



## **APPENDIX A**

### **Education and Business Standards - General Disclosure Statement**

Weatherly Asset Management (WAM) requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: MBA, CFP®, CFA®, ChFC, JD, CTFA, CPA, AIF®, Series 65 and Series 66. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

### **Education, Certifications, Credentials, Other Designations, and Memberships - Detailed Disclosures**

#### **Education, Certifications, and Credentials:**

<sup>A</sup>**Certified Financial Planner (CFP®):** The Certified Financial Planner (CFP®) designation is a voluntary certification that is recognized for its high standard of professional education, stringent code of conduct and standards of practice, and ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the four E's: (1) **Education**, by completing college or university-level coursework through a program registered with CFP Board; earning an accredited college or university bachelor's degree or higher; and completing a financial plan development "capstone" course, (2) **Examination**, by passing the CFP® Certification Examination, administered in two 3-hour sessions on one day, (3) **Experience**, by completing a minimum of three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year), and (4) **Ethics**, by agreeing to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks: (1) Complete thirty hours of continuing education hours every two years, including two hours related to the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and (2) Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

<sup>A1</sup>The CFP Board defines a **Subject Matter Expert (SME)** as an individual who has relevant to the topic covered (1) an academic degree; (2) industry credentialing; or (3) a minimum of 5 years of experience in the related field. An SME is designated by the CFP Board and is a volunteer selected to represent the demographics of the CFP professional population.

CFP® and CERTIFIED FINANCIAL PLANNER™ are certification marks owned by the Certified Financial Planner Board of Standards, LLC. These marks are awarded to individuals who successfully complete the CFP Board's initial and ongoing certification requirements. To learn more about CFP® certification, visit [www.cfp.net](http://www.cfp.net)

<sup>B1</sup>**Chartered Financial Analyst® (CFA®):** The Chartered Financial Analyst (CFA) designation is a globally respected, graduate-level investment credential awarded by the CFA Institute, the largest global association of investment professionals. The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession.

To earn the CFA designation, candidates must (1) Pass three sequential, six-hour examinations covering areas such as accounting, economics, ethics, money management and security analysis along with ethical and professional standards, (2) Have at least four years of qualified professional investment experience, (3) Join the CFA Institute as members, (4) Commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct and 5) voluntarily complete and attest to 20 hours of continuing education including 2 hours in the content areas of Standards, Ethics, and Regulations.

An integral part of the CFA Institute mission is to develop and administer codes, best practice guidelines, and standards to guide the investment industry. These standards help ensure all investment professionals place client interests first. CFA charterholders must abide by the CFA Institute's Code of Ethics and Standards of Professional Conduct.

CFA® and Chartered Financial Analyst® are registered trademarks owned by CFA Institute.

<sup>B03</sup>**Passed Level III in the CFA Program:** A CFA Program candidate who has passed all three levels of the CFA Program and will be eligible for the CFA designation upon completion of the required work experience and approval of membership with CFA Institute. Final award of the charter is subject to completion of CFA Program requirements and approval of the CFA Institute Board of Governors.

<sup>B3</sup>**San Diego CFA Society San Diego, a Member of the CFA Institute Global Network of Societies:** *Affiliate* members must meet the following criteria: Bachelor's degree or equivalent education/work/experience; 12 months of relevant work experience; fulfill such other requirements as the Society may impose consistent with requirements established by CFA Institute; be accepted by CFA Institute as an Affiliate Member; submit the CFAI Member's Agreement, the CFAI Professional Conduct Statement, and any additional documentation requested by CFA Institute; and provision of 3 professional references. *Regular* members must meet the following criteria: Bachelor's degree or equivalent education/work/experience; Passing score on CFA Level I exam or the self-administered Standards of Practice Exam; 48 months of professional work experience in investment decision-making; submit a Member's Agreement and a Professional Conduct Statement to CFA Institute; provision of 3 professional references. To learn more about the CFA Society, visit <https://www.cfainstitute.org/sandiego/Pages/Society%20Profile.aspx>.

