CAP® Share
Advancing the Philanthropic Conversation

The Spirit of Giving in Omaha

Ingrained in the culture of Omaha, Nebraska is a strong current of philanthropic giving, influenced in part by the generosity of Warren Buffett and other major local philanthropists, and partly by the Midwestern values of its people. The CAP® program has found a home in the social consciousness here. Its mission to help clients to advance their highest aspirations for self, family and the community has resonated with Omaha's financial planners and their clients, resulting in significant giving to the Omaha Community Foundation and other nonprofits.

In this issue we explore the evolution of CAP® in Omaha and learn more about the man whose personal mission to promote philanthropy in the community has prompted a series of highly successful CAP® study groups over the past six years. His 30 years of experience in the financial industry and personal commitment to charitable causes have combined to create a dynamic force for giving in the community.

Mark Weber

Profile in Giving: Mark Weber

By Stacey Goodman

As reprinted from the Omaha Community Foundation website, March 30th, 2017

Recently Mark Weber, of SilverStone Group, shared his insights on the evolution of the Chartered Advisor in Philanthropy® (CAP®) program in Omaha.

What were the goals of bringing the Chartered Advisor in Philanthropy® (CAP®) program to the Omaha metro?

In 2011, I attended a donor recognition event where Warren Buffett challenged those in attendance to do what they could to make Omaha the most charitable city per capita in the country. While inspired by his words, I knew that I did not have enough personal wealth to truly move the needle toward this goal.

However, I had worked closely with attorneys and accountants who served many of Omaha's wealthiest individuals. From experience, I knew these individuals often consulted their tax advisor while contemplating significant charitable gifts, and I also knew that very little was taught about charitable giving in law and business school. It was my hope that providing

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education to advisors about charitable giving would enable them to provide better advice to their clients and ultimately increase charitable giving in our community.

How has the Omaha program differentiated itself from similar offerings across the country?

Omaha is unique in that participation in our local cohort is by invitation only. Selection is based upon students' expertise and experience. Annual participation is limited to 12-16 students who are equally divided between tax attorneys, tax accountants, financial services professionals and nonprofit development professionals. Beyond the set curriculum, our community's top philanthropists regularly serve as guest speakers to the class. It is a real treat to have these titans of industry speak intimately about their careers, families and philanthropy to our group.

We are extremely proud that 100% of our participants have successfully completed the program and earned their CAP® designation. We're excited to kick off our sixth local CAP® class this spring.

How has the program evolved since the first local class participated five years ago?

Early on, I felt as if I had to "sell" advisors on the idea of committing 100 to 150 hours of study time, investing dollars in tuition payments and taking tests to earn a professional designation they had never heard of. Now we have a waiting list of students, and virtually every major firm in our area has had at least one associate participate.

What have you enjoyed most about serving as the facilitator of the program?

The students in the CAP® program are the best and brightest from their organizations. They are motivated to improve themselves and sincerely want to provide better service to their clients. It is fun to teach when everyone comes excited to learn and wants to stay, even when the class is over. Also I feel as if I'm having a positive impact on the lives of people and the community when I hear stories of how advisors are using what they have learned in class to make a difference in their clients' lives.

How do you feel the Chartered Advisor in Philanthropy® program has impacted our local community, and what does this mean for our future?

The Omaha community has been incredibly blessed to have its leaders so committed to philanthropy. How these individuals pass on their wealth will have a long-term impact on our city. Forty-three CAP® graduates recently participated in a survey self-reporting that they have assisted in the facilitation of $1.4 billion in charitable gifts since graduating from the CAP® program. [See article on page 5]. While we cannot definitively say these gifts were the result of the CAP® experience, it is our hope that CAP® has enhanced our graduates' capabilities to evoke conversations about legacy goals and charitable planning with their clients.

