

Fellows Call Sept 2020

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SPEAKERS

Jacob Wagner, Gail Pelsue, Natasha Hoggatt, Erik Milam



Jacob Wagner 00:03

Okay, so welcome fellows to our second call for having you guys gather and doing a little bit of an update on just everything that's going on both with the project itself. And kind of like we have, we want to update you on what's been happening with the project. And, and then also we want to just, there's a place where we want to start to increase the level of collaboration, just, you know, like Donnie been great with, you know, contributing articles. And we really, really appreciate that. And we're just trying to figure out the best ways to get the most mileage out of that kind of stuff. And that's, that's really the short and the long of it and and some of the best ways that I think that that could work is just for us to be like sharing each other's work on social media. So with that, let me out I'm going to pull up our agenda. Okay. So I'll just let everybody know I'm actually here. Let me pause this. Okay, that's good. Okay. I'm seeing emails from Dave so that's good. Okay. Okay. So really need to start from the bottom of Let's hop hear that. So the first thing wanted to do is update you guys on just the current status of the podcast. We've gotten a really great flow, um, that Natalie has been really been able to take the lead and recordings and we've also brought Dave Bowman in for a number of different purposes. But we've brought Dave in, and he's one of our young fellows. I think you guys all know who he is. And we, we wanted to have a little bit of more professional review. So that's a part of why we brought Dave in. And, and he has been reviewing our podcasts, actually doing some very thoughtful responses. You know, also with the you know, purview of being a professional Certified Financial Planner. And that's something that Natalie and I are not, and so it's something we really thought was important and And he has been able to

contribute the last several blog posts to the project, which is just great. And, and actually, one of the things that we've also done is had his program, his project, college aid Pro, is now a sponsor of the project, it feels like a good way to create reciprocity with the work that he's contributing. And college a pro is a really great program. So if you're not aware, what it is, is it's actually a way to help your clients or your clients children shot for college. That helps you find the cheapest and best ways to afford college which is an incredible tool. So we've now been able to link to that and put that on the website and a bunch of different ways. And I'm actually going to talk about a little bit more about potential sponsorship stuff that we've been working on in a few minutes. Next pieces that I thought were really important to share two pieces, one journal financial planning and Karla chalok has been a great supporter of supporter of the project really loves dad's work and and wants to continue to support it. So in August, we had the August Journal of financial planning the decode Dre and Natalie were both featured in the journal. And that that is the first point of journal publication that we've had as a group, which is just incredible. And the other part of it actually is it's a was a in the realm of this being a roller coaster. Carly's actually going to leave the FPA. heard about this last week. It's definitely new but she's going to be going over to Schwab research and sad to lose her on the journal side of things but she did hand is off to the next person person who's going to be taken over her position. That sounds wonderful. And then also, she said that she might have some ability for us to there might still be some research that the Schwab five research might want to take on in the realm of fine ology, which I think that's just super exciting. Um, the next item that we have here that we're looking at on our agenda is asked me to go



Gail Pelsue 05:27

back one to the podcast and just list all the podcasts that are now available, because I think we kind of maybe lose track of that.



Jacob Wagner 05:36

Oh, sure. And also, yeah, and we've had to have a few that are stayed in the wings as well. I'm just gonna go to the website for this. But actually, the interviews with Courtney Paulin and Dave yassky happen just enough before COVID that is really like we were not sure if we can use those recordings because the time sucks. So much. I mean, yeah, 2020 has been a hazing ritual for all of us. So okay, mom, you want us to go back to actually here let me do it this way. And also we've had my back office team do some really great overhaul and changes on the website. So I'm pretty ecstatic with where, where this is visually right now. So Mom, what were you wanting to check out



Gail Pelsue 06:32

of the completed podcast and I was not aware that you were holding some up like Dave's because of the times and I guess I want to know how you're gonna handle that too.



