

2010 New York Consultants Conference Program

Sunday, January 10

6–8 PM

Empire State Foyer

Registration/Information Desk Open

Monday, January 11

7 AM–7 PM

Empire State Foyer

Registration/Information Desk Open

7–8 AM

Empire State Foyer and Ballrooms A & E

Breakfast with Exhibitors

8–8:15 AM

Empire State Ballroom B–D

Welcome and Opening Remarks

John Granzow, CIMA® | IMCA President

Gregory J. Khost, CIMA® | Chair, Specialty Conference Committee

8:15–9:15 AM

Empire State Ballroom B–D

General Session 1

Investing in a Post-Crash World

Barry Ritholtz, JD | FusionIQ

This session will cover the secular bull and bear markets, the myths of the credit collapse and the bailouts, and when real estate (commercial and residential) will recover.

Sponsored by

charles **SCHWAB**
ADVISOR SERVICES

9:25–10:40 AM

EDUCATIONAL WORKSHOPS

Please choose the session that best meets your needs.

Empire State Ballroom A

Workshop 1

Preparing Heirs: Families Traditionally Prepare Assets for Heirs, But Who is Preparing the Heirs?

Diane K. Doolin | Institute for Preparing Heirs

Victor Preisser | Institute for Preparing Heirs

The Institute for Preparing Heirs' research shows that 70 percent of affluent families—your valuable clients—lose assets and family harmony following the transition of the estate to heirs. The number one reason most successful families fail is lack of Post-Transition Estate Planning™—the missing link in the estate planning process. This refers to the preparation done before the estate transfers to ensure heirs are fully prepared to receive and manage assets. The Institute of Preparing Heirs has more than 40 years experience in successfully coaching affluent families through the passing of wealth and has developed a time-tested process that has a success rate approaching 100 percent. You benefit by deepening client relationships, opening up communication with future generations of family members, and differentiating your practice.

- ◆ Awareness of the risks once the estate transfers: recognize why 70 percent of heirs will lose control of assets and family unity following the transition
- ◆ Assessment tools available today to evaluate how well prepared heirs are to retain assets and family harmony
- ◆ Actionable measures a family may take to ensure heirs are prepared

Empire State Ballroom B–D

Workshop 2

Building Better Portfolios in Uncertain Times: Putting Clients, and Your Practice, on Firm Footing

Brent Ciliano, CFA® | Goldman Sachs Asset Management

The market turmoil that ran through 2008 and into 2009 resulted in significant portfolio losses, ongoing questions from investors, and a high degree of uncertainty regarding the way forward. Perhaps never before have financial advisors been faced with such an urgent need to develop conviction in their investment approach and restore clients' confidence, while generating revenue growth in their own practice. Principles such as effective diversification, portfolio longevity, and implementable solutions are key in the current environment, and reinforcing them with clients requires keen historical perspective as well as insight into core and satellite asset classes. This session will offer guidance on what you can do for client portfolios now to help clients achieve their goals, as well as practical applications for putting your practice on solid ground.

2010 New York Consultants Conference Program

Monday, January 11 (Continued)

9:25–10:40 AM

EDUCATIONAL WORKSHOPS *continued*

Empire State Ballroom E

Workshop 3

State of the Union Address: Where Are You Now?

Where Do You Want to Be? And, How Do You Get There?

Krista S. Sheets, CPBA, CPVA | Paragon Resources

This session will include proven practice management techniques to assess your current business performance and identify the specific gaps that need to be closed in order to obtain your ultimate business vision. Most business plans only include setting goals to increase revenues and assets under management. We will discuss the importance of your team focusing on designing a road map of activity-based goals for ALL aspects of the business. You will return to your office with a method to ensure every team member is empowered to achieve clearly defined strategies.

- ◆ Understanding all core functions of an optimal business
- ◆ Activity-based business planning that leads to results
- ◆ Empowering team members

10:40–11 AM

Empire State Foyer

Break with Exhibitors

11 AM–12 PM

Empire State Ballroom B–D

General Session 2

Global Economic Outlook and Implications: Looking Forward to 2010

Nouriel Roubini, PhD | Leonard N. Stern School of Business, New York University, and Roubini Global Economics

Please join Professor Nouriel Roubini as he discusses the global economic outlook and implications looking forward through 2010.

