

2020 VIRTUAL V.I.S.I.O.N. CONFERENCE

REASONS TO ATTEND THE 2020 AAAA VIRTUAL VISION CONFERENCE FOR FINANCIAL ADVISORS/PLANNERS & ASSET MANAGERS

1. Opportunity to meet with prospective clients.
2. Learn from renowned experts in the Industry.
3. AAAA facilitated learning through peer to peer sharing.
4. Ability to network with asset managers, subject matter experts and other industry professionals

2020 VIRTUAL VISION CONFERENCE:

Perfecting the VISION

Value Impact Access Influence Optimize Now

SEPTEMBER 14th-19th 2020



LeCount Davis, CFP®
Founder, AAAA

Go to www.aaafainc.com/events to register and download our mobile app



September 14th - 19th, 2020 | Virtual Conference

INAUGURAL AAAAA FIFTY UNDER 50

The first annual AAAAA Under 50 program recognizes and celebrates exceptional Black/Hispanic American licensed financial advisors, planners, consultants, and operators/administrative executives in the financial services industry. Each year, a committee of your peers reviews nominations to create a list of 50 outstanding financial advisors, or industry professionals supporting advisors, who are 50 or younger. Nominees are judged on their accomplishments, contribution to the industry, leadership, and professionalism. 50 under 50 nominations do not require membership for acknowledgment.

Here are the Nominees



MEDIA COVERAGE

Financial Planning Find your interests

PREMIUM ACCESS TAX PLANNING REGULATION WIREHOUSE MORE

DIVERSITY AND EQUALITY RACISM

FINRA examining itself and seeking industry collaboration on racial equity

By Tobias Salinger September 16, 2020, 2:23 p.m. EDT 2 Min Read



From left to bottom, Association of African American Financial Advisors Chair Lazetta Braxton, FINRA CEO Robert Cook and National Association of Securities Professionals board member Nadine Mentor participate in a panel at Quad-A's virtual 2020 Vision conference.

FINRA is working on racial equity from multiple angles and CEO Robert Cook is examining his own actions, he says.

"It all starts with individual accountability," Cook said in a panel at the Association of African American Financial Advisors' virtual Vision conference. "It all depends on how individuals change their own personal behavior. And as I was reflecting on that, I decided I really ought to ask myself, what steps will I personally take and how will I change my behavior?"

His comments come amid renewed focus on the severe lack of diversity in wealth management. Fewer than 4% of CFPs are Black or Latino even though the two minorities comprise more than 30% of the U.S. population.

Salinger, Tobias. (September 16, 2020). FINRA examining itself and seeking industry collaboration on racial equity. Financial Planning.

<https://www.financial-planning.com/news/finra-ceo-robert-cook-seeks-racial-equity-collaboration>



DIVERSITY AND EQUALITY RACISM

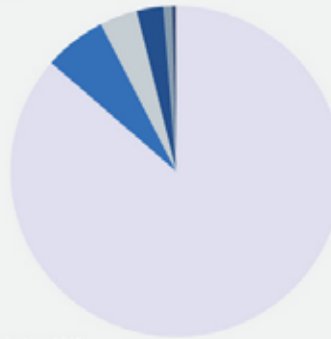
How JPMorgan, PNC, Northern Trust aim to promote more Black and Latino executives

By Tobias Salinger September 17, 2020, 5:22 p.m. EDT 2 Min Read



Little diversity among senior management in finance and insurance

- Hawaiian, 155
- American Indian, 240
- Two or more races, 846
- Black, 2,644
- Hispanic, 3,682
- Asian American, 6,147
- White, 87,103



Source: U.S. Equal Employment Opportunity Commission, 2018

For some of the few Black and Latino executives in the financial services, the added work of boosting representation and mentoring is simply "a practical reality," says Northern Trust's president of asset management.

"You have a whole other job, different than your majority counterparts," Shundrawn Thomas said during a panel discussion at the Association of African American Financial Advisors' Vision conference.

Thomas says he was the first non-white member of Northern Trust's all-white male executive team when he joined in 2008. Today, nine of the 15 executive committee members in asset management are either women, Black or Asian American.

Salinger, Tobias. (September 17, 2020). How JPMorgan, PNC, Northern Trust aim to promote more Black and Latino executives. Financial Planning.

<https://www.financial-planning.com/news/jpmorgan-pnc-and-northern-trust-on-promoting-black-executives>

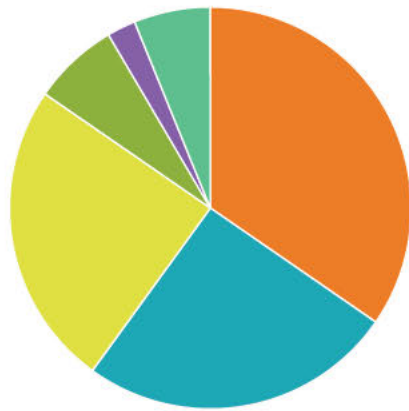
VISIBILITY REPORT

AAAA 2019 Vision Conference Detroit, Michigan September 15-18, 2019

Highlights

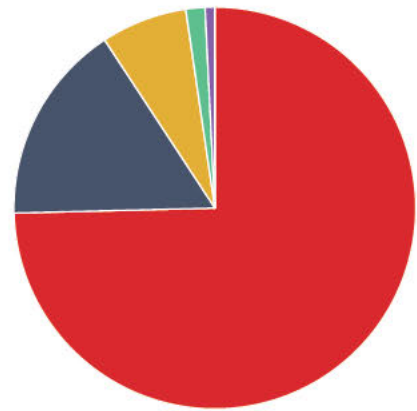
TOTAL EXACT MATCH PICKUP*	130	TOTAL POTENTIAL AUDIENCE	61.1M
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Total Pickup by Source Type



- Broadcast Media (45/34.6%)
- Newspaper (33/25.4%)
- Online News Sites & Other Influencers (32/24.6%)
- Financial News Service (9/6.9%)
- Magazine (3/2.3%)
- Other (8/6.2%)

Total Pickup by Industry



- Media & Information (97/74.6%)
- Financial (21/16.2%)
- Multicultural & Demographic (9/6.9%)
- Business Services (2/1.5%)
- Retail & Consumer (1/0.8%)
- Other (0/0.0%)

Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated.

