



FINANCIAL ADVISORS CONFERENCE

May 6-7, 2010

Westin Diplomat Hotel and Resort

Hollywood, FL

Thursday, May 6 -- New Advisor Training Camp Atlantic Ballroom II

- 8:00 am - 9:00 am** **Continental Breakfast, Crystal Room**
- 8:30 am - 4:30 pm** **Registration/Info Desk Open**
- 9:00 am - 9:15 am** **Introduction/Opening Remarks**
Dana Hammonds, Director, Financial Programs & Advisor Administration
NFL Players Association
- 9:15 am - 10:00 am** **Historical Overview**
Richard A. Berthelsen, General Counsel
NFL Players Association
- 10:00 am - 10:50 am** **Navigating Your Interaction with Elite Athletes:
NCAA Rules and Regulations**
Rachel Newman, Director, Agent, Gambling & Amateurism Activities
NCAA
Marcus Wilson, Agent, Gambling & Amateurism Activities
NCAA
- 11:00 am - 11:50 am** **NFL Player Contract Primer**
Mark Levin, Director, Salary Cap & Agent Administration
NFL Players Association
- 12:00 pm - 1:00 pm** **Buffet Lunch, Crystal Room**
- 1:00 pm - 2:00 pm** **Transitions are a Family Financial Planning Matter**
Cornelius Bennett, Former NFL Player &
Chairman, Former Players Board of Directors
Kimberly Bennett
Don Davis, Former NFL Player
Yannette Davis
Moderator: Susan Bradley
- 2:00 pm - 2:30 pm** **Retired NFL Players Perceptions of Financial Decisions Made:
A Phenomenological Study**
Dr. John Karaffa, CPA/PFS, CFP®
- 2:30 pm - 3:30 pm** **Beware of Your Risks! Best Practices and Ethical Issues for Registered
Player Financial Advisors**
Steve Piascik, Piascik & Associates
Diane Miller, Merrill Lynch
Ted Reid, Morgan Stanley Smith Barney
Tim Lynch, Offit Kurman Yumkas & Denick
Moderator: Bob Margolis
- 3:30 pm - 4:30 pm** **“State of the Union”**
DeMaurice Smith, NFLPA Executive Director
- 6:00 pm - 8:00 pm** **Welcome Reception - South Palm Court**

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Session Descriptions

NCAA Rules and Regulations Governing Financial Advisors Interaction with Collegiate Athletes

Representatives from the NCAA will present information on the rules governing financial advisors' interaction with student-athletes as covered by NCAA legislation and the Uniform Athlete Agents Act (UAAA). In addition, they will also discuss the rules regarding the issuance of Exceptional Athlete Disability Insurance which enables qualifying student-athletes to purchase disability insurance contracts to protect them against future loss of earnings as a professional athlete due to injury or sickness that may occur during the collegiate career.

NFL Player Contract Primer

Planning for a client that just signed at \$30 million dollar contract may sound easy. Not so fast. Mark Levin will discuss the NFL Standard Player Contract and the salary components typically negotiated into such contracts. Information presented will help attendees understand the intricacies of player salaries, how and when players are paid, bonuses, and restrictions associated with the contracts, and more importantly, how the current uncapped NFL League year will impact players' earning potential.

Transitions are a Family Financial Planning Matter

Transitions are real life events for every NFL player. Transitions mean change and when life changes the money changes and when the money changes life changes. Sometimes the change means the checks stop coming, temporarily or permanently. This session covers the advance transition planning that can prepare players and their families for times when the money stops, injury, work stoppage and exit. NFL players and their families share their experiences and offer advice advisors can integrate into their work with NFL clients.

Advisors will be provided a **Check List for Uncertainty** from the Sudden Money Institute designed to help advisors manage the transition realities of confusion, unrealistic expectations, income replacement, differences between spouses, and too much or too little professional advice.

A Phenomenological Study of Former NFL Players' Perceptions of Financial Decisions

Dr. John Karaffa will present his findings from a recently completed study. Former NFL players were interviewed and shared their perceptions of the financial decisions they made during their playing careers. Learn about what the legends of the game had to say and learn what you can do to improve the financial well-being of your professional athlete clientele.

Beware of Your Risks: Best Practices and Ethical Issues for Registered Player Financial Advisors

Panelists utilize real world case studies to discuss how financial advisors have been held responsible for their improper advice and actions involving professional athletes. Financial Advisors are held to both ethical and license standards to practice a "standard of care" with all clients, including athletes. This panel discussion on best practices, jurisprudence and ethics is one not to be missed.

Collective Bargaining Agreement Update

NFLPA General Counsel will inform advisors on the developments in the ongoing collective bargaining agreement negotiations and provide information on changes to the current CBA as a result of the uncapped NFL League Year. The information provided during this session will assist advisors in analyzing and evaluating their player-client's financial status, special needs, insurance and risk management, benefits, retirement and estate planning.

NFL Player Benefits in the Uncapped Year

Financial security for players during and after their football career is a goal of the NFLPA. However, the current status of the NFL Collective Bargaining Agreement will have a significant impact on players' benefits this year. This presentation will provide an overview of the 2010 changes to NFL Player benefits, including the four plans previously negotiated to create a post-career financial security for players. Programs impacted include: Severance, the NFL Player NFL Player Annuity Program, NFL Player Second Career Savings Plan and the Bert Bell/Pete Rozelle NFL Player Retirement Plan, and the Medical Savings Account.

Scoring in the Red Zone: Advising Successfully When the Pressure is On

You know you're in a Red Zone when the need to meet objectives is immediate; the obstacles are growing more formidable; the options available are limited; and time is running out. This candid conversation between two former NFL players takes an in depth look at the cultural attitudes incurred in the locker room, creating effective rapport with clients, establishing structure and building player-client relationships that last beyond NFL playing careers.

Planning for a Potential Lockout: A Reflective Look at the NHL/NBA Lockouts

Getting clients to plan for an emergency can be difficult even when they know there is a significant probability that a major crisis is impending. By gaining an understanding of the psychological and economical challenges your clients may face you can utilize your unique skill set to help NFL players prepare for the impending lockout. Your role is not only critical in helping players prepare to withstand a lockout, but in helping them sustain overall financial success. Hear firsthand accounts from executives from the NHL and NBA who experienced the respective lockouts as well as the key lessons learned.

NFL Player Case Study

Participate in an interactive discussion regarding the liquidity risks and estate planning issues NFL players often encounter. Facilitators will lead the discussion and pose various scenarios to the group to analyze. NFL players will be on hand to provide realistic accounts and assist advisors in the development of proper protocol and establish best practices for advisors working with NFL players.