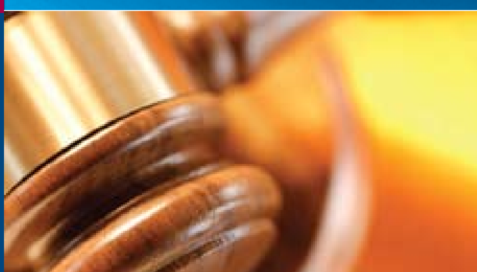
NATIONAL NETWORK
OF ESTATE PLANNING ATTORNEYS

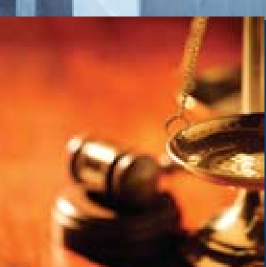
If you are tired of an adversarial practice

you are considering transitioning to Estate Planning

your profit margins are shrinking due to the commoditization of Estate Planning

you are starting a new practice





You are invited to attend this <u>free</u>
$1\frac{1}{2}$ day conference:

The Truth About Estate Planning™

A New Paradigm for Your Law Practice and Your Life

September 23rd and 24th
Crowne Plaza Hotel - Mission Valley
San Diego, California

Presented by
The National Network
of Estate Planning Attorneys

Whether you are exploring the idea of opening your own law practice, are an experienced practitioner looking for a change of direction, or a seasoned estate planner looking for new opportunities and an exit strategy, we can help. Attend this free conference to find out how...

Letter from Rick Randall, President

Do you remember why you became a lawyer? Is your practice fulfilling those goals and dreams? I'd like to invite you to attend an event that can change your practice – and your life! The Truth About Estate Planning™ conference is designed to introduce you to a whole new paradigm for the way you practice law.

Over the past 20 years, the National Network of Estate Planning Attorneys has become the preeminent membership organization for the transitioning attorney. We provide the usual things like integrated software and outstanding legal education, but we don't think that's enough.

We also focus on the business side of law practice. We try to move attorneys from being locked into self-employment (owning a job) to a successful business model that allows them more freedom and an eventual exit strategy. By implementing proven systems and processes that ensure "plans that work" for clients – you create a practice that works for you.

The Truth About Estate Planning™ conference is a chance to get away from the office and work "on" your business, instead of just "in" it. We would love the chance to tell you about our organization, and the many benefits of becoming a member. We'll also give you some solid legal training that you can put into practice immediately. You'll get a few CLE credits for attending, but more importantly, we hope you'll get a whole new perspective and vision for what law practice can be!

Please join us for this important event!

Rick Randall, President/CEO
The National Network of Estate Planning Attorneys

P.S. There is no cost to attend the conference beyond your own travel expenses. And as a bonus for attending, you'll also receive free admission to our Fall Collegium the two days following, where you can experience a much broader sampling of our education, meet our members, and even enjoy a dinner cruise!

Who This is For

If you are looking for a change in your practice, this conference is for you. Turn your life around--walk away from an unfulfilling role as the "jack-of-all-trades" and become master of one. Dramatically increase your bottom line. Eliminate the stress in your life--enhance your satisfaction from practicing law. Increase your leisure time with family and friends.

At this conference, you'll get a sample of the benefits of the NNEPA You will see first hand how we can help you:

- Build a profitable estate planning practice faster than you might think possible.
- Tap into an informal "mentor" system where more experienced practitioners willingly assist newcomers.
- Access practice resources that level your field of competition in any single market.
- Market yourself as a member of an affiliation with access to legal scholars.
- Stay up-to-date and deliver first-rate legal documents--faster and more affordably.
- Set your own schedule--no longer are you held hostage by clients and the courts.
- Develop solid alliances with CPAs, financial advisors and insurance agents that convert into referrals.
- Provide clients with a higher level of service--form positive relationships based on their trust and confidence in you.
- Quote and collect higher fees based on the value of your services.
- Receive quality referrals from your Network colleagues.
- Increase your clientele while reducing your working hours.

