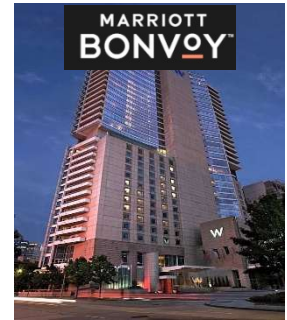




REGIONAL MEETING
Hosted by: Doug Propeck, Regional Director

October 28-30, 2025

W Dallas, 2440 Victory Park Ln, Dallas, TX



The Future-Ready Advisor
BUILDING STRATEGIES FOR LONG-TERM SUCCESS

AGENDA AT A GLANCE

Date:	Details:	Time:
Tues., 10/28	DELEGATES ARRIVE <ul style="list-style-type: none"> Event Registration Optional 1:1's (15M, Limited Spots) Optional 1:1's (15M, Limited Spots) WELCOME RECEPTION <ul style="list-style-type: none"> Spouse/Guests Welcome WELCOME DINNER <ul style="list-style-type: none"> Spouse/Guests Welcome 	Throughout the Day 2:00 PM to 5:00 PM 3:30 PM to 5:00 PM 3:30 PM to 5:00 PM 5:30 PM to 6:30 PM 6:30 PM 9:00 PM
Wed., 10/29	NETWORKING BREAKFAST <ul style="list-style-type: none"> Spouse/Guests Welcome BUSINESS SESSIONS <ul style="list-style-type: none"> Networking Luncheon DINNER DINE-A-ROUNDS (Hosted by Sponsors)	7:00 AM to 8:00 AM 8:00 AM to 5:00 PM 11:45 AM to 12:45 PM 5:30 PM to 8:30 PM Assigned Locations
Thurs., 10/30	NETWORKING BREAKFAST <ul style="list-style-type: none"> Spouse/Guests Welcome BUSINESS SESSIONS <ul style="list-style-type: none"> Includes Working Lunch DELEGATES DEPART	7:30 AM to 8:30 AM 8:30 AM to 1:00 PM After 1:00 PM



A Special Thanks to Our Event Sponsors!



AGENDA

- Staying ahead in a rapidly evolving financial landscape
- Trends shaping in the financial services industry
- Enhancing client engagement & growth strategies to gain a competitive edge
- Success stories of advisors who have adapted and thrived

Tues. 10/28

Throughout Day

DELEGATES ARRIVE

2:00 PM to 5:00 PM

ATTENDEE REGISTRATION

3:30 PM to 5:00 PM

Workshop 1:1 Breakouts (OPTIONAL):

- Option #1: Scheduled at time of registration

Growth 360 in Action:

Map Your Plan, Maximize Your Potential

- Mark L. Page, Regional Vice-President
Central Regional Growth Team – Cetera Advisor Networks
- Wendy Engen MBA, CWS®
Senior Regional Vice President

Step into this hands-on Growth360 15-minute 1:1 discussion, designed to help you assess where your practice stands—and where it can go. Led by members of Cetera's Advisor Growth Team, this session will guide you through the Growth360 framework to uncover opportunities, prioritize goals, and design a personalized growth plan. Whether you're looking to expand your client base, explore new markets, or gain operational efficiency, you'll walk away with a strategic map and momentum to move your business forward with clarity and confidence.

- Option #2: Scheduled at time of registration

Leveraging Digital Tools:

Driving Growth, Engagement & Efficiency

Marissa Dodson, Senior Advisor Marketing Specialist

Maximize the power of Cetera's digital marketing platform to elevate your practice in a focused 15-minute 1:1 consultation to jump start your implementation. These fast-paced, personalized sessions are designed to help you jump-start smarter marketing strategies that enhance client engagement, boost referrals, and drive practice efficiency.

You'll walk away with:

- A snapshot of your current marketing effectiveness
 - Practical recommendations tailored to your goals
 - Clear next steps using the tools already available to you
- ⇒ Limited to the first six registrants. Reserve your spot early to gain personalized insights and a quick action plan you can implement right away.

5:30 PM to 9:00 PM

WELCOME RECEPTION & DINNER

5:30 PM Reception @ W Dallas, 2440 Victory Park Ln

6:30 PM Dinner @ Meso Maya, 1611 McKinney Avenue

Note: Restaurant is within walking distance from hotel.

Wed. 10/29

7:00 AM to 8:00 AM

NETWORKING BREAKFAST & ATTENDEE REGISTRATION

8:00 AM to 8:15 AM

WELCOME & OPENING COMMENTS

Doug Propeck, Regional Director

8:15 AM to 9:00 AM

Future Ready Advisor: Strategies to Scale, Transition, & Thrive



- Tim Stinson, President, Cetera Advisor Networks
- Craig Markham, Managing Director

What does it take to be a future-ready advisor in today's rapidly evolving landscape? Join Cetera's leaders as they unveil the tools, strategies, and support systems empowering top advisors to grow, scale, and transition their businesses with confidence. From leveraging AI and data analytics to navigating succession and monetization opportunities, this session delivers real-world insights and proven practices from across the Cetera network, equipping you to turn complexity into competitive advantage.

