

Delegate Information

# Private Wealth<sup>m</sup>

## M A N A G E M E N T

a **marcusevans** event

September 10-12, 2007 | The Homestead Resort, Hot Springs, VA

"They call it COACHING but it is **T E A C H I N G.**

You do not just **tell them...**

you **S H O W T H E M** the reasons." VINCE LOMBARDI

The development of the multi-family office is a direct result of the increasing complexities of wealth management for affluent families in the United States. The necessity for a strong partnership between high net worth individuals and the family office is crucial if wealth is not only to be passed down from generation to generation but to build upon the family legacy and expand for years to come.

  
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### A Unique Event

The family office industry has grown substantially as the baby boomer generation has started to retire, businesses are sold, senior level executives are cashing in on lucrative stock options, and even inheritances have resulted in the growth of affluent families across the country. The complexities of managing such wealth, has resulted in the need for professional management in a number of areas including investment management, tax planning, property management, budgeting, estate planning, risk management and many more. Traditionally, affluent families have left the management of their wealth under the administration of major financial institutions; however, the personalized services provided by family offices could be attractive for families needing a more hands on approach. It is not uncommon for home offices to initiate education programs for their clients, as well as, participate in lifestyle management for individual family members.

The **Private Wealth Management Summit** is designed specifically to address family strategies and investment challenges faced by single and multi family offices as well as high networth individuals. By bringing together family offices with top tier leading investment firms the **Private Wealth Management Summit** aims to establish investment strategies, in addition to providing a forum in which CIOs of the family office can discuss a number of pressing issues to enhance their service to their clients.

### The Summit Program

The primary objective of the **Private Wealth Management Summit** is to provide Presidents and CIOs with the ultimate environment to network with peers from across single and multi-family offices. The summit provides discussion opportunities for the development and strengthening of business relationships, while learning about the many key challenges family offices face. The summit's program topics have been pinpointed and validated by the family office industry as the top critical issues they are dealing with. These key issues for the **Fall 2007** Summit include:

- Protecting Family Wealth – Identifying, Assessing and Understanding Risks
- Successful Succession Planning – Passing the Torch to the Next Generation
- Tactical and Strategic Asset Allocation – Managing an increasingly Complex Portfolio
- Cross Border Investing – International Investing at the Forefront
- Importance of a Risk Budgeting Investment Strategy – Putting it Into Practice

### Private Wealth Management Summit Speakers

#### Keynote Presenters

**Dr Burton Malkiel**, Author and Professor of Economics  
**Princeton University**

**Jim Rogers**, International Investor and Author, Investment Biker  
**Adventure Capital List and Hot Commodities**

#### Session Presenters

**Bill Wyman**, Managing Director  
**Rockefeller & Co.**

**Brenda Sallstrom**, Chief Investment Officer, MD  
**Cherry Tree Family Office**

**John Serrapere**, Portfolio Strategist and Investment Analyst  
**Foster Holdings, Inc.**

**Carol Pepper**, CEO, Founder  
**Pepper International**

**Stewart Massey**, Founder  
**Massey Quick & Co.**

**Stephen Smith**, Chief Investment Strategist  
**Whittier Trust Company**

**David Bokman**, Chief Wealth Advisory Officer  
**GenSpring Family Offices**

**Elizabeth Snyder**, Director of Philanthropy  
**GenSpring Family Offices**

**Dirk Junge**, President and CEO  
**Pitcairn Trust**

**Leslie Voth**, President of Wealth Management Group  
**Pitcairn Trust**

**Gregory Curtis**, Chairman and Founder  
**Greycourt & Co.**

**Steve Reiff**, National Director Family Office Services  
**Mellon Family Office**

## Summit Program

### Family Strategies and Issues

Panel Discussion

#### **Protecting Family Wealth – Identifying, Assessing and Understanding Risks**

**Bill Wyman**, Managing Director, **Rockefeller & Co.**

**John Serrapere**, Portfolio Strategist and Investment Analyst, **Foster Holdings, Inc.**

- What kind of platform will allow me to achieve my objectives?
- Is there a risk of information overload?
- How can the various users of information get their needs addressed?
- What is the value of having the right information?
- Do risk factors change over time?