Jacob Wagner 06:48

Oh, yeah. Natalie needs to really be the one to speak to that. And, and I'm not sure if she's having to be on childcare duty right now is my guess. So she's not on this call. So That's an Natalie question. I apologize but what I can tell you is the we've recently released with Jodie Jacobson and her talk was pretty incredible. There's a little bit there's some bear moments in there where Natalie's kids show up but it's pretty much adorable and only distracting for a second this article here with about Midas touches with Eric Mylan and in Eric's talks really great. It's a it's talking about just what money can buy what money can't buy. And, and you know, and it's um, you know, I really encourage folks to listen to that. And and then we have Don's written pieces and and then dig stuff and one of the problems mom or x i don't know if it's a problem. But yeah, we do have a number of recordings that we've done that have not yet been published, and it's just one, there's a piece that It was truly, you know, it was made before COVID it just can sound weird right now. And that's just the truth of it. And, and that's a part of why we started to go forward with Dick stuff. It's because it was still relevant. Yeah, it's, you know, yeah, kind of. It's about the state of the world. And, and also something I think that's really interesting is Vic's talk is really about the state of the world. And meanwhile, like Eric's talk is really about what is it that we can and cannot buy with money



Gail Pelsue 08:37

was pretty timeless. So I think that works out pretty well. And my personal, which was nice that he was willing to be that personal about it all, too. So you haven't really Steve, who else have you not released at this point? That's completed.



Jacob Wagner 08:59

Yeah. work



Natasha Hoggatt 09:02

on our or we're about to, we're gonna plan on posting Pullen next I'm Natalie recorded an intro. Um, a new intro just to like that's that I think might help with this post COVID publishing of so. Okay, so I still need to put finished finalize that and put it in, but Okay,



Gail Pelsue 09:33

well, we can go back to your agenda that gives me some idea of what's going on there. Thanks.



Jacob Wagner 09:38

Yeah, absolutely. And anyone any of you guys have any questions, just unmute yourself and ask or pop it into chat or whatever works. Okay, let me go back over to our Um, okay. What did you have right here, Natasha on the Duke Wagner tribute category. I think about that.



Natasha Hoggatt 09:59

Oh, We added a dip, a tribute category because, um, Natalie had a tribute on her site on her blog. And she talked about wanting it on Finology site. And so figured that could be a good category. And maybe because maybe there's other fellows or other people that may want to write a tribute, and this could be a perfect place platform for that, um,



Gail Pelsue 10:29

it could also put in there like, and Rick Campbell wrote a beautiful literary furtick at the time when there's a couple of things like that you could put into that category if you wanted to.



Jacob Wagner 10:44

Yeah, that's kind of what we were thinking is Yeah, there's, those are all great and like Don your piece is really a part of what inspired it too, because like, your article is bigger than just the you know, just being a tribute piece. But it also is, you know, a bit of, you know, the love and wisdom that you have for that relationship with. Yeah. And explaining in a little Yeah, some of the qualitative nature of that relationship to, which is, you know, hard to, you know, you, you explain that better than I've been able to at least. Um, so the next piece of this is Wikipedia. And one of the things that was slow me down beginning of this call, sorry, it was a message from Davey esky and him saying that he's most of the way through with having a bio piece for Richard B. Dick Wagner. Ready. And and then actually, one thing that I'm not sure if we can discuss all the way on this call, but Roberta brought up with me for prep for this call. Is that well, that hasn't been keeping up with this continuing ed We can't take away his JD but I've even been looking at like how like p campaign, you know how his name has been featured and stuff like that and it might be

time to take the CFP off of dad's name. Um, you should have done more see by now and he hasn't and it's this is post humus. And and actually we could also be bringing in the CFP Emeritus designation and we'll, I'm exploring that stuff right now.



Gail Pelsue 12:28

Yeah, you should talk to the CFP people about it. I am not quite sure how that works. Exactly, but



Jacob Wagner 12:37

it is a it is a designation that needs to be maintained has been passed for, you know, a number of years now. So it was a relevant question.



Gail Pelsue 12:47

Yeah, I think so. Okay.