Refer a Colleague

Know someone who would be perfect for CAP®? Send us an email or have them:

Click Here to Enroll

Join Us on LinkedIn

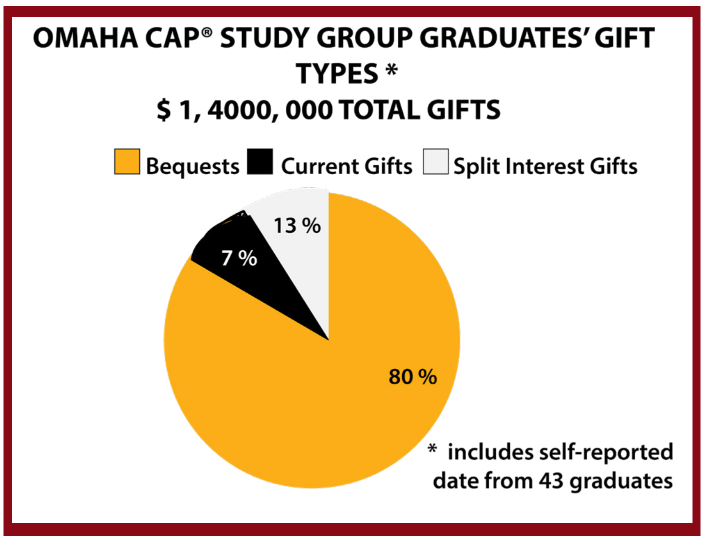
The CAP® Program has an active linked-in group for you to share ideas with your peers from across the disciplines and across the nation:

Click Here to join us.

Omaha CAP® Survey

Over the past 5+ years, The Omaha Community Foundation (OCF) has organized yearlong CAP® study programs led by OCF Board member Mark Weber, a Principal of SilverStone Group, Inc. The program was developed with one goal in mind – to increase philanthropy in the Omaha community. The success of these study groups has been the result of the selective "by invitation only" recruitment process focusing on community leaders who can make the most impact through their clients and organizations. They have further enhanced the experience by inviting philanthropic leaders from the community to speak at the study group sessions.

The program utilizes an integrated approach to the professions of law, accounting, financial services, and planned giving, embodying the CAP® program's theme of collaboration across the planning table. With a graduation rate of 100 percent, each CAP® study group has inspired highly competent individuals to carry forward the philanthropic mission of the program. The 2017 study group is on track to wrap up soon giving Omaha the distinction of having graduated a total of eighty-two CAP®s since 2012.



In an attempt to estimate how much money was raised in the community as a result of the CAP® program, a survey was conducted in 2017 among CAP® graduates of the Omaha program from 2012-2016. Of the sixty-nine individuals who graduated with the CAP® designation during that time, fifty were invited to complete the survey and forty-three responded (86%). Nonprofits were not included in the survey. The graduates were asked to share the estimated value of the gifts they had worked on since earning the CAP® designation. These gifts could include bequests, split interest gifts, and current charitable cash gifts.

The Results

The results indicated that over the last five years, Omaha CAP® study group graduates were involved (directly or indirectly) in over $1.4 billion of charitable gifts. According to Weber, this enormous amount of charitable giving can be attributed to the following multiple factors:

- "First, we live in an incredibly generous community. There are a number of very affluent individuals who live in Omaha who have a strong commitment to sharing their wealth with those less fortunate.
- "The class is 'invitation only' and the advisors invited are some of the best and brightest. Their firms represent many of our community's more affluent families.
- "The nine months of study provide the participants tools to better understand their clients and help them achieve their philanthropic goals. Listening to the CAP® speakers inspires them to share what they've learned with their clients."

In Summary

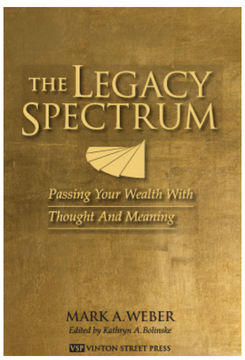
Weber acknowledges that it is difficult to accurately quantify the impact that the Omaha CAP® study group has had on increasing philanthropy in the Omaha community. However, respondents were encouraged to use the most conservative estimates and not spend more than 20 minutes on the survey, listing only cases that came to mind. Consideration was also given that most significant gifts that are testamentary in nature may change value considerably at maturity. The results, however, are intriguing and will certainly warrant further study.

Admittedly, Weber knows that a study of this nature has limitations, but he firmly believes this. "The anecdotal evidence that the CAP® program is having a positive impact on the community is undeniable." The results may not be evident for decades, he knows. "However, having enlightened professional advisors, skilled in the intricacies of philanthropy consulting their clients, is certain to result in more giving within the community."