Dual Presentation

#### **Successful Succession Planning – Passing the Torch to the Next Generation**

**Dirk Junge**, President and CEO, **Pitcairn Trust Family Office**

**Leslie Voth**, President of Wealth Management Group

**Pitcairn Trust Family Office**

- Exploring and developing the succession planning process
- Building long term contingency and fall back plans
- Guidance in successful wealth transfer between generations
- Growing high-quality internal leaders and managers – the next generation of leaders

Session Presentation

#### **Building the Family Business to last**

**Carol Pepper**, CEO, Founder, **Pepper International**

- Defining the family legacy, mission and purpose
- Defining the governance of the family business
- Creating involved family shareholders who do not work in the business
- Preparing the next generation to enter the family business
- Effective decision making processes for selling the family business
- Creating an effective partnership between the family business and the family office

Dual Presentation

#### **The Emotions Behind Giving – From Guilt to Gratitude**

**David Bokman**, Chief Wealth Advisory Officer, **GenSpring Family Offices**

**Elizabeth Snyder**, Director of Philanthropy, **GenSpring Family Offices**

- What are the underlying personal and social pressures and motivations that drive consumption versus giving, both to family members and to charity?
- Why are multi-generational wealth preservation and giving considered virtuous? How are those values sustained in the family?
- What are the personal and broader consequences of our giving decisions?
- What is the impact on children, society?
- The ultimate gift – letting go of control

### Banking and Investments

Session Presentation

#### **Cross Border Investing – International Investing at the Forefront**

**Stewart Massey**, Founder, **Massey, Quick & Co.**

- Ascertaining where the opportunities lie today and the in next 12 months
- Distinguishing the diversity between emerging markets vs developed markets
- Awareness and due diligence in these foreign markets

Session Presentation

#### **Tricks and Tips in Assisting with Long Term Wealth Planning**

- Defining and staying abreast of regulatory changes that may affect you personal wealth
- Assessing and developing strategies to assess your current tax position
- Incorporating financial steps and tips in shifting your wealth to the next level

Session Presentation

#### **Importance of a Risk Budgeting Investment Strategy – Putting it into Practice**

**Steve Reiff**, National Director Family Office Services, **Mellon Family Office**

- What's involved in a total risk budgeting process and its integral part in the investment decision-making process
- Diagnosing the key elements to optimal risk allocation
- Facing the technical and non-technical challenges
- Creating a coherent total risk monitoring framework

Session Presentation

#### **Incorporating Private Equity into Your asset portfolio**

- Measuring the role private equity funds play in your portfolio
- Identifying the returns and risks of investing in private equity
- Discovering the mechanics and due diligence in private equity investing
- Pro's and cons of available products, eg, growth equity, early stage venture

Session Presentation

#### **Hedge Fund Investing – Keeping Ahead of the Game**

**Gregory Curtis**, Chairman and Founder, **Greycourt & Co.**

- Methods of initiating allocations to hedge funds
- Pathways to success and avoiding pitfalls
- Using the global multi-strategy fund of hedge funds
- Perspective on the future of the hedge fund industry

Session Presentation

#### **Investing for Strong After-tax Equity Returns**

**Stephen Smith**, Chief Investment Strategist, **Whittier Trust Company**

- How much do taxes really matter?
- When do taxes matter, and when don't they?
- How much turnover is too much?
- How is taxable investing different?
- What investment techniques improve after-tax returns?
- How should we handle low cost basis stocks?

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### Panel Discussion

#### Tactical and Strategic Asset Allocation – Managing an increasingly Complex Portfolio

**Brenda Sallstrom**, Chief Investment Officer, MD, **Cherry Tree Family Office**  
**Stephen Smith**, Chief Investment Strategist, **Whittier Trust Company**

- Defining strategic and tactical asset allocation
- Developing dynamic asset allocation strategies to grow net worth
- Constructing portfolios within context of global asset allocation
- Choosing investment products consistent with overall strategy

### Panel Discussion

#### Mixing Together Your Alternatives – Why Alternative Investments are Becoming More Mainstream

- Revealing why leading institutional investors are moving toward alternative investments
- Determining how can institutional investors better meet their liabilities with alternative assets?
- Considering the correct mix of alternatives – what does it take?

