

# BFAN CONNECTION

A BIENNIAL NEWSLETTER FOR THE BLACK FINANCIAL ADVISORS NETWORK

## BFAN Council Corner

Greetings BFAN members,

Welcome to our inaugural issue of the BFAN Connection!

Inside this edition you will find highlights from our 2018 BFAN conference, the recent INROADS Diversity & Inclusion Summit, BFAN members in the community, and BFAN in the media. The practice management and technology features are designed to help you get the most from Raymond James software, platforms and educational resources designed

to help build and strengthen your practice. We are pleased to highlight Raymond James' new Client Onboarding and eSignature processes, designed to boost productivity, save time and substantially enhance the client service experience.

Retaining and developing our talented advisors is important, so to help them be more successful throughout the year, BFAN works with Raymond James' Private Client Group Education & Practice Management team and other internal and external professional resource partners to provide educational programs, development and partnership opportunities for members.

The recent feature in [InvestmentNews](#) highlights several BFAN accomplishments through the eyes of Tash Elwyn, corporate executive sponsor for diversity at Raymond James.

This publication, as with other BFAN-related initiatives, is designed to educate, inspire and enhance the sense of comradery amongst members.

We welcome your feedback and participation. Please feel to contact any of the members of the BFAN council with any questions or suggestions for improvement.



Photo: Raymond James BFAN Advisory Council: (from left to right) Mario Payne, Tony Barrett, Lanta Evans-Motte, Thomas Dedrick, Kaon Nelson, Lynne Henning, Carl Scott

### UPCOMING EVENTS

#### 2018 Women's Symposium

September 26-28, 2018

*The Raymond James Network for Women Advisors will host its annual symposium in Tampa, FL.*

#### 2019 BFAN Symposium

February 25-27, 2019

*The 5th annual Raymond James BFAN Symposium will be held at the Hilton in St. Petersburg, FL.*

### PAST EVENTS

**2018 BFAN Symposium** | February 2018  
*Missed it? See photos.*

**InvestmentNews** | March 2018  
*A team of African-American advisors making great strides, one inspiration at a time*

**BISA 2018 Diversity Award** | March 2018  
*Raymond James received its first Diversity Award from BISA (Bank Insurance and Securities Association)*

**Black Enterprise** | April 2018  
*Michele Reeves noted as one of the Top Executives in Corporate Diversity*

**Inclusion Starts with I and Leads to US Campaign** | April 2018  
*Raymond James inclusion campaign began*

## recent events

The 2018 BFAN Symposium was held Feb. 3-5, 2018, at Le Méridien Hotel in Tampa, Florida, with Simon Bailey as the keynote speaker.

Looking back at our fourth annual BFAN Symposium, it is exciting to see the evolution of this event. Our inaugural symposium in 2015 was intended to introduce black financial advisors to each other and learn more about what our experiences at Raymond James and in the industry have been. That year, there were as many members of Raymond James senior management at the reception as there were black advisors! Seriously! I am pleased to say that each year, the event has grown and we continue to improve the quality and content.

This year, the symposium did not disappoint. Our survey results were excellent, and the comments made it clear that the attendees valued the experience. While the event was packed with great sessions, I want to revisit what the mission of BFAN is so you have perspective on how we created the agenda. BFAN's top priority is the support and development of our existing black financial advisor population. By the numbers, our group is younger and less experienced than the general Raymond James advisor population, and unfortunately, there is a productivity gap between us and our counterparts. Our first order of business is to eliminate the productivity gap by helping our advisors to develop the additional knowledge and skills necessary to grow their practices. Improving knowledge and skillsets will hopefully lead to improved business results, reducing the productivity gap

and reducing turnover. So each year, our symposium will have a strong emphasis on education. Working closely with my colleagues on the BFAN Council and our partners in PCG Education, we select topics that we think will have the greatest impact for you in the next 12 months.

Our second objective is to act as a collective voice for the interests of black financial advisors within the firm. We have tried to achieve this by creating a direct communication channel to senior leadership. Each year the entire executive suite is invited to attend, and each year they have delivered. Not only do they give us a formal opportunity to share in the town hall sessions, they were also fully accessible in our networking receptions. These interactions have helped to solidify the view that our initiative is important, and several policy discussions have come about as a result of our interactions. An attendee commented, "We have great leadership. It's good to see that the firm's leaders are on board with this initiative. It's greatly appreciated here in the field."