12 PM–1 PM

*Empire State Ballroom V, Manhattan Sky, Chrysler Boardroom,
Park Avenue Boardroom, Chrysler & Park Avenue Mezzanine*

Conference Luncheon

1–2:15 PM

Empire State Ballroom B–D

General Session 3

Outthinking the Competition

Kaihan Krippendorff, MBA | Strategy Learning Center, Kai Method

Kaihan Krippendorff will present his proprietary approach to enable individuals to seize hidden strategic opportunities. He will expand attendees' repertoires of strategic patterns, which will enable them to see tactical options in an ever-changing economic environment. Learn how companies can embed deep and powerful strategic narratives within their people, and thereby grow faster, increase profitability, sustain competitive advantage, and capitalize on strategic investments.

2:20–3:10 PM

EDUCATIONAL WORKSHOPS

Please choose the session that best meets your needs.

Empire State Ballroom E

Workshop 4

Structured Products

Keith Styracula | Structured Products Association

Financial institutions provide a large menu of choices from which investment advisors can satisfy the specific risk and economic exposure appetites of each client by using structured notes. This session will describe the four general types of structures—principal protected notes, modest leverage notes, income generating notes, and special access notes—and the types of clients for whom each note is most suitable.

Empire State Ballroom B–D

Workshop 5

Insulating Your Clients from Volatility

Rudy Aguilera | Helios

Advisors often rely upon correlations derived from historical data to reduce the volatility of clients' portfolios. Unfortunately, the old adage "the only things that rise in a falling market are correlations" proved all too true in 2008 and early 2009. Join us as we share strategies that will allow you to actively budget the amount of risk within asset allocation models.

Empire State Ballroom A

Workshop 6

Client Acquisition in a Wired World

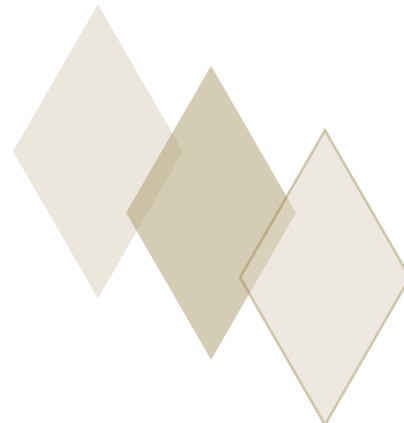
Kathleen Pritchard, CFS, ChFC®, CLU® | Legg Mason

In today's competitive business landscape, advisors who fail to leverage the power of the Internet to acquire clients are doing themselves a disservice. By cultivating an online presence that showcases your specific expertise and service offerings, you not only create opportunities to meet qualified prospects, but also build credibility and rapport that increases your chance of winning their business. This presentation includes key topics such as best practices for advisor Web sites and e-mail campaigns; building a network of contacts to facilitate referrals; using online search tools to identify potential clients, understand their individual needs/interests, and use that information in initial meetings; managing your online reputation; delivering a consistent message that reflects your value proposition; recognizing compliance concerns; and more.

3:10–3:30 PM

Empire State Foyer

Break with Exhibitors



3:30–4:20 PM

EDUCATIONAL WORKSHOPS

Please choose the session that best meets your needs.

Empire State Ballroom B–D

Workshop 7

Beyond the Four-Percent Rule—Using Market Prices to Guide Retirement Spending

Jason Scott, PhD | Financial Engines

The oft-recommended four-percent rule suggests spending an inflation-adjusted four-percent of initial wealth and investing in a portfolio with between 50-percent and 75-percent equities. However, combining a fixed spending plan with volatile investments is fundamentally flawed and creates the potential for large unspent surpluses or catastrophic spending shortfalls. This session presents an alternative approach that combines Treasury STRIPs (separate trading of registered interest and principal securities), longevity insurance, and equity investments to generate retirement income that never declines, lasts for life, and increases with market performance.