Total Exact Matches: 130

Total Potential Audience: 61.114.947



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ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA)
2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Connecting financial professionals and partners for greater opportunity

The 2020 AAAA Virtual V.I.S.I.O.N. Conference brought together nearly 600 African American financial professionals and prospective retail financial services clients from across the country for a week of intellectual engagement, empowerment, and actionable inspiration. Conducted virtually this year, the thought-provoking conference convened hundreds of African American leaders and professionals in the financial services industry for networking, collaboration, and education on how to move the industry toward greater diversity and inclusive success. The conference also included scholarship presentations to students, awards to professionals at all career stages, and a financial planning symposium that was open to the public.

V.I.S.I.O.N. – Value, Impact, Succeed, Influence, Optimize, Now – foresees and fosters a financial services industry that values the expertise, contributions and collaboration of African American financial professionals.

QUICK FACTS:



576 unique IP addresses spanning six time zones and 245 cities globally



172 attendees spent 1,185 hours engaged in virtual reality features



136 virtual client symposium registrants from 80 cities



100 scholarships awarded to college seniors at HBCUs



35+ speakers conducting keynotes, breakouts, panels, and roundtable discussions



27 corporate sponsors

Conference Session Topics:

Day 1

- Needs of the next generation of African American financial advisors
- Insights for students pursuing financial services careers
- Benefits of diversity and inclusion in the wealth management industry

Day 2

- Connecting with women investors, the next majority in inherited asset management
- Technology considerations in wealth management
- Successful prospecting in a virtual environment

Day 3

- Creating opportunities for fair investing with confidence
- Role of HBCUs and other higher ed institutions in bridging the wealth gap
- Issues facing women in the financial services industry

Day 4

- Advancing African American professionals into executive leadership and board positions
- Deepening client relationships to increase impact
- Racial battle fatigue

Notable Speakers:

- **Hon. Jennifer Carroll**, the State of Florida's 18th Lieutenant Governor
- **Robert Cook**, CEO of FINRA
- **Andy Sieg**, President of Merrill Lynch
- **Tom Ilube**, CEO of Crossword Cyber Security, PLC
- **Lauren Simmons**, TV personality and the second African American female NYSE trader
- **Kristin Lemkau**, President, U.S. Wealth for JP Morgan & Co.
- **Carole Brown**, Asset Management Group Executive, PNC Financial Services Group
- **Shundrawn Thomas**, CEO of Northern Trust
- **Ron Parker**, CEO of NASP
- **Dr. William Smith**, Author of *Racial Battle Fatigue*



The conference capstone included a town hall with AAAA Founder and Chair Emeritus LeCount Davis, Sr., followed by the AAAA Awards Ceremony, recognizing a wide range of professionals for their accomplishments, contributions to the industry, leadership, and promise. In addition to unveiling the inaugural class of AAAA "50 Under 50" honorees, the ceremony awarded scholarships to 100 eligible college seniors at HBCUs and recognized four professionals for outstanding community service and top production in the categories of bank brokerage, wire house, and independent advisors.

Visit the AAAA website for more V.I.S.I.O.N. 2020 highlights and to access session videos.

<https://www.aaafainc.com/vision2020>

AAAA Vision & Mission

AAAA envisions a future where the black community is financially savvy with expert guidance to sustain generational wealth. AAAA serves to expand the community of successful black financial professionals through four key areas of focus: corporate empowerment, developing a black advisors ecosystem, thought leadership and advocacy, and consumer wealth building.

