



How the DRA Has Affected the Use of Personal Care Contracts

By: Howard S. Krooks, JD, CELA ElderCounsel Principal



Following the February 8, 2006 enactment of the Deficit Reduction Act, the use of personal care contracts has been on the rise.

With a tightening of the Medicaid eligibility rules and the rigorous demands placed on family members who care for loved ones, it is no surprise that family members who make great sacrifices in providing needed care would now look to be compensated for providing such care.

How have Medicaid agencies responded to the upswing in the use of personal care contracts? Predictably, Medicaid agencies have increased their scrutiny of a personal care contract transaction, in some cases imposing a penalty period on what should otherwise be considered a fair market value

transaction not subject to one. In other cases, there has been a restriction on the circumstances where a personal care contract can be utilized. I can share with you my New York and Florida experiences with personal care contracts since the adoption of the DRA rules in each state.

New York implemented the DRA with an issuance of interpretive rules effective August 1, 2006 (probably the first state to implement the DRA). While no mention was made of personal care contracts in the rules implementing the DRA, on September 24, 2007, the New York State Department of Health issued a Memorandum delineating new rules pertaining to care contracts.

(The rest of this article is available online at www.WealthCounsel.com/Newsletter/July2008.html)

The Economic Stimulus Act's "Bonus Depreciation" Tease

By: William Conway, Esq. &

Randy Gardner, J.D., LL.M., MBA, CPA, CFP



"Don't let the tax tail wag the dog" is one of a tax adviser's most frequently used sayings. It means taxpayers should not make a choice they would not make otherwise just for the tax benefits. For example, a taxpayer should not marry or divorce or purchase or sell a house simply to save taxes. Short-lived tax developments often create the urge to make a quick decision that is driven more by the desire to reduce tax than by thoughtful analysis.

A good example of such a development is the "bonus depreciation" included in the Economic Stimulus Act passed by Congress on February 13, 2008. The most publicized features of the law are the tax rebates of \$600 for singles, \$1,200 for married couples, and \$300 for children and the increase in the Section 179 immediate expensing amount from \$128,000 to \$250,000 for 2009. Less frequently mentioned is the 50% bonus depreciation that is available for purchases made in 2009. Bonus depreciation is primarily directed at large businesses that cannot take advantage of the immediate expensing provisions, but, for individuals, bonus depreciation has the subtle benefit that the first year luxury auto limitation is raised by \$8,000 from the projected \$2,960 for first year depreciation to \$10,960.

Example: John is in the 35% (28% plus 7% state) marginal income tax bracket. He purchased a \$50,000 vehicle that is used 100% for business. At the beginning of the seventh year, John sells the sport utility vehicle (SUV) for \$20,000. Here is the difference in treatment if (1) the vehicle was subject to the regular rate

Mediation: The Hottest New Specialty In Trusts & Estates

By: Irina Shea, Esq.



Our clients have traditionally come to us needing many services:

designing new estate plans, carrying out estate administrations, setting up business and charitable structures and so on. As estate planners we thrive on helping families achieve their family and financial goals with our careful advice and expert writings. It is enormously satisfying to guide a family through a process where they finally organize their affairs, implement tax savings and protections for their dependents and achieve peace of mind about the future. As attorneys we are well compensated for our guidance both financially and spiritually.

In order to continue to serve our clients well, we must evolve and adapt to current trends and one of the biggest wealth transfer trends will be managing family conflict.

You may already have clients calling you about problems with their trustees, with their executors or with other beneficiaries.

What will you tell them when they call?

"Well, your husband left you everything in a marital trust so there is really nothing you can do about it other than appeal to the trustee for greater distributions and hope for the best. If that doesn't work, we can sue the trustee for removal but we'd have to show cause and the entire cost of the lawsuit would come from the trust assets."

"Well, your mother was technically allowed to leave her entire estate to your brother and not you so unless you think you can show undue influence, there is not much we can do here. We can challenge the will in probate court but that will be very costly in terms of money, time, and your relationship with your brother."

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How to Protect Qualified Accounts from Creditors, Predators, Youth, and Inexperience

By: Larry Hartley, Esq., CELA

The Problem – and the Opportunity



On a regular basis, estate planning attorneys encounter clients who have successfully accumulated large amounts in qualified retirement plans. These qualified monies may be sitting in individual retirement accounts (IRA's), or they may be held in company pension plans such as 401(k)'s. In most cases, the intent was to provide the owner with a secure retirement. Partly as a result of the tax-deferred growth within such accounts, many have grown over the years to become a significant asset in the client's portfolio. When a client has successfully amassed other wealth, he or she may be in the enviable position of no longer needing the money in qualified accounts for support, and is often loathe to take even the required minimum distributions when he or she reaches 70 ½. The concern – and one which is frequently put into play when meeting with us for estate planning – is how best to pass these assets onto the next generation without triggering the enormous deferred income tax inherent in such assets.

We find that most clients have designated the usual suspects as beneficiaries for qualified accounts – the spouse, if living, and, if not, the children or grandchildren. With this “default” beneficiary designation, problems are most likely to occur on the death of the surviving spouse, when descendants will have outright access to these funds. While

we, as estate practitioners, believe in and preach deferral for such accounts, the world of a 25-year-old doesn't readily accommodate such concepts, and is more amenable to valuing the benefits of a great home theater system or the rumble of a large-bore V-8.

In addition, if the qualified account owner has a taxable estate, which in many cases they do, they soon become aware of the tremendous income tax bite which would result if a qualified account had to be liquidated to pay estate taxes. As estate planning attorneys, we often give clients advice about using non-retirement assets to pay estate taxes when due, and we often work with the clients' tax and insurance advisors to establish strategies of turning taxable assets into non-taxable assets. However, in many cases there will be a substantial amount of retirement account assets left to pass onto family members after the death of the account owner.

How to Not Kill the IRA Goose

Due to the complex rules and regulations on the transfer of retirement account assets to other family members, difficult issues arise in passing these assets to beneficiaries. The threshold question is, if there is a surviving spouse, whether or not to leave the qualified account to him or her, or whether those assets should pass to descendants in some manner.

(The rest of this article is available online at www.WealthCounsel.com/Newsletter/July2008.html)

Grantor-Retained Annuity Trust Planning

By: Marianne Coulton, Esq. & Ryland Mahathey, MBA, LL.M., Esq.



The primary benefit of a Grantor Retained Annuity Trust (“GRAT”) is to “freeze” the value of a property transferred to the trust, typically business interests, securities, or real estate, so that the future appreciation on such property will pass estate tax-free to the Grantor's beneficiaries.