9:00 AM to 9:45 AM



**ETFs & the Future of Asset Allocation:
Building Confidence, Expanding Possibility**

George Fahey, Divisional Sales Director

In a world of market shifts and innovation, clients crave clarity. This dynamic session explores how ETFs, private real estate credit, and alternative income strategies are transforming the future of asset allocation. Gain actionable insights on ETF market trends (including QQA), income advantages, and how to simplify asset class education to build client confidence in volatile times. Learn how to integrate private credit and alternatives for differentiated returns, leverage AI-driven platforms to expand capacity, and align strategies with your strengths to create a scalable, client-centered practice. With over 200 ETFs available, Invesco helps you unlock new possibilities—starting with conversations that matter.

9:45 AM to 10:00 AM

NETWORKING BREAK

10:00 AM to 10:45 AM

The Power Shift:

Partnering with Women to Grow Wealth & Trust



- Chelsea Joyner, Key Account Manager, Annuity Distribution
- Alex Samoila, Vice President - National Sales Manager

By 2030, women will control much of the \$30 trillion wealth transfer—a market shift that demands a new approach from financial professionals. We will explore the compelling data behind women's rising financial influence and gain practical strategies to strengthen your connection with female clients. Walk away with actionable insights that not only elevate your practice—but position you as a true partner in the financial lives of women and their families.

You'll learn:

- Key drivers behind women's financial decisions and priorities
- How to build trust, educate with empathy, and foster long-term loyalty
- Opportunities to support women through wealth transitions, caregiving roles, and planning confidence

10:45 AM to 11:45 AM

Economic and Market Outlook

Gene F. Goldman, CFA - Chief Investment Officer



Gain timely insights into the evolving 2025 economic landscape and what it means for market performance, portfolio positioning, and client conversations. This session offers a forward-looking perspective on key drivers—including inflation trends, interest rate expectations, global tensions, and consumer resilience—shaping financial markets in the year ahead.

Wed. 10/29, Cont'd

11:45 AM to 12:45 PM

NETWORKING LUNCH

12:45 PM to 1:30 PM

Traps to Triumphs: How Proper Planning Can Turn Unique Client Challenges into Desired Outcomes



- Bobby Getty, Regional Vice President
- Jonathan Javie, Regional Vice President

Advisors are often tasked with managing risk for uncommon planning situations. While solutions for these situations can seem straightforward, they may result in exposing clientele to unintended risks and consequences. This presentation explores financial planning traps that may arise from recommending common strategies in uncommon situations. In particular it demonstrates through cases a solutions-based planning approach that mitigates or eliminates risks faced by advisors when addressing unique planning challenges.

1:30 PM to 2:15 PM

Scaling Forward:



Growth Moves for the Next Decade

Dawn D. Tryba, MCC, CMC, PMP, MBA

Master Certified Coach & Consultant

By 2034, the U.S. could face a shortage of over 100,000 financial advisors—a shift that will disrupt client service models, succession plans, and growth strategies across the industry. For elite, tenured advisors, this isn't just a future headline—it's a present-day call to action.

This session explores how demographic trends, evolving client expectations, and advisor attrition are reshaping the financial services landscape. Rather than viewing the advisor shortage as a risk, participants will learn how to leverage it as a competitive advantage—by building sustainable teams, engaging next-gen clients, and positioning their practice for long-term success.

2:15 PM to 2:30 PM

NETWORKING BREAK

2:30 PM to 3:15 PM

Marketing That Matters:

High-Touch Strategies for Client Loyalty & Growth



Marissa Dodson, Senior Advisor Marketing Specialist

In today's fast-moving world—where clients are navigating market volatility and major life transitions—how you show up matters just as much as what you say. This focused session will explore five high-impact marketing strategies to elevate client experience, deepen engagement, and create service that feels personal—at scale. Learn how to deliver high-touch outreach that stands out in moments that matter, from turbulent markets to milestone events, while improving your efficiency behind the scenes.

3:15 PM to 4:00 PM

Beyond the Stretch:

Navigating Beneficiary Planning After SECURE 2.0



- Robert V. Kline J.D. AVP Advanced Sales
- Phil Cardona, Regional Sales Manager-Pacific Region
- Steve Mahannah, CLU, ChFC, LLIF – VP, Financial Institutions
- Cory Dalpra, Regional Sales Mgr - Financial Institution Marketing

The SECURE 2.0 Act continues to reshape retirement and legacy planning—especially when it comes to non-spouse and stretch beneficiaries. In this informative session, experts from American National will break down the key changes affecting inherited IRAs, distribution timelines, and tax implications. Learn how to proactively guide clients through evolving rules, avoid costly missteps, and implement beneficiary strategies that align with both legacy goals and compliance requirements. Leave with clear takeaways, case studies, and actionable insights to strengthen your value as a trusted financial partner.