Jacob Wagner 12:49

Yeah. Yeah. And the next piece I wanted to discuss with folks is I don't know if you are are aware of what Patreon is. Are you mom? No. Okay, so Patreon is a crowdfunding site, but it works very different than something like Indiegogo, or GoFundMe where you're putting towards specific, specific funds to a specific goal. Patreon is really meant to be a way to support artists to support the arts to support initiatives like this. And, and basically, it's a subscription payment platform where folks can pay us anywhere from \$5 to \$500 a month, whatever suits your fancy, and and helps us actually have some of this helps us with our costs, that there are significant costs of this project thus far. Wagner family and really, mom Gale has been paying that and so we want to use Patreon as a way to To work to defray those costs and to crowdfund the the cost of this project, um, to, you know, the group of people who, you know, this is meant to be helping the professional development of the financial planning profession. You know, it'd be nice if we could help get that bankrolled by members of the financial planning profession, because mama is a part of the architectural profession. And, and this is an act of love, which, you know, appreciate and and, you know, beyond words, but I still think that it would be good to have a way for everybody to be able to come in and do subscription payments to support the project. Part of the nature of it, yeah. A part of the nature of it, is that we're also going to be able to, um, with the different plan tiers when you know, right now we're evaluating and some final stages, really need to have Natalie go over with a fine tooth comb is really

where we're at but Have we have the system set up so that everywhere from \$5 to that \$500 range, and somewhere in the hundred dollar range is where we're going to start to do shout outs on the website and inside the podcast. And so that way we can have it so that you know, if you are able to afford a \$25 a month thing and give it to us and have that be a part of your gift, so if that's a lot of money when you will buy that by 12 you know, thank you and if it's where if it's someone like money guide Pro, or you know, the board or something like that, who it's better to be a sponsor than basically if they pay and purchase at a high enough Patreon level, then they'll be mentioned on the podcast. This sort of practice is becoming quite commonplace, everywhere from numerous podcasts that I listened to both fictional and non fictional, as well as numerous YouTube channels that are educational in nature that this is a way that People are raising money and supporting this type of initiative nowadays. So we'll be following up with you in the future about what is going on with the links to Patreon and we'll definitely be sending that out to the fellows first. Because we want to get your feedback on it and then we'll be taking that out to a little bit of the broader world but we need to have a better economic model than we have right now. Because right now it's a it's it's just a process of paying and there are you know, between editors advertising You know, this is a significant impact on Natalie's my time there's there's significant costs and wouldn't take that much to have us be writing blacking here.



Gail Pelsue 16:46

Okay, um,



Jacob Wagner 16:49

I think this needs to be followed up with again, this is really sort of laying down some of the, the process right now and specifically the the fellows aren't supposed to be a static group that I named the 30 of you at the beginning of this process because it felt like you were appropriate. And also, it was a very hard list. Oh, yeah, very So, um, but it's been a very hard let's select who is in who should be a fellow and I don't think that this group should be closed. Welcome, Eric. And so with that, like there's individuals specifically Wayne leer in Australia, Troy Jones, there's there's several people who I feel really should be fellows and we want to have a process for nominating them. Right now, the process that we have, is that a fellow any fellow can nominate another fellow and then I want to have group consensus And not sure if that should be, you know, a voting process or what? I'm an Eric welcome. We don't have a ton of people on the call right now. But I wanted to say hello to you. And we also young Dawn is here as well.



Erik Milam 18:18

Hi, Gail. Hi, Jake. Hi, Dawn. Sorry, I'm wait. But I got the notification. This has been recorded. So I'll catch up. I'll catch up later.



Jacob Wagner 18:27

Yeah, yeah, it's been recorded. And we're also gonna have a transcription using one of my fancy dancy tech tools. So I'm excited for that. Yeah. And, and we don't have a you know, let me just catch you up a little bit here. I can even really just see it in the agenda on the screen. Oh, I did not go into Polk laboratories yet. I apologize, everyone. Okay. So a few weeks ago, John A was had his annual conference. of the instead of it being the round view, it was the Ron de zoom and appropriate to COVID times and some of the conversations that have happened with John and Julie after that, is that they want us to have and we've agreed to have what would John is dubbed a Collaboratory. And it's partly exercise. It's also partly discussion and so that's why it's about collaboration and being a place of experimentation. But we're going to have calls with the purposeful planning Institute once a month. And also any of you fellows if you want to be a part of that, then I don't know about relationships with PPI but as far as being a part of the group of will you get an you know, you're automatically a part of that group. And, and I know there's a number of you who are in attendance of the round a zoom as well as a hold on one second. Folks, as well as we can, yeah, I'm looking forward to the conversation that we're going to have within the PPI Collaboratory is I think it's going to be really great stuff. Um, Eric, did you hear what I had to say about the process for nominating additional fellows?



Erik Milam 20:21

I heard something about Wayne leer and Troy Jones. I did not. That's when I kind of jumped in. So not.