Empire State Ballroom E

Workshop 8

Distressed Securities

David J. Brail | Para Advisors LLC

Given the extent of the financial crises, an unprecedented amount of debt securities of all types will require restructuring. Understanding the investment implications of these transactions will be critical to prospering in the long aftermath of the current environment. This session will discuss the following:

- ◆ What constitutes a distressed security
- ◆ Who are the players in the distressed market
- ◆ What investment strategies are available to take advantage of these opportunities

Empire State Ballroom A

Workshop 9

Handling Questions and Objections

Robert L. Finder, Jr., CIMA®, CIS | Wells Fargo Advisors, Investment Management Consulting Group

Securing and retaining relationships with high-net-worth individuals and institutions is often a daunting task. How you respond to questions and objections posed by these clients and prospects can make or break a relationship. This session will examine some of the most difficult challenges served up by these groups and study how best to respond to those questions and objections.

4:30–5:30 PM

Empire State Ballroom B–D

General Session 4

Adaptive Markets and The New Investment Paradigm

*Andrew W. Lo, PhD | Massachusetts Institute of Technology and AlphaSimplex Group, LLC **

The recent financial crisis has called into question every major tenet of modern investment theory and practice, from long-only passive investing to “stocks for the long run” to diversification and portfolio optimization. If markets are driven mainly by fear and greed, are systematic investment principles too much to hope for? In this session, Professor Lo will present a different perspective in which behavioral and rational market dynamics can co-exist. By using evolutionary principles to explain investor behavior, he will show that the existing models and methods of modern finance are not wrong, but merely incomplete. In the new investment paradigm, alphas routinely morph into myriad types of betas, more powerful indexes and passive investment strategies are made possible by technological innovations, and the risk/reward trade-off is not a static relation but can vary greatly across time and market conditions.

Sponsored by



* Natixis Global Associates consists of Natixis Distributors, L.P., Natixis Asset Management Advisors, L.P., Natixis Global Associates, LLC, Natixis Global Associates S.A., and business development units located across the globe, each of which is an affiliate of Natixis Global Asset Management. This material should not be considered a solicitation to buy or an offer to sell any product or service to any person in any jurisdiction where such activity would be unlawful. Natixis Distributors, L.P. and Natixis Asset Management Advisors, L.P. are located at 399 Boylston Street, Boston, MA 02116. ga.natixis.com Natixis Distributors, L.P. (fund distributor) and AlphaSimplex Group LLC. are affiliated.

5:30–7 PM

Empire State Foyer and Ballrooms A & E

Cocktail Reception with Exhibitors

Sponsored by



2010 New York Consultants Conference Program

Tuesday, January 12

7 AM–12:10 PM

Empire State Foyer

Registration/Information Desk Open

7–8 AM

Empire State Foyer and Ballrooms A & E

Breakfast with Exhibitors

8–9:15 AM

Empire State Ballroom B–D

General Session 5

Fireside Chat

Moderator: Melissa Francis | CNBC Anchor and Reporter

Robert D. Arnott | Research Affiliates

Robert Whitelaw, PhD | Leonard N. Stern School of Business,

New York University, and IndexIQ

Two of the leading minds in our industry will give their perspective on cutting-edge issues from an academic and practical perspective. They will cover a range of topics from the next generation of indexing to new ways to look at beta exposures to practical applications of these advanced concepts. These topics will be addressed in an open and conversational context; Professor Whitelaw and Mr. Arnott will provide their different perspectives in an interactive setting with the audience.

Sponsored by



9:15–10:05 AM

Empire State Ballroom B–D

General Session 6

Global Economic Update

Robert S. Kapito, MBA | BlackRock

The world is now one year removed from the peak of the worst credit crisis we have seen in generations. While market conditions certainly have improved over the last several months, investors around the world remain mired in uncertainty. Mr. Kapito will provide his assessment of the state of the world economy and how it is being impacted by ongoing government initiatives; discuss his views on the highly volatile nature of financial markets; and offer his perspective on what all of this means for the future of the financial advisory business.

