



NEWS

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Foster City Financial Coach Participates in One-of-a-Kind Planners' Conference

William Pitney of FocusYOU attends Far West Roundup

FOSTER CITY, Calif. (August 29, 2013) – Focus YouNiversity, LLC ([FocusYOU](http://FocusYOU.com)) is pleased to report that William Pitney, MBA, CFP®, financial planner and coach, attended his first Far West Roundup conference (The Roundup) in Santa Cruz, CA held August 8-11. Pitney said, “Roundup was a unique professional experience compared to other conferences I attend. It lived up to its great reputation.”

The Roundup is an informal retreat reserved exclusively for financial planning professionals. Since its founding in 1990, The Roundup is held each summer on the beautiful campus of the University of California Santa Cruz.

Conference participants sleep in residence halls, eat cafeteria food, and attend sessions in a lecture hall. Attendance is limited to 70-75 participants and reminds many of their college days, but without the homework.

Despite its downscale venue, The Roundup is wildly popular among attendees, who are among some of the top financial planners from California, Hawaii and Oregon.

“Although the venue and accommodations are not typical for a professional conference,” says Pitney, “the informal setting encourages Certified Financial Planner™ professionals to exchange and debate ideas while having some fun.” He adds, “The informal conversations stimulate some of the liveliest discussions.”

Some of the most interesting conversations were about [Modern Monetary Theory](#) (MMT). MMT challenges generally accepted views and beliefs on the broader US economy and government policies because it views Federal government finance as part of the domestic and global balance sheet.

Pitney asserts, “MMT is stimulating lots of debate among professional financial planners because it goes against nearly everything that we were taught about the interaction of monetary and fiscal policy, taxes and government deficits.”

The discussions about MMT continue to inspire Pitney to expand his understanding of principles and to share the ideas with others. He believes, “Once more people learn about MMT and understand its guiding principles, maybe we could put a resounding stop to the incessant either/or debates and fear mongering about the US becoming the next Greece. These debates present us with only false impressions and do nothing to move our economy forward or inspire confidence among our fellow Americans.”

To learn more about Pitney, visit [FocusYou.com](#)

About William Pitney

William Pitney, founder and financial coach of Focus YOU in Foster City and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. Pitney is recognized by the Institute of Consumer Financial Education as a Certified Personal Finance Instructor. He is a member of the Financial Planning Association, Sudden Money Institute, Center for Fiduciary Studies, and International Association of Registered Financial Consultants. Committed to a higher fiduciary standard of excellence, he has passed a rigorous certification and examination process in order to earn the professional designations of CERTIFIED FINANCIAL PLANNER™ professional and Accredited Investment Fiduciary®. Focus YOU delivers practical, fully integrated financial strategies and solutions to address the financial planning needs of clients. For more information, visit [FocusYou.com](#).

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