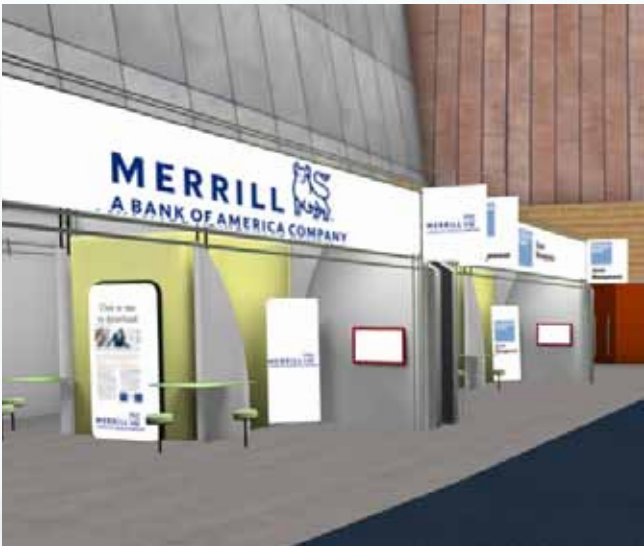
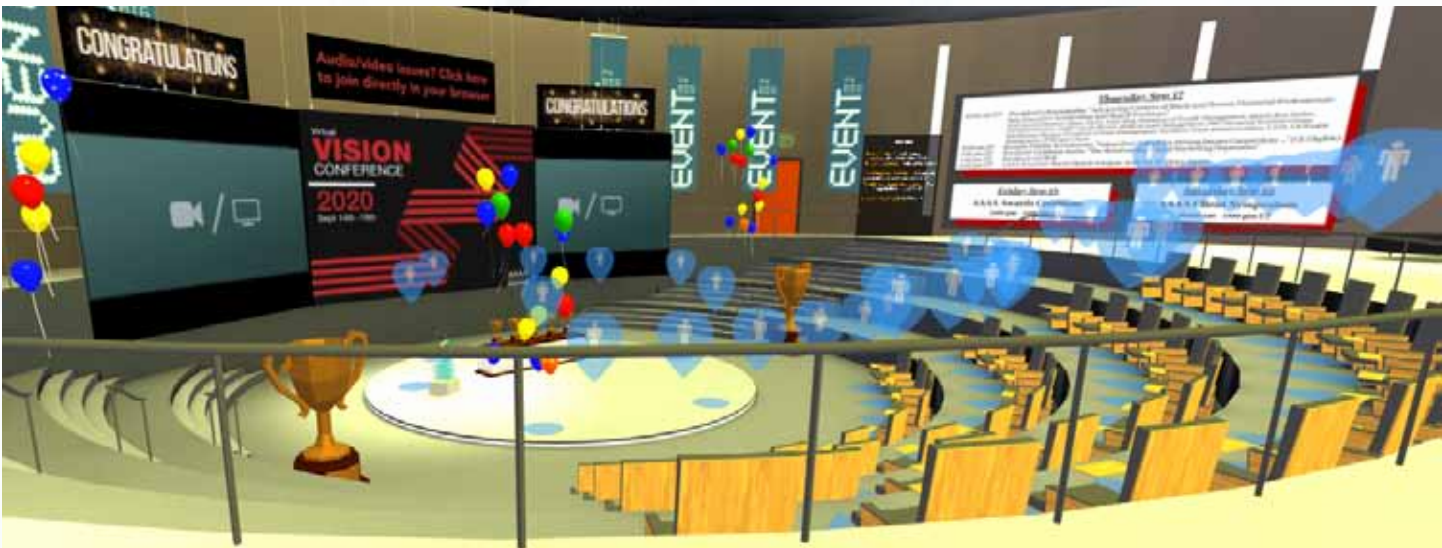
If you are interested in being a speaker, panelist, contributor or sponsor for V.I.S.I.O.N. 2022, please contact Christian Nwasike at conferenceplanning@aaafainc.org.

For media inquiries or to connect with AAAA leadership, please contact Lazetta Rainey Braxton at board@aaafainc.org.

91% of attendees rated the conference experience 4 or 5 stars out of 5

AAAA is going to Ghana, West Africa for V.I.S.I.O.N. 2022! Details to come.





ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA) 2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Day One Conference Summary – Monday, September 14

The first day of the AAAA Virtual V.I.S.I.O.N. Conference commenced by reaffirming the premise and purpose of AAAA: to advance Black and African Americans in the financial services industry and create a safe, inviting space for them to collaborate, share, learn, and call home.

AAAA Chair Lazetta Rainey Braxton, Co-Founder and Co-CEO of 2050 Wealth Partners, opened the conference with fellow AAAA Board members and AAAA Founder LeCount Davis, Sr., who shared several key AAAA priorities for 2021 and beyond:

- Creating an expansion and continuity strategy for African Americans in the financial services industry;
- Exploring ways to create an internship/externship program and a succession planning platform;
- Ensuring a strong corporate partnership program, which is essential to helping drive numerous AAAA initiatives;

- Offering programming that allows members and prospective members to connect with other industry professionals to foster long-term partnerships; and
- Continuing the newly launched Mentorship Program, which connects professionals at all stages of their careers with leading African American industry experts

Christopher Thompson, Executive Director, Head of Diversity and Inclusion for J.P. Morgan U.S. Wealth Management, delivered the first conference keynote about “Fostering an Inclusive Environment.” Thompson addressed how he and J.P. Morgan Chase have been successful at partnering with business leaders across the company to embed diversity and inclusion principles into the company’s culture and drive business outcomes by creating an ecosystem centered around those principles. He also discussed practical ways that firms can enhance their culture to create a workplace environment where talent can thrive.

Did you know? By 2040, the U.S. will be a mosaic with no single dominant ethnicity. Wealth will transfer to different populations and cultures – and we need to ensure there are advisors to serve this emerging market.

“One of the things we have built is a value proposition for our firm that we want people to know that they belong here. No matter where you sit, no matter where you are, no matter your title... that you truly do know that you belong here...and you get there by building accountabilities around expectations... for everybody,” stated Thompson.

The day proceeded to a panel discussion focused on providing insight to students who are considering financial advising as a career, titled “The Needs of the Next Generation of Black and African American Financial Advisors.” The session addressed challenges and potential solutions to those barriers and featured esteemed panelists from the industry and the higher education community including:

- **Moderator Lauren Taylor**, Vice President of Diversity and Inclusion at LPL Financial;
- **Dr. Janine Sam**, Assistant Professor of Business Administration of Shepherd University and President of the Academy of Financial Services;
- **Dr. Luke Dean**, Director of the Financial Planning Academy at Utah Valley University and creator of the Twelve Tribes of Financial Planning;
- **Dr. Phillip Gibson**, Associate Professor of Finance and Director of Certified Financial Planning at Winthrop University;
- **Chel Bernard**, Manager of Diversity and Compliance with Dalton Education; and
- **Marques Highland**, Director of Relationship Management at Diamond Hill Capital Management.

J.P.Morgan

JP Morgan & Co. was a Platinum Sponsor of 2020 AAAA Virtual V.I.S.I.O.N.

Multiple breakout sessions rounded out the day featuring high-profile players in the financial services industry, including the SEC, RW Baird, Charles Schwab and Northern Trust. Speakers shared the following key takeaways:

- **Robert A. Marchman Esq.** discussed the SEC’s first strategic plan focused on detailing intentional actions the commission is taking toward ensuring diversity in all ranks.
- **RW Baird** representatives addressed how to bring more Black and African American individuals into the wealth management industry, discussing the “why” behind the underlying problems and offering actionable solutions.
- **Alvin Odom** from Charles Schwab delivered remarks about how discomfort is inevitable in the process of obtaining success, taking calculated risks, and being intentional about expanding peripheral vision while acknowledging the past to create a brighter future.
- **Two representatives from Northern Trust** discussed the proprietary research it conducted to better understand how advisors were building their teams and how diversity played into that equation, in order to form actionable strategies for the future.

