Sandwich Generation: Caught in the Middle Tool Kit "How To Use" Guide

1. Review the materials in the Tool Kit.

- PowerPoint presentation with Talking Points
- Brochure
- Booklet
- Self playing DVD presentation (PowerPoint with voiceover)

2. Determine what groups for which you will conduct a presentation.

This includes groups with whom you already have an established relationship; however, you may find it beneficial to expand your outreach effort as NASAA has designed the materials to be presented specifically to groups with a large Sandwich Generation demographic.

Additional recommendations for your outreach effort may include the following:

- State, government, and/ or public employees and their associations (including colleges, universities and community colleges)
- Teacher's unions, major teaching associations
- Major healthcare systems within your jurisdiction
- Human resources associations
- Human resources offices in large companies (e.g. Honda, Boeing, Chrysler)
- State unions (e.g. labour, railroad unions etc.)
- Sports associations (local or state-wide such as National Football League teams)
- Fraternal organizations
- Education and outreach divisions of State Regulators
- Professional organizations (e.g. state bar, state engineers associations)

3. Decide what materials are most effective for that particular group.

This Tool Kit gives you several types of materials that you may use individually or together for your presentation.

The PowerPoint presentation with Talking Points includes a complete PowerPoint presentation with sound and visual graphics. You have the choice of using the Notes attached to each slide (select the "View – Notes Page" from the top menu) or reading the Talking Points provided in this "How To Use" Guide. The estimated run time of the presentation is 20-30 minutes. There is a slide within the presentation for you to place your

State Regulator logo and contact information. It is recommended that you practice with the PowerPoint on your equipment prior to your presentation, to ensure the graphics display correctly.

The Brochure reinforces the content in the PowerPoint presentation and the Booklet. There is ample space on the back page of the Brochure for you to place your State Regulator logo and/or contact information. The Brochure defines the Sandwich Generation and then provides checklists of investment advice for individuals relating to You, Your Children, and Your Parents. The Brochure may be used on its own or in combination with the PowerPoint presentation and/or Booklet. Remember to bring enough copies of the brochure for your audience or to set out at a table.

The Booklet is a 12 page guide that provides in depth information stemming from the contents of the PowerPoint presentation. The information in the Booklet includes Common Investment Scams, Red Flags of Investing, and advice on investing for You, Your Children, and Your Parents. The Booklet contains advice on how individuals can better prepare for their future while considering the factors of children and loved ones that may become dependent on them. The Booklet can be used alone or in combination with the Brochure and PowerPoint presentation.

The Self playing DVD presentation is the PowerPoint presentation with a voiceover. This DVD may be used on its own with little more than an introduction and a conclusion from the presenter. There is a slide within the presentation that refers to your State Regulator. You will want to supplement this with your local contact information. It is recommended that you play the DVD on your equipment prior to your presentation, to ensure the DVD sound and presentation runs smoothly.

4. The Sandwich Generation: Caught in the Middle Tool Kit is also available on the NASAA website, www.nasaa.org, in the Members Only section.

You may download the files for your use and distribution. If you do not already have a Member Login username and password, please contact NASAA at nasaa@nasaa.org or call (202) 737-0900.

Sandwich Generation: Caught in the Middle Tool Kit
PowerPoint Talking Points

Slide #	Talking Points
1.	Welcome to the North American Securities Administrators Association (NASAA) presentation: "Sandwich Generation: Caught in the Middle". Today we'll be talking about a new generation of people who are facing unique pressures.
2.	What is the Sandwich Generation? The Sandwich Generation, also known as SandGEN, refers to adults who are responsible for the care and support of both their dependent children and elderly family members. Individuals in this situation are referred to as the Sandwich Generation because they are essentially "caught in the middle." Not only do they experience the "normal" day-to-day challenges of being a responsible adult, but they experience the pressures of providing for a dependent child from one side and the pressures of caring for an elderly family member on the other. Hence, they are "sandwiched" in the middle.
3.	So, where might you fit in? Are you part of the Sandwich Generation? • Are you planning for your own retirement? • Are you responsible for the care of children? • Are you responsible for the care of elderly family members? • Are you a member of SandGEN?
4.	To better understand SandGen, let's break the concept down into manageable pieces so we can look at the various layers of our sandwich. Let's first look at what you need for your retirement. 35 – 49% of SandGEN may not have adequate retirement assets. It is very important not to dismiss the significance of this financial responsibility. With fewer pension funds in existence and questions around the survival of the Social Security retirement funds, our financial futures are being left in our own hands. Ask yourself these questions: • Do you plan to retire early, or will you need to maintain part-time employment during retirement? • Do you plan on leaving a legacy to children or charities? • Are you aware of possible pitfalls which could affect your retirement savings? • Finally, have you ever stopped to think how the responsibilities of caring for an elderly family member and a dependent child might impact your own retirement goals?