Sponsored by

RAYMOND JAMES®
INVESTMENT ADVISORS DIVISION

10:05–10:30 AM

Empire State Foyer

Break with Exhibitors

10:30–11:20 AM

Empire State Ballroom B–D

General Session 7

The Charismatic Advisor™—One From Whom Clients Gather Strength

David Richman, JD | Eaton Vance Advisor Institute

What “mindsets” lead to great success in this business? How does an advisor create an environment in which clients and prospects will be motivated to collaborate? This presentation addresses these questions and provides practical strategies to follow in order to inspire a heightened sense of trust and loyalty among prospects and clients. Featuring sample dialogues between clients and advisors, this dynamic session focuses on:

- ◆ The power of mindsets
- ◆ The three dimensions of trust
- ◆ Empathy and empathic communication
- ◆ Creating “motivating environments”
- ◆ Diagnosing and addressing “negative scripts”

11:20 AM–12:10 PM

Empire State Ballroom B–D

General Session 8

Ethics in the Industry (1 CE hour of ethics)

Lauren Bloom, JD, LLM, CCEP | Elegant Solutions Consulting

To be successful, investment management consultants depend on clients’ trust. Last year’s meltdown on Wall Street, the ensuing recession, and Bernard Madoff’s conviction have shaken client trust to its core. This session will teach participants what they need to know to maintain high ethical standards in their consulting practices that will strengthen client trust and confidence.

12:10 PM

Conference Adjourns



Rudy Aguilera

Rudy Aguilera is a founding principal of Helios, an independent fee-only registered investment advisor that offers objective investment counsel free from industry and product affiliations. Utilizing an institutional platform, Helios works closely with advisory firms so that they may expand their suite of services to include low-cost, diversified, tax-efficient portfolios that exhibit less volatility than traditional equity investments. Mr. Aguilera is a sought-after speaker on exchange-traded funds, concentrated equity positions, tax-efficient investing, and the use of derivatives to decrease the volatility inherent in investment portfolios. He has been quoted in a number of publications including the *Wall Street Journal* and *BusinessWeek*. In addition to writing articles for industry publications and journals, Mr. Aguilera has served as a chairman, moderator, panelist, and advisory board member at the largest indexing conferences in the United States, Europe, and Asia.

Robert D. Arnott

Robert Arnott is founder and chairman of Research Affiliates. He has published more than 100 refereed journal articles and is co-author of *The Fundamental Index: A Better Way to Invest*. He served as editor-in-chief at *Financial Analysts Journal* from 2002 through 2006. As former chairman of First Quadrant, LP, he developed quantitative asset management products. Mr. Arnott graduated *summa cum laude* from the University of California, Santa Barbara, in economics, applied mathematics, and computer science.

Lauren Bloom, JD, LLM, CCEP

Lauren Bloom is a Washington DC attorney who specializes in business and professional ethics and responsible litigation risk management. She has spent almost 20 years teaching business professionals how to maintain high ethical standards in daily practice. Ms. Bloom is a contributing columnist for *TheStreet.com* and author of *The Art of the Apology—How to Apologize Effectively to Practically Anyone*, as well as the e-book *Elegant Ethical Solutions*. She earned a JD from Catholic University and an LLM from Georgetown University.

David J. Brail

David Brail is chief operating officer for Para Advisors. Previously, he was president and portfolio manager at Palestra Capital, an event-driven investment firm. Before that, he was a research analyst and partner at Dickstein Partners Inc., which also focused on event-driven investing. Mr. Brail earned a BS in economics from The Wharton School, University of Pennsylvania.

Brent Ciliano, CFA®

Brent Ciliano is head of portfolio construction and asset allocation within the Third-Party Distribution Portfolio Strategy Group at Goldman Sachs Asset Management. He is primarily responsible for helping third-party financial intermediaries set investment policy and strategy with a specific emphasis on asset allocation, portfolio construction, and implementation strategies. He has 15 years of industry experience as an investment professional and portfolio strategist. Previously, he was a portfolio strategist with SEI Investments Wealth Network Group, where he focused on portfolio management, portfolio construction, and asset allocation for ultra-high-net-worth clients. He earned a BA in finance and accounting from Drexel University.

