

BFAN CONNECTION

A NEWSLETTER FOR THE BLACK FINANCIAL ADVISORS NETWORK

Welcome Renée Baker!

Under Renée's supervision, the firm has consolidated corporate leadership of our Advisor Inclusion Networks. The Black Financial Advisors Network, the Network for Women Advisors and the Advisor Pride Network all receive corporate support and leadership from her.

"Demographics in our country are changing, and that means clients' needs are as diverse as they are. When we are intentional about understanding the cultural norms and needs of our clients as advisors, it helps us to service our clients better," said Renée.

Renée joined Raymond James in 2017, taking responsibility for driving, leading and executing the Carillon Tower Advisers global marketing strategy for seven brands while leading a team of 40 marketing professionals.

She has extensive experience in the financial services industry, having previously worked leading Wall Street firms in senior-level marketing roles.

Renée is a board member for Community Action Stops Abuse (CASA) and a trustee for American Stage. She's also an adjunct instructor at the University of South Florida. She earned a Bachelor of Science in finance from Rutgers University, an MBA from Pennsylvania State University, and a doctorate in business administration from Wilmington University.

As always, we welcome your feedback and participation. Please feel free to contact any of the members of the BFAN Advisory Council with any questions or suggestions.

UPCOMING EVENTS

2020 BFAN Symposium

February 10 – 12
Saint Petersburg, FL

2020 Raymond James Women's Symposium

September 16 – 18
Orlando, FL

The Business of Pride Symposium

June 26 – 28
Saint Petersburg, FL



BFAN MONTHLY PRACTICE MANAGEMENT CALLS

Monthly Practice Management calls are held the third Wednesday of every month from 4 to 5 p.m. ET. Contact Tony Barrett to be added to the list and receive dial-in information.

RECENT EVENT

The 25th annual Women’s Symposium was held September 11 – 13, 2019, at the Ritz-Carlton Grande Lakes – Orlando, with Nicole Malachowski as the keynote speaker.

Our 2019 BFAN Symposium, a unique event that provided excellent learning and networking opportunities, continued to build on the network’s success this February. The event drew financial advisors from across the U.S. to St. Petersburg, Florida.

Each year, we associate the word “ascend” with the symposium. To ascend is to move upward, and this year the word felt especially fitting. Throughout the event, there was an underlying focus on growth. Growth for your own business, growth for the Black Financial Advisors Network and growth for Raymond James as a whole.

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Tom James speaking at the 2019 BFAN Symposium

Attendees were able to hear from senior leadership at the firm, including Chairman Emeritus Tom James; CEO and Chairman Paul Reilly; Scott Curtis, president of the Private Client Group; Tash Elwyn, president and CEO of Raymond James & Associates; Jodi Perry, president of the Independent Contractors Division; and many more.

Scott Curtis provided insightful comments on growth at Raymond James and the growth of our network. One quote

“Every perspective makes us stronger.”

– Scott Curtis, president of the Private Client Group

from his presentation that resonated with us was: “Every perspective makes us stronger.”

Our keynote speaker, David Goggins, shared his experiences with personal growth and continuing to push himself well past his comfort zone. “Don’t set your goals based on mediocre people,” Goggins stated during his presentation. His story on becoming an active duty Navy SEAL, a world-class ultramarathon runner and world record holder by mastering his mind and defying the odds inspired symposium attendees to defy their own odds and continue to flourish in the industry.

Attendees also experienced insightful sessions on growing net new assets, mastering a personal brand with a focus on the LinkedIn platform for business growth, improving efficiency by leveraging Raymond James technology, integrating longevity planning resources and more.

Each session was filled with invaluable information and takeaways that we’re excited to start implementing in our own businesses and our continued efforts with the Black Financial Advisors Network.

*MEMBERS OF THE BFAN ADVISORY COUNCIL:
Russell Ballew, Tony Barrett; Thomas Dedrick, Lanta Evans-Motte, Lynne Henning, Kaon Nelso, Carl Scott and Human Resources liaison Andrea*

RECENT EVENT

The 2019 Elevate BFAN Luncheon was a great way to celebrate the conclusion of Diversity Month at Raymond James!

