LAW OFFICES OF
# GIVNER & KAYE
A PROFESSIONAL CORPORATION

## Givner & Kaye Thursday Seminar Series
## September, 2012

Our MCLE & CE accredited series is held in our office, and by webinar, on the **1st & 3rd Thursday** of each month from **2:30pm to 4:00pm**. The series are a collaborative forum for professionals—attorneys, CPAs, financial advisors—to share *uncommon* knowledge, insights and practical "know-how."

**TO REGISTER** for a webinar, or to attend a presentation, please **call Desiree Kisselburg** at **310-207-8008** or **e-mail us: seminars@givnerkaye.com**.

- Parking will be validated.
- Refreshments will be served.
- Continuing Education Credit: One hour for tax topics.

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## SEPTEMBER 6TH: SUCCESSFULLY MANAGING YOUR WEBSITE AND MARKETING BRAND "ME".

*DeWitt Dudley*
*Owner, The Vigilant, LLC*

DeWitt's last presentation had the largest audience (and among the most enthusiastic reviews) of any in our series. So he returns to discuss how a personal or company website can be one of the best online platforms to market company products and services, as well as to promote your individual brand. This personal brand is the added benefit your client receives by doing business with you. It could be technical expertise or a friendly, warm personality. Regardless of what your personal brand looks like, you will need specific tools to successfully manage your website and to shape your online brand identity.

We will examine these tools covering:

- Marketing Brand "Me"
- Social Media
- Design & Hosting
- Keywords & Content
- Monitoring & Improving Performance
- Intro To Pay-Per-Click Advertising On Google

This seminar will empower you with quantifiable performance metrics that can be used to drive your online strategy.

## SEPTEMBER 20TH: EXCHANGE TRADED FUNDS (ETFS) AND CLOSED END FUNDS: MYSTERIES REVEALED

*Lewis Perkins, CFP*
*Comprehensive Financial Solutions, Inc.*

Paul Volker said that, as opposed to the rash of complications in financial products, the ATM was the only "innovation" he has seen in the financial industry. Perhaps a product which really may provide new opportunities to investors is the Exchange Traded Fund or "ETF". Popular open-end funds often have higher expenses, trade only at daily closing prices, and may have upfront commissions. Now, various providers like Vanguard, PIMCO, iShares, Powershares, facilitate the purchase of individual sectors and industries, or indices, with modest operating fees, and trade quickly throughout the day like stocks. There are no guarantees of correct investment decisions and you must do some research and/or work with a financial professional. Some leveraged ETF's may be more volatile than the market. Bring your questions and concerns.

*- continued -*

## About Givner & Kaye

When CPAs, financial planners and estate planning lawyers have clients with difficult wealth planning situations, they want Givner & Kaye to be part of the planning team. We collaborate with other professionals - attorneys, financial planners, accountants, stockbrokers, and insurance professionals - to serve the specialized planning needs of individual families.

We have maintained the same close working relationship with important referral sources for three decades, with newer ones joining each decade. That continuity and respect is important in providing a stable, intimate and friendly atmosphere for our clients.

**Contact Bruce Givner** or **Owen Kaye** for more information about Givner & Kaye's services at:
310-207-8008 or
Bruce@GivnerKaye.com ;
Owen@GivnerKaye.com

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## A Sneak Peek At Our October and November Seminars

**Oct. 4th:** **Reverse Mortgages Explained; When Recommended; When To Be Avoided.**
*Karl Parize, Broker*
*Momentum Realty Group*

***NO SEMINAR SCHEDULED OCT. 18TH***

**Nov. 1st:** **Tax Qualified Plans: Still The Best Tax Shelter For Closely Held Businesses**
*Stan Weisleder*
*Actuaries Unlimited*

**Nov. 15th:** **Captive Insurance Companies For Closely Held Businesses**
*Fred Turner and Rick Weiner*
*Active Captive*