



## NEWS

**Contact:** William D. Pitney, MBA, CFP®, AIF®, RFC®  
Focus YOU  
650.684.1199  
[info@FocusYou.com](mailto:info@FocusYou.com)

William D. Pitney  
MBA, CFP®, CeFT™

# Financial Coach Participates in Nation's Best Regional Financial Planning Conference

*William Pitney, financial planner of FocusYOU enjoys another FPA® NorCal in San Francisco*

FOSTER CITY, CA (June 7, 2016) – William Pitney, MBA, CFP®, CeFT™, financial planner and coach of FocusYOU, attended the Financial Planning Association's 44<sup>th</sup> annual NorCal conference (FPA NorCal) in San Francisco held May 31 - June 1. "Every conference that I choose to attend continues to raise the bar. NorCal did it again," Pitney says.

FPA NorCal is a premier conference hosted by the five FPA chapters in the San Francisco Bay Area and Northern California. FPA NorCal has earned a national reputation for being among the very best professional conferences for CERTIFIED FINANCIAL PLANNER™ professionals and affiliated financial professionals. The conference delivered high quality educational sessions and workshops by technical experts and keynote speakers.

Attendees expanded their technical knowledge on topics ranging from innovative approaches to financial planning and client relationships, to business management, social media and emerging technologies. The keynote speakers provided controversial opinions, research and food-for-thought that challenge conventional views and generally accepted beliefs on the U.S. and global economies.

Pitney asserts, "The two most thought-provoking sessions were keynotes by the Global Workforce Diversity Expert Ted Childs and Chief Economist Brian Wesbury." Childs discussed why it is critical for employers to adapt to changing global demographics. Wesbury explained how understanding the model of wealth creation helps cut through the clutter of noise about the world we live in today. "Both keynotes sparked lots of conversations among attendees," states Pitney.

The closing keynote by Journalist Farnoosh Torabi, however, had the biggest impact on Pitney. Torabi discussed the new relationship challenges women and men face when she is the primary breadwinner of the family. “I’m seeing this dynamic increasingly in my own practice. Torabi offered pragmatic strategies and solutions that will help me do a better job when advising couples where she earns more.” Pitney continued, “By helping them navigate the new financial realities, I hope they will be able to not only protect their relationship, but also build stronger, healthier relationships as a result.”

To learn more about Pitney, visit [FocusYou.com](http://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. The Institute of Consumer Financial Education recognizes Pitney 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](http://FocusYou.com).

#### **About FPA NorCal**

The Financial Planning Association NorCal Conference is an annual two-day gathering of the top financial planning professionals from the San Francisco Bay Area and across the United States. Starting in 1971, the NorCal Conference attracts more than 600 financial professionals and affiliated professionals from across the nation.

#### **About Financial Planning Association®**

The Financial Planning Association® (FPA®) is the principal professional organization for CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals, educators, financial services providers and students who seek advancement in a growing, dynamic profession. Through a collaborative effort to provide more than 24,000 members with One Connection™ to tools and resources for professional development, business success, advocacy and community, FPA is the indispensable force in the advancement of today's CFP® professional. Learn more about FPA at [OneFPA.org](http://OneFPA.org).

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