<sup>B4</sup>**CFA Society- Affiliate Membership with the CFA Society:** Affiliate memberships with a CFA Society is granted to investment professionals who do not intend to participate in the CFA Program or who have not yet met the requirements for regular membership.

To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org)

<sup>C</sup>**Trust and Estate Practitioner (TEP):** The Trust and Estate Practitioner (TEP) designation is awarded by the Society of Trust and Estate Practitioners (STEP). STEP was founded in 1991 and is the international professional association for practitioners dealing with trusts and estates, family inheritance and succession planning. STEP members are subject to an extensive Code of Professional Conduct, requiring members at all times to act with integrity and in a manner that inspires the confidence, respect and trust of clients. STEP is the leading international organization for trust and estates



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professionals. The organization is multi-disciplinary with membership comprising the most experienced and senior practitioners in the field, including lawyers, accountants, financial planners, insurance advisors, and trust professionals. In order to hold and maintain STEP's Trust and Estate Practitioner (TEP) designation, STEP members must maintain ongoing educational requirements. Prospective members must pass rigorous training standards. STEP members provide domestic and international advice on trust and estates, including planning, administration and related taxes. A financial advisor with the TEP designation has expertise in the planning, creation and management of trusts and estates. Full members of STEP are recognized by the TEP designation. To learn more about the TEP designation, visit [www.step.org](http://www.step.org)

<sup>CC</sup>**Accredited Estate Planner (AEP®):** The Accredited Estate Planner (AEP®) designation is a graduate level specialization in estate planning designed to recognize professionals as educated, knowledgeable, experienced, and ethical in the field of estate planning. Designees must meet and maintain adherence to requirements in the following categories: 1) credentials; 2) estate planning activities; 3) affiliation; 4) professional reputation; 5) commitment to ethics; 6) dedication to the team concept; 7) continuing education; 8) dedication to the client; and 9) annual audits. To learn more about the AEP® designation, visit [www.NAEP.org/AEP](http://www.NAEP.org/AEP)

<sup>D</sup>**Series Exams:** The Uniform Investment Advisor Law Series Examinations are regarding topics that have been determined to be necessary to understand in order to provide investment advice to clients. The examinations are closed book test, administered by the FINRA, and include Series 65 <http://www.finra.org/industry/series65> or Series 66 <http://www.finra.org/industry/series66>

<sup>E</sup>**MsBA - Masters of Science in Business Administration - Financial & Tax Planning San Diego State:** The Master of Science degree in Financial and Tax Planning at San Diego State University is a 30 unit program designed to provide in-depth professional financial planning education. Criteria considered include GMAT and undergraduate and last 60 units GPA. Work experience, references and an application essay are also considered in applying for the program.

<sup>F</sup>**MACC - Masters of Science in Accountancy University of San Diego:** The Master of Science in Accountancy degree at the University of San Diego is a 30 unit program for those with an undergraduate accountancy degree. Criteria evaluated for admission include the program application, professional letters of recommendation, a personal statement, resume, college/university transcripts, GMAT, and overall and accounting-specific GPA.

<sup>G</sup>**Vistage Executive Leadership Program – through Stanford Graduate School of Business:** Vistage Worldwide Inc. offers a virtual executive advancement program where participants learn to think strategically: how to identify opportunities and challenges, how to develop a viable course of action, how to formulate a strategy, and how to execute strategy so that their employees are guided and motivated to achieve success. Participants in the San Diego cohort received a Certificate upon successful completion of 3 courses: 1) Strategic Leadership; 2) The Innovation Playbook: Designing Stories for Impact; and 3) Designing Organizations for Creativity and Innovation. Criteria to enroll in the Program included being a Vistage member, nomination by a Vistage Chair to apply, completion of an online application, and payment of tuition. To learn more visit: <https://www.vistage.com/stanfordprogram-sandiego>

### **Other Designations & Professional Memberships**

<sup>V</sup>**Vistage:** is the world's leading peer advisory membership organization. Vistage is a by-invitation-only membership organization. To become a member, individuals must 1) be a CEO, executive or business owner; 2) be committed to raising the standard of his or her business; and 3) have a company that is established and open to innovative thinking. Members pay an annual fee to be a part of Vistage. To learn more about Vistage, visit [www.vistage.com](http://www.vistage.com)

<sup>##</sup>**Front End Web Development Certificate:** University of California San Diego (UCSD) Extension's Front End Web Development program teaches students to code websites and applications. Core courses focus on HTML5, CSS3, JavaScript and jQuery. The certificate program requires completion of 12 units of core courses.

