**ESTATE PLANNING COUNCIL OF NAPLES, INC.**

DATE: November 15, 2024

TO: Members of the Estate Planning Council of Naples, Inc.

FROM: Michael Gebeau and Lorna McGeorge, Co-Editors

RE: Article Submissions and Advertising—40th Edition of the Estate Planning

Council’s Annual Supplement to the *Naples Daily News*, for publication on Sunday, March 9, 2025 (“Supplement”)

It's that time again: time to present our best ideas and practices for estate and financial planning to the readers of the *Naples Daily News*. For those of you who have participated before, thank you and we look forward to this year's contribution. For everyone else, we invite you to support this important annual tradition in connection with this 40th anniversary edition.

**I. Article Topics**

Attached is the list of proposed article topics. If you are interested in authoring an article, you may select from this list or provide a topic of your choice. We welcome suggestions for new topics, particularly those focused on innovative or emerging estate planning techniques and laws. You may not select a topic that you have written about in the prior two (2) Supplements. Please list three (3) proposed topics, in order of preference, on the attached "Article Selection Form" with the other requested information and submit your selections by email or fax as indicated at the bottom of the form. Please submit an Article Selection Form even if you have previously indicated an interest in authoring an article on a certain topic. **Topics will be assigned on a first come, first served basis**.

**II. Authorship Criteria**

To author an article for publication in the Supplement, you must meet both of the following criteria: (1) You must be an active member of the Estate Planning Council; and (2) you or your firm must purchase ad space in the Supplement, **the size of which must be at least 2.9444” wide x 5” deep**. Historically, the largest ads garner the most attention [have achieved the greatest success? = alternate]

We may accept an article written by a non-member only if the article is co-authored with a member of the Council. Only individuals can be members of the Council; firms or organizations do not have "group" memberships. Please note it is your responsibility to ensure that you are an active member prior to submitting your article or advertisement. If you have a question concerning your membership status, please contact **Marsha Jamison at** **admin@epcofnaples.org** **or 239.200.6918**.

**III.** Length, **Submission and Publication of Articles**

**Articles cannot exceed 600 words** (excluding the title and your biographic information). We strictly adhere to the word limitation. Articles that exceed this limit will be considered unsuitable and returned to the author for further revisions. Please do not submit "canned" articles written by a third party on behalf of you or your firm/organization. Additionally, because of space limitations, we cannot print any pictures, tables or graphics within your article. Further, due to printing and layout limitations, a maximum of three (3) persons/co-authors per article is permitted.

We endeavor to publish every article submitted, and we are pleased to report that for at least the past ten years, every article has been published! However, the amount of article space is directly related to the amount of advertising space purchased. **Priority for the publication of articles will go to complete and proper submissions, in the order received**. You are encouraged to submit your article early and in the proper format to increase your chances of publication.

**Articles must be submitted no later than 5:00 p.m. EST, Friday, January 10, 2025**. Submissions must be delivered to **Michael Gebeau and Lorna McGeorge** electronically by email (mg535@ntrs.com and Lorna.McGeorge@gray-robinson.com).

It is not necessary to submit a biography. The Supplement incorporates a standard format biography, which will include: (1) the author’s name, (2) the name of the author’s firm or institution, (3) the author’s membership affiliation with the Council (i.e., attorney, accountant, trust officer, financial planner, etc.), and (4) and the position the author currently holds within the Council, if applicable. Attorneys active in legal practice will be identified by the “Esquire” designation and Board-Certified attorneys will be identified as such. Accountants or financial planners will be identified as either “Certified Public Accountants” or “Certified Financial Planners.” Individuals who hold one or more certifications may be identified by the certification that applies to his or her membership affiliation in the Council.

If space permits, we will once again include an article index, including pictures and contact information of the authors. Please make sure to include the email address and phone number you wish to include on this page with your article submission.