This strategy can significantly reduce future estate tax liability.

The IRC Section 7520 rate, which is published monthly by the IRS, is used to determine the present value of an annuity, life estate, or remainder interest. A GRAT is particularly effective when the Section 7520 rate applicable to the GRAT is low. This is because a GRAT is successful when the earnings and appreciation on the property placed in the GRAT outperforms the Section 7520 rate. The June 2008 Section 7520 rate applicable to GRATs is 3.8%. If the investment performance of property contributed to the GRAT exceeds the Section 7520 rate over the annuity term, then the GRAT will be successful and the remainder in trust at the expiration of the annuity term is

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The Elder-Centered Law Practice

By: Miles Hurley, Esq. & Dianne O'Donnell, Esq.



As a rule, when people discuss elder law, they generally think either of wills, trusts, powers-of-attorney and probate, or they think about Medicaid based asset protection planning. However, the National Academy of Elder Law Attorneys (NAELA) describes the practice of elder law in the following words:

“...the elder law practitioner handles general estate planning issues and counsels clients about planning for incapacity with alternative decision-making documents. The attorney would also assist the client in

planning for possible long-term care needs, including nursing home care. Locating the appropriate type of care, coordinating private and public resources to finance the cost of care, and working to ensure the client's right to quality care are all part of the elder law practice.”

If one accepts NAELA's definition, then elder law is really about forging a relationship with not only the elderly client, but also with the family support group. With the parameters set, lets take a look at how the elder-centered law practice really works. When an elder is diagnosed with Alzheim-

er's Disease, Parkinson's Disease, has a stroke, breaks a hip or receives any other traumatic diagnosis, he or she generally has no idea of where to turn to get the help and care that is needed. Our medical system as it is currently set up focuses on handling the immediate, acute needs of the patients. Once the acute needs have been met, in general, the patient is sent out into the world with a referral or two and told that they now need to manage the care of chronic conditions. Most patients and their families have no idea where to begin in the maze of options (nursing home rehab, nursing home permanent placement, assisted living facility, personal care home, CCRC, in home care [skilled nursing or otherwise]) or the most effective way to pay for the costs of the services that are needed.

(The rest of this article is available online at www.WealthCounsel.com/Newsletter/July2008.html)

A Letter to WealthCounsel's Members

By: Laura Wilson, Executive Director



Where to begin? Any good plan begins with the mission; ours, over all these years has not changed:

WealthCounsel's mission is to provide estate planning attorney members with the education, support, technology and professional community they need to create successful practices. We want to be our members' indispensable partner. Our software, education and practice building tools must continue to be both practical and relevant to our members' practice needs.

During 2007, we focused on securing our infrastructure for the objectives and goals set forth by our WealthCounsel principals. That foundation now allows us to move forward and implement the strategies that our team—and many of our members—will use to achieve those goals.

Below are some highlights of recent or current initiatives:

WealthDocs/Quality Control

1. A formal WealthDocs review process is now in place. The Revocable Living Trust is under way, being reviewed by Randy Gardner and improvements will be included in the next WealthDocs version.
2. We recognize the pool of legal expertise amongst our members and the value to our community to involve you in our document review process. We are establishing an Editorial Review Board through which significant changes in the systems will be discussed and agreed upon in advance.
3. WealthDocs 7. A new and enhanced version of WealthDocs is scheduled for release in Fall 2008
 - a. Ease in customizing documents and downloading updates
 - b. Dynamic Intelligence: An intuitive legal technical support system embedded within WealthDocs
 - c. Physicians' Document System (as presented at the Annual Conference)

Legal Skills/Updates on the Law/WealthDocs

1. Professional News Updates: Bi-Monthly updates on what is new in the estate planning arena, prepared and delivered by Randy Gardner, our Education Di-

rector. These updates are followed by a panel discussion on the most significant highlights of the updates. You can access the most recent update at www.wealthcounsel.com under the Education tab. All updates are downloadable for your convenience.

2. Steve Leimberg newsletters: In addition to access to his full library of newsletters and archives, we now provide twice a month direct e-mail delivery of his most prominent postings. Go to www.wealthcounsel.com under Resource Center for access to the full Leimberg library.

Education

Randy Gardner is researching an online LLM program for members. We hope to have a decision by the end of summer. Meantime, he is developing a 300 level (advanced planning) course for delivery yet this year. Through a special arrangement with the Advisors Forum we have now added "no travel" curriculum offerings accessible for sign up through our WealthCounsel education calendar.

CEPA Program

There is no greater asset to a successful law firm than their support team. Their ongoing training is as important as the attorney's. With turnover and a desire to help key employees further their career in estate planning, the Certified Estate Planning Assistant program has been developed. At the national conference, the first two programs were offered, one of which (Word 2007 and Adobe) will be available online shortly. A detailed curriculum outline and schedule will be sent to all members by August 1. The best news is that the initial 40 hours of curriculum is included with membership.

State/Regional Forum Support

We have always encouraged state and regional forums as opportunities both to further the professional bond amongst the attorneys and also to draw upon each other's expertise in drafting state specific documents. Now, we are extending our support to the forums to provide programming services not previously included and additional assistance to those that would like to start a new forum. We are so committed to your forums, that we have dedicated three WC team members to assist you, Jenny Ellingson, Matt McClintock and the creator of WealthDocs, Lew Dymond.

Upcoming Events

JULY 24 - 26

29th Annual Estate Planning & Fiduciary Law Program at the Grove Park Inn Resort. Asheville, North Carolina

AUG 6 - 8

WealthDocs Training Dallas, Texas

AUG 13

WealthDocs Orientation Webinar Online

SEPT 4 - 6

2008 ISBA Solo & Small Firm Conference ** Saint Charles, Illinois

SEPT 10

WealthDocs Orientation Webinar Online

SEPT 25 - 26

Notre Dame Tax & Estate Planning Institute** South Bend, Indiana

SEPT 25 - 28

2008 California State Bar Annual Meeting** Monterey, California

OCT 1

ABA National Solo and Small Firm Conference ** Santa Fe, New Mexico

OCT 8

WealthDocs Orientation Webinar Online

OCT 13 - 17

Estate Planning 100: Building & Sustaining Your Estate Planning Practice Baltimore, Maryland

OCT 14 - 15

Estate Planning 202: Understanding & Drafting FLPs & FLLCs Baltimore, Maryland

OCT 16 - 17

Estate Planning 102: Effectively Present Estate Planning Concepts to Clients Baltimore, Maryland

OCT 16 - 17

Trust Administration Workshop Baltimore, Maryland

OCT 23 - 26

2008 NAELA Advanced Elder Law Institute** Kansas City, Missouri

** WealthCounsel is an exhibitor at these events

Go to <http://www.wealthcounsel.com/EducationCalendar.aspx> to register for educational events

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Rainmaking: Word Of Mouth Marketing

By: Mark Powers & Shawn McNalis



With the exception of legal skills and managing your time well, the most important skill in assuring your success is the ability to attract good paying clients. Without good (translate: profitable) clients coming through the door on a regular basis, your law practice cannot survive.