<sup>#</sup>**The San Diego Women's Foundation (SDWF):** The Foundation's mission is to educate and inspire women to engage in collective philanthropy. Members are catalysts for change, investing in innovative solutions that benefit underserved communities in the San Diego region. The San Diego Women's Foundation has grown to an organization of more than 215 members. Each member has committed to an annual contribution of \$2,250 (or \$1,125 for those under 40) for a minimum of five years and has one vote to determine where grants will be awarded each year. For more information, visit <http://www.sdwomensfoundation.org>

<sup>w</sup>**The San Diego Women's Foundation Finance Committee (SDWF):** The SDWF Finance committee is led by the SDWF Treasurer and Finance chair. The committee's focus is to meet on a monthly basis to review the SDWF financial data and processes, including financial statements, budget, and dues structure. Committee members must be members of the San Diego Women's foundation, and volunteer for the finance committee position.

<sup>#01</sup>**The San Diego Women's Foundation Membership Committee (SDWF):** Members on this committee assist with membership and recruiting efforts.

<sup>#02</sup>**The San Diego Women's Foundation Young Philanthropist Group (SDWF):** members in this group are under the age of 40 and pay a reduced annual membership contribution of \$1,125.

<sup>Y</sup>**Estate Planning Council of San Diego:** The Estate Planning Council of San Diego is an interdisciplinary organization for professionals involved in estate planning. Since its inception, in 1955, the Council's primary objective has been to provide a better understanding of the services performed by attorneys, life insurance agents and representatives, trust officers, accountants, financial advisors, planned giving professionals and others substantially involved in estate planning and to promote cooperation among them. In order to become a member of the council, members are required to be sponsored by three existing council members and pay a membership fee. For more information, visit <http://www.epcsd.org>.

<sup>\*\*\*</sup>**North County Estate Planning Council (NCEPC):** The NCEPC's mission is to encourage and cultivate interdisciplinary collaboration, education, and networking between the core professional disciplines (JD, CPA, CLU, CFP®, and Trust Officers) as well as others in this planning arena; and to serve the north San Diego County community by increasing public awareness of the need for competent estate planning. In order to become a member of the council, members are required to be sponsored by three existing council members and pay an annual membership fee. For more information, visit <http://ncepc-sd.org/index.php>

<sup>\*</sup>**Financial Planning Association (FPA):** The Financial Planning Association ® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals. FPA supports high standards of professional competence, ethical conduct and clear, complete



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disclosure when serving clients. FPA San Diego is one of the largest FPA chapters in the country with an impressive membership reflecting some of the most experienced and influential professionals in the financial services industry. The association strives to provide education and resources to benefit its members and to represent the financial planning professional in local, statewide, and national matters through its Political Action Committee. In order to become a member of the association, members are required to be CFP certified or a CFP candidate, and are required to pay dues. For more information, visit <https://fpasandiego.org>

**<sup>v</sup>Executive Financial Planner Advanced Certificate Program at San Diego State University:** The "Executive Financial Planner" Advanced Certificate program is a six-course circular program (students can enter at the start of any of five classes and then complete the capstone class). The goal of the Executive Financial Planner Advanced Certificate program is to enable experienced financial services professionals to understand the content material of financial planning with the goal of providing advice based solely on the interests of their clients. Students are required to pay tuition and application fees for this program. For more information, visit [https://cbaweb.sdsu.edu/efp\\_cert](https://cbaweb.sdsu.edu/efp_cert)

