

STATE TREASURER FIONA MA, CPA
AND SUPERVISOR DAVID CANEPA
PRESENTS:



FREE SAN MATEO COUNTY FINANCIAL LITERACY WORKSHOP

TOPICS INCLUDE:

- **CalSavers:** Savings Program for Retirement
- **ScholarShare 529:** Savings Program for Education
- **CalABLE:** Savings Program for People with Disabilities
- **CalCPA:** Investing Basics



TUESDAY, APRIL 30, 2019
9:00AM TO 1:00PM
COLMA COMMUNITY CENTER
1520 HILLSIDE BLVD COLMA, CA

RSVP at <http://bit.ly/smfinlit2019>
OR BY CALLING (916) 653-2995

Event is sponsored by State Treasurer Fiona Ma, CPA and Supervisor David Canepa
The State Treasurer's Office complies with the Americans With Disabilities Act (ADA) by ensuring that the facilities are accessible to persons with disabilities, and providing this notice and information given to the members of STO in appropriate alternative formats when requested. If you need further assistance, including disability-related modifications or accommodations, you may contact STO no later than five calendar days before the meeting at (916) 653-2995.



**FIONA MA, CPA
TREASURER
STATE OF CALIFORNIA**

April 30, 2019

Dear Financial Literacy Workshop Participants:

I welcome you to the San Mateo Financial Literacy Workshop: "Strengthen Your Financial Health". I am honored to co-sponsor my workshop with Supervisor David Canepa, State Senator Scott Wiener, Assemblymember Phil Ting, Assessor Mark Church, and Mayor Joanne F. Del Rosario.

As Treasurer, I chair 16 Boards, Commissions and Authorities that include economic development and savings programs for retirement and education. Speakers from three of the boards I chair, CalSavers, ScholarShare, and CalABLE in addition CalCPA will be in attendance and providing information on savings program and basic investing.

As someone who is an active CPA, I believe it is important to be strongly versed in financial literacy and be able to understand the importance of saving, the risks of investing, and how to stay financially sound.

Thank you for attending and I hope you find today's workshop useful. If you have any additional questions or need assistance in the future, please feel free to contact my office at (916.653.2995) or Exec1@treasurer.ca.gov.

In Peace and Friendship,

A handwritten signature in black ink, appearing to be "Fiona Ma", written in a cursive style.

FIONA MA, CPA
California State Treasurer

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California State Senate

SENATOR
SCOTT WIENER

威善高
ELEVENTH SENATE DISTRICT



ASSISTANT MAJORITY WHIP
CHAIR, LEGISLATIVE LGBT CAUCUS

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GOVERNANCE & FINANCE
GOVERNMENTAL ORGANIZATION
HUMAN SERVICES
PUBLIC SAFETY
JOINT LEGISLATIVE
AUDIT COMMITTEE
JOINT RULES COMMITTEE

April 30, 2019

Dear Friends:

It is my distinct honor to welcome you to the Inaugural San Mateo Financial Literacy Workshop! It is essential that our State equip its residents with the tools necessary to understand fundamental concepts of financial literacy and savings.

I applaud State Treasurer Fiona Ma for putting together a workshop that helps people to plan for their future. As Californians, we must remain knowledgeable about financial literacy to plan for unexpected events and to adjust for the ever increasing costs of living. This workshop will highlight key free resources that are designed for giving Californians the tools they need to stay current on their finances. I am pleased that this workshop will be going over cornerstones to securing financial stability, including how to enroll in a retirement savings program and how to start saving for college. These types of programs are vital to making sure our senior citizens have enough to retire on, and making sure that it is affordable for a greater proportion of our community to go to college.

It is my hope that we will emerge from this workshop better prepared to face whatever financial challenges arise and we are empowered to take charge of our financial futures. Again, I want to thank our State Treasurer, Fiona Ma, for organizing this event and all of you for coming and demonstrating your commitment to financial responsibility.

Sincerely,

A handwritten signature in blue ink that reads "Scott Wiener".