What You Get

What exactly will you get from attending? Besides a great chance to learn how the NNEPA can help your practice, there are several other immediate benefits you'll receive just by joining us at this event:

- Attend all of our educational sessions at no cost.
- Meet other attorneys who are transitioning into Estate Planning.
- Hear experienced Estate Planning Attorneys discuss the basics of the practice, and find out if it may be right for you.
- Learn new marketing methods and how they may help your current practice.
- Get a first-hand sample of the educational materials available through the NNEPA.
- Find out how to build relationships with Financial Advisors to integrate retirement planning into the legal plan.
- **SPECIAL OFFER:** As a participant in our Truth About Estate Planning™ event, you are invited to stay over for Thursday and Friday, and attend the Fall Collegium (our semi-annual education conference) at no charge. (Non-members normally pay $895.) This provides a great opportunity to sample our education, further sharpen your estate planning knowledge, and enjoy the collegiality of our membership.

"The National Network has been the best education in the law I ever experienced. One week of Practicum launched my estate planning practice way beyond what I ever dreamed it could be. The specialty workshops made me an expert in my community. Even better are the friendships that enable me to comfortably call others with problems and ask for their patient advice. And, I earned back all that I invested in the first two weeks after completing the Practicums."

— Marvin J. Rudnitsky, Selinsgrove, PA

Conference Schedule Details

Day One: Tuesday, September 23, 2008

8:00 - 8:30 a.m. REGISTRATION OPEN / CONTINENTAL BREAKFAST

8:30 - 10:00 a.m. The Truth About Estate Planning™ (Part 1)
An exploration of cutting edge estate planning principles and processes, including an introduction to the unique planning philosophies of the National Network of Estate Planning Attorneys. A wide variety of client counseling issues will be explored, as well as a discussion of how to combine a profitable business model with legal expertise. For those new to estate planning, you'll also learn the basics of title, estate and trust planning using easy-to-remember stories and graphics. Includes an introduction to and overview of the National Network's Three Step Strategy™ practice model for a successful and profitable estate planning practice.

10:00 - 10:15 a.m. BREAK

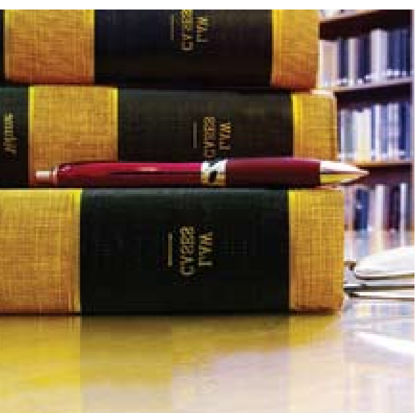
10:15 a.m. - 12:30 p.m. The Truth About Estate Planning™ (Part 2)

12:30 - 1:30 p.m. LUNCH (ON YOUR OWN)

1:30 - 2:45 p.m. The National Network Membership Opportunity - Q&A; Member Testimonials
You'll hear about the benefits and costs of membership in the National Network of Estate Planning Attorneys, and how to qualify. We'll answer all your questions, and a few of our members will share how membership has impacted their practice and life.

2:45 - 3:00 p.m. BREAK

3:00 - 5:00 p.m. The Integration of Retirement Plans with Estate Planning
Learn the requirements of IRA and retirement plan distributions and how to coordinate them with the Estate Plan. This session is a primer on retirement planning concepts, minimum distribution options, naming trusts as beneficiaries, and other cutting edge methods of integration. Expertise in this area will allow you to attract new clients and referrals from financial advisors.



Day Two: Wednesday, September 24, 2008

8:00 - 8:30 a.m. CONTINENTAL BREAKFAST

8:00 - 10:00 p.m. The Devil in the Details - Formula Funding Clauses
This legal technical session includes discussion of the formula funding clauses typically used in marital deduction and exemption equivalent planning and the associated dangers and opportunities. Explore the differences, advantages, and disadvantages of the pecuniary and fractional formulas.

10:00 - 10:15 a.m. BREAK

10:15 a.m. - 12:30 p.m. Marketing and the New Paradigm Business Model
National Network members are not selling documents. In fact, we believe estate planning is not about documents - it's about results! Therefore, what we have to market is a business model and a client process that ensures first that the plan will work for the client, and second, that the practice will work for the attorney. The instructors discuss retail, wholesale, and internal marketing, and introduce you to the Three Step Strategy Practice Evolver™. You'll learn how to increase counseling fees and discover a proven system to create ongoing revenue from your current clients.