Wed. 10/29, Cont'd

4:00 to 4:55 PM



Election-Year Economics: Navigating Tax Change Implications

Stan Smiley Esq.

High Net Worth Senior Strategist and Consultant
Vice President Cetera Financial Group Inc.

Gain actionable insights into how the 2025 political landscape and evolving tax laws are shaping the economic outlook. This session will help you evaluate market forecasts, anticipate key policy impacts, and strategically position client portfolios for long-term success.

4:55 PM

Key Take-a-Ways & Closing Comments

Doug Propeck, Regional Director

5:00 PM

MEETING CONCLUDES

6:00 PM to 9:00 PM

DINNER DINE-AROUNDS

Please join your dinner host in the lobby 30 minutes before your dinner reservation.

Refer to your calendar invitation or name tag for the specific location of your dinner.

Time allocations are also listed on the first page of the agenda and back of your badge.

To ensure a wonderful experience for everyone, please attend your assigned dinner with your designated host and at the selected restaurant, as space is limited.

Note: All restaurants within walking distance of the hotel.

Sponsor Host & Assigned Attendees TBD

- | | | |
|---------------------|------------|-----------------|
| • Culinary Drop Out | • 60 Vines | • Te Deseo |
| • Henry | • Haywire | • Billy Can Can |

Thurs. 10/30

7:30 AM to 8:30 AM

NETWORKING BREAKFAST

Reminder! Checkout @ 11 AM

8:30 AM to 8:45 AM

WELCOME BACK

Doug Propeck, Regional Director

- Regional Growth Drivers
- Recruiting Strategies
- Advisor Engagement

8:45 AM to 9:30 AM



The Financial Planning EdgeBook:

Behavioral Finance & Retirement Planning

- Jeng Chiu, JD, CFP - Director, Advanced Markets
- Brian Letrinko, Regional Vice President

Discover how behavioral finance principles can elevate your retirement planning conversations and create a true competitive edge. This session explores insights from the Financial Planning EdgeBook to help you understand the psychological drivers behind client decision-making—and how to guide them through complex retirement choices with greater clarity and confidence. Learn how to align planning strategies with client behavior patterns, overcome emotional biases, and reframe conversations around risk, longevity, and purpose. Whether you're addressing pre-retirees, transitioning clients, or those already in distribution, this session offers actionable tools to deepen trust, drive engagement, and deliver more personalized outcomes.

Thurs. 10/30, Cont'd

9:30 AM to 10:15 AM



Year-end Strategies

- Ryan Bertrand, Vice President and Managing Director
Advanced Markets Group
- Brian Florey Director, National Accounts

November and December are usually filled with anticipation of the holiday season. But, as you're aware, certain strategies must be implemented by year-end. In a culture of "do-it-yourselfers," year-end planning is an area where you can show your value beyond investment knowledge.

10:15 AM to 10:30 AM

10:30 AM to 11:00 AM



NETWORKING BREAK

AI-Powered Growth:

Unleashing the Potential of JumpAI in Your Practice

Spencer Labrum, Account Executive

Discover how to drive efficiency, scale, and smarter client service using JumpAI.

11:00 AM to 11:45 AM



Evolving Structures and Smart Tech for Scalable Growth

- Mark Page, Managing Director & Head of Growth
- Chantale Gore, Advisor Experience Specialist

To stay competitive and client-focused, advisory practices must continuously evolve—both in how they're structured and how they adopt technology. This session begins with an overview of key updates to support structures, designed to help advisors streamline operations, gain clarity on available resources, and scale their businesses with greater confidence.

The second half features a fast-paced, advisor-focused panel discussion on emerging technology tools transforming the client experience. Explore practical applications of platforms like Asset-Map, Jump AI, and Holistiplan, and hear how real advisors are leveraging them to save time, improve planning conversations, and create more value for clients.

11:45 AM to 12:55 PM



WORKING LUNCH / BOX LUNCH

Cetera's Annual Compliance Meeting

- Kofi Coaxum, Head of Supervision
- Patricia McCallop, Sr. VP, Chief Compliance Officer
- Seth A. Weil, Supervision Team Lead

Stay informed on the latest regulatory changes and compliance requirements to ensure your practice adheres to industry standards. Fulfill your annual compliance requirement, earn CE credits and ensure your practice meets all necessary standards through an engaging and informative annual compliance meeting.

12:55 PM

Final Reflections & Closing Remarks

Doug Propeck, Regional Director

1:00 PM

DELEGATES DEPART