Diane K. Doolin

Diane Doolin is founder of the Doolin Team, where she uses her expertise in wealth management and commitment to client education for a large national brokerage firm. In 1999 she established Client University to bring together clients and financial practitioners and educators; more recently she co-founded the Institute for Preparing Heirs to strengthen affluent families and preserve their wealth and harmony.

Robert L. Finder, Jr., CIMA®, CIS

Robert Finder is managing director of the investment management consulting group for Wells Fargo Advisors, where he leads a team that develops advisory-based investment solutions for high-net-worth individuals, institutions, foundations, and retirement funds. Previously, he was senior vice president and executive director of wealth management solutions for Prudential Investments; national sales manager for managed accounts and a regional vice president for investment management services for Prudential; president and chief executive officer of Johnson Heritage Trust Co.; and in practice with Gallop, Johnson & Neuman in St. Louis, where he focused on estate planning and tax law. He earned a BA *summa cum laude* from Memphis State University and a JD and LLM in taxation from Washington University.

Melissa Francis

Melissa Francis is co-anchor of CNBC's *The Call*. Previously, she was the energy reporter for CNBC, covering issues surrounding energy including oil and gasoline pricing, supply-and-demand, and the large corporations behind these issues. Before joining CNBC, Ms. Francis served as a correspondent for CNET, where she covered finance, technology, and consumer products. During her tenure at CNET, she frequently provided reports for CNBC. Ms. Francis earned a BA in economics from Harvard University, where she also served as executive editor of *Harvard College Economist* magazine.

Robert S. Kapito, MBA

Robert Kapito is president and a director of BlackRock, where he is chairman of the Operating Committee and a member of the Office of the Chairman, the Leadership Committee, and the Corporate Council. He is responsible for day-to-day oversight of BlackRock's key operating units. Previously, he served as head of BlackRock's Portfolio Management Group. In this role, he was responsible for overseeing all portfolio management within BlackRock, including the fixed income, equity, liquidity, and alternative investment groups. He was a vice president in the Mortgage Products Group at The First Boston Corporation. Mr. Kapito serves as a member of the Board of Trustees of the University of Pennsylvania. He earned a BS in economics from The Wharton School, University of Pennsylvania, and an MBA from Harvard Business School.

Kaihan Krippendorff, MBA

Kaihan Krippendorff is chief executive officer of Kai Method and an author of three business strategy books. A former consultant with McKinsey & Co., he developed his proprietary approach, The Fourth Option™, to help companies and individuals unleash new ideas to stay competitive. His process blends cognitive science, military theory, Eastern philosophy, and modern business strategy in a well-articulated, practical model to help ambitious companies, entrepreneurs, and individuals outthink the competition. Mr. Krippendorff earned an MBA from Columbia Business School and London Business School, a BSE in finance from The Wharton School, University of Pennsylvania, and a BSE in engineering from the University of Pennsylvania's School of Engineering.

Andrew W. Lo, PhD

Andrew Lo is the Harris & Harris Group Professor of Finance at the Massachusetts Institute of Technology Sloan School of Management and director of MIT's Laboratory for Financial Engineering. Previously, he was the W.P. Carey Assistant Professor of Finance (1984–1987) and W.P. Carey Associate Professor of Finance (1987–1988) at The Wharton School, University of Pennsylvania. His research interests include the empirical validation and implementation of financial asset pricing models; the pricing of options and other derivative securities; financial engineering and risk management; trading technology and market microstructure; statistics, econometrics, and stochastic processes; computer algorithms and numerical methods; financial visualization; nonlinear models of stock and bond returns; hedge-fund risk and return dynamics and systemic risk; financial regulation; and, most recently, evolutionary and neurobiological models of individual risk preferences and financial markets. Professor Lo is a co-author of *The Econometrics of Financial Markets* and *A Non-Random Walk Down Wall Street*, and author of *Hedge Funds: An Analytic Perspective*. He is currently a co-editor of the *Annual Review of Financial Economics*; an associate editor of the *Financial Analysts Journal*, *Journal of Portfolio Management*, and *Journal of Computational Finance*; and editorial advisory board member of the *Journal of Investment Consulting*. His awards include the Alfred P. Sloan Foundation Fellowship, the Paul A. Samuelson Award, the American Association for Individual Investors Award, the Graham and Dodd Award, the 2001 IAFE-SunGard Financial Engineer of the Year Award, a Guggenheim Fellowship, and the CFA Institute's James R. Vertin Award. He is a former governor of the Boston Stock Exchange, and currently a research associate of the National Bureau of Economic Research, a member of FINRA's Economic Advisory Board, and chairman and chief investment strategist of AlphaSimplex Group, LLC, an investment management company based in Cambridge, MA. He earned a PhD in economics from Harvard University.

