

Family Office Leadership

SUMMIT:USA

June 27th 2013
New York City

Networking and knowledge sharing –
exclusively for family offices

Keynote speaker



Christopher Falkenberg
President,
INSITE SECURITY

Sponsor:



Hosted by:



SUMMIT:USA

Dear Executive,

It gives me great pleasure to invite you to the inaugural *Family Office Leadership Summit USA*, in New York City this June 27th.

My team have been running events for family offices in London for nearly a decade with the aim of providing a networking forum for private investors to meet like-minded individuals, build their networks and share their experiences – good or bad.

Our Leadership Summits have welcomed politicians, academics and the leading family office representatives from around the world for many years, all based on research and feedback from family offices themselves.

The 2013 Summit is the same; utilising our contacts network to put together an agenda that:

- Shares ideas and knowledge between families both here and further afield
- Explores best practice for families seeking to work together
- Defines the effects of the global economic slowdown on a private wealth portfolio
- Identifies the threats to the family office and family members – and offers practical, usable advice to counter those threats

All family office attendees are pre-qualified and attend free of charge – we do not sell tickets or admit non-family office groups to the event to ensure you get the best experience possible.

All of this is made possible by a small selection of sponsors, this year headed by Citi, all of whom offer expert industry insight without the hard sell.

We run the most successful, innovative and useful events for family offices in London, and we look forward to sharing our model with new families in 2013.

I look forward to seeing you this June.

Best wishes,



Ben Cronin
Director
Family Office Intelligence

Who should attend?

The Family Office Leadership Summit is aimed at family office professionals that wish to implement solutions which guarantee your family office will deliver the best service.

If you hold one of the following job functions you should not miss the opportunity to attend the summit:

- Head of Family Office
- Chief Executive Officer
- Chief Investment Officer
- Family Office CRO
- Chairman of Investment Committee
- President/Vice President
- Head of Investment Strategy
- Managing Partner
- Partner

Program

Thursday, June 27th 2013

08.20 Morning registration

08.50 Chairman's welcome

09.10 **KEYNOTE ADDRESS: The world, risk management and the outlook for wealthy individuals and families in North America**

Society is more stratified than ever, as many struggle while a small concentration of people become wealthier and wealthier. As a result, there is class anger at the affluent from those who perceive unfairness within the current economy. Negative emotions against the rich are exacerbated by the media, which details the lifestyles of the wealthy in great depth. Crime is increasingly more sophisticated, resulting in a class of intelligent and cunning criminals trolling for wealthy victims. These factors give rise to multiple threats against the wealthy, including motivated offenders and a surplus of easily available information (via the internet, social media networks, etc.) that can be used to plan sophisticated and dangerous crimes. Learn the five key steps affluent families can take to prevent victimization and dramatically cut their risk.

Christopher Falkenberg, President, INSITE SECURITY

09.50 **CEO ROUNDTABLE: The family office leadership debate**

- The evolution of the US family office
- Defining a virtual family office
- Is a virtual office the present or the future?
- The merging qualities of family funds and venture capital funds – is there much of a difference anymore?

Carol Pepper, CEO and Founder, PEPPER INTERNATIONAL

Marcelo A. Mendoza, Founder and Co-CEO, NETPLUS CAPITAL LLC

Harris S. Fried, Chief Executive Officer, THE FRIED FAMILY OFFICE LLC

10.40 Morning break

11.10 **FAMILY OFFICE CASE STUDY SESSION: Running a single and multi-family office**

Two very different family office models will discuss the negatives and positives of setting up, managing and operating in their environment

Case study one: Running a young single family office whilst managing the families operating company

Rohan Gupta, Managing Director, GFO COMPANIES

Case study two: Operating in the multi-family office environment

Matthew Storm, Co-founder, CV ADVISORS

11.50 **INVESTMENT OPPORTUNITIES SHOWCASE: Quick fire presentations from leading investment managers followed by discussion and Q&A**

12.50 Lunch

13.50 **CIO ROUNDTABLE: Asset allocation and the emerging market debate**

This roundtable will feature leading CIOs who will detail their strategies for ensuring their emerging market portfolio is diversified and insulated from regional volatile economies

- Emerging markets – where are the current opportunities and pitfalls?
- Where are family offices allocating in emerging markets?
- Asia vs. Eastern Europe vs. South America
- Are family offices staying away from South America at the moment to ensure insulation from the troubles in Argentina?
- Or is Brazil still an investment opportunity despite issues in Argentina?
- Is the future pointing towards established rather than emerging economies?