More than two dozen luncheon attendees celebrated several of Raymond James' recent diversity and inclusion milestones, which were highlighted by Lanta Evans-Motte during the luncheon:

- Our CEO, Paul Reilly, signed the **CEO Action Pledge**, which is a CEO-driven business commitment to advance diversity and inclusion in the workplace.
- The firm has **expanded and revamped our inclusion networks** and created a new position, director of advisor inclusion networks, to better serve associates and advisors.
- Raymond James was recognized in **Forbes' 2019 Best Employers for Diversity list**.
- Raymond James and two of its advisors, Tony Barrett and Joshua A. Charles, received **prestigious awards** at the **InvestmentNews Inaugural Diversity and Inclusion Awards Luncheon** in October 2018.

The 2019 Elevate BFAN Luncheon was a great way to celebrate the conclusion of Diversity Month at Raymond James! Financial advisors Russell Ballew and Lanta Evans-Motte and branch manager Carl Scott, RJFS members of the BFAN Advisory Council, served as hosts for the luncheon. Carl welcomed attendees and provided a brief BFAN history, including our recently held fifth annual symposium, which has consistently boasted support and attendance from all executive levels of Raymond James. All luncheon attendees provided a short personal introduction followed by a blessing of the meal.

We were pleased to receive greetings from Chairman and CEO Paul Reilly and Michelle Lynch, acting director of advisor inclusion networks and vice president of the Network for Women Advisors. Also in attendance was Dave Patchen, senior vice president of Education & Practice Management, who will be working closely

with BFAN, as well as Kirk Bell and Sanjiv Shukla, members of the RJFS regional management team.

One of the objectives of BFAN is to promote comradery and professionalism among its advisors. To that end, Russell Ballew invited attendees to share a story about a time that they felt they were welcomed at Raymond James. Several attendees shared anecdotes illustrating their sense that Raymond James and BFAN advisors welcomed them and wanted them to succeed. Russell also asked for opportunities where we felt we (Raymond James) could do better. The BFAN Advisory Council will be following up on several recommendations mentioned, most notably creating more opportunities for successful financial advisors to mentor others who may be struggling in the business or may be interested in joining the profession.

BFAN members were reminded of the various support tools that have been initiated to support and highlight their success, including the annual BFAN Symposium, monthly practice management conference calls, PCG education and practice management tools, coaching programs, social media and marketing support, and the BFAN newsletter.

It was a very festive and enjoyable time. Raymond James advisors and associates alike are already looking forward to reconnecting at the next BFAN Luncheon at the 2020 RJFS conference in Orlando, Florida, on April 20-23, 2020.



Left to right: Carl Scott, CEO Paul Reilly and Lanta Evans-Motte

Upcoming Events

Raymond James will be a Silver Sponsor at the Association of African American Financial Advisors (Quad-A) annual conference and the annual Conference of African American Financial Professionals (CAAFP). We encourage BFAN members to attend these events, which offer interactive sessions and memorable networking experiences.

14th annual Conference of African American Financial Professionals

August 5-7
Marriott Marquis, Atlanta, GA

The American College of Financial Professionals is hosting the 14th annual Conference of African American Financial Professionals (CAAFP) from August 5 to 7 at the Marriott Marquis in Atlanta, Georgia. The event brings together leading companies to further the education, advancement and heritage of African American financial professionals. With Raymond James' silver sponsorship with CAAFP, BFAN members have access to discounted tickets at \$189 (a \$100 savings). The unique registration code is below.

To learn more and register, visit:
<https://events.bizzabo>.



Association of African American Financial Advisors 2019 VISION Conference

September 15-18
Crown Plaza Detroit Downtown Riverfront,
Detroit, MI

The Association of African American Financial Advisors (Quad-A) 2019 VISION Conference is a unique gathering of financial professionals who value expertise, contributions and collaboration of African Americans in the financial services profession. AAAAA VISION, its flagship event, is taking place September 15-18 at the Crown Plaza Detroit Downtown Riverfront.

To learn more and register, visit:
aaafainc.com/annual-conference

My **BFAN** journey



STEVEN JOSEPH DAWSON, CFP®
President, Dawson Private Wealth

It all started as a casual checkup call from a recruiter who I'd been speaking with over the years. I actually liked the guy and the firm (Raymond James) that he represented. I wasn't especially ready to make any moves with my practice or staff; however, I admired his persistence and the substance of his conversations. One day toward the end of yet another call with me informing him that I'm not ready yet, he stated as we were hanging up, "Would you be interested in going to the Black Financial Advisors Network meeting?" A brief moment of silence passed before I responded, "Excuse me?" and he said, "Yeah, BFAN."

