1Voice
Forward Together · July 26–28, 2021

Hyatt Regency Grand Cypress
Orlando, FL
Conference Program

MONDAY, JULY 26

7:00 a.m. – 6:30 p.m.
Registration Open

8:00 a.m. – 3:00 p.m.
FSI Board of Directors Meeting (Board Members Only; Closed to Media)

9:00 a.m. – 10:30 a.m.
DOL Investment Advice Rule & PTE Workshop: Your Questions Answered*
**Pre-registration and additional fee are required to attend this workshop, Closed to Media*

The DOL PTE for Investment Advice Fiduciaries going into effect is a significant step toward regulatory harmonization and an advocacy achievement for our industry. However, implementation has raised dozens of questions and created new compliance hurdles for independent financial services firms.

During this workshop, Baker McKenzie's regulatory experts will answer your questions and build upon the conversations from our previous Breaking It Down & Implementing the PTE workshop. Didn't attend the workshop? Not a problem. Join us for insights on how to get your firm across the implementation finish line.

Workshop attendees will receive an advance copy of our DOL PTE FAQs, developed by Baker McKenzie and FSI, to help you get a jumpstart on implementation.

11:00 a.m. – 1:45 p.m.
FSI Council Meetings (Council Members Only; Closed to Media)

2:00 p.m. – 3:45 p.m.
PRE-CONFERENCE: Advancing Women in Leadership Workshop*
**Pre-registration and additional fee are required to attend this workshop, so sign up today!*

4:00 p.m. – 5:15 p.m.
OPENING GENERAL SESSION
Ready for Action: Committing to Diversity and Inclusion
One of the best ways to ensure access to professional financial advice for all Americans is to grow our industry to reflect a broader range of perspectives and cultures. Bringing together people of varying experiences and backgrounds promotes an enhanced environment filled with an array of fresh ideas for the benefit of our clients, our firms and our industry.

Although shifting to new paradigms can be difficult to navigate, change is imperative for a successful and sustainable business. How can you walk the walk with the future in mind? It will take planning, listening, a lot of conversations, and courageous commitment.

We're inviting you to take this journey with us! Dale Brown will share FSI's vision and personal commitment to diversity and inclusion.

As a CFP® professional, business owner, DEI Strategist, and non-profit leader, Lazetta Rainey Braxton galvanizes C-Suite executives, financial professionals, and the next generation of leaders to greater awareness and action. Her mantra is financial planning is truly for everyone. Lazetta will outline key tools and processes for helping individuals and firms stay relevant in an increasingly diverse environment.

Co-Presenters:

- *Dale E. Brown, CAE, President & CEO, Financial Services Institute*
- *Lazetta Rainey Braxton, MBA, CFP®, Co-Founder and Co-CEO of 2050 Wealth Partners*

5:15 p.m. – 6:30 p.m.
Opening Networking Reception

TUESDAY, JULY 27

6:30 a.m. – 6:30 p.m.
Registration Open

6:45 a.m. – 7:45 a.m.
Networking Breakfast

8:00 a.m. – 9:00 a.m.
CONCURRENT SESSIONS

9:00 a.m. – 9:30 a.m.
Networking Break

9:30 a.m. – 10:30 a.m.
CONCURRENT SESSIONS

10:30 a.m. – 11:00 a.m.
Networking Break

11:00 a.m. – 12:00 p.m.
GENERAL SESSION
The Future Economy: Opportunities for Growth
The world will see more economic change in the next five years than anyone has seen in the last 100. Beginning this year, trends super-charged by the pandemic will exert themselves on the economy. AI, robotics, ESG, cryptocurrency and online meetings and collaboration are just a few of the extraordinary tools businesses are leveraging now to meet challenges, adapt and thrive.

How are you preparing to align yourself with the future? Take your first steps with futurist and economist Andy Busch, who will dive deep into how innovation, policy change and societal shifts will drive opportunities for your clients and your business.

Come away with Andy's suggestions for running your business better today and transforming it for the years ahead.

- *Andy Busch, Former Chief Market Intelligence Officer, Commodities and Futures Trading Commission CFTC*

12:00 p.m. – 1:30 p.m.
Networking Lunch

1:30 p.m. – 2:30 p.m.
CONCURRENT SESSIONS

2:30 p.m. – 3:00 p.m.
Networking Break

3:00 p.m. – 4:00 p.m.
CONCURRENT SESSIONS

4:15 p.m. – 5:15 p.m.
GENERAL SESSION
FIRM EXECUTIVES PANEL
The Post COVID World: Moving #Forward Together
Join our panel of leaders from firms across the country, both large and small, to process what the pandemic has meant for our industry, our firms and our lives.

Panelists will discuss changes made in response to COVID-19 and the differing effects by firm type. We'll delve into issues identifying opportunities and possible long-term benefits. Together, let's discover and share the silver linings and how we accomplished it all more quickly than ever imagined.

Panelists Include:

- Libet Anderson, President, ProEquities, Inc.
- George Chuang, President & CEO, Transamerica Financial Advisors, Inc.
- Jamie Price, President & CEO, Advisor Group
- Moderator: Estee Faranda, CEO, PFS Investments, Inc.

5:15 p.m. – 6:30 p.m.
Networking Reception

WEDNESDAY, JULY 28

7:00 a.m. – 10:00 a.m.
Registration Open

7:30 a.m. – 8:00 a.m.
Discussion Breakfast*
Discussion Rooms (see Discussions)

8:00 a.m. – 11:00 a.m.

- **COMPLIANCE DISCUSSION***
- **DUE DILIGENCE DISCUSSION***
- **HR DISCUSSION***
- **INVESTMENT ADVISORY SERVICES DISCUSSION***
- **MARKETING, GROWTH & DEVELOPMENT DISCUSSION***
- **OPERATIONS & TECHNOLOGY DISCUSSION***
- **SUPERVISION DISCUSSION***

8:00 a.m. – 12:00 p.m.

- **CEO DISCUSSION***

12:00 p.m.
Conference Adjourns

**Sponsor and exhibit personnel are ineligible to attend the Wednesday morning discussion meetings with the following exceptions:*
Ambassador and Premier Sponsors may send one (1) attendee to each of the discussion meetings.
Partner Law Firm Sponsors may send one (1) attendee to the Compliance Discussion Meeting (only).

**Discussion meetings are closed to Media*