### Delegate Target Market

The **Private Wealth Management Summit** delegates will carefully be screened and selected according to the following criteria:

- Scope of responsibility
- Assets under management
- Sign-off authority
- Interest in purchasing products and services

### Private Wealth Management Summit Service Provider Companies

To ensure the success of the **Private Wealth Management Summit**, **marcus evans** is pleased to partner with an exclusive number of leading firms that can provide valuable fund management expertise. The service providers participating in the summit will provide strategic investment plans to ensure maximum capital growth to the attending family offices.

The number of firms in each product or service category is strictly limited to ensure an appropriate overall balance. These meetings provide a forum for dialogue and information sharing, on investment concerns and appropriate, corresponding services.

### Solution Provider Product and Service Categories:

- Asset management – Asset allocation, investment strategies, alternative investments, sma's, property investment sales, commodities, private equity, structured products, hedge funds, mutual funds
- Brokerage services
- Fiduciary services
- Insurance – Personal, specialized, art, vehicle, aircraft, yacht, equine, property
- Integrated planning
  - Tax, estate and financial
  - Intergenerational wealth management
  - Wealth transfer
- International wealth management
- Legal services and trusteeship
- Lifestyle planning
  - Cash flow management
  - Property management
  - Private travel
- Philanthropic Services
- Risk management
- Tax planning and consultancy
- Wealth management advisors

### The Prestigious Venue

When you visit The Homestead, Virginia's premier mountain resort, you will find luxuriously appointed rooms and suites, superb dining, a myriad of sporting pleasures and outdoor adventure. Since 1766, the Homestead has offered visitors an incomparable retreat; an incredibly grand escape located amidst the beauty of Virginia's Allegheny Mountains. Ranked among the world's finest Golf and Spa resorts, this Virginia hotel and resort is steeped in the rich and timeless tradition of Southern hospitality that treats all visitors with a gracious and welcoming atmosphere. [www.thehomestead.com](http://www.thehomestead.com)

### The Organizers

A world leading business information company, presenting over 1,000 strategic summits and conferences worldwide, **marcus evans'** products include business and economic summits, high level conferences, industry congresses, professional training, language training and sports hospitality.

The company employs over 3,500 staff in 63 global offices. Above all, **marcus evans** provides clients with business information and knowledge which enables them to sustain a valuable competitive advantage and makes a positive contribution to their success.

### CPE Accreditation



**marcus evans** is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Website: [www.nasba.org](http://www.nasba.org).

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### What Makes the Private Wealth Management Summit Different

- A strictly invitation-only event; selection of delegates according to criteria such as scope of responsibility and size of family office
- Restricted number of delegates in order to facilitate successful networking opportunities
- Personalized summit and meeting schedule to suit individual requirements and provide an efficient use of time
- Keynote presentations, case studies and interactive sessions by world-class industry experts and pioneers
- A relaxed but professional business environment, in which to explore new ideas, strategies and technical developments with industry colleagues, experts and peers
- Access to the secured summit website, providing information on other delegates and solution provider companies prior to the event
- Individual pre-arranged one-on-one business meetings with senior representatives from key industry solution providers
- An invitation which covers two nights' accommodation in a luxury five-star location, all summit materials, meals and leisure activities

### Secured Summit Website

- Summit session overviews allow delegates to choose from a selection of summit and interactive sessions to best suit their business needs
- Presenter biographies determine which presenters are most likely to assist in benchmarking and improving initiatives
- Profiles of attending solution providers provide relevant information to enable delegates to plan their personal event schedule
- Inform delegates of social activities taking place at the event
- Post-event summit presentations are provided to all executives immediately after the Summit

"I thought the 1-1 meetings went well. It's nice to have a low-pressure environment. A company of our size is getting a lot of sales calls all the time. It's nice to be able to just come in, have 25 minutes to figure out 1) what asset class they're talking about and 2) an opportunity to get in to really discuss what products they are into and so it was really beneficial."

Senior Investment Consultant  
**Wellpoint**

"The 1-1 Meetings are unique... It does give the opportunity for the investment community and the actual plan sponsors to come together and talk about investment styles and opportunities in increasing returns..."

Trustee  
**Jacksonville Fire and Police Pension Fund**

"I have attended many conferences but this is the best I have ever attended. It is geared towards the serious investors with institutional investing knowledge. Great job and many thanks."

Senior Equity Analyst  
**Safeco Insurance**

"It was a great opportunity to cover a lot of information, in a short period of time."

Chief Investment Officer  
**Deseret Mutual**