

BFAN CONNECTION

A BIENNIAL NEWSLETTER FOR THE BLACK FINANCIAL ADVISORS NETWORK

The way forward

The Raymond James culture is built on a unifying mission – our business is people – **all people** – and their financial well-being.

While advisors who share in this ideal are anything but uniform – bringing a diversity of backgrounds, cultures and experiences – we are united in our excitement to move forward with the support and commitment of the Raymond James Advisor Inclusion Networks. Beyond representing a forward-looking commitment to inclusion at our firm, the Advisor Inclusion Networks team is here, working alongside the BFAN Council, to support you in two very important ways: providing the tools and resources you need to help you grow your business and to help recruit and retain more black financial advisors.

We hope you share our excitement to move forward together, and understand the critical role BFAN plays in this opportunity for our firm and our profession.



Black Financial
Advisors Network

Pride Financial
Advisors Network

Women Financial
Advisors Network

UPCOMING EVENTS

Raymond James Cares Month

Through May, advisors and associates team up to give back to their communities. Learn about events or find out how to plan yours on [RJnet](#).

15th Annual Conference of African American Financial Professionals

August 3 to 5, Omni Atlanta Hotel at CNN Center, Atlanta
Build your network within the community of financial professionals dedicated to education, mentorship and the goal of doubling the number of African American financial advisors by 2027.

AAAA Vision Conference

September 13 to 15, Washington, D.C.
Get ready for the annual Association of African American Financial Advisors conference, this year hosted in the nation's capital. Details and registration information will be available at [aaafainc.com](#).

RECENT EVENTS

2020 BFAN Symposium: Taking action and the way forward

At the sixth annual gathering, advisors and experts shared ideas and experiences, and celebrated success.

The theme that ran through the BFAN Symposium was the need for action – taking action to build up advisors’ businesses, taking action to expand BFAN and taking action to turn words into deeds for Raymond James as a whole when it comes to diversity and inclusion.

The event, held in February at Raymond James headquarters in St. Petersburg, Florida, brought advisors and home office leaders and associates together for two days focused on business development, personal development and camaraderie.

We learned about black wealth with the help of Pamela Jolly, Ed.D., the first day’s keynote speaker, and her five terabytes – that’s right, terabytes – of data covering over 400 years of history.

“To be actionable about moving forward, we needed to venture back to understand our history and what it will take to build wealth in the black communities,” she said.

Legacy wealth is a group process, she said.

This point was hammered home by the second day’s keynote speaker, Dawnna St. Louis, a CEO, author and founder of a \$250 million tech consultancy. She shared her insights and lessons on how we can own our awesomeness, and that to get the results we deserve in our careers and in our industry, it takes bold action.

“Real abundance requires extreme execution,” she said.

One of the best parts of the symposium is the opportunity to share ideas and learn from others’ successes. During the Advisor Best Practices Panel, Steven Dawson, Terrance Dedrick and Derrick Lewis shared their tips on how they expanded their businesses, including innovative ways they built better connections with their clients.

“Real abundance requires extreme execution.”

– DAWNNA ST. LOUIS

Attendees also got a thorough update on the markets and the economy from our Investment Strategy Committee, while other presentations covered topics such as Regulation Best Interest. As part of a panel with VP of Diversity and Inclusion Pedro Suriel, we had an inspiring discussion around the critical role our unique culture plays at Raymond James and why diversity and inclusion are essential to the future of our firm and our profession.

The firm’s top leaders joined in on the presentations, including CEO and Chairman Paul Reilly, Private Client Group President Scott Curtis, President and CEO of Raymond James & Associates Tash Elwyn and Independent Contractors Division President Jodi Perry.





BO GODBOLD
Raymond James Financial
Vice Chairman



Left to right: Complex Manager Tony Barrett, Senior Vice President Tom Walrond and Head of PCG Advisor Inclusion Networks Renee Baker

Along with the networking and knowledge-sharing with great company, the 2020 symposium was also a celebration as we hosted a BFAN awards gala.

Several BFAN members were recognized with awards for their accomplishments in the firm, industry and community. The keynote speaker for the gala, Raymond James board member Bo Godbold, shared how he dedicated a sculpture series commemorating the first three black matriculates and the first black graduate at his alma mater, Georgia Tech.

And we took time to acknowledge the strides BFAN has made since it was first created as a resource for its members with Tom Walrond, BFAN’s executive sponsor. And Tony Barrett, BFAN’s co-founder, shared his optimism for the future, as he passed the torch to Renee Baker in her role as the head of the Advisor Inclusion Networks. With many past and future leaders of BFAN in the room, we planned for a future in partnership as a team, together.

The traditions will continue next year from February 1 to 3 when the 2021 BFAN Symposium is hosted at the Opal Sands Resort on Clearwater Beach, not far from Raymond James headquarters.

2020 BFAN SYMPOSIUM AWARDS

With a new BFAN Symposium tradition, we recognized the achievements of our BFAN advisors and leaders as we celebrated with our colleagues from the Mosaic Inclusion Network.

COMMUNITY IMPACT AWARD:

Lanta Evans-Motte, for her contributions and commitment to community.

SAGE AWARD: Carl Scott, for his tenure and his wisdom freely shared.

TOP ADVISOR AWARD: Derrick Lewis, for the inspiring success of his practice.

PIONEER AWARD: Tony Barrett, for his leadership and trailblazing within the industry.