Visit the AAAA website to access Day One session videos from <https://www.aaafainc.com/vision2020>.

“It doesn’t do any good to be the first anything, unless you’re bringing somebody along with you.”

-LeCount Davis, Sr., AAAA founder and the first Black CFP designee in the U.S.



ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA) 2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Day Two Conference Summary – Tuesday, September 15

The second day of the AAAA Virtual V.I.S.I.O.N. Conference covered numerous priority topics in the financial services industry and their implications for African American financial advisors.

The day began with keynote speaker Bana Eyasu, Assistant Vice President and Lead Manager of Channel Marketing for T. Rowe Price. Drawing upon her nearly 15 years of experience in the financial services industry, Eyasu addressed the importance of and actionable strategies for financial advisors authentically connecting with women investors. By 2030, an estimated \$30 trillion will be passed on to beneficiaries and their heirs, and most of those assets will be placed in the hands of women. The ability to actively engage and support those who are set to inherit this vast amount of wealth will be essential to the success of financial advisors, particularly those of color.

“With women specifically, we know the difference between those who are truly trying to make meaningful connections with us and those who are...doing these ‘check the box’ type of activities,” stated Eyasu.

She later also said, “[The goal is] to create that inter-connectivity between you and your client.” Eyasu, who also engaged in a follow-up Q&A and conducted an activity with attendees, focused her remarks on three key focus areas:

- Research conducted by T. Rowe Price regarding women’s values;
- Gaps that financial professionals have identified through those research insights; and
- How women differ from one another with respect to the roles they play in their households.

The second keynote speech of the day featured Tom Ilube, CEO of Crossword Cybersecurity PLC, who previously founded multiple startup technology businesses among numerous additional accomplishments. He was voted the “Most Influential Black Man in the United Kingdom” in 2017 and honored as a CBE (Commander of the British Empire) by the Queen in 2018. In addition to reflecting on his tech accomplishments, Tom shared his insights and experience in the wealth

Did you know? Research has shown that by 2030, more than \$30 trillion will be in the hands of women, indicating a tremendous need to better understand and serve this population.

“My strategy is very deliberate. I separate out the purpose, the vision from what I call the game...I can switch the game up, I can move this way and that way, but the vision and purpose stay the same.”

- Tom Ilube, CEO, Crossword Cyber Security PLC & Founder, African Science Academy
2017's "Most Influential Black Man in the U.K."



management industry: “If I was advising my younger self now, I would still be saying get into technology, get into A.I., because that is an incredible industry to seize these opportunities...understanding the impact of A.I. on wealth management and how it will change the industry, and preparing for that and getting ahead of the game will be really important over the next few years.”

Tom also passionately addressed why he founded the African Science Academy in 2016. Referring to statistical probabilities, he reflected, “What that tells you is that on that continent today, there are at least 50,000 young people who have the intellectual ability of an Albert Einstein. The question is, where are they? What are they doing? Are they getting the opportunities they need? Africa’s real resource is the intellectual ability of its people.”

Five virtual breakout sessions completed the day featuring robust discussions about tech in wealth management, successful prospecting in a virtual environment and more. The following were key takeaways:

- Wealth management experts Calvin Williams, director at a Fortune 25 financial institution, and Cameron Cobb of LinkedIn discussed the trend of financial services organizations becoming more tech-oriented and leveraging social platforms.

- Desi Wyatt CRPC with Citi Wealth Management led a discussion regarding the 2020 economic and election outlook.
- Camille Ford with RBC Wealth Management addressed new ways to think about and approach virtual prospecting and structuring financial services organizations and professionals to successfully build and nurture relationships in a virtual environment.
- Several representatives from LPL Financial Advisors continued that discussion by sharing their successes and challenges in engaging clients virtually for business development and marketing outreach.
- Dr. Alex David and a team from Wells Fargo Advisors shared knowledge, insights and things to avoid related to teaming, particularly among African American and female advisors, focusing on the importance of value and structure.

Visit the AAAA website to access Day Two session videos from <https://www.aaafainc.com/vision2020>.

T. Rowe Price 

T. Rowe Price was a Platinum Sponsor of
2020 AAAA Virtual V.I.S.I.O.N.

ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA) 2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Day Three Conference Summary – Wednesday, September 16

The third day of the conference ventured further into the details of how the financial services industry can promote racial and gender equity as well as engage in addressing the wealth gap.

Did you know? Median income for White women is 80 cents per dollar made by a White man. Black and African American women earn 62 cents per dollar. The highest gender wage gap is in the financial services and insurance industry, where Black and African American women earn 58 cents per dollar earned by a White man.

A mid-morning coffee chat hosted by AAAA Board Chair Lazetta Rainey Braxton and Nadine Mentor, founder and president of Mentor Holdings and Investments and board member of the National Association of Securities Professionals (NASP), featured Robert Cook, CEO of the Financial Industry Regulatory Authority (FINRA). Cook emphasized FINRA's mission to preserve investor protection and market integrity and the

challenges of understanding and adapting to the constraints of COVID. Cook shared transparently regarding his self-examination and personal commitments in the wake of the death of George Floyd as well as FINRA's organizational response focused on creating a more collaborative, inclusive, innovative, and diverse workplace; providing industry leadership to combat racism and reflect the diverse communities it hopes to serve; and promoting financial literacy and capability in traditionally under-served communities.

