



NEWS

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San Mateo Financial Coach Attends the Not-so-typical Planner's Conference *William Pitney of FocusYOU enjoys the 2018 Far West Roundup in Santa Cruz*

SAN MATEO, CA (August 13, 2018) – FocusYOU is pleased to report that William Pitney, Financial Coach, attended the 2018 Far West Roundup (Roundup) in Santa Cruz, CA held August 9-12. Pitney contends, “Roundup is a unique professional experience compared with other conferences. It continues to live 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 75 participants and reminds many of their college days, but without the homework. Attendees are among some of the top financial planners from California, Hawaii and Oregon.

Pitney asserts, “The sessions that benefited me most were on undue influence by clinical neuropsychologist Glenn Hammel and learning about the AWAKENING process by psychiatrist Murat Akalin and clinical psychologist Nancy Akalin.” He said his clients will also benefit from the session on medical insurance options for early retirees.

Pitney says, “The technical topics are great, but the real allure of Roundup is its casual venue. Although the venue is not typical for a professional conference, the informal setting encourages professionals to exchange

and debate ideas while having some fun.” He adds, “The informal and late-night conversations stimulate some of the liveliest discussions.”

To learn more about Pitney, visit FocusYou.com

About William Pitney

William Pitney, founder and financial coach of Focus YOU in San Mateo and Santa Rosa, California, has been serving clients as a professional financial planner since 2003. He is a member of the Financial Planning Association, Sudden Money Institute, International Association of Registered Financial Consultants and Peninsula Estate Planning Council. 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 professional and Certified Financial Transitionist®. FocusYOU 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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