Victor Preisser

Victor Preisser brings 40 years of business and government experience as co-founder of the Institute for Preparing Heirs. He specializes in coaching and mentoring heirs on career choices, assisting heirs as they adjust to those choices, and training institutions to work with high-net-worth clients on wealth transfer issues. With eight companies where he served as chief executive officer or senior management, two state-level cabinet appointments, and three businesses within his own family, Mr. Preisser brings practical experience that has proven essential to family coaching. As a frequent lecturer to graduate schools of major educational institutions, he has authored numerous case studies on strategic and organizational issues. Along with Roy Williams, he co-authored books on wealth transition.

Kathleen Pritchard, CFS, ChFC®, CLU®

Kathleen Pritchard is responsible for developing and executing compelling value-added marketing programs for financial advisors in the wirehouse, regional, independent, and bank channels at Legg Mason. She has spoken to thousands of financial advisors about consultative selling practices over the course of her career. Ms. Pritchard began her career as a financial advisor, and, in the 20 years since, has held various roles including sales management, training, national accounts, and marketing. Before joining Legg Mason, she was a senior manager at JPMorgan Asset Management.

David Richman, JD

David Richman is national director at Eaton Vance Advisor Institute. Previously, he was a member of the Eaton Vance Wealth Management Solutions Group. He provides practice management coaching to financial advisors and teams. With Alan Parisse he has co-authored *Questions Great Financial Advisors Ask and Investors Need to Know* and *This Is Your Time. The Charismatic Advisor™*, co-authored with Robert Brooks, will be released in 2010. Mr. Richman is a frequent contributor to numerous financial magazines; he has served on numerous civic boards. He earned BA and masters degrees in public policy analysis from the University of Rochester and a JD from the University of Connecticut.

Barry Ritholtz, JD

Barry Ritholtz is chief executive officer and director of equity research at Fusion IQ, an online quantitative research firm. He is a frequent commentator in the media on economic data and financial markets and author of *Bailout Nation*, an account of the recent financial collapse. Mr. Ritholtz writes the financial blog *The Big Picture* as well as the "Apprenticed Investor" columns at *TheStreet.com*. He serves on the board of *Burst.com*, a publicly traded software firm focusing on faster-than-real-time audio and video streaming on the Internet. Previously, he was chief market strategist for Maxim Group, a New York investment bank. He teaches a course, "The Economy of America," at New York University's School of Continuing & Professional Studies. Mr. Ritholtz earned a BA in political science from Stony Brook University and a JD from Yeshiva University.

Nouriel Roubini, PhD

Nouriel Roubini is co-founder and chairman of Roubini Global Economics (RGE), an innovative economic and geo-strategic information service and consultancy named one of the best economics Web sites by *BusinessWeek*, *Forbes*, the *Wall Street Journal*, and *The Economist*. He is also a professor of economics at New York University's Stern School of Business. Previously, he was on the faculty of Yale University's department of economics. Professor Roubini has extensive policy experience as well as broad academic credentials. From 1998–2000, he served as the Senior Economist for International Affairs at the White House Council of Economic Advisors and then the Senior Advisor to the Under Secretary for International Affairs at the U.S. Treasury Department, helping to resolve the Asian and global financial crises, among other issues. The International Monetary Fund, World Bank, and numerous other prominent public and private institutions have drawn upon his consulting expertise. He has published more than 70 theoretical empirical and policy papers on international macroeconomic issues and co-authored the books *Political Cycles: Theory and Evidence* and *Bailouts or Bail-ins? Responding to Financial Crises in Emerging Markets*. Dr. Roubini's views on global economics issues are widely cited by the media, and his blog on RGE was named one of 20 "must-read" sources by the *Wall Street Journal*. Professor Roubini earned an undergraduate degree from Bocconi University in Milan, Italy, and a PhD in economics from Harvard University.