Andy Sieg, President of Wealth Management at Merrill hosted the day's first keynote, stating that racial equality "isn't just a moral imperative, it's a commercial imperative as well." After discussing the approach to diversity and inclusion at Merrill Lynch and Bank of America, including the company's recently announced \$1 billion commitment over four years to promote racial equality and economic opportunity, he was joined by Merrill team members Calandra Jarrell, James Taylor, Craig Young, and Jen Auerbach-Rodriguez, who provided further detail regarding aspects of Merrill's corporate culture – leadership, advocacy, support, structures, and resources – designed to promote inclusivity and equity.

The day continued with a panel discussion examining the role HBCUs and other higher education institutions can play in bridging the wealth gap in black America. Strategies included providing financial assistance to reduce college debt, exposing students to financial planning professionals through mentoring; and encouraging students to pursue Ph.D.'s with a view to establishing financial planning programs at HBCUs. Panelists included

- **Malcolm Etheridge**, financial advisor and AAAA board member;
- **Lauren Taylor**, AAAA board member and VP of Advisor Diversity and Inclusion with LPL Financial;
- **Chel Bernard**, Manager of Diversity and Community Outreach at Dalton Education;
- **Lauren Simmons**, a former equity trader who made history by becoming the second African American female trader as well as the youngest trader on the NYSE;
- **Dr. Ajamu Loving**, the first African American Ph.D. in financial planning, currently a finance professor at University of North Texas at Dallas; and
- **Dr. Philip Gibson**, financial advisor with Carroll Financial and Associate Professor and Director of Financial Planning at Winthrop University.

A panel titled “Women in the Business” rounded out the day, emphasizing the importance of networking, mentorship, and sponsorship, as well as continued learning, flexibility, and adaptability in planning career moves. The panel included high-powered executives:

- **Rene Nourse**, founder and CEO of Urban Wealth Management;
- **Jennifer Carrol**, former Lt. Governor of Florida;
- **Cindy Foster**, VP and Ombudsman, Chair of FINRA Diversity Leadership Council;
- **Renee Baker**, Head of Private Client Group Networks, Raymond James; and

- **Sheena Gray**, AAAA board member and Executive Director of U.S. Wealth Management Diversity and Inclusion Team, JP Morgan Chase.

Breakout sessions hosted by PNC Wealth Management and Raymond James rounded out the day’s agenda and offered the following key insights:

- **Celandra Deane-Bess** stated that, on average, successful people spend at least one hour a day learning or practicing. Advisors need to prioritize learning and take responsibility for their own professional development.
- **Sean Hall** noted that peer feedback, client feedback, and providing service to the community can help advisors develop their brand and better connect with clients.
- **Camille York** observed that including multiple generations in planning conversations can help prepare families for wealth transfer.
- **Chris Fields** advised being creative in sourcing new talent at networking events and among career changers, focusing on training and retention.

Visit the AAAA website to access Day Three session videos from <https://www.aaafainc.com/vision2020>.



“Racial equality isn’t just a moral imperative, it’s a commercial imperative as well.”

- *Andy Sieg, President of Wealth Management, Merrill*



ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA) 2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Day Four Conference Summary – Thursday, September 17

The fourth day of the conference armed leaders with strategies to promote career advancement for professionals of color, connect with clients at a deeper level, and understand and cope with racial battle fatigue.

The focus of the President's Roundtable moderated by Lazetta Rainey Braxton, AAAA Board Chair and Co-Founder and Co-CEO of 2050 Wealth Partners, was advancing careers of Black and Brown financial professionals into executive leadership and board positions. Best practices highlighted in the conversation included incorporating diversity and inclusion metrics into manager evaluations; strengthening relationships with advocacy organizations like AAAA and NASP; focusing retention efforts on mid-level and senior-level advisors; and creating work environments in which advisors can be their authentic selves. Roundtable participants included the following senior level executives:

- **Carole Brown**, Asset Management Group Executive, PNC Financial Services Group;
- **Shundrawn Thomas**, President of Asset Management, Northern Trust;
- **Kristin Lemkau**, CEO of U.S. Wealth Management, JP Morgan Chase; and
- **Ron Parker**, President and CEO of NASP.

Fidelity Investments hosted the first keynote of the day, titled, "Values over Valuables: Driving Deeper Connections." Team members Anand Sekhar,

Roberta King, and Glover Kebe highlighted data regarding clients who end advisor relationships: 64% felt the advisor was not listening to their needs. The discussants drew a distinction between communicating to connect and communicating to transact using the framework of the Advice Value StackSM, which visualizes the comparatively high value clients place on peace of mind and fulfillment. To address clients' needs in these areas, successful advisors will develop the skills of mindfulness, curiosity, empathy, story, and vulnerability.

Did you know?

According to the U.S. Equal Employment Commission, of the nearly 100,000 executives at financial firms, only 2.6% are African American and 3.7% are Hispanic.

Anthony Buchanan, CEO of LetBob, led a breakout regarding the company's cloud-based tool for automating trades. He explained that LetBob is an ideal solution for firms that have discretion over their accounts and are looking to transition from manual trading, especially for client accounts that do not meet the minimum for traditional services. Advantages of the platform



are that it integrates with a variety of CRM systems, can be branded, and includes both third party models and the ability to incorporate the client's own models.

To end the day, Dr. William Smith, Department Chair of Education, Culture, and Society at the University of Utah, offered a keynote on the topic of racial battle fatigue. After giving insight into the historical development of white supremacist views, he offered this framework for the conversation: “Antiblack racism is an injurious and specific stressor that poses violent threats to the biological, psychological, physical, cultural and social health and the associated interlocking identities of the Black person. Our bodies code racism as a violent act. It takes a toll on Black physical and mental health through the fight or flight response.” Since flight is not a possibility – there is no area of the world unaffected by racism – Black bodies and minds experience the deleterious

impacts of daily and institutionalized racism, including mental health symptoms, insomnia, and early onset of Alzheimer’s and dementia. Williams advises the following protective responses:

1. Realize the systemic and individual nature of racism and seek resilient adaptive coping strategies;
2. Recognize the signs and symptoms of racial battle fatigue in one’s self, family, and group members and take time to “quarantine” alone so as to not bring stress home to one’s family;
3. Commit to strength-based, answer-based coping based in healthy racial identity development; and
4. Resist individual, institutional, and systemic efforts at racial re-traumatization.