Christopher Battifarano, CIO, PALM EQUITY

Colin Breeze, Founder and CIO, BREEZE VENTURES

Further panelists to be confirmed, please visit familyofficesummit.com/usa for updates

Program

Thursday, June 27th 2013

14.40 **State of New York Real Estate: Building the International City for the Future**

Identifying trends across the spectrum from high end real estate to the booming rental market throughout New York City

- Tech takes New York – Understanding the trends that have enabled the economy to soar once again in Bloomberg's New York.... "Diversify. Diversify. Diversify"
- Foreign Buyers - Identifying and investing in the development projects that keep pushing the pricing envelope for luxury apartment purchases in New York
- Retail Opportunities - Understanding the evolving retail landscape in New York's hottest new neighborhoods including the Meatpacking District and North Williamsburg
- Rental Fever – Young, wealthy, mobile and New York bound – riding the permanent trend of high end rentals to high end profits

Toby Moskovits, CEO, HERITAGE EQUITY PARTNERS

15.20 **PRESENTATION: The art of investing directly**

- Direct vs. co-investment vs. fund of fund investment
- Why the shift of capital from outside funds into direct investments?
- What are the benefits of direct investing for family offices?
- Transitioning into direct investing
- Sourcing quality investments
- Angel vs middle stage investment
- Balancing risk and control
- Ensuring due diligence continues to be carried out post investment

Ira J. Perlmutter, Managing Director, Head of Family Office Direct Investing, T5 EQUITY PARTNERS

15.50 Afternoon break

16.20 **EXPERT PANEL DISCUSSION: Hiring and staff retention strategies in a family office**

- What qualities do you look for when hiring for your office?
- Do recruitment policies differ depending on the family office model (single or multi)?
- Empowerment and employee compensation
 - Offering appropriate compensation and employee development policies to ensure retention in your office
- Recruiting from family or externally? Which roles of the office most suit a family member?

Leslie Voth, President & CEO, PITCAIRN

Further panelists to be confirmed, please visit familyofficesummit.com/usa for updates

17.00 **FAMILY OFFICE CASE STUDY: Successful managing family dynamics**

- Putting a board of advisors together
- How do you focus on traditions whilst remaining competitive?
- The key to addressing growing pains
- Defining the roles of spouses and siblings entering the family business
 - Possible trials and tribulations and how to overcome them
- Planning for the future:
 - Handing over to the next generation – what are the difficulties and how do family offices overcome them?

Natasha Pearl, CEO and Founder, ASTON PEARL

17.30 Chairman's closing remarks

17.00 **CHAMPAGNE ROUNDTABLES**

A selection of roundtable discussions hosted by speakers from the Summit agenda

18.10 **DRINKS RECEPTION**

19.00 **PRIVATE FAMILY OFFICE DINNER**

About your keynote speaker:



Christopher Falkenberg, President, INSITE SECURITY

Christopher Falkenberg is the Founder and President of Insite Security Inc., which, since its establishment in 2002, has become the leading security firm for high net worth individuals and a first-rate investigative and consulting practice for Fortune 500 companies as well as major law firms and financial firms.

Mr. Falkenberg is a former Special Agent with the U.S. Secret Service and an attorney. While with the Secret Service, he conducted numerous protective advances for the President and other government officials both here and abroad, as well as for visiting dignitaries. Mr. Falkenberg led investigations of major fraud cases and participated in the successful prosecution and sentencing of the perpetrators. Among his awards and citations, he received the Treasury Department's Special Service Award and was recognized for heroism following the 1993 World Trade Center bombing. As a litigator with Davis Polk & Wardwell, a large New York law firm, Mr. Falkenberg conducted corporate internal investigations and was involved in a wide variety of civil and criminal matters.

He holds a Bachelor's degree from Kenyon College and a J.D. from Columbia University, both with honors. He is also the former president of the northeast chapter of the Association of Threat Assessment Professionals and chairman of the Anti-Defamation League's Community Security Committee.

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June 27th 2013, New York City

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