We all know that increasing our numbers is critically important. This is also a goal of ours. We want to support the firm in recruiting and training the next generation of Raymond James advisors. Spearheaded by Michele Reeves, our director of diversity and inclusion, our symposium kicked off with a career

seminar for local INROADS alumni. INROADS is one of the organizations that Raymond James partners with to provide internship opportunities for minority students. We wanted them to see examples of successful financial professionals who look like them!



This event was the first example of BFAN partnering with our Talent Acquisition team to source financial advisors. You will be seeing more of this in the years to come!

The fellowship and comradery were a given. There aren't too many events in our industry where we are surrounded by people who are culturally in sync. It truly is a great feeling, and I am already working on and looking forward to our fifth annual symposium in February 2019!

TONY BARRETT  
BFAN Council Chair

## Members on the move



TONY BARRETT  
*BFAN Council Chair*

### **Delaware Valley complex manager and BFAN council chair named Raymond James 2017 Complex Manager of the Year**

Congratulations to Tony Barrett, named 2017 Complex Manager of the Year at the January 2018 Raymond James Branch Managers Meeting. Tony was recognized for consistently achieving firm-leading results in recruiting, retention, risk management and profitability, and for building a strong work environment for his staff and team. Tony also served on the RJA Executive Council for 2016 and 2017.

Serving as BFAN chair since inception, Tony has been instrumental in securing speakers and sponsors for the BFAN conference each year. He was also the Black History Month speaker in 2017 for the Raymond James African Heritage Network at company headquarters in Tampa, Florida, sharing insights on “Rules for Developing a Championship Mindset.” According to the firm, as 2017 complex manager of the year Tony was recognized as “a mentor and role model who inspires advisors, builds business and supports the firm’s overall growth.”

Read the full story on RJnet.

## BFAN in the community

For the past several years, Lynne Henning, a financial advisor and vice president of investments, has been requested to conduct a financial seminar to high school students. Participants of the annual Debutante Ball hosted by Sigma Gamma Rho sorority are normally high school juniors or seniors from Jackson, Tennessee, and surrounding counties.

“The Debutante Ball has a rich 50-year history of introducing young women into society, and the scholarships provided have been a stepping stone for many of them in continuing their education.” Lynne knows firsthand how beneficial that assistance can be, as her oldest daughter was a recipient of scholarship money in 1996 through her participation in the ball. The 2018 event was held on Feb. 17 during a brunch at Lane College, a historically Black college made famous from the movie “Roots.”

“I spoke to the young ladies and their moms about the importance of investing early and often as well as the difference between saving and investing. I encouraged them to not get caught in the trappings of purchasing luxury items or credit card debt but instead to utilize a budget to live within their means,” says Lynne. “The young ladies are always engaged and ask questions, which encourages me to continue offering this invaluable information to our young people.”



LYNNE HENNING  
*Financial Advisor  
Vice President, Investments*

## INROADS

Raymond James branch manager and INROADS alumni Mario Payne shared insights with attendees during the February Raymond James/INROADS networking reception in Tampa,

“I learned very quickly when a person or potential client says no, it’s not forever and to continue to do whatever you can to turn that no into a yes.”

Florida. He recounted how his INROADS internship experience at GE was one that he will forever cherish, as it taught him the importance of resilience and laid the foundation for his Raymond James practice today. “My first lesson learned was being denied admission into the internship program the first time I applied. I learned very quickly when a person or potential client says no, it’s not forever and to continue to do whatever you can to turn that no into a yes,” he says. After improving his resume, grades and volunteer work, his application was approved on his next attempt.

During three rotations, Mario was able to experience different aspects of a Fortune 100 business and the inner workings of a multinational company. “I witnessed the vernacular of corporate America and learned how to build relationships inside and outside of my department, as well as strategically



position myself for projects that gave me company-wide visibility,” says Mario. Utilizing many of the same practices learned as an intern, he participates in networking and community enhancement projects while growing his business.

The workload and volunteer aspect of INROADS helped him to quickly learn how to juggle a 9-to-5 job and better himself professionally through certifications specific to his role. While at GE, Mario completed their six sigma quality management process, which allowed him to become more efficient as an intern.