Scott Wiener
Senator



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Assembly California Legislature

PHILIP Y. TING
ASSEMBLYMEMBER, NINETEENTH DISTRICT

丁右立
州眾議員

COMMITTEES
CHAIR: BUDGET
BUSINESS AND PROFESSIONS
REVENUE AND TAXATION
UTILITIES AND ENERGY

April 30, 2019

Dear Friends,

Welcome to the San Mateo Financial Literacy Workshop in Colma!

As the Assembly Budget Committee Chair and one of your representatives in the California State Assembly, I am proud to support California State Treasurer Fiona Ma and San Mateo County Supervisor David Canepa on this event, which will help Californians understand the importance of financial literacy and savings.

I want to take this opportunity to congratulate CalSavers, the California Pollution Control Financing Authority, the Franchise Tax Board, Go Biz and the Small Business Majority for participating in this program and empowering California Residents with resources to establish and maintain healthy financial habits. As a representative of communities in northern San Mateo County, I look forward to partnering with you to spread financial awareness in the Bay Area.

Finally, I want to congratulate State Treasurer Fiona Ma and Supervisor David Canepa for their efforts in educating and empowering the communities of northern San Mateo County, as well as their partnerships with important groups in the Bay Area. I would like to thank you and all of the partners in this financial literacy workshop for your leadership in this important endeavor.

Sincerely,



PHILIP Y. TING
Assemblymember, 19th District





DAVID J. CANEPA
SUPERVISOR, FIFTH DISTRICT
COUNTY OF SAN MATEO

April 30, 2019

Dear Financial Literacy Workshop attendees,

It is my pleasure to welcome you to our free San Mateo County Financial Literacy Workshop sponsored by California state Treasurer Fiona Ma.

The financial markets can be volatile, the cost of education and healthcare continue to increase. Many tax laws have changed, and many companies have eliminated traditional pensions.

Investing a few hours of your time at this literacy workshop will help you learn more about a retirement savings program, college savings program, and investing basics. This workshop will help you gain confidence in your financial decision-making ability, in addition to helping you formulate realistic goals and making more informed decisions to improve your financial future.

Thank you for attending.

In friendship,

A handwritten signature in black ink that reads "David J. Canepa". The signature is written in a cursive, flowing style.

DAVID J. CANEPA
San Mateo County Board of Supervisors



OFFICE OF
**ASSESSOR-COUNTY CLERK-
RECORDER & ELECTIONS**
COUNTY OF SAN MATEO

MARK CHURCH
ASSESSOR-COUNTY CLERK-
RECORDER & CHIEF ELECTIONS OFFICER

April 30, 2019

Dear Friends,

As San Mateo County's Assessor-County Clerk-Recorder, it is my pleasure to welcome you to the San Mateo Financial Literacy Workshop.

I want to personally thank State Treasurer Fiona Ma and County Supervisor David Canepa for sponsoring this very important and timely event. Financial literacy equips us with the knowledge and skills necessary to navigate today's complex economic environment. Managing money effectively is key to attaining financial independence and securing a bright future for our families.



We are fortunate to live during a time of unparalleled prosperity, in an area of innovation and unlimited opportunities. Our nation is experiencing one of the longest economic expansions in its history, fueled by high-tech and life science companies developing cutting-edge technology right here in San Mateo County.

The robust local economy has led to unprecedented levels of commercial development with approximately 60 million square feet of new construction in the pipeline. A strong real estate market has resulted in our 2018 net Assessment Roll reaching a record-breaking \$222 billion and increasing year-over-year by 8%. The growth of the life science and high-tech companies in San Mateo County has created over 80,000 jobs in the last eight years, dropping the unemployment rate in our County to the lowest in the State at 2.1%.

I commend and thank all of you for your participation today. Best wishes for a productive and informative workshop.

Sincerely,

Mark Church



TOWN OF COLMA

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April 30, 2019

Welcome to the Participants of the San Mateo Financial Literacy Workshop,

The Town of Colma is so excited to welcome you to this workshop co-sponsored by our State Treasurer, Fiona Ma and our District 5 Supervisor, David Canepa. We are also very thrilled that you chose Colma to host this event.

Unfortunately, nowadays it gets tougher and tougher to live in the Bay Area. However, given the tools you will learn in this workshop, it should provide a boost for our community to learn how best to handle our finances today and into our retirement years.