The Legacy Spectrum

Passing Your Wealth with Thought and Meaning

By Mark Weber, JD, MSFS, ChFC®, AEP®, CLU®, CLTC®, CAP®
Edited by Kathryn A. Bolinske



With wealth comes responsibility, and the questions that arise can be daunting for families and the professionals who advise them. Have you accumulated "significant wealth" yet worry that you do not have enough? Will your heirs squander their inheritance or share your values? How will you be remembered after you are gone?

Drawing upon years of experience working with wealthy individuals and a personal commitment to philanthropy, Mark Weber shares common-sense strategies in *The Legacy Spectrum* to address these and other pertinent questions. Readers will learn how to create meaningful legacies that will bring their families closer and make a difference in their community.

By providing real-life examples and detailed, practical guidance, Weber gives the planning process a purpose-driven framework that the planner and family can use to develop a personalized, comprehensive approach to wealth planning.

Weber's inquiry-based process will help you to:

- Gain and maintain confidence in your financial security.
- Determine how much is enough, but not too much, to leave children.
- Share your values about money and philanthropy with your children.
- Prepare your children to receive and manage an inheritance.
- Effectively use your professional advisors to form your own Personal Board of Advisors.
- Express your gratitude for all you have received in a way that brings you joy and personal fulfillment.

The Legacy Spectrum has recently been added as a textbook for both the GS839 and GS869 courses at The American College.

Please visit the website www.thelegacyspectrum.com to learn more about the book and to read the many testimonials that speak to the significance of this timely and highly acclaimed book.

> *"A great way to use this book is as a 'send ahead' for a good client, or prospect. Having them read the book, reflect, and then use the worksheets first will allow them to be much better prepared when they meet with you. They will be farther along in the CAP® legacy planning process, and your time together will be more productive and efficient. And one client may recommend it to another."*
>
> *– Phil Cubeta*

A Higher Level of Legacy Planning

Introducing an MSFS Degree with a Concentration in Legacy Planning

The American College of Financial Services is pleased to introduce a cross-disciplinary Master's program that will help you to acquire the knowledge, attitudes and skills needed to succeed in legacy planning for your highest capacity clients. As a stepping-stone from CAP® into the Master's, Phil has created a new course, GS 869: *Legacy Planning Reimagined*, to be taught in a 2.5 day Residency at The College.

All three of your CAP® courses will count toward the Master's degree. Along the way to your MSFS you can also pick up the Accredited Estate Planner (AEP®) and Retirement Income Specialist (RICP®). All of the topics covered in the curriculum address current legacy issues faced by the baby-boomer generation, and in particular by boomer business owners, including skill building, case studies, and practical client/practitioner scenarios.

You can visit our website at https://www.theamericancollege.edu/designations-degrees/MSFS to view the curriculum and learn more. For questions or enrollment information, please contact Leah Selekman at leah.selekman@theamericancollege.edu or 610/526-1385.

Congratulations to our New CAP® Designees October, November and December 2017

Laura K. Barooshian, CAP®	MA
David L. Binsfield, LUTCF, CAP®	AZ
Thomas B. Conway, RICP®, CLU®, CAP®	MD
Michael J. Degenhart, CAP®	PA
Stephanie Dugan, CAP®	TX
Christopher M. Gibbons, CLU®, CAP®	PA
James Caleb Gibson, CLU®, CAP®	AL
Donna R. Greene, CAP®	IL
Michele T. Guerin, CLU®, ChFC®, CAP®	LA
Larry Paul Gwartney, CLU®, ChFC®, RICP®, CASL®, CAP®	OK
Thomas F. Higgins, CAP®	PA
Erik G. Jensen, CAP®	CA
Tammy Sims Johnson, CAP®	CA
Erin M. Kelly, CAP®	MA
Jason Lee Moehring, LUTCF, CAP®	MN
Michael D. Mohaghegh, CAP®	CA
Craig Philip Molldrem, CLU®, ChFC®, RICP®, CAP®	TX
Nora N. Moore Jimenez, CAP®	CA
Christopher Reed Natali, CAP®	PA
Laurel Numbers, CAP®	WA
Louisa Oakes, CAP®	CA
Matthew Page, CAP®	CA
Carlos B. Pargas, CAP®	FL
Jennifer Pratt, CAP®	MO
Rebekah M. Rice, CAP®	CA
David C. Rubenstein, CAP®	MD
Alexandra M. Scuro, CAP®	NY
William D. Smith, CAP®	GA
Michael F. Storz, CAP®	CA
John H. Strick, II, CAP®	OH
Andrew S. Thelander, RICP®, CAP®	MN
John J. Vazquez, CAP®	NM
Norbert B. Wilkening, ChFC®, CLU®, RICP®, CAP®	IL

Moderating a CAP® Study Group

Learn from the Leaders

On November 30, 2017, The American College hosted a webcast panel discussion on How to Moderate a Successful CAP® Study Group featuring experienced CAP® moderators who shared their best practices to help potential moderators visualize the long-term benefits of a CAP® study group to their community, clients and donors. If you missed it, it's not too late to tap into the collective wisdom of this dedicated group of CAP® study group moderators who together have facilitated more than two dozen successful groups.