12:30 p.m. DEPARTURE (or SPECIAL OFFER)
SPECIAL OFFER: As a participant in our "Opportunities in Estate Planning" event, you are invited to stay over for Thursday and Friday, and attend the Fall Collegium (our semi-annual education conference) at no charge. (Non-members normally pay $895.) This provides a great opportunity to sample our education, further sharpen your estate planning knowledge, and enjoy the collegiality of our membership. If you stay over, you'll have this afternoon free for rest and relaxation.

Speakers

Rick Randall, J.D., CFP, CLU, Ch.FC

Rick Randall started his professional career as a financial advisor, and before switching to law, he earned the CFP, CLU, and Ch.FC designations. Rick serves as Chairman and CEO of the National Network. His practice in Indianapolis is a laboratory of innovation and integration for the benefit of his Network colleagues. Rick is the creator of the Three Step Strategy™ philosophy of planning and continues to teach on a variety of subjects. Rick has been a co-creator and instructor for the Practicum courses and most of the RetirementPlan Integration courses offered by the Network since its inception.

Scott Williams, J.D.

Scott Williams practices law in Berea, Ohio. His practice is limited to the areas of estate planning, charitable gift planning, and retirement planning. Scott is a senior instructor and teaches attorneys and financial advisors nationally. He is also the Director of Platform Development for the National Network, and creator/developer of the Network's ProSuite™ integrated software solution.

Dan Stuenzi, J.D.

Dan Stuenzi was in private practice for many years outside Chicago, IL and today serves as the Network's Director of Member Development. As a successful practitioner and senior Practicum instructor, Dan has developed special expertise in marketing and practice development, and serves as a mentor to new members. He is also involved in the Network's education programming.

Jim Collins, J.D.

Jim Collins practices law in Sarasota, Florida. He also serves as Director of Legal Support for the National Network, and works with the rest of the management team in strategic planning. Jim works closely with newer members to help them through the transition to an estate planning practice. He is a popular Network instructor who teaches the legal-technical half of the week at Practicum 1 and 2, the 2-day specialty workshop on Retirement Plan Integration, and numerous Collegium breakouts on a variety of topics. Jim is known for his ability to make the complex understandable.

What Our Members Are Saying

"In my transition from a primarily litigation practice to an estate planning practice, I found the tools provided by the National Network of Estate Planning Attorneys to be invaluable. The quality of the education, the collegiality of the members, and opportunities for coaching and business development made the process much more comfortable than it otherwise would have been."

— William F. Coyne, Jr., Boston, MA

"The National Network has been an incredible source of technical education, business development strategies, and long term success philosophy. They are truly teaching and leading on the cutting edge, way ahead of the rest of the market place. They were instrumental in my transition from a hectic general practice into a well organized specialized practice. I wish I had joined many years ago when I was just getting started."

— Michael A. Dolan, Brighton, CO

NATIONAL NETWORK
OF ESTATE PLANNING ATTORNEYS

About the National Network of Estate Planning Attorneys

The National Network is a cooperative alliance of nationally recognized estate planning attorneys from across the country. Together they provide one another with the support and tools needed to serve their clients better while building highly successful and rewarding practices.

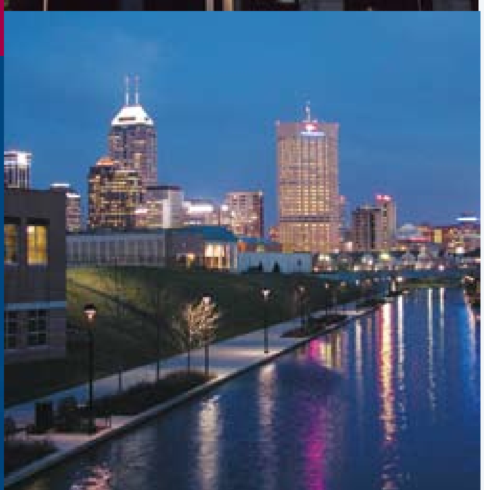
Network instructors are recruited from the ranks of membership.They include experts in a wide variety of planning issues who put their scholarship to work in real-life practices every day. This is not your typical "ivory tower" education.

