



PEACE OF MIND™ Newsletter

“Exclusively for POM Members”

2300 Geng Road, Suite 200
Palo Alto, California 94303

Spring, 2015

Exclusive POM Seminar

Multigenerational Planning: The Benefits of Working Together as a Family

Mark Gilfix will present a special seminar on Thursday, April 2nd, around multigenerational planning. He will bring his unique perspective as a member of “generation Y” to the GLA client community. The trust will cover several important topics, including:

- The importance of and value in coordinating estate planning across multiple generations – and steps you can take to achieve this
- The 3 topics that parents must discuss with their children
- What adult children can and must do to avoid being stuck with the bill for their parents’ long term care
- How parents can ensure that their estate goes to their children and/or grandchildren, and not to nursing homes or the government
- How to communicate across generations to coordinate a plan
- For young families: The value of early planning, why you must not delay

Date: Thursday, April 2, 2015
Time: 6:00 PM
Location: Bay Café



“Dare to be 100”

This is the title of a short, yet remarkable book by our good friend, Dr. Walter Bortz. He exhorts us to be positive about aging and to strive to be at least 100 years of age.

We have no fewer than four active clients who are at least 100 years of age. We have countless wonderful clients in their nineties, virtually all of whom are vibrant and enjoying life.

While genetics are perhaps the best indication of longevity, exercise, being part of a church or synagogue community, having energetic contact with family members and close friends, and engaging in life are the documented keys.

Congratulations to all of our centenarians.

We are excited to announce our
**11th Annual Special
Needs Trust Seminar on
April 9, 2015.**

See page 2 for more details.



To: Children and Grandchildren of our Clients
From: Michael Gilfix and Mark R. Gerson Gilfix, Esq.

Your Permanent “Online” History

Michael Gilfix is currently involved in the process of hiring an individual for a nonprofit organization. It is a key position where the individual will have many responsibilities.

As the interview process proceeded, we Googled her name and did other fairly simple searches online to see what we might turn up. All or most employers do that these days.

We discovered that, a number of years ago, she signed a number of petitions that called her judgement into question. We also discovered that she was a member of some organizations that many individuals would find to be offensive.

We asked her about both of these. Her response was something like this: “I was young. I didn’t think. I don’t hold those views today.”

Remember that virtually everything you do or say online is permanently stored somewhere.

- Be careful what you say online in emails, chat rooms, on Facebook, etc.
- Be careful about the organizations you join and the petitions you sign.

The fact is that your past can and will haunt you when you seek jobs and even to serve as volunteers for nonprofit organizations.

11th Annual Special Needs Trust Seminar

Attorneys Michael Gilfix and Mark Gerson Gilfix will address vitally important legal and planning issues that pertain to all families with special needs children.

We are overjoyed to have many of the Bay Area’s best special needs nonprofit organizations as co-sponsors! These include *The Morgan Autism Center, National Alliance on Mental Illness, Bay Area Housing Corporation, Autism Society, and Parents Helping Parents* among many others.

Since you know us and appreciate our understanding of this issue, we ask that you **please spread the word** -- tell two or three friends or other family members who could benefit from this seminar.

Date: Thursday, April 9, 2015
Time: 2-4 PM and 6-8 PM
Location: Crowne Plaza Cabana

UPCOMING EVENTS

PEACE OF MIND MEMBER ONLY SEMINAR

MULTIGENERATIONAL PLANNING

The Benefits of Working Together as a Family

Thursday, April 2, 2015

6:00 PM

Bay Café

1875 Embarcadero Rd

Palo Alto, CA 94303

11TH ANNUAL SPECIAL NEEDS TRUST SEMINAR

Thursday, April 9, 2015

2:00-4:00 PM and 6:00-8:00 PM

Crowne Plaza Cabana

4290 El Camino Real

Palo Alto, CA 94306

Please call (650) 493-8070. Space is limited.



★Use or Share your FREE hour POM consultation★

Remember: If you do not plan on using your annual consultation, let a family member use it. It is transferrable. Use the attached certificate and just make the appointment!

PEACE OF MIND

FREE CONSULTATION* CERTIFICATE

I/We, _____, give to _____
[POM Member] [Recipient]

our 20____, annual free Peace of Mind Consultation to be used on or before
_____, 20____.

Dated: _____

[POM Member]

[POM Member]

*When calling to make this appointment, please indicate that you have this Certificate.



GILFIX & LA POLL ASSOCIATES, LLP

PEACE OF MIND

Member Newsletter

UPCOMING EVENTS

Multigenerational Planning: The Benefits of Working Together as a Family

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6:00 pm

11th Annual Special Needs Trust Seminar

Thursday, April 9, 2015
2:00-4:00PM and 6:00-8:00PM

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