LEADERSHIP AWARD: Tom Walrond, for helping to pave the way with his leadership.



For an inside look at this great event, watch our recap [video](#) >

MARK YOUR CALENDAR

2021 Black Financial Advisors Network Symposium

Opal Sands Resort, Clearwater Beach, Florida
February 1 to 3



Following a trailblazer's path

Interview by Lanta Evans-Motte

Carl W. Scott started his one-man practice in 1997 and has stuck with Raymond James ever since, likely making him one of the longest continually tenured African American financial advisors with the firm. With more than 22 years of service in the financial industry – he's now a branch manager in Houston, Texas – he has earned a wealth of knowledge he is happy to share.

Q. What did your career look like in the beginning?

Carl W. Scott: Years after graduating with a Bachelor of Science degree in business administration, I began a career with financial management positions in accounting and corporate planning and analysis with General Electric Company and Allied Van Lines. I also served as controller for Gulf Coast Cable Television, which was later acquired by Warner Cable. At Highland Community Bank my responsibilities as comptroller included managing investment of daily and long-term cash positions.

Q. What got you to move to financial services?

CS: I began working in the financial services industry in 1986 with Dean Witter/Morgan Stanley after being recruited by my brother's broker. He recruited me because he thought I could pass the Series 7 test, and he would be paid if I passed. I did. I was confident I would be a success because of my analytical experience in banking and corporate strategic planning. I quickly learned that the job also involved some sales skills.

Q. What first attracted you to Raymond James? Do those things still resonate?

CS: After a few years in the business, I found that presenting professional financial and retirement plans was the best way

to solicit and retain clients. Raymond James recruitment ads at that time were soliciting brokers interested in a financial planning-based business, and the firm boasted superior equity investment research performance as well.

I moved to Raymond James in 1997. The back-office service and support level I received when I arrived were vastly superior to what I had been receiving. Since then, Raymond James has continued to increase and expand its services to me and my clients. Technology enhancements have helped tremendously with administrative and management-related responsibilities, but the oversight and compliance-related responsibilities I have as a branch manager and financial advisor are still vast.

Q. You were one of BFAN's founding members. What would you say to someone considering joining?

CS: BFAN offers the opportunity for members to further our insight and readiness. Those who stay engaged can expect to become more knowledgeable and enriched, both professionally and personally. Members also have more opportunities to share their insights and experiences, and gain opportunities to mentor others. The long-term success of BFAN is in our lap.

Events & Community

Black History Month roundup

- [Watch](#) Raymond James board member **Bo Godbold** share the incredible story of four pioneering African American students at Georgia Tech, his alma mater, through the Mosaic Inclusion Network Speaker Series on February 18.
- **Montrice Perry**, an advisor with Raymond James in Atlanta, brought together African American attorneys and wealth advisors – including **Thomas Dedrick, Terrance Dedrick** and **Leon Taylor** – for a networking reception at Capital Grille. The branch and the National Black Lawyers Association collaborated to sponsor the group’s Top 100 list of attorneys in Georgia. As we celebrate Black History Month each year and honor those who came before, it is also important for us to honor those making history today.



BFAN members in their communities

Lanta Evans, a financial advisor in Calverton, Maryland, co-founded the Literacy Institute for Financial Enrichment in 2003, founded the Youth Savings & Investment Club Program in 2006, and has continued in a leadership role since. The nonprofit groups, known as LIFE and YIC, run programs to teach financial literacy from savings to investing.



Lanta Evans, center, and members of the LIFE board of directors teach students with an interactive budgeting activity through YIC in Prince Georges County, Maryland.

LIFE board members, who all serve as mentors with the youth financial literacy program Junior Achievement, are joined with a former YIC student at Junior Achievement® Financial Park in Landover, Maryland.



Support the BFAN mission in your community

Post to Twitter and LinkedIn using the **#RJInclusion** and **#RJBfan** hashtags to contribute to the conversation and help build a repository of information for prospective members to find.

Sign up for RJ Social

If you were a Hearsay user:

- Start account activation at **Advisor Access > Support > Corporate Services > Social Media-New**.

- Gather the social media login credentials for all your social media accounts.

If you weren't a Hearsay user:

- Go to **Advisor Access > Support > Technology Support > Service Now > Order Something > Other**. Search for “RJ Social User Request.”

Then, refer to the [Onboarding Guide](#) to sync your social media accounts.

Get social savvy

[Sign up for RJ Social training](#)

Wednesdays, 4 to 4:30 p.m. ET



[Self-study with how-to guides and training videos](#)



Fresh eyes and a wide perspective

A business coach can help fix problems you're too close to see.

Generating ideas to improve your business is often easier than knowing which changes to pursue to maximize your practice's efficiency and profitability. A coach with an outside perspective, expertise and the resources of Practice Intelligence can help you set a path.

But before that, Gap Analysis Consulting is a good place to start. This complimentary process was designed to provide clarity regarding goals, priorities, needs and motivations. It typically takes 45 minutes start-to-finish and will serve as a foundation for a follow-up consultation call with a Raymond James coach.

The coach can help you answer questions, provide a customized road map and help you determine your next steps.

Coaches help keep things manageable and prioritize immediate needs, making it easier to follow through and achieve results. Their advice is based on their deep experience with top practices.

You can [take the Gap Analysis Business Assessment](#) now on RJnet.



CONTACT US

For questions and ideas, please email us at AdvisorInclusionNetworks@RaymondJames.com.

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