**<sup>w</sup>Children's Hospital Auxiliary:** The mission of the auxiliary is to work in partnership with Rady Children's Hospital-San Diego and to support its mission through advocating for the health and well-being of children, increasing community awareness of Rady Children's, and fundraising. In order to become a member of the auxiliary, members are required to pay an annual membership fee. All money from dues and events supports the children and families of Rady Children's Hospital. For more information, visit <http://www.radyfoundation.org/>

**<sup>l</sup>Rady's Children's Hospital Foundation Estates and Trusts Council:** The Rady Children's Hospital Foundation Estates and Trusts Council seeks to develop relationships with estate and financial planning professionals and donors to further enhance the Planned Giving Program's fundraising efforts through current and deferred gifts. The mission of the Council is to Educate, Inspire and Invite. Members apply for membership and certify that they will act in accordance with their profession's standards of conduct and provide the appropriate waivers of conflict, disclosures and disclaimers to clients regarding their relationship with Rady. Members are expected to invite community members to join Rady Children's Legacy Circle; educate the community on the benefits of charitable estate planning; recruit new Rady Children's Estates and Trusts Council members; attend the Annual Legacy Plan Professionals Symposium; and attend Estates and Trust Mid-Year Council Meeting.

**<sup>\*\*\*</sup>Executive Board of the RSF Foundation Women's Fund:** The Rancho Santa Fe Women's Fund provides funding for North San Diego County and San Diego city area projects that address at least one of the following criteria: Responses to urgent and critical need; Bold new ventures; and new approaches to time-worn problems. The mission of the Rancho Santa Fe Women's Fund is to educate, inspire, and increase the number of women committed to philanthropy in order to strengthen the community and impact lives through informed, focused collective giving. In order to join the fund, members must live in Rancho Santa Fe, and are required to contribute to a collective giving pool annually. Board membership is voluntary and voted on by members. For more information, visit: <http://rsfwomensfund.org/page-1037464>

**<sup>\*\*\*\*</sup>International Bipolar Foundation:** International Bipolar Foundation (IBPF), formerly known as California Bipolar Foundation, was founded in June 2007 in San Diego, California by four parents with children affected by bipolar disorder. The mission of International Bipolar Foundation is to improve understanding and treatment of bipolar disorder through research; to promote care and support resources for individuals and caregivers; and to erase stigma through education. There are no fees associated with the foundation membership. For more information, visit <http://ibpf.org/>

**<sup>\*\*</sup>Scripps Health Gift Planning Advisory Board (GPAB):** The Scripps Health Foundation Gift Planning Advisory Board works in support of our philanthropic and planned giving goals. Our members include attorneys, CPAs, financial advisors, real estate brokers and other professionals in fields related to gift planning, who volunteer their time and expertise to help with gift planning outreach. Members can elect to give a donation, but there is not a membership fee or donation requirement associated with joining the board. For more information, visit: <http://scrippsheritage.org/?pageID=1007>

**<sup>%</sup>San Diego Foundation's Investment committee:** With over 150 years of combined global and domestic expertise, The San Diego Foundation Board of Governors Investment Committee drives asset management and investment growth to meet fund objectives. The Investment Committee is committed to: Protecting the corpus of the Foundation; preserving the spending power of the income from the fund; maintaining a diversified portfolio of assets in order to meet investment return objectives while keeping the level of risk commensurate with that of the median fund in a representative foundation and endowment universe; and complying with applicable law. For more information, visit: <https://www.sdfoundation.org/about-us/financials-investments/investments/#investment-committee>

**<sup>|||</sup>Athena Auction Committee Member-Athena Pinnacle Scholarship Gala** Athena is the premiere professional organization for women in Science, Technology, Engineering and Mathematics (STEM), connecting the top leaders in STEM for nearly two decades. As part of the Pinnacle program and to ensure the development of future leaders, Athena awards Pinnacle Scholarships to five (5) deserving high school senior girls pursuing careers in science, technology, engineering or math. The nominees and winners are celebrated in a special evening dinner and auction in the spring gala of each year. Auction committee members are required to help obtain and organize items for auction prior to the gala. To learn more visit: <http://www.athenasd.org/about-the-pinnacle-awards>

