2016 AIMSE FALL CONFERENCE

dy.nă.mism

OCTOBER 5–6, 2016 • PRINCETON CLUB • NEW YORK, NEW YORK

PRELIMINARY PROGRAM

dy·na·mism

1. **The quality of being characterized by vigorous activity and progress.**
   - the quality of being dynamic and positive in attitude.

2. **Philosophy historical**
   - the theory that phenomena of matter or mind are due to the action of forces rather than to motion or matter.

AGENDA WEDNESDAY, OCTOBER 5

TIME	SESSION
1:00 pm – 6:00 pm	**REGISTRATION**
1:15 – 1:30 pm James Madison Room	**WELCOME REMARKS** CONFERENCE CO-CHAIRS **Jack Ebenreiter, CFA** I Senior Vice President I Federated Investors, Inc. **John Larson** I Director I HGK Asset Management AIMSE PRESIDENT **Chris Rae** I Managing Director I Elevation Marketing Advisory
1:30 – 2:15 pm James Madison Room	**FEATURED CONSULTANT I WILLIS TOWERS WATSON** Matt will overview Willis Towers Watson's investment business including their strategy, research and portfolio management structure and discuss their investment process and approach to portfolio construction. He will also discuss trends effecting their client base including search activity and their important and growing OCIO/Delegated Investment business. Willis Towers Watson (NASDAQ: WLTW) is a leading global advisory, broking and solutions company that helps clients around the world turn risk into a path for growth. With roots dating to 1828, Willis Towers Watson has 39,000 employees in more than 120 territories. We design and deliver solutions that manage risk, optimize benefits, cultivate talent, and expand the power of capital to protect and strengthen institutions and individuals. Our unique perspective allows us to see the critical intersections between talent, assets and ideas — the dynamic formula that drives business performance. Together, we unlock potential. Learn more at willistowerswatson.com. MODERATOR: **Bruce Rodio** I Managing Director I Waterfall Asset Management SPEAKER: **Matthew E. Stroud, CFA** I Head of Delegated Portfolio Management, Americas I Willis Towers Watson
2:15 – 3:00 pm James Madison Room	**MARKETING REBOOT** The current environment has been one of the most challenging for institutional asset managers. Performance has been challenged. Asset raising has proven difficult. Are you applying your best and highest skill set? Are you maximizing your capabilities to deal with this environment? Are you adapting to evolving investor needs and requirements? As part of the AIMSE marketing boot camp series, this session will explore the changing nature of the business and how to best address today's challenges as an institutional asset raiser.

MODERATOR:
Chris Rae | Managing Director | Elevation Marketing Advisory

3:00 – 4:00 pm
James Madison Room

ALLOCATOR PANEL | PORTFOLIO CHALLENGES AND OPPORTUNITIES IN A LOW RETURN ENVIRONMENT

This session will feature a panel of leading allocators to discuss their current thinking and how these factors may affect the plan's strategic investment direction. The low return environment is the current reality. Interact with Senior representatives from different organizations as they share the challenges they face and explore some of the solutions they seek from their trusted managers. Learn about allocation positioning, new areas of interest and how you can potentially help them navigate the market uncertainty. Gain insight into anticipated fund flows for the balance of 2016 and in the new year.

MODERATORS:
Michael Benjamin | Senior Client Solutions Director | Aviva Investors America
Derek Tubbs | Vice President Institutional Development | CornerCap Investment Counsel

SPEAKERS:
Erik Carleton, CFA, CAIA | Director of Pension Investments | Textron Inc.
Jeffrey Heil | Chief Investment Officer | Doris Duke Charitable Foundation
Mihir V. Meswani | Managing Director | Deutsche Bank
David A. Russell, CFA | Senior Investment Strategist & Senior Consultant | Investment Performance Services, LLC
Ben Stoddard, CFA, CAIA | Senior Investment Analyst, Investment and Debt Management | Virginia Tech Foundation

4:00 – 4:30 pm
Alexander Hamilton Room

NETWORKING BREAK WITH EXHIBITORS

4:30 – 5:45 pm
James Madison Room

CONSULTANT ROUNDTABLES

One of the most highly anticipated sessions of the Fall Conference, the roundtables give you the opportunity to interact directly with a mix of traditional, alternative and OCIO consulting professionals. Enjoy direct dialogue with experienced individuals as they provide organizational updates, discuss strategic research themes, and share search activity specific to each firm's unique client base. Understand how to navigate each organization, as well as their preferred communication practices in order to improve the quality of future interactions. AIMSE is dedicated to keeping each rotation intimate to encourage candid conversations. No formality — just you and your fellow marketers with an open forum and opportunity to increase your effectiveness as a marketer and your company's chances to become a valued partner.