Over the next few issues, I will introduce you to a step by-step process for increasing your client base. The techniques discussed are practical and have been time tested in the real world. When you see a tip that you like – try it on! I also recommend the suggested exercises at the end of each lesson and, if you work them throughout the series, you will see the real benefits. Most of the suggested exercises are brief. In order to complete them, block out time on your calendar – then honor that appointment with yourself.

Rainmaking Lesson One

If you review the key elements involved in

word-of-mouth marketing, it will come as no surprise that most of them involve communication and building relationships. And quite honestly, these are areas where most attorneys excel. “Word-of-mouth marketing” means just that – get the word out to others. Successful marketing often comes down to knowing *Who To Talk To*, *What To Say*, and *How and When To Say It*. Many attorneys fail to market themselves because they miss one of these steps.

To start, focus first on *Who To Talk To*. Think about your practice for a minute – who do you need to talk to in order to generate more business? Your clients? Your friends? Your business associates? Not knowing the answer to this question has stopped many good attorneys from making their first marketing effort, yet it is not a difficult question to answer.

It all begins with a profile of your clients. Until you truly know the clientele you serve, you won’t know who influences them to do business with you. If, for example,

you are an estate-planning attorney, you may prefer to work with high net worth individuals who own their own businesses. These individuals typically have a strong relationship with their CPA, their financial advisor and their investment broker. If you happen to have a good relationship with one of these professionals, they would be in a position to recommend your services. They would be a referral source, or an influencer, because of their ability to influence clients to use your services.

Who Is Your Ideal Client?

If you understand the profile, also known as the demographics, of your ideal clients, you can work backward, as just demonstrated, to determine who influences them.

It is important to note that you will have a different primary client or “target market” for each of your practice areas. In addition, some attorneys, real estate attorneys for example, may have institutional clients that send them work – such as banks. If this is the case, consider the characteristics of the target institutions, as well as the characteristics of the decision-maker inside the institution.

(The rest of this article is available online at www.WealthCounsel.com/Newsletter/July2008.html)

Tax Efficient Transfers of Qualified Accounts

By: Nathan R. Olansen, LL.M., CPA



If your clients are anything like ours, they are usually quite shocked to learn that not only will withdrawals from IRAs, 401(k)s, and other similar tax deferred accounts (“Qualified Accounts”) be taxable as ordinary income, but, in addition, the full fair market value of these accounts are includible in their gross estate at death. The shock often times turns into a full blown catatonic state when it is further explained that in worst case scenarios, the net estate/income tax effect can result in their beneficiaries receiving as little as approximately twenty-five per cent of the account when the client dies. This increasingly common scenario poses the obvious question: what strategies do we provide the client to limit or even eliminate the estate/income tax diminution of passing Qualified Accounts through a taxable estate?

One of the easiest & most cost effective solutions requires posing two critical questions. First, does the client require the Qualified Account to pay for current living expenses or is the intention to maximize the

amount passing to the beneficiaries (i.e., is this a “live-on” or “leave-on” asset)? The second question: is the client in good health? Assuming the client is in good health, and the Qualified Account is a leave-on asset, then a reasonable solution is to establish an irrevocable trust to own a life insurance policy on the client’s life, and annuitize the Qualified Account, contributing the after income tax proceeds of the annual withdrawals to the trustee of the irrevocable trust to pay the premiums. Ideally, the death benefit of the life insurance would equal the beginning value of the Qualified Account. Also recommended is a life insurance policy that could be paid in full and an annuity period sufficient to reduce the value of the Qualified Account to zero well before the expected death of the client.

The benefits of the transaction are clear. First, the value of the client’s estate has been reduced by the entire value of the Qualified Account eliminating the estate tax that would have been due. Second, the trust, and subsequently the beneficiaries, will receive the gross value of the Qualified Account in the form of income and estate tax free life insurance proceeds. Third, the

client has the opportunity to impose restrictions, limitations and conditions on distributions from the trust through the terms of the trust document not otherwise available through the beneficiary designation of the Qualified Account. Of course, no transaction comes without cost. Foremost, there is the cost of establishing and maintaining the irrevocable trust and the psychological hurdle of irretrievably transferring money to a trust over which the client has no control. There is also the income tax cost of annuitizing the Qualified Account over a period shorter than the client’s life expectancy. Put in context, the income tax cost is at best minimal and only a difference in timing.

While the Qualified Account annuitization technique may not be appropriate for all clients, it certainly has its place given the right set of circumstances. Structured properly the financial benefits of the transaction far outweigh its costs, and as a legal advisor, you will likely gain the trust & confidence of the client and the beneficiaries as well.

Mr. Olansen is an attorney with The Rack Law Firm, P.C. in Virginia Beach, VA. He received his LL.M. in Taxation from Boston University School of Law, his Juris Doctor from Regent University School of Law, and is also a CPA.

ESOPs - Unlocking the Wealth of Privately-Held Businesses

By: Brian Eagle, J.D.



Do you represent clients who are owners or managers of privately held companies? Are they looking for exit strategies that will:

- Reduce or eliminate the company's income taxes;
- Reduce risk by diversifying an owner's investments; and,
- Increase the wealth of the company's managers and employees?

Advisors of privately held companies who answer yes to these questions are considering Employee Stock Ownership Plans (ESOPs).

What is an ESOP?

An ESOP is a qualified retirement plan with special exemptions allowing the plan to use debt to acquire "employer securities" which consists of common and convertible preferred stock.

How are ESOPs mostly used?

ESOPs are used primarily for business succession and exit strategies in privately held companies. However, ESOPs are also used as pure employee benefits; going-private instruments; spin-off instruments; alternative to third party sales and leveraged buy outs, and cash-flow improvement instruments.

ESOPs as part of a longer-term succession plan – non-family controlled:

- Most ESOPs are currently created where the owner of the business has indicated that majority control of the equity of the company does not need to be passed to family members.