“That priceless experience I put to work as I obtained the AAMS®, CFP® and Series 24 designations while still growing my business. It also helps daily with multitasking responsibilities as a financial advisor-branch manager with a team, along with the ancillary things we do as RJFS business owners,” says Mario.

## TechCorner

Welcome new clients to your practice with the Client Onboarding and Maintenance System and improve efficiency, accuracy and speed of data collection.

A consistent client onboarding process helps ensure that the advisor and team deliver on the promises made while prospecting and helps demonstrate your value and expertise to new clients. A smooth and efficient process for welcoming new clients can improve client satisfaction, strengthen relationships and drive client referrals.

Raymond James’ new Client Onboarding (COB) process introduces a new, client-centric approach to data collection. The new software application, streamlined account opening process, and redesigned client documentation are designed to help you efficiently begin new client relationships while adhering to high compliance and client service standards.

Resources include tip sheets, online classes with live instructors, implementation guides, just-in-time (JIT) videos, articles, and reference guides to help you learn and master COB. Also available are short, previously recorded live courses that can be viewed anytime, from anywhere.

eSignature is the default delivery option. DocuSign is integrated with COB, so clients with an email address and a text-enabled cellular phone number on file are able to electronically sign documents.

Visit [RJnet: Client Onboarding](#) to learn more.



# Diversity highlights

## Inclusion starts with I and leads to US

Michele Reeves  
Director, Diversity & Inclusion

Focusing on diversity and inclusion at Raymond James is a concerted effort to ensure all of our associates, including you, are exceptional. When a culture is truly inclusive, everyone thrives. Everyone feels welcomed, respected, valued and free to bring their whole and best selves to work.

For the Raymond James Board of Directors as well as the Executive Committee, *diversity is a business imperative* because it is a competitive advantage; it is also a moral imperative because it aligns with our people first values. It is the right thing to do. The support from our leaders is critical to diversity initiatives and will be a success factor in the years to come.

We are committed to intentionally nurturing an environment that is safe, inclusive and respectful for all. The strategy is to “Thrive by 2025.” We first build and then optimize our recruitment, development, engagement and measurement efforts. Some examples: You’ll see new and improved interview guides with an emphasis on reducing bias; an “Inclusion Starts with I and Leads to US” campaign and education; ethical workplace leadership; anti-harassment

efforts; and updated inclusion networks, which used to be called employee resource groups. We’re also building a dashboard as a way to hold ourselves accountable.

### Here are a few other things you should know:

*By the numbers, we are in alignment* with our industry. Across the firm, we are **45% women** and **55% men**. Across advisor roles, we are **15% women** and **4% people of color**. Across all leader roles, we are **30% (one-third) diverse**. Across our RJF and Raymond James Bank Board of Directors, we are **40% diverse**, which is better than some of our competitors. A great new addition to our RJF board is Ann Gates, a woman of color who brings her unique perspective to the table.

*We are working to lift the profession.* Increasing diversity at Raymond James is smart; increasing diversity across the profession is strategic. We are partnering with organizations like INROADS and the CAAFP – the Conference of African American Financial Professionals – whose goal is to double the number of African Americans in the profession by 2027. We are attending diverse events, such as the HBCU Career Development Marketplace, the Women in Investing Conference and the Association of Latino Professionals for America conference. We are targeting diversity events at schools, such as the Emory University “Hire Us” Expo, the FSU Veterans Night, Penn State Women in Business Night, UGA Diversity Conference, the FAMU career fair and the UF Diversity Meet-Up.

## BFAN Welcomes ...

STEPHEN DASTE | New Orleans, LA

OCTAVE FRANCIS | New Orleans, LA

MONTRICE PERRY | Atlanta, GA

LESLIE WARREN | Portland, OR

CHRIS FILS, *Complex Manager* | Sarasota, FL



## CONTACT US

For general questions about BFAN, contact BFAN Council Chair Tony Barrett at [tony.barrett@raymondjames.com](mailto:tony.barrett@raymondjames.com).

For questions about the newsletter, contact BFAN newsletter editor Lanta Evans at [lanta.evans@raymondjames.com](mailto:lanta.evans@raymondjames.com) or [BFANnews@raymondjames.com](mailto: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](mailto:kaon.nelson@raymondjames.com).

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