MODERATORS:
Adam Gerentine | Managing Director | Tremblant Capital Group
John Stanley | Vice President | Federated Investors, Inc.

SPEAKERS:
Timothy R. Barron, CAIA | Chief Investment Officer | Segal Rogerscasey
Sona Menon | Managing Director & Head of North America Pensions | Cambridge Associates
Douglas W. Moseley | Partner | NEPC
Anthony Novara, CFA | Senior Research Analyst | DiMeo Schneider & Associates, L.L.C.
Michael Stellato | Vice President | Callan Associates, Inc.

5:45 – 6:45 pm
Alexander Hamilton Room

RECEPTION

6:45 – 8:45 pm
James Madison Room

DINNER & FRIENDS OF AIMSE AWARD PRESENTATION

The Friends of AIMSE Award recognizes an individual who has been engaged in and spent a significant amount of time in business activities related to providing educational services and/or information to enhance and promote the profession of investment marketing and sales. This individual must also have at least 10 years of experience in the institutional money management industry and have demonstrated outstanding achievement in providing these goods or services.

THURSDAY, OCTOBER 6

TIME	SESSION
7:30 am – 5:30 pm	**REGISTRATION**
7:30 – 8:00 am Alexander Hamilton Room	**CONTINENTAL BREAKFAST WITH EXHIBITORS**
8:00 – 8:10 am James Madison Room	**INTRODUCTORY REMARKS** CONFERENCE CO-CHAIRS **Jack Ebenreiter, CFA** | Senior Vice President | Federated Investors, Inc. **John Larson** | Director | HGK Asset Management
8:15 – 9:30 am James Madison Room	**KEYNOTE PRESENTATION BY JIMMY PAGE** *Fuel Your Work, Team, and Life with Positive Energy* Jimmy will share the secrets for approaching life and work with the kind of positive, forward thinking that leads to true accomplishment - at work and at home. Every person, organization, and team will have to overcome negativity and adversity. No one goes through life untested and the answer to these tests is positive energy—the kind

of positive energy consisting of vision, trust, character, optimism, enthusiasm, purpose, and spirit that defines great leaders and their teams. You will learn how to create more success and truly make a difference!

9:30 – 10:30 am
James Madison Room

NEXT GEN PANEL | ARE YOU READY FOR US?

Listen to a panel of up-and-coming stars in our industry that are "shaking things up." We will discuss the changing dialogue and communication styles of the next generation within asset managers, consultant research teams, and investors. How do they attack the market in different ways, utilize social networking/marketing, and shorten learning curves to be more effective and efficient while keeping their firms current. What are the compliance implications? How are firms attracting and retaining this talent?

MODERATOR:
Peter Crivelli | Senior Vice President, Institutional Sales | Eagle Asset Management

SPEAKERS:
Ben Helsby | Senior Investment Analyst | Willis Towers Watson
Elizabeth Jourdan | Deputy Chief Investment Officer | Mercy Health
Bart Marchant | Institutional Regional Director – Southeast | WisdomTree Asset Management, Inc.
Anna Zemels | Vice President, Consultant Relations | Goldman Sachs Asset Management

10:30 – 11:00 am
Alexander Hamilton Room

NETWORKING BREAK WITH EXHIBITORS

11:00 am – 12:00 pm
James Madison Room

SALES PROCESS WORKSHOP | THE ART OF PROSPECTING IN THE 21ST CENTURY

This workshop will introduce a highly interactive five-stage learning process (L.E.A.D.S.™) for participants to learn & apply prospecting skills. Most firms have done significant work with the "science" side of prospecting, this workshop uncovers the "art" side by introducing a new mindset of inquiry, a fresh approach and a simple process. Participants will be better equipped to crack codes, solve puzzles and offer value to potential clients and intermediaries.

Participants will be better able to evaluate prospects and create a sales plan, engage in meaningful conversation and understand the value of collaborating and inquiring (versus 'convincing') prospective clients and intermediaries.

This approach will tap into the positive, competitive spirit of attendees and frame things in a way that one will celebrate the small wins and feel like they are winning when they spend time doing lead-generation activities.

SPEAKER:
Jim McAvoy | Founder & President | JWMcAvoy & Company Ltd.