In my mind, I was wondering, is this guy just going to say anything to try to get me to come affiliate with this firm? If this is a real thing, who came up with that name? Seems kind of weird to me that after nearly two years of talking off and on, that he would pull this rabbit out of his hat. However, after he explained to me the intent of BFAN and I found out that it was a relatively new organization, I was intrigued enough to go and visit a meeting in person.

A part of me knew this was Raymond James' way of trying to indirectly recruit me and another part of me simply wanted to see more than 30 Black financial advisors all in one room. That by itself would have been a first for me professionally, seeing as how I'm normally the only peppercorn in a sea full of salt in most industry meetings that I attend. I was interested to know about the topics that would be discussed and how they would approach wealth in the African American household and, most importantly, how would the people there respond to me?

I found that from the moment I walked in people were hospitable and welcoming. It didn't feel forced and that was really important to me. I like to be left alone to observe and people-watch when evaluating the culture of a firm, and they seemed to allow me to do that without issue. The meetings were insightful and passionate when it came to issues that face the Black community, and there was no hard sales pitch for me to come and affiliate. By the time I left, I called my wife and told her, "Honey, I think we're on to something."

I simply want to express my thanks to the BFAN community for their outreach and hospitality. I'm now proud to say that I'm a part of the BFAN family.

"I found that from the moment I walked in people were hospitable and welcoming."

BFAN welcomes ...

Ramzi Baklouti – Glen Echo, MD

Jeremiah Chaloupka – Philadelphia, PA

Charles Collins – Birmingham, MI

Lisa Donelson – Fort Lauderdale, FL

Allen Figg, Branch Manager – Santa Fe, NM

Jamel Gordon – Fort Lauderdale, FL

Jaclyn Jackson – Southfield, MI

Anthony Steele – Conshohocken, PA

Nina Threets – Dallas, TX

Kayla Walter – Rockville, MD

Christopher Weng, Branch Manager – Silicon Valley, CA

Marketing insights

“Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.” – Peter Drucker

We live the life-and-death truth of Professor Drucker’s remarks in our respective practices. If we effectively market, we grow; if we fail to share our existence and benefits to our customers, we shrink or, heaven forbid, perish.

This conclusion prompts the question: How do we break through the sea of competing interests that overwhelm prospects and clients – daily?

The first step requires understanding precisely how our efforts put our clients’ best interests first. This facilitates an orientation to advancing others through the caring application of our expertise. This is the foundation for our most potent differentiator – our clients are better off for having used our services.

Before we can amplify our practice, we must take the time to determine our unique value proposition and what that means for advancing our clients’ interests. Once we understand exactly how our specific approach to wealth management advances

our clients, we have a compelling foundation for prospects to naturally advantage themselves by selecting our services.

The next step is to begin to communicate our specific approach to enabling others to make the most of their lives by collaborating with us.

At Raymond James, we are fortunate to have a marketing department dedicated to equipping us with the tools to pierce the veils and acquire new clients.

Some resources to help with your marketing needs:

- Marketing RJnet page
- Easily opt in to Hearsay campaigns, which automatically add social media posts to your accounts on your behalf

Finally, I would like to challenge you to consider completing the Practice Intelligence Marketing Plan Workbook by the end of the fourth quarter. It is a great way to have you take the reins of your practice for 2019.

Make a plan, implement the resources and thrive.

*RUSSELL BALLEW, Financial Advisor, RJFS
Wellspring International Capital Partners, LLC
Member, BFAN Advisory Council*



CONTACT US

For general questions about BFAN, contact BFAN Council Chair Tony Barrett at tony.barrett@raymondjames.com.

For questions about the newsletter, contact BFAN newsletter editor Lanta Evans at lanta.evans@raymondjames.com or BFANnews@raymondjames.com.

For questions about the BFAN Sharepoint site or the monthly BFAN conference calls, contact BFAN practice management leader Kaon Nelson at kaon.nelson@raymondjames.com.

Members of the BFAN Advisory Council:

Russell Ballew, Tony Barrett, Thomas Dedrick, Lanta Evans-Motte, Lynne Henning, Kaon Nelson, Carl Scott and HR Liaison Andrea Nichols

Connect with us!

RJnet | Sharepoint | Email

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