ESOPs as part of a longer-term succession plan – family controlled:

- When most business succession planners hear that the business owner desires to transfer control or all of the business to family, an ESOP is not typically brought to the client's attention. This fact is understandable; however, not necessarily what is ultimately best for the client and all of the client's affected parties. An ESOP can provide the family with asset diversification and can be used to further bind the workers to the next generation of family ownership. Economic benefits to family members and employees are enhanced due to tax subsidies supporting the transaction

ESOPs can be an excellent vehicle for aiding a client transfer control to the family and creating liquidity for the older generation.

The Benefits of ESOPs

Benefits of the ESOP to the Seller

- Diversification of non-liquid and highly concentrated equity position For C Corporation sales – tax deferral and potential elimination of capital gains
- Creates the necessary cash flow for advanced estate planning strategies
- For S Corporations – converts ordinary income to capital gains
- Leaves a lasting legacy and provides for the continuation of the business

Benefits of the ESOP to the Company

- Increases cash flow by allowing tax deductions for both principal and interest payments
- Increases cash flow by allowing non-cash share contributions to ESOP to increase cash flow
- Increases employee productivity by making employees, "Employee-Owners"
- Keeps jobs in the community v. the potential of losing jobs with a sale to a third party
- Creates tax free entity for 100% ESOP owned S Corporations

Benefits of ESOP to Employees

- Provides Employees an Equity interest in the Corporation without cost
- Creates a "we can" attitude v. an "us" and "them" and "we can't" attitude
- Provides Employees with increased retirement plan contributions
- Allows employees to maintain positions and remain employed
- Allows senior management to maintain control

Brian A. Eagle, J.D. is a nationally known speaker and member of the WealthCounsel. He is a member of the ESOP Collaborative which is an interdisciplinary group of advisors that provide turn key solutions to advisors and clients desiring to explore ESOPs. He may be reached at beagle@eagleandfein.com or at www.eagleandfein.com.



Investment Advisory Fees & the Supreme Court's Decision in Knight

By: William Conway, Esq. & Randy Gardner, J.D., LLM, MBA, CPA, CFP



The Supreme Court recently resolved a conflict among the Second, Fourth, Federal, and Sixth Circuit Courts of Appeals in the Knight (formerly known as Rudkin Testamentary Trust) case. The Court, following the language of Section 67(e), held that investment advisory fees incurred by a trust were subject to the 2% of AGI floor because the expenses would have been incurred by a hypothetical individual. Consequently, similar to an individual's miscellaneous deductions, a trust's deductions may be partially disallowed.

In Proposed Regulations issued shortly after the Second Circuit's opinion in Rudkin, the Treasury Department took the position that trustee's fees which include both trust administration services and investment management services must be unbundled and allocated between the two services. In IRS Notice 2008-32, the IRS allowed fiduciaries to disregard the unbundling requirement for returns for tax years beginning before January 1, 2008. The IRS also offered that safe harbors would be included in forthcoming, revised final Regulations.

Potentially the expenses affected by the Knight decision could include accountant's fees, appraisal fees, consulting fees, and numerous other fees. The trusts most likely to be affected by the Knight decision are accumulation trusts. Also simple trusts with significant capital gain income at the trust level are likely to have high AGIs. Simple trusts with no capital gains are not affected at the trust level, although beneficiaries may pay a slightly higher tax.

The methods mentioned to circumvent the 2% floor have their flaws. Using brokers who charge commissions rather than investment advisers who charge fees makes the costs deductible against the trade but may affect the implementation of an overall investment strategy.

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Highlights of the 11th Annual Estate Planning Conference



Laura Wilson, presenting at the opening session of WealthCounsel's 11th Annual Conference, speaks of WealthCounsel's continuing commitment to serving its members.



Carl Waldman, WealthCounsel principal and founding partner, discusses physician-focused estate planning to a packed audience.



The meeting on succession planning for farmers filled the Presidential Suite with interested estate planners. Shown here in red blouse at center is Brenda Vassaur Taylor, leading the discussion.



(Left to Right) Mark Merenda, Eden Rose Brown, Joe Strazzeri, Deidre Wachbrit, and Jonathan Mintz share practice building strategies to a crowd of over 100 at the Marketing Roundtable.

WealthCounsel's 11th Annual Estate Planning Conference in San Antonio drew nearly 350 attendees, speakers, and exhibiting staff from all regions of the country. The conference provided participants with education, marketing support and practice management workshops.

"The feedback we received from participants indicates that WealthCounsel members appreciate being part of an organization that maintains a pulse on new trends in the practice of estate planning," said Laura Wilson. "This year's workshops, general sessions, and other events clearly demonstrated our commitment to relevant CLE sessions that reflect the changing needs of our members."

This year's conference provided attendees with a glimpse of what WealthCounsel calls "industry-specific" or "niche" estate planning. With the June 12, 2008 debut of the Physician-Focused Estate Planning & Asset Protection Strategies workshop, WealthCounsel will build on this concept by offering similar estate planning workshops in the future, such as the recent launch of WealthCounsel's pilot program (discussed below) to address the critical need for succession planning for farmers and ranchers,

Physician-Focused Estate Planning Workshop Drew Hundreds of Participants

Under development since fall 2007, the Physician-Focused Estate Planning and Asset Protection Strategies workshop was clearly the best-attended event during this year's annual conference. The educational component is designed to help intermediate and advanced practitioners in attracting and representing physicians and dentists as clients, and works in combination with WealthDocs' upcoming physicians' business documents module.

Understanding the unique needs of the growing number of physicians and dentists can provide estate planning attorneys with a strategic advantage in this market niche. WealthCounsel designed this industry-specific course and accompanying documents to assist attorneys in developing the specialized expertise to competently address the personal and business planning needs of this distinctive client group.

The new physician's module in WealthDocs will include a variety of documents such as by-laws and operating agreements; buy-sell shareholders agreements; leases documents; asset protection documents including marital planning; business entities using LLCs and FLPs; domestic asset protection trusts, and many more. Access to these new documents will be available to members soon.

Succession Planning for Farmers and Ranchers: Pilot Project on the Horizon

According to a report published by the US Department of Agriculture's Economic Research Service, the succession planning decisions of farmers are of considerable importance to the farming community and to our nation's food supply. The successful management and inter-generational transfer of farming operations is high on the priority list for many political leaders, as indicated by the recent enactment of the 2008 Farm Bill.

"Research indicates that over one-fourth of all farmers and half of all agricultural landlords are age 65 or older," said WealthCounsel principal Stan Miller. Spending six months in probate can make land non-productive for two years. Miller concluded, "The data we are seeing suggests that only a fraction of the nation's farmers have a succession or estate plan in place, and we believe that the time to address this is now."