12:00 – 1:15 pm
Alexander Hamilton Room

LUNCH WITH GUEST SPEAKER AMANDA TEPPER, CEO OF CHESTNUT ADVISORY GROUP & PRESIDENT, AM 20/20

Dynamic Investor Education: What Investors and Consultants Want from Managers Today

Asset managers must successfully meet institutional investors' needs in order to attract and retain their capital. This is a tall order, as the needs of investors and consultants are constantly changing. In this presentation, Ms. Tepper will share some of AM 20/20's most recent proprietary research conducted with hundreds of investors and consultants, providing our recommended current best practices for some of your most important investor touchpoints, including performance discussions, risk management, your value proposition, and thought leadership.

1:15 – 2:15 pm
James Madison Room

INTERMEDIARY PANEL: BLURRED LINES | THE CONVERGENCE OF INSTITUTIONAL AND WEALTH MANAGEMENT DISTRIBUTION

While most of the investment world is faced with the rapid disintermediation, the distribution of investment products via the intermediary channel is being driven by regulatory and market changes resulting in rising reliance upon third party advisors and investment consultants. Traditional wire-houses and wealth management platforms are grappling with the impact of new fiduciary rules, an increasingly complex investment environment and growing demand from their end investors for customized advice. This panel will address the issues and opportunities within the intermediary space including:

- How the needs of the intermediary distributors align with the institutional investment managers.
- Dynamics between the home office investment staff, third party consultants, financial advisors and the end investor.
- Opportunities and pitfalls for sales and consultant relations professionals seeking success in the space.
- The Department of Labor and the changing regulatory spectrum – what changes or opportunities does this create, and how are they preparing?
- Where demand originates and the due diligence process that follows.

MODERATOR:
Eric Smyth | Senior Consultant Relations Manager | Aberdeen Asset Management

SPEAKERS:
Robert Hausler | Chief Marketing Officer | R.T. Hausler Strategic Marketing
David Hyman, CFA | Partner, Wealth Manager Solutions, US Segment Leader | Mercer
Raymond Joseph | Head of Portfolio and Model Management | UBS

2:15 – 3:30 pm
James Madison Room

MARKET REALITY | AVOIDING THE FATE OF THE DODO

There are many forces at work in the asset management industry and only those managers who evolve their businesses to compete effectively will be able to survive. The needs of institutional investors are changing and many are not adequately staffed, markets are more complex and more volatile, and industry participants are competing in ways never before imagined. The presentation will address these changes and the implications for managers by exploring:

- Evolving Investor Expectations
- Embracing Next Generation Products
- Elevated Demand for Advice
- Increased Delegation
- Evolving Decision-Making

MODERATOR:
Robert Nemeth | Managing Director | Perkins Fund Marketing

SPEAKER:
Davis Walmsley | Principal | Greenwich Associates

3:30 – 4:00 pm
Alexander Hamilton Room

NETWORKING BREAK WITH EXHIBITORS

4:00 – 5:00 pm
James Madison Room

FEATURED CONSULTANT | AON HEWITT

David will provide an overview of Aon Hewitt Investment Consulting with insight into the firm's organizational structure and global investment beliefs. He will discuss the core services offered from traditional advisory solutions to delegated management and manager evaluation and research. David will provide guidance on how best to navigate and interact with Aon Hewitt Investment Consulting and discuss search activity, investment trends and provide a market outlook.

Aon Hewitt Investment Consulting, Inc., an Aon plc company (NYSE:AON), is an SEC-registered investment adviser, a CFTC-registered commodity pool operator & commodity trading advisor, and a member of the NFA. We provide independent, innovative solutions to address the complex challenges of 488 clients in North America with total client assets of approximately $1.8 trillion as of June 30, 2015. Our firm, consisting of over 300 colleagues, advises institutional investors such as corporations, public organizations, union associations, health systems, endowments, and foundations with investments ranging from $1 million to $310 billion. Aon Hewitt

Investment Consulting was recognized by Greenwich Associates as one of the 2015 top U.S. companies in U.S. Investment Consulting for large consultants.