Jason Scott, PhD

Jason Scott is managing director of the Financial Engines Retiree Research Center, which is dedicated to helping retirees maximize their standard of living in a world of uncertain investment performance, uncertain longevity, and uncertain health care costs. He has broad experience in retirement economics and has written on a variety of retirement topics, including longevity annuities, efficient retirement spending and investment strategies, and investor behavior as it relates to annuities. Previously, he directed the research and development group at Financial Engines. He earned a BS in economics from Texas A&M University and a PhD in economics from Stanford University.

Krista S. Sheets, CPBA, CPVA

Krista Sheets is president of Paragon Resources, Inc., a practice management consulting and training firm that works exclusively in the wealth management industry. She primarily consults on partnership viability, developing teams, determining roles and responsibilities, business optimization, and client experience. She regularly presents and provides training to wirehouse, regional, and independent firms, as well as to several industry associations. Ms. Sheets earned a BS in business administration from Boston University and is certified in human capital management. She recently co-authored the book *Know Service – Connect with Clients. Shape Your Future. Differentiate You! 5 Steps to 5-Star Service for Financial Professionals*.

Keith Styracula

Keith Styracula is founder and chairman of the Structured Products Association, which he founded in August 2003. He was a senior member of JPMorgan's structured investments group until January 2006, where he created the JPMorgan Structured Solutions unit. He joined the Credit Suisse First Boston (CSFB) Legal Department in 1991 from Fordham University School of Law to oversee legal, regulatory, and compliance issues related to the firm's derivatives effort. While practicing as a derivatives attorney, he was a member of the Futures Industry Association's Law and Compliance Executive Committee, the Securities Industry Association's Options and Derivatives Committee, and the Business Conduct Committee of the Philadelphia Stock Exchange. He moved to the business side of equity derivatives in 1997, reporting to the head of equity derivatives at SBC Warburg (renamed UBS following the merger). At UBS, he created the first structured product linked to the Dow Jones Industrial Average (issued by IBM). He returned to CSFB in July 2000 to launch the structured products platform for the newly acquired DLJ Private Client Services group, which placed \$1.2 billion in its first year. He is frequently quoted in the financial media as an authority on derivatives, structured products, and the next generation of investments and was profiled in *Risk* magazine (February 2004) on his vision for the future of structured investments.

Robert Whitelaw, PhD

Robert Whitelaw is the Edward C. Johnson 3d Professor of Entrepreneurial Finance and finance department chairman at New York University's Stern School of Business. He teaches corporate and managerial finance as well as fixed income securities, equity investments, derivatives, risk management, and asset pricing at the doctoral level. His research interests include the relation between risk and return in the stock and bond markets, the pricing and hedging of fixed income derivative securities, risk measurement and management, and market efficiency. His papers have been published in the *Journal of Finance*, *Journal of Financial Economics*, *Review of Financial Studies*, *Journal of Derivatives*, *Journal of Fixed Income*, *Risk*, *Financial Analysts Journal*, and *Journal of Investment Management*. He has received awards from Goldman Sachs Asset Management and Chicago Quantitative Alliance. He is a research associate with the National Bureau of Economic Research Program on Asset Pricing and a past associate editor of the *Review of Financial Studies* and *Journal of Finance*. He consults to corporations and financial institutions about pricing and hedging complex securities, risk management, and equity trading; he is chief investment strategist and an advisory board member of IndexIQ, a developer of next-generation indexes. Professor Whitelaw earned a PhD in finance from Stanford and a BS in mathematics from MIT.

Thank you to our Conference Sponsors

Platinum Sponsors

charles SCHWAB
ADVISOR SERVICES



Thornburg Investment®



Conference Sponsors

FORWARD

RAYMOND JAMES®
INVESTMENT ADVISORS DIVISION



TD AMERITRADE
Institutional