Visit the AAAA website to access Day Four session videos from <https://www.aaafainc.com/vision2020>.



Fidelity Investments was a Platinum Sponsor of 2020 AAAA Virtual V.I.S.I.O.N.

“Our bodies code racism as a violent act. It takes a toll on Black physical and mental health.”

– Dr. William Smith, University of Utah



ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA) 2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Day Five Conference Summary – Friday, September 18

Day five conference attendees enjoyed a candid conversation with AAAA founder LeCount Davis, Sr., followed by an awards ceremony recognizing students, early career professionals, top producers, and the inaugural class of 50 Under 50 honorees.

Mr. Davis began the town hall session by stating how impressed he was with this year's conference. He encouraged attendees to become more strategic, thinking multiple years ahead to develop the Black and African American financial services market. For instance, he stated, "If we can convert one to ten percent of our spending power into investing power, we would make progress and there's also a benefit to the industry." With respect to industry leaders, he acknowledged that diversity and inclusion must be more than a slogan; AAAA must cultivate strategic partners that are very serious about racial equity by issuing an invitation: "Help us to help you." He highlighted AAAA's role as a strategic partner that can help corporations counteract unconscious bias, cut expenses, and meet their goals and objectives for reaching the Black and African American market.

The awards ceremony that followed began with presentations of scholarships sponsored by Dalton Education and designed to assist recipients to attain CFP designation. Recipients included:

- **Audrey Arthur**, Financial Advisor, Morgan Stanley;
- **LaMont McIntosh**, Branch Manager and VP, Cetera Investors, LLC;
- **Njideka Obijiaku**, community organizer in South Los Angeles;
- **Veronica Taylor**, changing careers from a position as creative director of a digital marketing agency; and
- **Rickie Taylor**, AAAA Board, AAAA Director of Membership, and 401K consultant.

Did you know? LeCount Davis, Sr.'s autobiography, entitled *One Step Back, Two Steps Forward: The Dance of My Ultimate Plan*, offers his reflections on business as well as the spiritual aspects of dealing with both adversity and success.

The following professionals received Top Producer Awards:

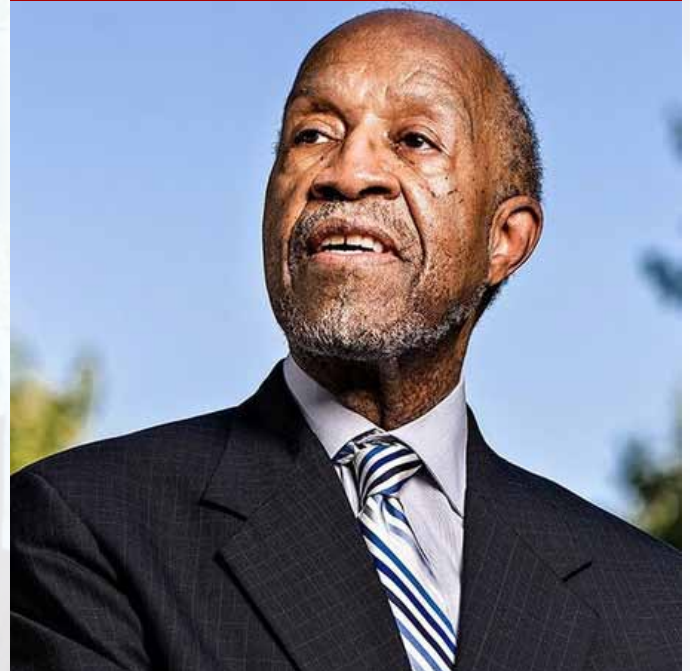
- **Bank Brokerage:** Nelrae Ali CFP®, CRPC, Wells Fargo Advisors.
- **Wire House:** Aariah Mesfin CFP® UBS Wealth Management Group; and
- **Independent:** Darrell Clayton CFP® - Securities America
- **Excellence in Community Service Award:** Savon Gibson

The first annual AAAA 50 Under 50 program recognized and celebrated influential Black and African American licensed financial advisors, planners, consultants, and operations/administrative executives in the financial services industry. Each year, a committee of peers reviews nominations to create a list of 50 outstanding financial advisers, or industry professionals supporting advisers, who are 50 or younger. Honorees are judged on their accomplishments, contribution to the industry, leadership, and promise. 50 Under 50 nominations do not require membership for acknowledgement. The list of 50 Under 50 nominees, with headshots, can be found here. <https://www.aaafainc.com/50-under-50>

Visit the AAAA website to access Day Five session videos from <https://www.aaafainc.com/vision2020>.

“When marketing, don’t just reach individuals, reach individuals that control individuals.”

— *LeCount Davis, Sr., AAAA Founder*



ASSOCIATION OF AFRICAN AMERICAN FINANCIAL ADVISORS (AAAA) 2020 Virtual V.I.S.I.O.N. Conference

September 14-19, 2020

Day Six Conference Summary – Saturday, September 19

The final day of the conference featured a three-hour symposium for retail clients regarding a variety of financial planning topics. Christian Nwasike, AAAA board member and managing partner at Practice Management Consultants, moderated the symposium.

