

Dear Esteemed Council Member,

❁ A New Year, A New Perspective! ❁

We are thrilled to kick off our first virtual “breakfast” meeting of the New Year with a dynamic and insightful session. Join us on **Wednesday, January 17, from 8:30 a.m. to 9:15 a.m.**, followed by an opportunity to network until 9:30 a.m.

Spotlight Speaker: Tom Henske, The Affluent Insurance Advisor

- **Credentials:** CFP®, ChFC, CLU, CFS, CTS, CES, CLTC ([click here](#) for bio)
- **Topic:** “*The Importance of Building Cause-Marketing Into Your Practice*”

Why This Matters: Did you know? A recent survey revealed that **87% of consumers** are more likely to trust and stay loyal to companies that support social or environmental issues. Tom Henske, a past president and esteemed member of our Council, will delve into the transformative power of cause-marketing in your practice.

What You'll Discover:

- Innovative strategies to integrate cause-marketing effectively.
- Real-world examples of successful cause-marketing initiatives.
- How cause-marketing can elevate your client relationships and business growth.

"Doing well by doing good." – Benjamin Franklin

Guest Attendance:

- **Fee:** \$50 for our insightful breakfast webinars.
- **Limit:** Two events (virtual/in-person) within a two-year period for professional colleagues.
- **Membership:** Open to professionals who work and/or live in Fairfield County. Apply at www.epclfc.org.
- **Contact:** Questions about membership? Reach out to William Murray, CPA, CFF, ASA, ABV, 1st Vice President, Membership, at wmurray@mpival.com.

Reserve Your Spot: Please confirm your attendance and for any guest(s) by **Monday, January 15th**. A simple tear sheet is provided **below** for your convenience.

Stay Updated: For the latest on our 2023-2024 program season, visit our website: www.epclfc.org.

Join Us for an Enlightening Start to the Year! We eagerly await your presence on January 17th for an engaging and thought-provoking session with Tom Henske. Let's explore together how cause-marketing can revolutionize your practice and create lasting impact.

Warm regards,

The Estate Planning Council of Lower Fairfield County, Inc.

TO REGISTER:

If you are NOT bringing a guest: Please register via reply email to EPC-LFC@comcast.net or call our Council Administrator Lori Somerville at 877-302-6300.

If you ARE bringing a guest: There is a registration fee of \$50 per guest, payable by check or through your bank account via Zelle. To register your guest, you may mail the form, or you can complete, scan and email the form or provide the requested information within the body of an email to epc-lfc@comcast.net. **Important:** Emails must be provided for guests to receive the confirmation email with instructions to join the meeting.

To pay by check: Please mail your check made payable to "EPC-LFC" to: EPC c/o Lori Somerville, 175 South End Road, #A2, East Haven, CT 06512-4555.

To pay via your bank account using Zelle: Click on "Send Money"; in the "Recipient Name" field enter "Estate Planning Council"; then in the "email field" enter the council's email address epc-lfc@comcast.net; then click on "Add Recipient"; next enter the dollar amount.

REGISTRATION FORM

Member name: _____ **Phone:** _____

Guest name: _____

Firm: _____

Phone: _____ Email: _____

Designations: J.D. Esq. CFP® CPA CLU ChFC Other _____

Guest name: _____

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