



Foundations, The New Fiduciary Frontier

Scott Reed, CIMA[®], AIFA[®], PPC[™]

Friday, April 27, 2018

THE HARDY REED ROAD TO FOUNDATIONS

1991 – Brinson, Singer, Beebower

1998 – IMCA

1999 – fi360 Center for Fiduciary Studies

2001 - CIMA

2004 – AIF®

2006 - AIFA®

PERSONAL INTEREST



United Way
of Northeast Mississippi



BOYS & GIRLS CLUB
Of North Mississippi



FIRST UNITED METHODIST CHURCH
TUPELO, MISSISSIPPI



CREATE
NORTHEAST MISSISSIPPI'S
COMMUNITY FOUNDATION



NORTH MISSISSIPPI
MEDICAL CENTER
NORTH MISSISSIPPI
SYMPHONY ORCHESTRA

PALMETTO DAY CARE CENTER

FRANK AND CALLA BELL SCHOLARSHIP FOUNDATION



Gumtree Museum of Arts



MISSISSIPPI
UNITED
METHODIST
FOUNDATION

BANCORPSOUTH ARENA AND CONFERENCE CENTER



BOY SCOUTS OF AMERICA
YOCONA AREA COUNCIL



BlueCross BlueShield
of Mississippi

It's good to be Blue.



Hope At Work
Regional
Rehab
Center



Methodist
Senior Services
Celebrating Independence

North Mississippi Ambulatory Surgery Center

Here's the quickest way to get ahead
of the curve in your Business

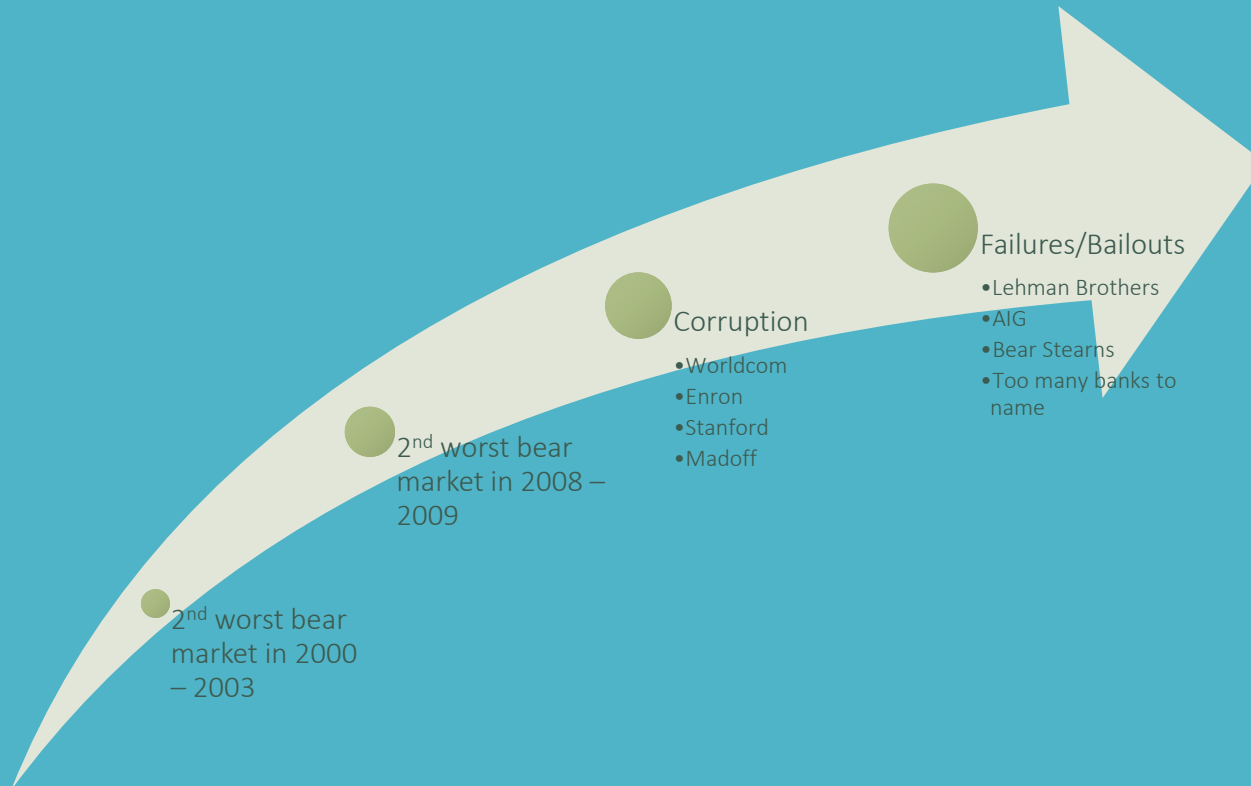


PASSION VS. BUSINESS MODEL





THE PERFECT STORM OF FIDUCIARY AWARENESS



AFTERMATH OF THE STORM

Lost faith

Lost trust

Lost wealth

Lost patience

THE CIMA DESIGNATION

The background of the slide is a close-up photograph of several gold bars. The bars are stacked and slightly offset, showing their rectangular shape and metallic texture. Each bar has the words 'PURE GOLD' and the number '999.9' embossed on its surface, indicating its purity. The lighting is warm, highlighting the yellow-gold color of the metal.

1.Asset allocation

2.Due diligence



PRUDENT PRACTICES *for* INVESTMENT STEWARDS

Defining a Global Fiduciary Standard of Excellence

For persons who have the legal responsibility for overseeing someone else's money, including trustees and investment committee members.



WRITTEN BY
fi360

TECHNICAL REVIEW
American Institute of Certified Public Accountants

U.S. EDITION

THE STATE OF INSTITUTIONAL CONSULTING



**NO
PAY
=
NO
PLAY**

Trips



Lifestyle



THE BEATLES



HELP!

THE BEATLES



HELP!



I. Fiduciary assessment

II. Fiduciary training

THE ENLIGHTENMENT



The DOL Fiduciary Debate

THE HURDLES



THE HURDLES



THE HURDLES



THE HURDLES



THE BAIT AND SWITCH



THE DEFENSIVE INVESTMENT COMMITTEE



THE INTERNAL EXPERT



THE COLLISION OF COMPETING GOALS



BIG IS BETTER



WHERE IS THE MARGIN



TAKEAWAYS

Foundation portfolios are low hanging fruit.



TAKEAWAYS

It is very hard to pick.



TAKEAWAYS

Lots of street cred.



So much for my street cred...

TAKEAWAYS

Parallel process to private clients.



Q & A