This need was first brought to light by WealthCounsel members Brenda Vassaur Taylor of Fayetteville, Arkansas, and Wayne Walston of Indianapolis. During the annual conference, Stan Miller and Laura Wilson hosted a special meeting, which was attended by nearly 30 attorneys. Discussion involved the problems farmers and ranchers are facing today and the need to raise awareness of the importance of proper estate planning in the farming community.

Marketing Workshops Attracted Record Number of Participants

The San Antonio conference offered high-energy workshops to help attendees focus their marketing efforts and generate new clients. Given the new set of challenges practitioners are facing during the current economic climate, the timing for these

workshops seemed to synchronize with the demand for such knowledge. The Marketing Roundtable workshop attracted nearly 100 attendees where participants gathered to hear panelists Eden Rose Brown, Mark Merenda, Jonathan Mintz, Joe Strazzeri and Deidre Wachbrit share their successful practice building tips and marketing strategies. The discussion ranged from how to foster referral relationships with financial professionals to positioning one's unique qualities. A message that resonated well with the audience was the axiom: "In good times, you should market your practice. In bad times, you must market your practice."

Following the marketing roundtable, John Preston addressed the crowd in an evening session and highlighted his three-day A.P.C. Marketing Program where he shared the three inescapable consultation issues that must be addressed in order to convert prospects into clients.

Mark Powers of Atticus engaged participants in his workshop entitled "How Good Estate Planners Become Great Marketers." Mark showcased the "21 Marketing Assets" that every successful attorney should possess, as well as the "5 Rainmaker Habits" that will keep an attorney on track toward sustaining a continuous flow of high-level clients.

Certified Estate Planning Assistant (CEPA) Program Launched with Precursor Workshop

WealthCounsel debuted the first live courses in the CEPA program at the annual conference. Led by instructors Laura Wilson, Jerry Balentine and Wayne Wilson, the workshop covered topics including the estate planning environment, preparation of estate planning documents, self-management skills, office administration, computer skills, and more. Developed by WealthCounsel, this program meets the needs associated with the increasingly responsible roles team members play in the practices of the attorneys. To earn CEPA credentials, candidates must complete 60 hours of education followed by the successful completion of a two-hour online exam within six months of completing the initial 60 hours of course work. Team members maintain their CEPA designation by completing 15 hours of approved continuing education and paying an administrative renewal fee every two years.

Member Forum Support Program: New Initiative Announced to Strengthen State/Regional Forums

WealthCounsel recognizes the important contributions that state and regional forums provide our members. As part of our vision to strengthen and expand activity in state forums around the country, WealthCounsel unveiled the "Member Forum Support Program" during a luncheon meeting attended by hundreds of participants.

The support program helps estate planning attorneys become more actively engaged in directing the course of prudent estate planning laws in their area, and customizing jurisdiction practice preference language in WealthDocs. The extent of the support involves providing financial and programming assistance to new and existing state and regional forums. Lew Dymond of Dymond Consulting (partner and former CEO of WealthCounsel), has returned to WealthCounsel to assist in the development and implementation of this new member service. If you are interested in learning more, go to: www.WealthCounsel.com/attorneys_state-regionalforums.aspx.

Estate Planning Strategies Book Planned at Annual Conference

As noted in a companion article appearing on page 11, Director of Education Randy Gardner (standing in photo at right), led a roundtable discussion at the annual conference on his concept for an estate planning book that would engage members who want to share their expertise at a national level. The audience for the book is the consumer/client, and the content will showcase 300 pages of estate planning strategies coauthored by WealthCounsel members. The concept was well-received by members who felt the book project was an excellent opportunity to credentialize oneself as a published author, as well as to utilize copies of the book as a marketing tool for client-generation initiatives.

To keep the project moving forward, a special listserv has been established known as the "WealthCounsel Book Project" listserv. For more details, contact Lori Berry, MBA, Senior Education Specialist, at lori.berry@wealthcounsel.com.



John Preston polling the crowd in his class on Preston's Maintenance Program, which discussed how to increase referrals and revenue.



Jerry Balentine presents at the Certified Estate Planning Assistant (CEPA) workshop. This program is designed to help train team members who are able to perform a variety of tasks that will reduce the workload of estate planning attorneys.



Randy Gardner (standing, right), leads discussion on a concept for an estate planning strategies book that would let members share their experience and market themselves.



At the end of the conference, WealthCounsel's members visited the Rio Cibolo Ranch for music, great barbecue, and entertainment such as this equestrian pictured above directing his horse to take a bow.

WealthDocs 7 Development Under Way

By: Blair Janis, J.D., Director of Software & Technology

Upcoming Release of WealthDocs to Feature Ease of Use, More Intuitive Interviews, and New Customization Tools



We are excited to announce that at the end of June, the WealthCounsel Software and Technology team kicked

off the development of a new, updated release of WealthDocs.

Among the many exciting enhancements to look for in this release are a simplified and streamlined library interface, more structured and intuitive interviews, and a brand new method for customizing templates that will make the process for making customizations and updating templates much easier to manage. In addition, WealthDocs 7 will greatly enhance the drafting experience with the introduction of WealthCounsel Dynamic Intelligence (WDI) in the Living Trust System. WDI is high quality (think Legal Treatise) legal information that will be integrated directly into the WealthDocs interview and document templates to help guide drafters in making more informed and appropriate choices in the interview.

The design phase is now complete and we have initiated the programming phase. An exact date will be announced once we are further along in the programming process, though our goal is to have WealthDocs 7 ready for release late Fall.

Please note that with this new version of WealthDocs, we will be taking advantage of the new and advanced technical capabilities of HotDocs and Microsoft Word so it will require Word 2003 or above and HotDocs 2007 or above.

Blair recently succeeded former Director of Software & Technology Brian Albee, J.D., who remains with the WealthCounsel family of companies as the Director of Technology for ElderCounsel.

An Update to Our Members

By: Robbie Trudeau, Director of Recruitment & Retention



We've always been proud at WealthCounsel that our #1 source of growth comes from our members. Most of our new members come

from referrals passed along by existing members. We believe those of you who refer agree with us that the "abundance" model—fostering growth and innovation in your field—is the best way to succeed, and we're glad that you have been recommending WealthCounsel to your colleagues as a great tool to do that.