**<sup>|||</sup>University of San Diego Preceptorial Assistant Program:** The overall purpose of the University of San Diego Preceptorial Assistant (PA) Program is to foster a successful and positive educational and developmental experience for all first-year students. PAs are successful continuing students who serve as mentors for first-year students. They are assigned to and responsible for a particular preceptorial class. Undergraduates who wish to serve as PAs must be nominated by the faculty and screened by a selection committee consisting of faculty and members of the Preceptorial Assistant Council (PAC). In addition, all students must attend an information session in the spring prior to submitting an application. Ordinarily, only those students with a minimum grade point average of 3.00 will be considered. Qualified students must have full time status and be in good conduct standing at USD. To learn more about the USD PA Program, now called the Scholastic Assistant Program, visit: <https://www.sandiego.edu/cas/learning-communities/scholastic-assistant/>

**<sup>pp</sup>Connected Women of Influence:** Connected Women of Influence (CWI) is an invitation-only association where b2b women owners, executives and professionals connect, collaborate and cultivate a vast network of high-level affiliations, resources and professional relationships. Members must be recommended and/or nominated by an active CWI member, or complete an interview process for approval. Membership approval is based on factors relating to: 1) Maintaining a diverse membership base from a vast cross-section of businesses and industries; 2) Active member endorsement and recommendation; 3) Active leader of people, projects, teams or a company; 4) Longevity in current position and/or industry; 5) Connections known within the community; and 6) Reputation. Member dues and one time initiation fees apply based on membership status. To learn more about CWI and/or the membership approval process and requirements, visit: <https://connectedwomenofinfluence.com/>



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**<sup>1</sup>San Diego State University Aztec Student Union Board:** The Mission of San Diego State University's Aztec Student Union Board (ASUB) is to enrich campus life, unite the university campus, and cultivate a unique collegiate experience that instills Aztec pride through cultural, educational, and social programs of the Aztec Student Union for SDSU. ASUB is comprised of 8 student-led committees and over 150 volunteers who are dedicated to the planning and execution of transformational programming and the overall operations of the Union. Active students can apply for positions on ASUB and are then interviewed by student representatives for the volunteer position. To learn more, visit: <https://as.sdsu.edu/aztec-student-union/asub/>

**<sup>2</sup>Fidelity Wealth Advisor Solutions Advisory Board:** The Fidelity Wealth Advisor Solutions Advisory Board is a select group of participating RIAs who assist Fidelity in helping to develop enhancements, and provide feedback and ideas to continue to improve the WAS program for clients, firms and representatives. Fidelity Wealth Advisor Solutions Program (WAS) is a program through which Weatherly receives referrals from Fidelity Personal and Workplace Advisors LLC ("FPWA"), a registered investment adviser and subsidiary of FMR LLC, the parent company of Fidelity Investments. Weatherly is independent and not affiliated with FPWA or FMR LLC. FPWA does not supervise or control WAM, and FPWA has no responsibility or oversight for WAM's provision of investment management or other advisory services.

**<sup>3</sup>Expert Network Distinguished Wealth Manager Member:** The Expert Network is dedicated to identifying and profiling certain select wealth managers and professionals whose experiences, contributions and perspectives deserve recognition. The Expert Network conducts a research and evaluation process to "select only the most qualified professionals who demonstrate superior influence, leadership, reputation and knowledge to receive the Expert Network Distinguished designation". The Network's review of professionals includes, among other factors, scrutiny of education, training, certifications, professional achievements and disciplinary history. The Network's editorial team then publishes only a limited number of biographical profiles on their website. Each profile is carefully crafted and includes the secrets to a professional's success, the experiences that have influenced their career as well as their industry outlook. Expert Network members often include their biographies on LinkedIn, Wikipedia as well as on their personal and professional websites. Candidates for membership are contacted by the Expert Network. There is no cost for the initial publication, however members then have the opportunity to pay an annual fee for access to the Expert Network website database and networking opportunities. To learn more, visit: <http://expertnetwork.co/about>