Jacob Wagner 20:32

Yeah, let me just catch you up. And then I also don't think we're going to be going for a ton of longer guys. It seems like about 40 minutes ends up being appropriate for this call. So what that is, Eric, is that, you know, we, Natalie and I worked to decide who the first group of 30 fellows was, but that wasn't supposed that wasn't an end all and be all. And so why I was mentioning Wayne while I was mentioning Troy Wayne's really we've had some great conversations with him. And there is also an act of like, there are people using the Finology name in Australia. And he's got the appropriate level of pissed off ness that

would make dad proud. And so and he's also he was there when the term phonology was named, and some other things like that. And so I would really like to be able to suggest folks like waiting to being added as a fellow because that's just extremely important. And then I think it's also really important that this is not a place where either Jake and Natalie are making decisions or anything like this is part of why we've been disfellowship is for the, you know, consensual nature of it. There's a little bit of a you know, I guess a socialist twinge to a to sorry, dad. Um, but



Erik Milam 22:03

Turn off my mute for that one.



Jacob Wagner 22:09

Yeah, but this isn't, yeah, there's a lot of people who have had wonderful impacts. And, you know, like, also we recently attended Cheryl garretts virtual conference and like, Harold event ski, for example, you know, I mean, he's drawn like he and dad know each other. Well, there's actually like Tom Potts is a good one. Um, I don't know, Tom well, but I know the dad did.



Erik Milam 22:35

He's my professor in college at Baylor. So Tom and I know each other really well.



Jacob Wagner 22:42

Okay, then maybe this is something that you and I can set time some aside some time aside for and talk about because like, I would like it if, you know, you introduced him, as you know, nominated him as a fellow and then the group you know, had to evaluate that decision and you know, God willing, let them in. I think those sorts of things are appropriate. And I can only go as far as my relationships work. So I think steps like that are really important to keeping this fellowship vibrant for years to come. And having the right part about it, who are in this, the right number of people in here? You know, it's not just this isn't a cool kids club, this is about Do you understand fine ology? Are you bringing it into your practice? Are you helping phonology evolve into the next steps of what it means to be known as by the world? You know, and I appreciate each of you fellows who's a part of that conversation. And I also want to make sure we include the other people who should be a part of that conversation.



Erik Milam 23:43

Yeah, um, hey, Jake, did you talk about I need to get a little bit more clarity from you. And we can either do it now or offline in terms of the intellectual property, discussion, Because I still need to reach out to my client, she actually is an international intellectual property attorney and I had reached out to you about seeing that company in India that goes by the name Finology.



Jacob Wagner 24:19

We have finology.ai n who by the way, if you haven't heard of the name, guys there, I think it's like a nine figure merger right now. I mean, there's huge. It's



Erik Milam 24:30

not that's not good.



Jacob Wagner 24:34

And that's terrible. I need this part of the conversation to be taken seriously. And that's a part of why Wayne reached out to me is because there's also Well, one India and Australia are a lot closer physically. So there's more cross talk. There's also like, yeah, there's a group that's in Australia and New Zealand that's using these words and that they do want like finology.com but if this is an if this is an area of science, In an area of study, then, you know, I think there's room for all of us to work with all this in here. And so



Erik Milam 25:06

you did use tell me that, that they had the name phonology before.



Jacob Wagner 25:14

I'm not sure I would like lawyers to do the research before dad had the name. It was it's close. And it's also about usage. And I think that we are using this in a different way and also tell you that like Elizabeth is definitely a stand off and he has a little bit standoffish on the idea of doing any copywriting or trademark because it will narrow our scope. And so, you know, frankly, all you guys who know a lot more about this than I do. I know a decent amount. But, you know, this is Yeah, this is an intellectual property law thing. So yes, Eric, please. Some you need to note so that you can contact your attorney client.



Erik Milam 25:57

Yeah, I guess I just wondered what Where you are with that? I mean, I'm in my official position. I love Elizabeth. But I mean, officially, I would say, just because we have a copyright or a trademark doesn't mean that we have to limit our scope. It just means that we've got control over that, that word or that brand. And it's a big part of your brand. So, yeah, that's just my opinion. I think you could morph into something else if you want to, but at least you've got that covered. But I just didn't know how you wanted me to approach the attorney. Because I don't really know enough about the situation to talk intelligently with her about it. So maybe I just reached out to her and say, you know, we have an issue that we might want some guidance on and see if she's willing to talk to you about it to see if it's Fit for what she does. Does that sound like a good idea?