During the first hour of the symposium, presenters highlighted the education and exposure gap that produces the wealth gap affecting individuals from traditionally marginalized communities. To close the gap, Black financial advisors must have access to resources, training, and culturally aligned materials to reach potential investors in those communities. The conversation distinguished types of financial services, from basic savings, budgeting, and credit education to financial spectrum advice. The conversation then turned to financial planning considerations specific to minority entrepreneurs, such as 401Ks.

For the second hour of the symposium, the featured guest was Gerald Loftin, managing member of Proficient Wealth Counselors, LLC. He focused his comments on how small business owners can maximize opportunities to pay themselves before the IRS. Strategies included tailoring their business structure to minimize tax liability, taking advantage of the opportunity offered by retirement accounts to make pre-tax contributions and earn compound interest, maximizing deductions, and engaging in proper risk management and estate planning.

The guest during the third hour was Chloe Moore, founder of Financial Staples. She discussed how to select and take full advantage of employee benefits such as 401K, health insurance, and group life insurance plans.

Other AAAA board members who offered insights during the symposium included

- **Lazetta Rainey Braxton**, Co-Founder and Co-CEO, 2050 Wealth Partners;
- **Lauren Taylor**, VP of Advisor Development, LPL Financial; and
- **Raymone Jackson**, Executive National Director of Wealth Management, Morgan Stanley.

Visit the AAAA website to access Day Six session videos from <https://www.aaafainc.com/vision2020>.

Did you know? Each month AAAA receives 150 inquiries from Black and African Americans looking for Black and Brown financial advisors.

“The education and exposure gap leads to money fog -- fear, obligation, and guilt.”

— *Lazetta Rainey Braxton, AAAA Board Chair and Co-Founder and Co-CEO, 2050 Wealth Partners*



SOCIAL MEDIA

Terrance Kieron Martin Jr is 🙏 feeling grateful at **Crowne Plaza Detroit Downtown Riverfront**.
4h · Detroit, MI · 🌐

#tbt 2019 was a great year, especially professionally. I began to get traction on the professional speaking scene. Definitely not an easy task for a black man in financial services. God knows how much I miss it. Pictured is me being Dr. Martin in Detroit Michigan at the Vision Conference, 2019. I was in my element, my happy place. Connecting my research to practice. #COVID19 go away!



Cameron L. Cobb · 1st
Creating a path and leaving a trail!
3d · 🌐

Thought I'd share my outfit for today at the **Association of African American Financial Advisors** Virtual Vision Summit.

I welcome any Virtual Avatar style tips in the comments below
#virtualconference #virtualevents



Lattisha P. Jackson
4h · 🌐

#FBFriday Definitely missing attending my most favorite conference! This day last year I got to "walk the runway" amongst some of the absolute best Black Financial Professionals on the planet! Financial literacy + access + planning = Financial Freedom #AAAA #BlackExcellence





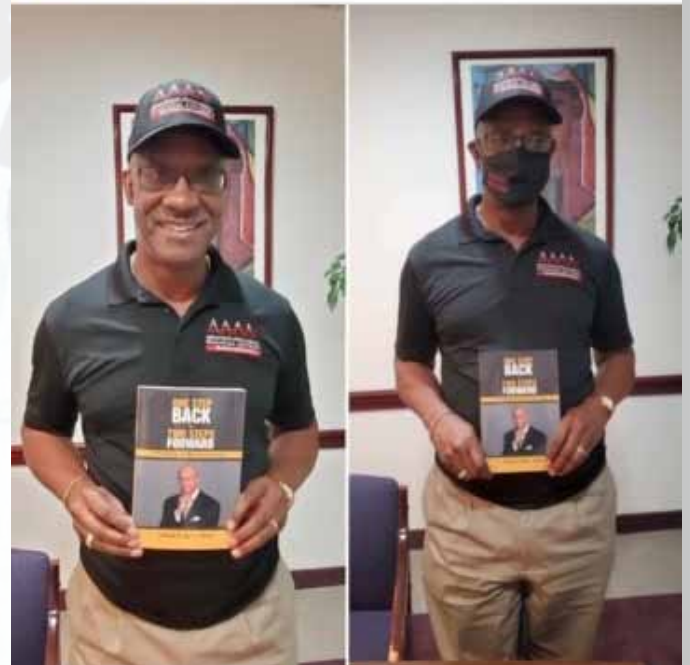
Jason Chandler · 2nd
Head, Wealth Management USA at UBS
9h · 🌐

Big congratulations to UBS financial advisor **Araya Mesfin, CFP®** (left) for being awarded "Top Producer - Wire House Category" by the **Association of African American Financial Advisors**. An additional congratulations to Araya as well as to UBS Assistant Market Head **Edgar Marita** (right) for being recognized on AAAA's "Top 50 Under 50" list which celebrates influential Black / African American professionals in the financial services industry.



Lee V. Bethel, CLU,ChFC,REBC,RHU, CASL,... · 1st
President at Comprehensive Benefit Services, Inc.
9h · 🌐

Congratulations to LeCount Davis, CFP the first Black Certified Financial Planner and Quad A founder on his new book. I am honored to have you as a friend and mentor. I am proud to be a Charter Member of Quad A. **#QuadA #Blackfinancialadvisor**



Malcolm Ethridge, CFP®, CPFA, CRPC® · 1st
Financial Advisor at CIC Wealth
1h · Edited · 🌐

I know it's already been said more times than I can count, however, I cannot let this week wrap without sharing how proud I am of all of my fellow board members and the conference committee for what you guys pulled off this week. Turning a conference into a virtual experience was no small feat and you guys all stepped up and got it done.