**<sup>4</sup>Corporate Directors Forum (CDF) Member:** CDF is a nonprofit 501(c)6 organization founded in 1991 with the simple premise that boards of directors could perform better. The mission is to help directors, and those who support them, build more effective boards through continuous education and peer-networking. Qualifications for membership include: 1) A sincere interest in corporate governance issues; 2) A reputation for ethical conduct and integrity; and 3) A commitment not to solicit members of CDF for sales purposes. Membership in the Corporate Directors Forum requires confirmation of approval by the governing Membership Committee prior to receiving membership benefits.

**<sup>5</sup>San Diego Society for Human Resource Management (SD SHRM) Professional Member:** SD SHRM is the local chapter of the national Society for Human Resource Management (SHRM) SHRM is the world's largest HR professional society, representing 285,000 members in more than 165 countries. Individuals engaged in the profession of human resource management and who meet one of the criteria below are eligible for professional membership status in the San Diego chapter: 1) At least three years of exempt-level human resource experience; 2) Certification by the Human Resource Certification Institute (HRCI) or its predecessor, the Personnel Accreditation Institute (PAI), as a Senior Professional in Human Resources (SPHR) or Professional in Human Resources (PHR); 3) Faculty members holding assistant, associate or full professor rank in human resource management or any of its specialized functions at an accredited college or university, and who have at least three years of experience at this level of teaching; 4) Full-time consultants with at least three years of management experience as a human resource practitioner and whose practice is primarily directly related to the practice of human resource management; or 5) Attorneys with at least three years of primary practice in any of the following areas: labor and employment law and/or employee benefits (e.g., pension, retirement, 401(k), Sec. 125, health and welfare plans, ESOPs, or workers' compensation). Professional members may vote, serve on committees and hold office on the Board of Directors.

**<sup>6</sup>VITA certificate:** The IRS sponsors Volunteer Income Tax Assistance (VITA) & Tax Counseling for the Elderly (TCE) Programs. VITA and TCE are IRS-sponsored programs that provide free filing assistance in underserved communities for low-to-moderate income families, the elderly, the disabled and those who speak very little English. In order to become a VITA volunteer, candidates must 1) apply and 2) a) successfully complete the Intake/Interview and Quality Review Exam; b) pass the program's Basic Exam; and c) pass the program's Volunteer Standards of Conduct Exam. To learn more visit <https://www.irs.gov/individuals/irs-tax-volunteers> and <https://www.irs.gov/individuals/free-tax-return-preparation-for-you-by-volunteers>

**<sup>7</sup>San Diego Humane Society Finance Committee Member:** The San Diego Humane Society offers San Diegans programs and services that strengthen the human-animal bond, prevent cruelty/neglect, provide medical care, educate the community on the humane treatment of animals and provide safety net services for all pet families needing assistance with keeping their pets. SDHS Finance Committee Members are volunteers who oversee policies and procedures related to the administration of the SDHS and SPCA (SDHS) financial affairs, review and recommend financial operating policies, review budget preparation and recommend approval by board of the annual budget, review financial records including all investments and endowments, and have such other related responsibilities as are prescribed by the Board. Criteria for becoming a finance committee member include completion of an interview with SDHS leadership.

**<sup>8</sup>Women Give San Diego Member:** Women Give San Diego (WGSD) is a giving circle of San Diego Grantmakers, a nonprofit 501(c)(3) organization. WGSD envisions sustainable economic self-sufficiency and security for women and girls in San Diego County, funds non-profit organizations in San Diego County that offer underserved women and girls the opportunity to enhance their participation in our regional economy and become fully engaged in the prosperity of their local communities, and advocates for public awareness of women's economic issues at the local level and for systems change at the state level. WGSD's model for change balances education, community collaboration, and strategic and effective grant-making. Membership is open to the public and requires a contributory donation. To learn more, visit [www.womenqivesd.org](http://www.womenqivesd.org)