You can access the archive of this webcast by going to the following link:

http://knowledge.theamericancollege.edu/your-webcast-archive-is-ready-4?ecid

For more information, please contact Elaine Gulezian at 610-526-1479 or

Elaine.gulezian@theamericancollege.edu

Current & New Study Groups

Boston	2017-2018
New Orleans	2017-2018
Arizona	2017-2018
Columbus	2018
Pittsburgh	2018
Omaha	2017-2018
National Capital Gift Planning Council	2017-2018
Greater Tacoma	2017-2018
Findley-Hancock	2018
Petoskey-Harbor Springs	2017-2018
Sioux Falls	2018
California Community Foundation	2018
Dallas	2018

Our Featured Panelists

Todd S. Healy, MSW, CLU®, ChFC®, AEP®, CAP®

Principal, Texas Financial Partners, LLC

Lisa Jolley, J.D., CAP®

Director of Donor Services and Development
The Columbus Foundation

Jennie Zioncheck, MFT, CAP®

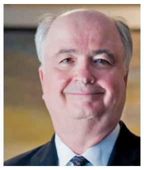
Director of Development
The Pittsburgh Foundation

Mark A. Weber, J.D., MSFS, ChFC®, AEP®, CLU®, CLTC®, CAP®

Principal, SilverStone Group

Margaret May Damen, CFP®, CLU®, ChFC®, CAP®

Owner, Institute for Women and Wealth, Inc.



Moderated by Phil Cubeta, CLU®, ChFC®, MSFS, CAP®

Sallie B. and William B. Wallace Chair in Philanthropy
The American College of Financial Services

CAP® Share

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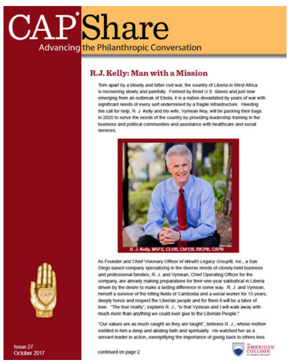
Keep Up with the Latest CAP® News

CAP®Share was developed to promote awareness of CAP® related issues and to highlight the efforts of CAP®s as they inspire philanthropy in their communities. Now you can stay on top of the latest CAP® news by accessing recent CAP®Share issues you may have missed.

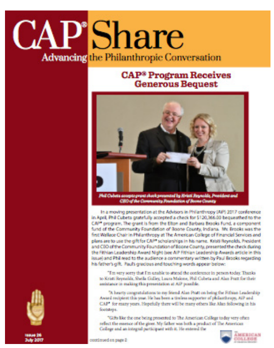


CAP®Share Issue #27

Read about R.J. Kelly whose inspiring work carries forward the mission of CAP®.

CAP®Share Issue #26

Learn about a generous bequest to the CAP® program and get to know Sally Alspaugh, a long-time CAP® champion.



CAP®Share Issue #25

Meet Mark Hagan whose inspired efforts continue to transform lives in jeopardy.

Do You Have a Story?

We hope you enjoy reading about CAP® designees around the country who have become trusted advisors to their clients or donors by applying the knowledge and insight gained from the CAP® program. There are as many inspiring stories as there are CAP®s and we would love to share your successes here in CAP®Share.

Your stories can motivate and capture the imagination of others, so please let us know if you would like to share your success story in an upcoming issue by contacting Elaine Gulezian at elaine.gulezian@theamericancollege.edu or calling 610-526-1479.

The American College

The American College is a nonprofit educational institution with the highest level of academic accreditation, dedicated to leadership in innovative training and development for financial services firms and professionals.

The College is distinguished by resources of the highest quality, innovation in program design and delivery, and results that create sustainable advantages for our customers.

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