We are very grateful to political leaders such as State Treasurer Ma and San Mateo County Supervisor Canepa for having the forethought to provide us with the resources we need to educate and keep us informed of the different programs that are out there and available to us for our financial literacy.

Sincerely,

Joanne F. del Rosario
Mayor, Town of Colma

Joanne F. del Rosario, Mayor
John Irish Goodwin, Vice Mayor
Diana Colvin, Council Member • Helen Fisicaro, Council Member • Raquel P. Gonzalez, Council Member
Brian Dossey, City Manager



April 30, 2019
9:00am to 1:00pm
San Mateo
Financial Literacy Workshop Agenda

9:00am Check In

9:30am Welcome Remarks

9:45am **CalCPA:** Investing Basics

10:30am **ScholarShare529:** Saving Program for Education

11:15am **CalABLE:** Saving Program for Disabled Californians

11:45am **CalSavers:** Easy and Simple Way to Save for Retirement

CalSavers is coming!

Here's what you need to know:



The state is launching a new retirement program that will enable employers to provide their employees with access to a payroll deduction Individual Retirement Account (IRA) at no cost to the employer or taxpayer. CalSavers will be professionally managed by a private sector financial firm with oversight from a transparent public Board.

When CalSavers launches statewide on July 1, 2019, state law will require all businesses with five or more employees to either offer a retirement savings vehicle from the existing market or register for CalSavers. Deadlines for employers to comply will roll out over a three year period based on the size of business. There are zero fees for employers and it will be administratively easy for employers to facilitate.

For California workers, CalSavers is a voluntary workplace IRA program designed to be simple, low cost, and portable from job to job. CalSavers will enable millions Californians to contribute automatically from their paycheck into their CalSavers IRA. Californians who do not work for CalSavers employers will be able to open their own account directly on the website and make contributions from their bank account.

For more information please visit CalSavers.com. To follow our progress sign up for email updates, or follow us on Twitter @CalSavers.

Speaker: Katie Selenski

Calsavers, Executive Director

Email: katie.selenski@treasurer.ca.gov



Katie Selenski was appointed by California State Treasurer John Chiang to serve as the first Executive Director of CalSavers, the state's pioneering retirement savings program. The program will provide a path to retirement security for millions Californians who currently lack access to a retirement savings vehicle at work.

Prior to taking the helm at CalSavers, Ms. Selenski was the State Policy Director for pension policy at The Pew Charitable Trusts in Washington, D.C., where she managed Pew's efforts to help fiscally distressed states and cities undertake data-driven pension system improvements. Previously, she was a senior manager with the nonpartisan public sector consulting firm Harvey M. Rose Associates, based in San Francisco, where she advised policymakers on a wide array of budget, management, and policy matters, including pensions. She has also worked as a municipal bond rating analyst, a legislative fellow in the California Assembly, and the director of an historic statewide nonpartisan youth voter turnout initiative. Ms. Selenski previously served on the board of directors of California Common Cause. She is a graduate of the University of Chicago and the John F. Kennedy School of Government at Harvard University.

CalABLE is a savings and investment plan offered by the state of California to individuals with disabilities. Eligible individuals, family, friends and employers can contribute up to \$15,000 a year without affecting the account beneficiary's public disability benefits. CalABLE account owners who work can contribute even more to their accounts. Best of all, earnings on qualified withdrawals from a CalABLE account are federal and California state tax-free.

Speaker: Dante Q. Allen, MCM

Executive Director, California Achieving Better Life Experiences (CalABLE)

Email: dante.allen@sto.ca.gov



Dante Allen is the executive director for the California Achieving Better Life Experiences (CalABLE) Board, where he is responsible for directing the program launch and operations of CalABLE, a tax-advantaged savings plan that can be established for the benefit of qualified individuals with disabilities. Contributions to an ABLE account, can be made by family, friends, or the beneficiary themselves. Earnings are allowed to accumulate tax-free, and the withdrawals, provided they are applied to qualifying disability expenses, are also tax-free. One of the biggest benefits of ABLE is that the savings held in the account, are not counted against the limits on personal assets for individuals to qualify for public benefits.

