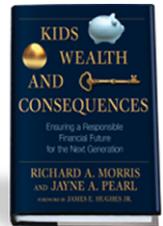


SUDDEN WEALTH AND CONSEQUENCES: SMART FINANCIAL RETREATS



Sudden Wealth Can Cause Sudden Problems:

PROBLEM

Fame and fortune often bring out a long list of people with outstretched hands, including: family, friends, philanthropists, “wannabe” entrepreneurs in need of seed capital, and investment advisors. Guilt, generosity, out-of-control conspicuous consumption, and lack of investment acumen often lead to bad decisions, draining the fortune before its owner has a chance to understand wealth’s power and limitations.

- 🏆 About 78% of former NFL players go bankrupt within two years of retiring.
- 🏆 Some 60% of former NBA players go broke within five years of retirement.
- 🏆 The majority of lottery winners go bankrupt within five years.

Meet The Solution: Family Wealth and Financial Experts

Richard Morris & Jayne Pearl

Co-authors of *Kids, Wealth, and Consequences*

SOLUTION

Impart financial skills and values. Rich and Jayne bring complementary skills and experience to their engagements. Rich, with more than a decade consulting with affluent families, has helped clients navigate the dark side of wealth. Jayne, a business journalist for 30 years and financial parenting workshop presenter (based on her previous book *Kids and Money*), has helped families understand their connections to and values around money.

The goal is to educate and leave participants the *legacy of true financial freedom*—which is about much more than money.

Rich Morris and Jayne Pearl share their research from their book and explore:

They’ll not only learn how to shape future generations, but also gain insight into the meanings they themselves attach to wealth.”

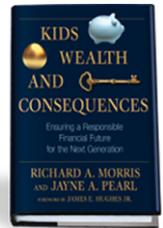
Angela Leeper,
Forward Magazine,
March/April 2010

How do these choices and events impact success, happiness, financial values and responsible use of money?

- 🏆 financial choices (financial acumen: spending, investing, and estate planning)
- 🏆 intellectual choices (the purpose of money)
- 🏆 emotional and spiritual choices (philanthropy, family, and the next generation)
- 🏆 the events of the 2008 financial crisis

“The authors explore some of the unintended consequences of wealth such as unrealistic expectations, failure to become producers of new wealth, or a lack of skills and confidence needed to become productive and independent.”
Judy Green,
Executive Director,
Family Firm Institute

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**Professional athletes, celebrities and others
who acquire sudden wealth desperately need guidance.
This workshop will help them understand the “business of wealth.”**

Sudden Wealth and Consequences is a one- to two-day workshop for those who have come into sudden wealth. The Program explores both **financial skills and values**, needed to ensure a responsible financial future -- which is about much more than money.

Topics most often included are: (based on time allowed and audience interest)

Smart Financial Values

- **Identifying Intergenerational/Legacy Goals:** What is money for? How long will it last? Should I leave behind anything for my kids or charities?
- **Financial Life Skills** (The Five Financial Values): Tell yourself no, differentiate between wants and needs, tolerate delayed gratification, make tradeoffs, develop a healthy skepticism.
- **How do/should I define success:** beyond the fame and fortune for continued happiness? What are the true sources of sustainable happiness?
- **Aligning philanthropy with your values:** thoughtful ways to approach philanthropy (individually and as a family).

Smart Financial Skills

- **Calculate a sustainable spending rate:** budgeting, spending and savings for adults of sudden wealth
- **Developing Financial Acumen:** Basic banking such as: reading statements and invoices, electronic banking, paying bills, FICO scores, the proper use of credit cards and debt. Advanced skills such as: Asset classes, asset allocation, risk tolerance, the efficient frontier, performing due diligence.
- **Navigating the High Net Worth Environment:** How to be financially savvy, dealing with friends, relatives, investment ideas and charities that will all want a piece of the sudden wealth. How to identify "out-of-whack" emotions (in oneself and others) such as guilt or entitlement, and how to control that.
- **Successful Choices for your brand -- You:** Understanding that you are the business. Taking control of who you are is important to protect “you the brand.”