After all, there's plenty of room for growth in estate planning. According to Bankrate, Inc., a national poll in 2007 found that 57% of consumers do not have a will and 69% of parents with children under the age of 18 aren't prepared with a will. Our market is still very much untapped, and the #1 job we all have is to educate and motivate the public. We hope that by expanding the WealthCounsel image and message, we will benefit our members and the public as well.

We also know that all members want to help us maintain the highest possible level of standards for our brand and for our recruits. To ensure that new members build the best practices possible and that they are supported in their estate planning practice goals, we are in the process of building a two-year program from what we previously referred to as "transitioning" attorneys, and which is now called "Practice Essentials: A Foundation in Client-Centered Estate Planning."

The Practice Essentials program is in the planning stages and we hope to launch it this summer. We are working with veteran members who are helping us design immersion courses, group calls, web-based training and online support. Our goal is for our newer planners to immediately see their pathway to building rewarding estate planning practices as well as receiving a solid foundation in legal and technical concepts.

You are what makes WealthCounsel special, and we want to instill your values in our new members. Community, collegiality and sharing are the guiding concepts that we want to impart to them. That way, our new members--and your referrals--will be as prepared to deliver the best possible planning for their clients and we will all be proud to be their associates. They will understand the expectation of WealthCounsel members to try and give back, whenever possible, as they have received.



ONE-DAY LEARN & EARN

Learn & Earn: 1 Day Relevant CLE

It's not just our new members that are asking WealthCounsel to provide them with relevant education – all our members have told us that they would like more educational events online and closer to home. We'd also like to help members enhance and promote their reputations as the "go to" experts within their local markets while bringing referrals or colleagues along to see what WealthCounsel can do for them.

By combining these objectives, we think we've come up with a solution just in time for summer. We're creating one-day CLE programs that members can teach to attorney colleagues. Our pilot program is scheduled for August 25-27 in Miami, Fort Lauderdale, Tampa, and Orlando with help from members Bill Black, Jerry Chasen, Kevin Hernandez, Richard Lehrman, and Chuck Wilder. Once we've worked out the process, we'll be calling on many of you to teach programs in your communities as we roll out a full schedule in 2009. Contact me for more details, or visit our web site to view the full schedule of our pilot program.

Member Referral Drawing Winners:

Congratulations to the winners of this year's member referral drawing, which was held at our 11th Annual Estate Planning Conference in San Antonio. This raffle included attendees of the conference and those members who have helped refer over 160 members to WealthCounsel.

Grand Prize: 6 Month's Dues Waived

Winner: Henna Shaw

First Prize - Airfare & Lodgings for a WealthCounsel Course

Winner: Founding Member Kevin Shay

Second Prize - 4 Month's Dues to the Atticus Rainmaker Program

Winner: Founding Member Guy Garner

Third Prize - Free Pass to 2009 WealthCounsel Conference

Winner: Dan Sheridan

The Education Update

By: Randy Gardner, J.D., LL.M., MBA, CPA, CFP

Director of Education



WealthCounsel has been busy preparing great new educational opportunities for you. Here are four of interest:

- Professional News Updates and Follow-up Teleconferences are available on the website as a benefit of membership in WealthCounsel. If you are looking for analysis of a recent development, such as the Mirowski family limited partnership decision or Rev. Rul. 2008-22 on grantor trust substitution powers, check out the March/April video update and the teleconference discussion by WealthCounsel principals Lew Dymond and Stan Miller.
- WealthCounsel launched its Certified Estate Planning Assistant (CEPA™) designation program for the professional development of your support staffs. Team members who have one year of experience and complete sixty hours of education and a capstone examination may add the letters CEPA after their names. The first forty hours of the sixty-hour program includes training in administering an estate planning practice, WealthDocs, and professional-

ism. These courses are available on the website as a benefit of membership. There is a \$25 per course hour fee for the last twenty hours of the program.

- WealthCounsel is facilitating the publication of a book of member-written ideas answering the most commonly asked questions by clients with regard to estate planning and our documents. This book will help lawyers explain complicated strategies to your client and serve as a marketing tool. Space for inclusion is limited and will be allocated on a first-come, first-served basis, so contact Lori Berry (lori.berry@wealthcounsel.com) if you're interested in a writing a 750 word chapter for this book.
- If you missed the Annual Conference in San Antonio and want to listen to the presentations, you may want to look at the list of audio presentations available for purchase on the web site. We are working on getting video presentations on the web site shortly.

As always, if you have suggestions for educational programs you would like to see us offer, please give Lori Berry or me a call or send us an e-mail.

(Continued from page 1 "Mediation: The Hottest New Speciality in Trusts & Estates")

Or will you tell them,

"Yes, we can do something called mediation, which is a voluntary, private process between you and the other person in the conflict. As a mediation attorney, I would not represent either of you but rather facilitate a discussion about solutions that would benefit both of you. The mediation process would be confidential, fast and friendly. Is that something you'd be interested in?"

How can mediation benefit your law practice and your clients at the same time?

1. Mediation will be a huge growth area as baby boomers inherit and then fight over it.
2. Mediation is the preferred dispute resolution method by women, who will control much financial wealth in the coming decades.
3. Mediation is already main stream in family law. Many clients have experienced or know someone who experienced a mediated divorce that fared better than a litigated one.
4. Mediation will provide you with a new and powerful stream of income to complement your existing work.

5. Mediation is a high value-added service. It commands premium pricing and cannot be easily outsourced or automated like drafting.
6. Mediation can be sub-specialized into your particular area of expertise such as family business succession, estates, bank trusts, foundations, etc. for even higher premiums.
7. Mediation is a learned skill that can be offered by you or by trained associates.
8. Mediation is a way for you to keep new business within your firm or practice group, rather than referring out the business to litigators and losing valuable revenue.
9. Mediation is the "green" alternative to litigation. Our clients are already living more consciously with respect to the environment. They will be looking for simpler, safer ways to deal with legal problems as well.
10. Mediation is a way to authentically align with our profession's mission of guiding families to financial and family peace of mind.

If you would like to learn more about adding mediation to your practice, please go to www.irinashea.com for a free report entitled: "Mediating Family Conflict: A 10 Step Guide for Attorneys."

Irina Shea, Esq. has spent the last 12 years as a T&E attorney, a private bank trust officer, beneficiary counselor and is now T&E mediator in New Jersey.

(Continued from page 3,

"A Letter to WealthCounsel's Members")

Magazine Publicity Opportunities for Members

As a result of our strategic relationship with the publishers of the *Wealth Management Business* monthly regional magazines, our members have an opportunity to participate in an interview with the magazine's editor which are published in a column called "Profiles in Wealth Management: A Q&A Interview With Some of the Industry's Leaders." More than a dozen WealthCounsel members have participated thus far, and their interviews can be viewed on the News & Events page of our website. For more information about how members can benefit from this alliance, see the article on page 12 of this newsletter.