Prior to joining CalABLE, Dante served in a leadership role with the California Department of Public Health's Office of Health Equity. There, his work included developing communications strategy to promote the concepts of health equity both internally and externally to the state. He also served as a key advisor to the Deputy Director of the Office of Health Equity, the State's senior executive addressing disparities and health inequities. Before OHE, Dante served in senior communications roles for organizations both large and small, including the Chevron Corporation, Kaiser Permanente, and the St. Joseph Health System. It was at Kaiser Permanente where he also served as the President of the Kaiser Permanente Association for Employees with Disabilities Business Resource Group. This group served as a networking, mentoring, and advisory group for Kaiser's 150,000 national employees.

A lifelong Californian Dante received his undergraduate degree from the University of California at Davis, and a master's degree at The University of Southern California's Annenberg School of Journalism and Communication.

ScholarShare529

ScholarShare 529 is administered by the ScholarShare Investment Board, which is a state agency within the State Treasurer's Office. Since its launch in 1999, ScholarShare has grown to more than 320,000 accounts with nearly \$9 billion in total plan assets. ScholarShare 529 offers families a diverse set of investment options, tax-deferred growth and withdrawals free from state and federal taxes when funds are used for qualified higher education expenses, such as tuition and fees, computer equipment, books or certain room and board costs. For more information about ScholarShare 529, please visit www.ScholarShare529.com or www.treasurer.ca.gov/ScholarShare.

Speaker: Rachell Owen-Reinwald

Scholarshare 529, Associate Program Analyst

Tel: (916) 651-0544 Email: rreinwald@treasurer.ca.gov



Rachell Owen-Reinwald serves as an Associate Program Analyst with the ScholarShare Investment Board, the administrator of California's ScholarShare 529 Plan. In this role, she collaborates with new and existing partners in developing and executing various outreach efforts to educate California families about saving for higher education with ScholarShare529.

Prior to joining the ScholarShare Investment Board, Rachell was engaged in educational advocacy at a grass roots level, having formed a no cost, after-school academic enrichment program for young learners in her community. As the mother of three sons, all of whom are currently attending college, she understands the financial complexities associated with higher learning. She brings first-hand experience and knowledge of ScholarShare 529 as she has held accounts for her own children since the inception of the 529 program, and is currently using these accounts to pay for her sons' academic expenses. She holds a Bachelor of Arts degree from California State University, East Bay where she studied multi-subject elementary education, as well as an Associate of Arts degree from Chabot College.

The California Society of CPAs (CalCPA) more than 45,000 members are dedicated to advancing, supporting and promoting the CPA profession. Founded in 1909, CalCPA is the leading voice for CPAs in the state of California via advocacy, education and professional networking. Tireless CalCPA member volunteers dedicated their own time to empowering all Californians through financial literacy, promoting the CPA profession among high school and college students and career outreach to underrepresented minority populations.

Speaker: Lawrence K.Y. Pon, CPA/PFS, CFP, EA, USTCP, AEP *CalCPA*

www.larryponcpa.com

www.linkedin.com/in/lawrencepon Email: lkypon@aol.com



Mr. Pon is a Certified Public Accountant, Personal Financial Specialist, Certified Financial Planner, Enrolled Agent, United States Tax Court Practitioner, and Accredited Estate Planner in Redwood Shores, CA.

Mr. Pon has been in practice since 1986 and enjoys helping his clients reach their financial goals. He frequently speaks on tax and financial planning topics.

Mr. Pon received his BS in Business Administration with emphases in Accounting and Finance from the University of California, Berkeley and MS in Taxation from Golden Gate University in San Francisco.

Memberships:

Board of Directors for the Better Business Bureau
Professional Advisor Committee for the Silicon Valley Community Foundation
American Institute of Certified Public Accountants
Money Doctor for 360 Degrees of Financial Literacy
Financial Planning Association
Financial Literacy volunteer
Peninsula Estate Planning Council
National Association of Enrolled Agents
California Society of Enrolled Agents
California Society of CPAs
Financial Literacy Chair and Diversity & Inclusion Chair