Based on the research in the book *Kids, Wealth and Consequences*:

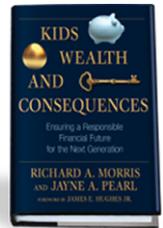
Participants will discover fun, effective, easy-to-implement interactive games, tools, and techniques to instill financial knowledge, skills and experience. The retreat is highly interactive to get participants to identify their financial values while learning specific financial skills. Using:

- Case studies, research and exercises based on the book *Kids, Wealth, and Consequences*
- Self-surveys, lifestyle/values inventories and financial checklists
- Guided questions and communication methods
- Educational experiences, techniques, games, and simulations

All our programs provide a safe, open and comfortable forum for exploring different approaches, strategies and tactics to navigate the often-confusing minefield specific to the wealthy.

SUDDEN WEALTH AND CONSEQUENCES: SMART FINANCIAL RETREATS

About the Presenters



Rich and Jayne are seasoned speakers, having addressed audiences from intimate workshops to large community events and professional conferences

RECENT APPEARANCES:

- Family Firm Institute Annual Conference ■ Stetson Univ./Family Business Conf.
- Merrill Lynch FA Excellence Program ■ Wells Fargo ■ JP Morgan Chase & Co.
- New Family Office Forum ■ Institute for Entrepreneurial Excellence ■ Lake Forest, Ill. Rotary Club
- Schwartz Brothers Insurance ■ Marquis Jet Partners Inc. ■ Pioneer Valley Estate Planning Council
- Willets Road Parent-Teacher Organization ■ Batavia School District's Parent Academy

“The Kids, Wealth and Consequences session received high marks from attendees for its valuable content presented in an engaging format. It over delivered on expectations.”

“Morris and Pearl provide insights that are beneficial to all generations, share stories from families that are easy to relate to, and provide hundreds of tips, tools and recommended resources.”

**Barbara Spector, Editor-in-Chief,
Family Business Magazine**

**Jill Shipley,
GenSpring Family Offices**

“Rich is a fantastic speaker and knows just how to engage the audience on a very personal subject. His family experience allows him to cover a delicate topic with grace and humor. I highly recommend the workshop/seminar “ Pam Flaherty, Schwartz Brothers Insurance



Richard Morris is an adjunct professor at the Lake Forest Graduate School of Management and is principal of ROI Consulting, helping family owners expand and pass down their business to subsequent generations. Previously, he worked at his family's 80-year-old privately held company, Fel-Pro Inc., managing Marketing and then Acquisitions, and serving on the Board of Directors until its sale in 1998. Rich, co-author of *Kids, Wealth, and Consequences*, has spoken at family business centers across the country, and been quoted in the *Wall Street Journal*, *Crain's Chicago* and *Family Business* magazine. He earned his MBA from Kellogg School of Management, Northwestern University.

“Jayne is an engaging and inspiring presenter who offers a wealth of knowledge. Her expertise in the realm of financial issues that affluent families face is fresh and insightful. She offers pointed, actionable and sensitive ideas to help parents and children. Robert Sek, Wells Fargo Advisors

Jayne Pearl is a journalist and entertaining speaker, focusing on family business and financial parenting. In addition to co-authoring *Kids, Wealth, and Consequences*, she is author of *Kids and Money: Giving Them the Savvy to Succeed Financially* (Bloomberg Press) and has co-authored or ghost-written ten other books. Jayne began her career at *Forbes* and was former senior editor of *Family Business* magazine, to which she has contributed for 20 years. She has written hundreds of articles about family business, financial parenting, personal finance and business management. She has also appeared on PBS, CNBC's Power Lunch, NPR and CNN, and been quoted in publications such as the *Christian Science Monitor*, Reuters, *Forbes*, *Parenting*, *Real Simple*, *Working Mother* and *US News & World Report*.



For More Information: Visit our web site at <http://www.kidswealthandconsequences.com/>
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