Christian C. Nwasike, MBA, JSM, MFP®
Lazetta Rainey Braxton, MBA, CFP®
Barrett D. Wragg, CFP®
René Nourse, CFP®
Raymone Jackson, CLU, MBA, FLMI, ACS
Rickie Taylor
Lauren Taylor



SOCIAL MEDIA

Darrell Claytor • 1st
 CERTIFIED FINANCIAL PLANNER™
 4d • 🌐

Always great to be recognized by your colleagues. The Association of African-American Financial Advisors named me the Independent advisor of the year. [...see more](#)

Soraya Morris, ChFC® • 1st
 Lead Trainer at Investnet MoneyGuide
 2w • 🌐

So honored to be recognized as part of the inaugural AAAA 50 Under 50 list! I'm humbled to see my name alongside many of my industry mentors, friends and colleagues. Let's continue to do great work within the financial planning industry!

Investnet | MoneyGuide
 9,017 followers
 3w • 🌐

The first annual AAAA 50 Under 50 program recognizes and celebrates influential Black/African American licensed financial advisors, planners, consultants, and operations/administrative executives in the financial services industry.

Tony Barrett • 1st
 Managing Director, Wealth Management Manager, Delaware Valley Complex at Ray...
 1w • 🌐

I am very honored to have been named to the Top 50 Under 50 list by the Association of African American Financial Advisors (AAAA). I look forward to continued partnership with @Renee Baker and the Raymond James Blac... [...see more](#)

Raymone Jackson, CLU, MBA, FLMI, ACS • 1st
 Global Head of Diversity & Inclusion at T. Rowe Price
 3w • 🌐

I am honored to be recognized by the [Association of African American Financial Advisors - Social](#) as a 50 Under 50 Leader that is strengthening the industry. I stand on the shoulders of giants and love that I get to help grow the next gen... [...see more](#)



Sheena Gray · 1st
Executive Director-US Wealth Management Diversity & Inclusion Lead at JPMorgan Chase & Co. · Edited ·

Honored to be nominated -thank you Association of African American Financial Advisors - Social #2020vision #fiftyunder50 #wealthadvisors #wealthmanagement #financialplanning #finserv #blackexcellence ...see more



Sheena Gray, President - Social Manager, Channel M...



The first annual AAAA 50 Under 50 program recognizes and celebrates influential Black/African American licensed financial advisors, planners, consultants, and operations/ administrative executives in the financial services industry.

Each year, a committee of your peers reviews nominations to create a list of 50 outstanding financial advisors, or industry professionals supporting advisors, who are 50 or younger. Honorees are judged on their accomplishments, contribution to the industry, leadership, and promise. 50 under 50 nominations do not require membership for acknowledgement.



Sheena Gray



Janine Sam, Ph.D., CFP® · 1st
Financial Planning Program Director & Assistant Professor at Shepherd University · 1mo ·

So glad for the opportunity to be a part of this esteemed panel at the Association of African American Advisors (virtual) conference yesterday.

Financial Advisor IQ
2,224 followers
5mo ·

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The Association of African American Financial Advisors - Social is holding its annual conference this week against the backdrop of a greater call for diversity and inclusion. ...see more



Black FA Group Deconstructs Industry's Barriers to Entry

financialadvisoriq.com · 4 min read



Lazetta Rainey Braxton, MBA, CFP® · 1st
co-CEO 2050 Wealth Partners | Financial Planner for the Rest of Us | WSI Contributor... · 3w ·

The Association of African American Financial Advisors - Social topped off a PHENOMENAL virtual #AAAAVISION by announcing its inaugural 50 under 50 awards. ...see more



The first annual AAAA 50 Under 50 program recognizes and celebrates influential Black/African American licensed financial advisors, planners, consultants, and operations/ administrative executives in the financial services industry.



Kenneth Chavis IV, CFP® · 1st
"50 Under 50" by the Association of African American Financial Advisors | CERTIFIED... · 1mo · Edited ·

I'm extremely honored to announce that today I was named on the first annual "50 Under 50" list by the Association of African American (AAAA/Quad-A). It is a tremendous honor to be recognized as one of the leading African Ameri...see more



50 Under 50 — ASSOCIATION OF AFRICAN-AMERICAN FINANCIAL ADVISORS

aaaaaicc.com · 1 min read

SOCIAL MEDIA

W. Robbie Hogans, V • 1st
 Master of Finance Graduate at the University of Maryland - Robert H. Smith School ...
 1mo • 🌐

I felt heard and represented this week as I participated in the **Assoc. of African-American Financial Advisors 2020 Virtual VISION Conference** for the first time! I was consistently blown away by the panels, speakers, and organizers. ...see more

ADVANTAGES OF ATTENDING THE 2020 VIRTUAL VISION CONFERENCE

1. Opportunity to meet with prospective clients
2. Learn from renowned experts in the Industry
3. Peers to peer networking and learning
4. Networking with Asset Managers, colleagues and other industry professionals.

2020 VIRTUAL VISION CONFERENCE:
Perfecting the VISION

SEPTEMBER 14th-19th 2020

Go to www.aaafinc.com to register

Jocelyn Wright, MBA, CFP®, RICP® • 2nd
 Experienced Financial Professional | Diversity Advocate
 1mo • 🌐

Engaging panel discussion on Roles HBCUs and other Higher Institutions of Learning Can Play in Bridging the Wealth Gap in Black America. **Dr. Philip Gibson Ph.D., CFP®** **Ajamu Loving, PhD, CFP®** **Chel Bernard Lauren Taylor Mal** ...see more

96 • 9 Comments

Cindy Foster • 1st
 Vice President, Office of the Ombudsman, FIAIRA
 1mo • 🌐

Privileged to be invited to participate in the Women in the Business panel discussion at AAAA's 2020 Virtual Vision Conference with these amazing trailblazers!

PLAYER

You are in Room B

TOTAL





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Thank you
AAAA 2020 **Virtual V.I.S.I.O.N.** Partners



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1050 CONNECTICUT AVENUE NW | SUITE 500
WASHINGTON, DC, 20036
(202) 572-1019
INFO@AAAFAINC.ORG