MODERATOR:
Keith Wosneski | Senior Vice President, Senior Consultant Relations Officer | Acadian Asset Management LLC

SPEAKER:
David Kelly | Partner, Head of US Investment Program Management

5:00 – 5:15 pm
James Madison Room

CLOSING REMARKS

CONFERENCE CO-CHAIRS
Jack Ebenreiter, CFA | Senior Vice President | Federated Investors, Inc.
John Larson | Director | HGK Asset Management

AIMSE PRESIDENT
Chris Rae | Managing Director | Elevation Marketing Advisory

5:15 – 7:00 pm
Alexander Hamilton Room

CLOSING RECEPTION

GENERAL **INFORMATION**

THE PRINCETON CLUB

15 West 43rd Street
(between 5th & 6th Ave)
New York, NY 10036
Phone: (212) 596-1200

WHO CAN ATTEND

Only current paid AIMSE members are eligible to attend the AIMSE 2016 Fall Conference. Please call the AIMSE office if you are not sure about your membership status or to request a membership application. Executive recruiters, consultants and members of the "working press" are not eligible for AIMSE membership and are therefore ineligible to attend the AIMSE Fall Conference.

REGISTRATION FEES

The early bird conference registration fee is $1295 per member and is available until September 15, 2016. After September 15, 2016 the registration fee increases to $1495 per member.

REFUNDS

Refunds will be granted by AIMSE for requests received in writing by **September 15, 2016**. An administrative fee of $250 will be assessed to all refunds. No refunds will be granted after September 15, 2016, but another AIMSE member from your firm may attend in your place. **All requests for registration refunds and/or transfers must be made in writing by the registered member.**

NO SMOKING POLICY

Smoking is not permitted during any conference activity.

PRIVATE PARTY POLICY

Hosted parties in which attendance is restricted to either verbal or written invitations are not permitted at any AIMSE Conference.

ROOM DELIVERY POLICY

Only exhibiting companies are permitted to conduct deliveries of promotional materials to AIMSE Conference attendees' rooms.

RECOMMENDED DRESS

All sessions and events are business casual.

AIMSE MEDIA POLICY

AIMSE does not issue media passes to any AIMSE conferences or events. All media representatives must be current Associate members and pay the conference registration fee. All attendees must read and adhere to the AIMSE media policy. Exhibitor representatives must sign the Policy Agreement Form.

EXHIBITOR/SPONSOR REGISTRATION

All individuals attending the Fall Conference as exhibitors must send in registration forms and fees together. The Exhibitor Fee allows each exhibiting company to send two individuals to attend the AIMSE Fall Conference and participate in all activities. Additional exhibit staff members who wish to attend the conference must pay the regular Conference Registration Fee. These individuals must be current AIMSE members.

PRINCETON CLUB GENERAL POLICIES

Cellular phone use is restricted to the areas in front of the Reception Desk. Laptops and texting by cellular phone are permitted so long as they are silenced. For additional information including the Club dress code, please visit **http://www.princetonclub.com**

AIMSE

12100 Sunset Hills Rd
Suite 130
Reston, VA 20190
Phone: 703.234.4098
Fax: 703.435.4390
Email: info@aimse.org
Website: www.aimse.org

NOTE: The conference program is subject to change. Please check www.aimse.org frequently for updates.

REGISTRATION FORM

AIMSE 2016 FALL CONFERENCE | OCTOBER 5–6, 2016 | PRINCETON CLUB | NEW YORK, NY

Complete all of the following information:

Full Name

Title | Badge Name

Firm

Street Address

City | State | Zip

Phone | Fax

Email

To assist newer members attending the conference, AIMSE offers a mentoring program. If you would like a more experienced AIMSE member to share his/her insight at the conference, please check the appropriate box. If you would like to serve as a mentor to someone at the conference, please indicate by checking the appropriate box.

○ I would like to become an AIMSE mentor ○ I would like to have an AIMSE mentor

○ I am attending my first AIMSE Conference

MEMBERSHIP DUES

○ Active Member Dues $350 ○ Associate Member Dues $450

FALL CONFERENCE REGISTRATION FEE

○ **$1,295 Early bird** (until September 15) ○ **$1,495 Regular** (after September 15)

Please submit dues payments only if you are not already a current member of AIMSE. Only current members are eligible to attend. If you are unsure of your membership status, please call the AIMSE office at **703-234-4098**.

Total Due $ ____________________

Payment Method: ○ Check ○ MC ○ Visa ○ American Express

Card #

Expiration Date | Signature

NOTE: If you are registering by fax and paying by credit card, please DO NOT send a hard copy of this form to the AIMSE office.

AIMSE 12100 Sunset Hills Road | Suite 130 | Reston, Virginia 20190
info@aimse.org | 703.234.4098 | Fax 703.435.4390

SAVE THE DATE

FOR THESE UPCOMING AIMSE EVENTS

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AIMSE