Slide #	Talking Points
5.	Statistics show that if you are part of this group, you're not alone. And even if you aren't a member right now, it is likely that you may eventually find yourself becoming part of this generation. Consider these figures: • 66% of people consider paying for their children's college tuition a parental responsibility. • More than 1 in 8 adults, ages 65 and older, live with one of their children. • Did you know that an estimated 16 million Americans fit within the SandGEN today? And, that number continues to grow.
6.	Here's a checklist to get you started: • Organize your financial records including brokerage statements, bank records and insurance documents. • Start retirement planning early. Review your investments in relation to your financial goals and risk tolerance. By establishing your specific goals you have a better chance of being prepared – and successful. • Inquire whether your broker or financial adviser is registered to sell investments or provide advice. • Create a realistic budget and control your debt, don't let it eat away at your goals.
7.	For parents of dependent children, you know that kids can take a significant bite out of your finances. Consider this – the estimates on the costs of raising a child from birth to age 18 are between $127, 000 – $254, 000 – PER CHILD! Have you thought about whether you are going to pay for secondary or post-secondary education costs, and if so, how do you plan to finance these costs? And how will you account for the rising educational expenses? What would you do if one of your children returned home even after you thought your "parental responsibilities" had been completed? Are you prepared for this possibility? These are just a few of the questions to which you need to devote some time, thought and planning.

Slide #	Talking Points
8.	In order to help your children be financially independent and remain so, follow these suggestions: 1. Involve children in the management of household financial matters and begin doing so at an early age. One of the most important things you can do for your children is to model responsible financial management. Children learn best by example, so in addition to discussing these issues remember that what you are doing, is what they are learning. 2. Consider the impact of using your retirement savings for your children's education. 3. You and/or your children may be able to obtain a loan to pay for educational costs. However, you likely won't find a lender willing to loan you money to finance your retirement. 4. Establish ground rules for "boomerang" children. State clearly and up-front what additional responsibilities they will have if returning home, such as contributing to the household income.
9.	So now that we've talked about the children, what about elderly family members? Members of SandGEN face significant financial issues worthy of consideration as a result of caring for an elderly family member. These include: 1. Rising health care costs. It is increasingly common for a portion of medical expenses NOT to be covered by insurance. This leaves the remaining balance to be paid for by patients and/or family members. 2. Longer life expectancy which equates into more financial costs 3. The heavy costs of funeral expenses. How does the family plan to pay for the final expenses which can cost thousands? 4. Consider the potential disagreements that may arise among family members. Just ask around and you will not be hard pressed to find an individual with an unpleasant story about family conflict following the death of a family member.

<table>
<tr><th>Slide #</th><th>Talking Points</th></tr>
<tr><td>10.</td><td>In order to be better prepared when caring for an elderly family member, consider the following:

1. Initiate a dialogue about financial matters with your elderly family members. Involve siblings and other family members in opening the lines of communication. If your elderly family member is open to discussing these details, there are questions you can ask.

2. Is their estate plan in place and current? (items such as wills, trusts, the title in which their property is held). With their permission, have copies of their estate planning documents and make sure all forms are current.

3. What are the nature and location of their assets? (for example, insurance documents, retirement and other investment accounts). Ensure you can access them if required.

4. Who are their advisors? (for example, accountants, lawyers, professional financial advisers, doctors). Where else do they get their sources of information?

If your family member does not want to share this information, be sensitive to their feelings. They may feel their financial independence is being challenged or that they do not want to burden you with these matters. You can always approach the subject at a later time, or in a different manner. But keep in mind, if you can at least find out where vital financial documents are kept, you can save yourself much time and frustration in the future.

Being prepared and forming open lines of communication within the family will hopefully help alleviate uncomfortable situations in the future.</td></tr>
<tr><td>11.</td><td>We hope this presentation has given you an idea of some of the issues that you may face as a member, or future member, of SandGEN.

Remember:
• Be aware and prepare
• You can do it.
• Be realistic and plan ahead.
• Ask for help, identify and utilize the resources available to you.</td></tr>
<tr><td>12.</td><td>Additional resources are available that can help you along the way: Contact your local securities regulator or visit our NASAA website at www.nasaa.org.</td></tr>
<tr><td>13.</td><td>Thank you. Are there any questions?</td></tr>
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