Jacob Wagner 27:04

That sounds great. Yeah. And I just I mean, a part of on Mises, I know, we that we need the help. And I know it's my job to be guiding this conversation and guiding this initiative. But also part of that is to know that, you know, you guys or I know that Dave and Elisa that you guys have had a, you know, know a lot about copyright laws. Well, I am here in open and listening to any and all expertise and we'll make sure you know, yeah, share what I can to keep the conversation going with your attorney here, Eric. And, and then we'll find an answer. But I don't want to Yeah, that's my goal is to find the best answer not be some sort of not deciding necessarily for at least this point in the process. Yeah, sounds good. Mm hmm. Anything else that you wanted to bring up to the group?



Erik Milam 27:57

Um, no, I know. Catch up with what you guys did. So I'm gonna watch the recording. But I will say thanks for letting me be on the podcast that was that was enjoyable and and I think our second go round was was good was a good one. So thanks for that opportunity to, to kind of, you know, be there in that way for the



Jacob Wagner 28:23

I've been learning a lot from your talk, Eric. So thank you. Yeah, thank you it was really great. And yeah, I'm still I'm learning quite a bit from it as just every now and honestly every day, but I reflect on it regularly. And and there's Yeah, it's valuable. So thank you. Yeah. And I'm speaking English. Yeah, yeah. And that really does lead us nicely into the last agenda item that we have right here, which is basically that we need all of the fellows to be sharing this stuff when they see it on social media and That's also like sharing what

is Finology branded stuff, but also sharing each other's work to us that a big part of how a digital marketing strategy works is just with having cross talk with having conversation. And so one of the things is just crucial for the success of at least, for bringing this the, for building an audience of people listening to Finology, who have not previously been exposed to it, they're having so that, you know, Dawn comments on Dave eskies, post, whatever the different versions of this that are needed, um, you know, but just if, as you're seeing each other stuff in the project stuff out in the world, the more that we comment, the more that we share, the better that it's going to be received by social media, which is just really important for that high level conversation. You know, and then on the local conversations, we're getting stuff into the journals, and we're And we're getting stuff into, you know, working with ppi. And we're we're starting to expand our base of influence, which is just really exciting. And, and that's really what we have to share with the fellows for today. And for what we've done for the past little bit. It's again, it's been a bit of a curveball with COVID. Um, but yeah, I really like where the project is right now.

N

Natasha Hoggatt 30:26

I just wanted to also say that um, if I don't know if we sent you a copy of your conversate, your episode conversation, Eric, but I wanted to say that that's available to anyone that records with Natalie and once like a raw or once and edited the original edited file for them to share on their platforms. Oh, that's totally you just reach out and ask and I'll send that to you.

E

Erik Milam 30:55

Okay, great. Thanks. Yeah, I love the get go about maybe That'd be cool to have. If anything, so my kids know that. Yeah, doing something someday when they were at school. So what do you do all day? Why don't we see you Mike because I work. Okay. parent. At least I'm doing something to help the world.

N

Natasha Hoggatt 31:23

So yeah, exactly.



Jacob Wagner 31:27

Well, and if you wanted to share that with you know, Yeah, perfect colleagues or you know your clients or whatever, we're open, whatever however you want to repurpose this. And yeah, sharing with your kids is obviously at the top of that list. Without a doubt. wondered

what dad was doing all day to maybe that's a part of how I got here is just trying to find the answer to that question. Um, so with that as their I don't think we have any other questions right now. Dawn, do you have any questions? Are you are you hanging in there? You don't have to go off of mute if you don't want to either. Well, that'll we'll leave. It



Gail Pelsue 32:13

seems happy muting. I need to get gone to some other things. This was a good call. Thank you, Jake and I need to leave. Okay,



Jacob Wagner 32:22

great. That sounds awesome. Thanks for your time. I appreciate it. And, and we'll be following up with a transcript and recording to everybody. We'll probably get it out to you guys tomorrow.



32:37

Yeah, sounds good.



32:38

All right. Thanks, guys.



Gail Pelsue 32:41

Bye.