dr. Laurence Kotlikoff of ESPlanner on *The Proper Role of Living Expenses in Long Term Financial Planning*, in a closing session moderated by Evan Simonoff (Editor, *Financial Advisor* magazine)

Pre-conference offerings included:

CEO Image ("Going Paperless... Scanning With the Stars")

Junxure ("Junxure-i Principal Boot Camp")

Laserfiche ("Enhance Current Income Today & Increase Firm Value Tomorrow")

MoneyGuidePro ("The Next Generation - FUNancial PLANning SMARTware")

BridgePortfolio ("Cure Your Back Office Blues by Outsourcing Non-Client Relationship Tasks")

AdvisorIntelligence ("Outsourcing manager research with Litman/Gregory")

Morningstar ("Morningstar Advisor Workstation Office Edition To Work For You")

dbCAMS ("Practice Management: Begin with the End in Mind")

In the closing presentation and summary, Bruckenstein noted that there is a huge disparity between the minimum required compliance standards and the best practices in the profession, and suggested that advisors worry less about what the SEC requires, and more about what might happen in court if documents have to be produced. "Increasingly, courts and plaintiff attorneys are going to demand that you prove that you haven't changed the documents you're asked to produce in court," he said, "and if you can't prove that, then your best evidence that you followed the right standards and procedures may be tossed out. Plus," he added, "sooner or later the SEC is going to take an interest in this issue."

"It's possible that a two-day audience-participation discussion of technology (and how to incorporate it into your practice) gets at more and better practice management ideas than any other venue," Veres said. "This was one of those unusual meetings where the exhibitors might have gotten as much benefit (feedback, ideas and attendee interest) as the attendees (practice management ideas and a comprehensive look at the latest technology landscape." This is one of those meetings where you can always get out as much as you put in, and there was a lot of both going on right up to the close.

ABOUT THE CONFERENCE'S PRODUCERS

David J. Drucker, MBA, CFP®



Under the banner of "Drucker Knowledge Systems," David J. Drucker, MBA, CFP® provides the benefit of his more than 25 years of experience and research to other members of the financial services industry.

He is the co-author of *The One Thing... You Need to Do As Told by the Financial Advisory Industry's Top Coaches, Consultants and Visionaries* (The Financial Advisor Literary Guild, 2005), *Tools & Techniques of Practice Management* (The National Underwriter Company, 2004) and *Virtual Office Tools for a High-Margin Practice: How Client-Centered Financial Advisors Can Cut Paperwork, Overhead, and Wasted Hours* (Bloomberg Press, 2002). He is also editor of the monthly newsletter *Virtual Office News*.

Drucker writes on practice management issues for financial advisors as a columnist or contributor to *Financial Advisor*, *Financial Planning*, *Wealth Manager*, and *Research* magazines, as a monthly columnist for www.MorningstarAdvisor.com, and as co-founder of Practice Lifecycle LLC and Succession Registry.

In addition to his writing, Drucker is an independent financial advisor who started his own advisory firm in the Washington, D.C. area in 1981 after working as a financial analyst in government and private industry for over ten years. Drucker still manages the financial affairs of a limited number of high-net worth clients as President of Sunset Financial Management, Inc., an Albuquerque, New Mexico state-registered advisory firm.

Drucker is a member of the Financial Planning Association and the National Association of Personal Financial Advisors (NAPFA), and has served in a variety of NAPFA regional board member and conference planning roles during his many years of membership. He was named by the readers of *Financial Planning* magazine to its 2003 list of "Movers, Shakers & Decision-Makers," and by *Worth* magazine as one of the Best Financial Advisors in the U.S. every year from the beginning of the *Worth* survey in 1994 through its 2001 listings when Drucker cut back his financial planning activities. In May 1996, he was given the NAPFA Distinguished Service Award for his contributions to the fee-only financial planning community.

He is the original author of INTEGRATE financial planning software used by him and other financial advisors nationwide, now developed and distributed by PlanWare, Inc. Drucker is also a member of the American Society of Journalists and Authors, serving on its finance committee.

Drucker's community service activities include his volunteer work with the City of Albuquerque Animal Care Center and R.A.A.P. (Responsibly Adopting Albuquerque's Pit Bulls), a division of the Alliance for Albuquerque Animals. In 2003, he was recognized by Helping Everyone Reach Out in Community Service (H.E.R.O.I.C.S.) for his volunteer activities with the Animal Humane Association of New Mexico.

Joel P. Bruckenstein, CFP®, CMFC



Freelance magazine writer, book author, virtual office consultant and fee-only financial advisor Joel P. Bruckenstein, CFP®, is the Publisher of *Virtual Office News*. He frequently contributes articles to other financial planning publications including *Financial Advisor Magazine* and *Financial Planning Magazine*. In addition, he is the Senior Technology Editor at www.MorningstarAdvisor.com.

Virtual Office Tools for a High-Margin Practice, Bruckenstein's practice management and technology book co-authored with David Drucker, has garnered universal praise from industry experts. The duo's second book, *Tools and Techniques of Practice Management* which was published by National Underwriter Company in 2004, has also received good reviews.

In addition to his writing duties, Bruckenstein is a practicing financial planner. He is the President of Global Financial Advisors, Inc., a fee-only financial planning and investment advisory firm located in Miramar, Florida. He is a former President of the Financial Planning Association (FPA) of the Greater Hudson Valley and former Chair of the FPA Government Relations Tax Subcommittee. He is a member in good standing of the National Association of Personal Financial Advisors (NAPFA) and the Financial Planning Association.

Bruckenstein's expert opinions have appeared in *The Wall Street Journal*, *The New York Times*, *Business Week*, *The Baltimore Sun*, *The Washington Post Investment Advisor Magazine*, *Investment News*, *Gannett Newspapers*, and the *New York Daily News*, *Kiplinger's Retirement Report*, *the Journal of Financial Planning* and other publications.

To learn more about *Virtual Office News*, the Technology Tools for Today® Conferences and/or Mr. Drucker and Mr. Bruckenstein, please visit www.VirtualOfficeNews.com.

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