Every topic taught includes not only the sophisticated legal-technical concepts, but also the practical application of those concepts to real clients. The Network has combined this resource of legal expertise with the skills for developing strong client relationships to bring you a superior practice development system.

The fundamental elements of this system focus on providing you:

- **Six months of comprehensive training and mentoring via teleconferences and live events for each incoming member**
- **Ongoing Educational Opportunities through Spring, Summer, and Fall Conferences**
- **Support from scholars and practitioners**
- **Practice development strategies**
- **Practice management techniques**

The National Network is your passageway to an outstanding selection of resources designed to improve every aspect of your practice.
Gain a competitive edge in the estate planning profession!



To Register for This Conference

To Register for This Conference go to **www.nnepa.com/TAEPFALL08.**
Then simply follow the instructions.

If you plan to stay for the Thursday and Friday Collegium (as our guest), you must register for that separately on the same website. Look for the link to "COLLEGIUM." Specify that you are a "prospective member" and you will not be charged a fee to attend. If you have any questions, contact Dan Stuenzi at dans@nnepa.com.

Hotel Reservations

Reservation Method:
To make reservations, call 1.800.882.0858 and mention the "National Network of Estate Planning Attorneys" for the group rate.

Group Rate: $125 single/double

Cut-Off Date: September 8, 2008. Reservations requests made after the cut-off date will be available at the hotel's prevailing rates.

Transportation Information

San Diego International Airport (SAN)
Distance: 10 mi / 16.09 km North East to Hotel
Shuttle Charge (one way): $13.50
Taxi Charge (one way): $20.00
Time by taxi: 20 minutes
Interstate 5 North to Highway 8 East, exit Taylor Street. Left at light and left at stop sign. Go over bridge make a left at the light and a quick right on Hotel Circle North.

Montgomery Field (MYF)
Distance: 5 MI / 8.05 KM North East to Hotel
Taxi Charge (one way): $20.00
Time by taxi: 20 minutes
Interstate 8 East to 163 North and exit Aero Drive head east.

Train Station Name: Santa Fe Depot
Distance: 6 MI / 9.66 KM North East to Hotel
Taxi Fee From Train Station: $15.00
Interstate 8 West to 5 South, exit Front Street. Take a right on Ash and a left on Kettner to 1050 Kettner.

Complimentary Local Area Shuttle
Radius 1.0 MI

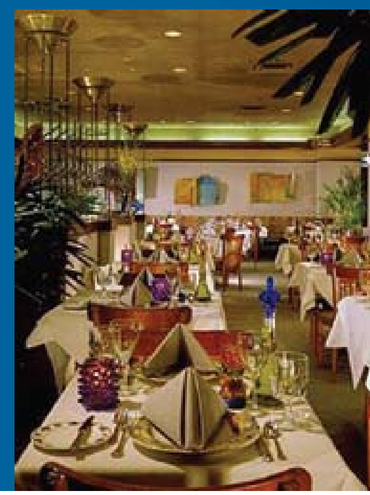
Crowne Plaza Hotel – Mission Valley
2270 Hotel Circle North
San Diego, CA 92108

Welcome to the Crowne Plaza San Diego Hotel centrally located in the heart of Mission Valley. Just minutes from San Diego's International Airport, historic Old Town, the world renowned San Diego Zoo, Sea World, Wild Animal Park, Legoland, and world famous beaches. A relaxed tropical atmosphere, swaying palms and waterfalls will surround you in relaxing comfort - a perfect place to relax after a day in the classroom!

Casual dress is appropriate for this conference.

You are invited to attend this free
1½ day conference:

The Truth About Estate Planning™
A New Paradigm for Your Law Practice and Your Life



September 23rd & 24th
Crowne Plaza Hotel - Mission Valley
San Diego, California

Presented by
The National Network
of Estate Planning Attorneys

For more information visit www.nnepa.com

National Network
of Estate Planning Attorneys