Summary:

These are the highlights of the most significant projects underway at this time. All of our initiatives are directly related to today's practice needs and in response to feedback received through surveys and listserv requests. Supporting sustainable estate planning practices is the measurement that guides the choices we make.

"Our software, education, and practice building tools must continue to be both practical and relevant to our members' needs."

--Laura Wilson

WealthCounsel Announces Editorial Oversight Board



WealthCounsel's Director of Continuous Improvement has assembled a team of experienced, highly-regarded estate planning professionals in WealthCounsel's first-ever Editorial Oversight Board.

The Editorial Oversight Board was assembled to provide a reliable mechanism through which the legal content of WealthDocs is vetted, either as part of the initial programming process or as part of the continuing editorial review process. The Board will provide a high degree of accountability and will be the final arbiters of the WealthDocs language.

Matt McClintock (photo, left) leads and manages the Editorial Oversight Board, which presently consists of the following:

- Thomas J. Ray, Jr.
- D. Scott Schrader
- John R. Bedosky
- Dan Capobianco
- Jerry Simon Chasen
- Dan A. Collins
- Vito Lanuti
- Alan Yanowitz

Members of the Editorial Oversight Board meet the following requirements:

- Actively admitted to practice in one or more states, with a practice emphasis on estate planning for a period of at least 10 years;

Published author or noted editor of three or more books or scholarly articles or an active speaker, presenting 3 or more times in continuing education or other scholarly discussion on topics related to estate planning during the past 5 years;

- Recognized by peers as knowledgeable and influential in estate planning practice (with three recommendations).

These members embody the spirit of collaboration that keeps WealthCounsel effective and relevant. We are very grateful to these members who graciously lend their expertise and experience to help us bring WealthCounsel members the most robust, responsive, and user-friendly document drafting software available.

(Continued from page 9, "Investment Advisory Fees & the Supreme Court's Decision in Knight")

Using mutual funds buries the investment expenses but may limit the trustee's investment alternatives and their overall return. Shifting the deduction of the investment fees from the Form 1041 income tax return for the estate to the Form 706 filed for the estate only helps those taxpayers who owe estate tax. Shifting the management of the trust to a financial institution from a family member likely leads to a larger expense than the tax the grantor is trying to avoid.

Advisers may want to revise their trustee selection checklists to consider the impact of the 2% floor on trust expenses, but changing investment strategies and trustee choices because of the nominal additional tax that would be owed by some trusts and beneficiaries is an overreaction.

"The trusts most likely to be affected by the Knight decision are accumulation trusts."

(Continued from page 2 "Grantor-Retained Annuity Trust Planning")

distributed estate tax-free to the trust beneficiaries.

How the GRAT Works

In a GRAT, the grantor contributes property to a trust and retains the right to be paid an annuity for a specified term of years. The required annuity payment is based on the Section 7520 interest rate, mentioned above. Due to the retained annuity, the GRAT can be structured so there is no gift, or a very small gift, for gift tax purposes. This is referred to as a "zeroed-out GRAT". The amount of the taxable gift is calculated by the subtraction method. The value of the annuity interest retained by the grantor, which is not a taxable gift, is subtracted from the value of the property transferred to the GRAT. At the end of the annuity term, the remainder interest, if any, is distributed to the trust beneficiaries.

GRAT Example

A \$1,000,000 zeroed-out GRAT created based on the June 2008 Section 7520 rate of 3.8% will pay an annuity of \$223,369 to the Grantor for five years. If the trust earns 3.8% or less each year, the Grantor will receive the entire trust property and there will be nothing left after five years for the remainder beneficiaries. Although the GRAT just described will not be successful, the Grantor will be in the same position as if the GRAT was never created. If, however, the trust out-performs the IRS rate by earning a 10% annual return, the Grantor will receive the annuity payments and there will also be \$246,822 distributed to the remainder ben-

eficiaries free of estate and gift tax after the trust term ends. If the trust return is 15% the "tax-free" remainder would be \$505,321.

Advantages of GRAT Planning

1. The appreciation and future income on property distributed to remainder beneficiaries of a GRAT is removed from the Grantor's taxable estate reducing future federal estate tax;
2. A zeroed-out GRAT can be structured so there is little or no taxable gift upon creation;
3. A GRAT generates cash flow for the grantor in the form of an annuity; and
4. Several short-term GRATs can be used in conjunction with one another, each holding a different type of asset in an effort to isolate individual assets that could produce a high return to be distributed to beneficiaries.

By Marianne Coulton and Ryland F. Mahathey of Redgrave & Rosenthal LLP, Boca Raton, Florida.

Marianne and Ryland practice in the areas of advanced estate planning and asset protection. Marianne is an honors graduate of Northwestern University School of Law. Ryland is a C.P.A. and holds an LL.M. in Taxation from University of Florida.

WealthCounsel Estate Planning Strategies Book Discussed in San Antonio

By: Lori Berry, MBA, Senior Education Specialist



On June 13, during the 11th Annual Estate Planning Conference in San Antonio, Texas, a discussion meeting was held on a new project in which Wealth-

Counsel is teaming up with its members to create. Considering the early time slot on day two of the annual conference, the Estate Planning Strategies Book Project Discussion Meeting was well attended by more than 40 conference attendees. By the exciting discussion amongst the attendees, you wouldn't know that many of them participated in more than twelve hours of educational sessions the day before.

Meeting attendees discussed various aspects of this project and the purpose for the book. WealthCounsel wanted to create a marketing tool for their estate planning attorney's practices – a professional handout that could be sold or given away at seminars or initial client meetings. The meeting attendees reiterated the importance of such a tool and the desire for additional marketing opportunities as well as the acclaim of authorship. Meeting attendees also indicated that this project would aid in establishing credibility with their clients and with the media. Other purposes include:

- Helping clients understand estate planning strategies and terms;
- Building a market through increased awareness of the need for estate planning; and
- Increasing awareness of WealthCounsel.

The book will be a soft-cover publication and be roughly 300 pages long. It will contain a collection of member-written estate planning strategies directed at a client audience. The goal is that this book will answer the strategy and document questions most asked by clients.

Projected distribution of this book is November 2008. Book project participants are providing valuable knowledge and insight to the client through their written contributions. With an estimated cost of \$40,000 - \$50,000 to edit, publish and print this book, participants are also making a monetary contribution to the success of this project.