**IV. Advertising**

If you do not wish to write an article, we still invite and encourage you or your company to purchase advertising space in the Supplement. As mentioned above, advertising is critical to the success of the Supplement. To purchase advertising space, please contact, **Marsha Jamison**, at **239.200.6918** or at admin@epcofnaples.org. All advertisers will be billed directly. All members will pay for their Supplement ads at the Estate Planning Council’s contracted rate. You will not be billed at any separate contract rate that you may have with the *Naples Daily News*. The advertising specifications, rates and commitment form are included in the packet for your convenience. **Advertisements must be submitted by Friday, January 14, 2024**. Please submit ads as directed on your advertising confirmation invoice.

If you have any questions, please feel free to call or email us. Michael Gebeau can be reached at 239-213-6148 or at mg535@ntrs.com or Lorna McGeorge can be reached at 239.254.8467 or at Lorna.McGeorge@gray-robinson.com.

We are looking forward to an excellent 40thedition of the Estate Planning Council’s Annual Supplement to the *Naples Daily News* thanks to your contributions.

On behalf of the Council, thank you for your participation and support.

Mike and Lorna

**2025 SUGGESTED TOPICS FOR ARTICLES**

|  |  |  |
| --- | --- | --- |
| * Annual Gifting
* Asset Protection
* Buy-Sell/Shareholder Agreements
* Choosing Your Fiduciary (Trustee and Personal Representative)
* Choosing Your Investment Advisor
* Charitable Lead Trusts
* Charitable Remainder Trusts
* Charitable Tax Planning Ideas - An Overview
* Closely Held Businesses
* Dynasty Trusts
* Elective Share and Other Spousal Entitlements
* Establishing Florida Domicile
* Estate Equalization
* Estate Planning for Blended Families
* Exit Strategies for Family Business
* Family Limited Partnerships and Limited Liability Companies
* Fees of a Fiduciary and its Attorney
* Florida Power of Attorney Act
* Florida's Principal & Income Act
* Florida Trust Code
* Funding Trusts
* Generational Planning with Trusts
* Granter Retained Annuity Trusts
* Guardianship
* HIPAA (Health Care Disclosure) Issues in Estate Planning
* Homestead and Property Tax Issues
* Incapacity Planning
* Income Tax Planning
* International Estate Planning
 |  | * Investment Diversification
* IRAs (including Roth), Pensions and other Deferred Compensation
* Joint Ownership - Benefits and Pitfalls
* Life Insurance Trusts
* Life Insurance - when is it necessary
* Lifetime Use of the Applicable Exclusion Amount
* Living Wills and Health Care Surrogates
* Non-Citizen Spouses
* Overview of Estate, Gift and GST Taxes
* Planning for Education
* Planning with Out-of-State Real Property
* Portability
* Postmortem Planning/Disclaimer Planning
* Probate Process - An Overview
* Qualified Personal Residence Trusts
* Retirement Planning
* Revocable Trusts
* Roth IRAs versus "Regular" IRAs
* Sales to Intentionally Defective Grantor Trusts
* Signs of Incapacity
* State Death Tax Issues
* Surviving Spouse's Responsibilities at Death of First Spouse
* Tax Forms - An overview of different fiduciary tax forms
* Tax Ramifications of Improper Planning
* Tax Reform Proposals
* When Should I Review My Estate Plan?
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**ESTATE PLANNING COUNCIL OF NAPLES, INC.**

**40th Annual Supplement to the Naples Daily News**

**for publication on March 9, 2025**

**ARTICLE SELECTION FORM**

Name\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Discipline in Council:

\_\_ Attorney \_\_ CPA \_\_ Financial Planner \_\_ Life Underwriter

\_\_ Trust Officer \_\_ Philanthropic Advisor

Firm: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name(s)\*/Discipline(s) of co-authors\*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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o I would like to write an article on the following subject (list in order of preference):

1st Choice: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2nd Choice: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3rd Choice: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\* PLEASE WRITE NAME EXACTLY AS YOU WOULD LIKE IT TO APPEAR IN SUPPLEMENT\***

ARTICLES WILL BE ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS. ARTICLES DUE ASAP, BUT NO LATER THAN

**5:00 P.M. EST, JANUARY 10, 2025**.

Please return this form via email to Michael Gebeau (mg535@ntrs.com) and Lorna McGeorge (Lorna.McGeorge@gray-robinson.com).