Many details have to be ironed out, but this project is moving forward with intensity and passion by its coauthors. If you have any questions regarding this project, please contact Lori Berry, Senior Education Specialist, at lori.berry@wealthcounsel.com or 888-659-4069, Ext. 822.

(Continued from "The Economic Act's 'Bonus Depreciation' Tease", page 1)

of depreciation for vehicles without the 2008 Economic Stimulus Act changes, (2) the vehicle is a non-SUV subject to the 2008 bonus depreciation rules, and (3) the vehicle is a SUV eligible for \$25,000 immediate expensing and the 2008 bonus depreciation.

Over the six-year period of ownership, the actual cash flows are the same regardless of the vehicle chosen or the depreciation rules that apply. From a time value of money perspective, the Economic Stimulus incentives for a non-SUV provide a present value benefit of \$779 (\$8,761 - 7,982) compared to the regular rules. If a SUV is purchased, the present value benefit is \$3,475 compared to the regular rules. This amount has two components, the \$779 (\$8,761 - 7,982) present value benefit from the additional \$8,000 of bonus depreciation and the \$2,696 (\$11,457 - 8,761) present value benefit from the \$25,000 immediate write off for SUVs.

Congress debated the repeal of this \$25,000 write off in 2007, but the provision did not

pass. Congress may pass the provision in 2008.

Although the benefits for SUVs are tempting and may be short-lived, the \$3,475 of additional benefit does not seem to justify even the additional fuel cost from purchasing such a large vehicle. If the taxpayer drives 90,000 miles over six years (15,000 miles per year), the non-SUV gets 25 miles to the gallon, the SUV gets 10 miles to the gallon, and gas costs \$3 per gallon, the SUV fuel costs exceed the non-SUV fuel costs by \$16,200 $((90,000/10 - 90,000/25) \times 3)$. This trade-off does not seem to make sense unless the taxpayer really wants to drive the SUV or needs the size and expense for business reasons.

Randy Gardner is the Director of Education for WealthCounsel, LLC. He is also a Professor of Tax and Financial Planning and Director of the Certificate in Financial Planning Program at the University of Missouri, Kansas City.

William Conway is a founding member and principal of WealthCounsel whose practice in tax law, investment, and legal education is in the McLean, Virginia area.

Welcome Our New Team Members

Trevor Longino



Trevor is the Marketing Department's new Communications Specialist, and is responsible for member communications, such

as the newsletter and emails, as well as designing and developing our online advertising.

Trevor brings to WealthCounsel eight years of progressive accomplishments in marketing communications, along with proficiency in a variety of software programs, including the Adobe & Microsoft suites.

He has a strong background in professional writing and content editing, along with extensive experience with online marketing campaigns, search engine optimization, website development, the building of HTML landing pages, writing and managing blog sites, and working as a photographer.

Kim Johnston



Kim is our newest smiling face in the Member Services Department. She will help handle calls on technical issues

with your WealthCounsel membership, with WealthDocs, and she will help orient new members to the site and to our great drafting software!

Kim has been providing technical support to small businesses for the past 5 years, from a home based office. She was solely responsible for responding and resolving technical issues for her clients.

She also worked for The Seattle Times for many years as an analyst, where she led system upgrades, increased user performance by implementing a training program, and provided multi-system support to users. Her background in support has ranged from supporting non technical users to working directly with developers.

Relationship with *Wealth Management Business* Provides Members Subscription Discounts & Publishing Opportunities

As reported in the April 2008 issue of *The Quarterly Counselor*, WealthCounsel has formed a strategic alliance with France Publications, Inc. – the publishers of a series of five regionally-based magazines known as *Wealth Management Business*.



This alliance has enabled WealthCounsel members to receive a free trial subscription to the magazine over the past several months. Once the trial subscription period ends, the special discount pricing for WealthCounsel members is \$49 per year – a 55% savings off the original subscription

cost. If you are interested in locking in your annual subscription, please visit http://www.wealthcounsel.com/Admin/UserFiles/Discount_Subscription_for_WealthCounsel.pdf for more information or to download the subscription application form.

This strategic relationship also opens the door for WealthCounsel members to submit legal-technical articles for publication, as well as opportunities for members to obtain publicity exposure in their region through published interviews with the editor. For example, in August 2008, the *Southeast Wealth Management Business* magazine will feature a front-page article written by WealthCounsel member Jim Flick entitled “Asset Protection Planning: What Every Advisor Needs to Know.”

In addition to opportunities to submit manuscripts for publishing feature articles, those attorneys who are recognized as leaders in their area of estate planning can also be considered for a spot in the magazine called “Profiles in Wealth Management: A Q&A With Some of the Industry’s Leaders.”

Thus far, the following WealthCounsel members have had their interviews published in the magazine’s regional issues:

- Brenda Vassaur Taylor
- Cynthia O’Dell
- Wade Scott
- Eden Rose Brown

- Howard Lang
- Leonard Weiner
- Christopher Desimone
- Paul Dillon
- Dennis Brislaw
- Wayne Wilson
- Peggy Hoyt
- Dan Collins
- Chuck Wilder
- Stan Miller

Wealth Management Business magazines are circulated to 55,000 wealth management professionals a year; roughly half of their subscribers are lawyers and the other half made up of different financial professionals.

Wealth Management Business magazines discuss legal and technical issues that relate to various areas of wealth management, including estate planning and taxation, insurance, investments, charitable giving, retirement benefits, real estate and technology. Getting published in one of the magazines will put your words and your firm in front of thousands, as well as share the information that you have to present to your colleagues.

If you are interested in contributing a legal-technical article (word count for manuscript is 2,000 to 5,000 words), or if you are interested in being considered for an interview with the editor, please e-mail Marlene Frith at marlene.frith@wealthcounsel.com.

THE QUARTERLY COUNSELOR

JULY 2008



THE QUARTERLY COUNSELOR CALL FOR ARTICLES - October 2008

The Quarterly Counselor is published January, April, July and October. It is a communication tool through which WealthCounsel members can share legal expertise with their colleagues while enhancing their professional exposure within the estate planning community. Members are invited to contribute a legal/technical article or a column on practice-building strategies for the October 2008 issue. Article length should be between 350 - 700 words.

Publishing deadlines for the October 2008 issue of *The Quarterly Counselor*:

- 08-16-08: Please submit topic idea to reserve space in the layout
- 09-08-08: Article Manuscripts Due

To reserve space for your article in the October 2008 issue, e-mail Marlene Frith: Marlene.Frith@wealthcounsel.com.

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