Financial Research Associates presents

Women & Wealth[SM]

Serving the Varying Facets of the Female Investor Population

January 22 – 23, 2015

The Pierre Hotel
New York, NY

Featuring a fine speaker line-up of industry thought leaders, as well as a rarely-seen focus group of women investors, this is a unique event taking a deep-dive into an important and grossly overlooked market segment

Confirmed Speakers –

Linda Descano, **Citi**
Jennifer Johnson, **Franklin Resources, Inc.**
Karla Rabusch, **Wells Fargo Advantage Funds**
Catherine Wood, **ARK Investment Management**
Amy Domini, **Domini Social Investments**
Lily Scott, **Morgan Stanley**
Amy Bell, **JPMorgan Chase & Co.**
Deena B. Katz, **Evensky & Katz/Texas Tech University**
Mary Deatherage, **Morgan Stanley Private Wealth Management**
Carla Avila, **Baron Capital**
Eve Ellis, **Morgan Stanley**
Kathleen McQuiggan, **Pax Ellevate Management**
Luisamaria Ruiz Carlile, **Veris Wealth Partners**
Lynn Polakoff Baine, **Golden Seeds**
Laura Varas, **Hearts & Wallets**
Sue Thompson, **BlackRock**
Anna Snider, **Merrill Lynch Wealth Management**
Laura Kogen, **Fidelity Institutional Wealth Services**
Christine Gaze, **Purpose Consulting Group**
Geri Pell, **Pell Wealth Partners**
Ivy H. Menchel, **Family Wealth Planning Partners**
Susan Bradley, **Sudden Money Institute**
Heather Locus, **Balasa Dinverno Foltz**
Jason Llewellyn, **Raymond James & Associates**
Heather Ettinger, **Fairport Asset Management, LLC**
Catherine Collinson, **Transamerica Institute and Transamerica Center for Retirement Studies**
Cindy Hounsell, **Women's Institute for a Secure Retirement**
Kathy Henningsen, **Retirement Asset Management**
Lisa DeSimone, **Lincoln Financial (formerly)**
Valerie Malter, **Matarin Capital Management**
Seema Hingorani, **NYC Office of the Comptroller (formerly)**
Virginia Reynolds Parker, **Parker Global Strategies**
Katie Stitch, **W Capital Partners**
Susan Schoenfeld, **Wealth Legacy Advisors LLC**
Natasha Pearl, **Aston Pearl**
Michelle Clements, **Synergy Trust Company**
Eileen O'Connor, **Hemington Wealth Management**
Jackie VanderBrug, **Senior Vice President, U.S. Trust**
Julia Johnston-Ketterer, **Cogent Reports**
Michelle Smith, **Source Financial Advisors**

Fact: Women control $11.2 trillion, or 39% of the nation's investible assets as decision makers. But has the financial industry effectively responded to their needs? Apparently not, as 67% of women feel misunderstood by their financial advisors.*

*Source: Investment News, 8/18-22,2014

Learn how to better serve the varying facets of the female investor at this very special, ground-breaking event!

Featuring Keynote Addresses by

JENNIFER M. JOHNSON

Executive Vice President
Chief Operating Officer, **Franklin Resources, Inc.**

LINDA DESCANO

CFA, President & CEO of **Women & Co.** and Managing Director & Head of Content and Social at **Citi**

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Women control $11.2 trillion, or 39% of the nation's investible assets as decision makers. And two-thirds of high net worth women say they came into their relationships with as many or more assets than their partners.* But are you prepared to handle many of the special considerations your female clientele may need? Would you benefit from hearing directly from the top women in the investment management industry about their secrets and strategies to serving female clients?

Financial Research Associates, a women-owned conference company, is proud to announce **Women & Wealth**,℠ January 22-23, 2015 at the The Pierre Hotel in New York City.

You'll benefit from the insights of advisors who specialize in women's needs, and discover the very latest on:

- How to best advise women in transition, whether it be divorce, a death, a liquidity event, or other incident
- The data behind the opportunity: exactly how much investable assets do women control? What are their investment preferences? You'll get a crystal-ball view into the future of women and wealth
- How can advisors best deal with women breadwinners and their spouses?
- What are industry-leading women's opinions about career strategy, the "glass ceiling" and what to do when faced with career roadblocks?
- What are some of the leading investments in women-led companies and enterprises?
- Why have women-run alternative funds out-performed those managed by men? What should women investors know about women-run alternatives funds?
- The very latest in ESG, impact investing and microfinance from none other than leaders Amy Domini, Lily Scott and Amy Bell!
- Special needs of women of significant wealth: family offices, estate planning, taxes, and more!

PLUS: keynote addresses by Jennifer Johnson and Linda Descano! You won't want to miss them!

Did you know that women are projected to manage $22 trillion in personal wealth by 2020?** Don't let this opportunity pass you by—register today. Call 800-280-8440 or online at www.frallc.com.

Sincerely,

Lori Medlen, *President and CEO*
FINANCIAL RESEARCH ASSOCIATES, LLC

Erin Busch, *Senior Conference Director*
FINANCIAL RESEARCH ASSOCIATES, LLC

P.S. Inquire for opportunities to be an Educational Underwriter for this event and receive scholarships for your staff and clients, plus exposure for your firm! Contact Jennifer Clemence at 704-341-2438 or by email at JClemence@frallc.com

P.P.S. This event is open to women *and* men—anyone who wants to better serve women clients!

*Source: Investment News 8/18-22/14
**"Top Wirehouse Execs Call for Client Service Overhaul" FundFire, April 16, 2014

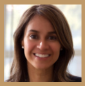
The Conference Organizer

Financial Research Associates provides the financial community with access to business information and networking opportunities. Offering highly targeted conferences, FRA is a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Please visit www.frallc.com for more information on upcoming events.

Financial Research Associates is primarily owned and managed by women. Our leadership team for this event includes:

Lori Medlen
President and CEO

Ellen Wofford
Chief Operating Officer



Laura Garza
Senior Vice President

Erin Busch
Senior Conference Director

Presenting Sponsor

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It's the #1 way to show your clients and prospects your commitment to women in the financial industry and women investors. As an Educational Underwriter you will experience exclusive benefits including multiple delegate passes for your team and prospects, branding opportunities at the conference, private networking events and more. Contact Jennifer Clemence on 704-341-2438 or via email jclemence@frallc.com

Educational Underwriter

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financial advisors

Source Financial Advisors is a distinctly independent firm offering experienced wealth management solutions and unique specialty financial practices that help clients prepare to meet every financial opportunity—and challenge.

As your trusted resource our job is to make sure that, whatever your goals, your financial plan reflects the potential to achieve them.

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FRANKLIN TEMPLETON INVESTMENTS

DAY ONE: Thursday, January 22, 2015

8:00–9:00 Registration & Continental Breakfast
9:00 – 9:30 Welcome and Chair's Opening Remarks

Chairperson: TBA, **Prudential Financial**

9:30 – 10:30 Research Report: What Does the Data Tell us About Women and Wealth? In What Ways are Women's Financial Needs NOT Being Met? What Does the Industry Need to Do to Attract More Women Advisors?

Data on women and wealth has been sporadic and sometimes misunderstood. Hear from leading minds about the real story behind women, finance, and what's ahead. What amount and types of investable assets do women control? What are special variances in the data that apply to women investors? This opening session will give you a solid grasp of women's current and future role in the investor universe.

Moderator:
TBA, **Prudential Financial**

Panelists:
Laura Varas, *Partner*
Hearts & Wallets

Sue Thompson, *Managing Director*
BlackRock

Christine Gaze, *President*
Purpose Consulting Group

10:30 – 10:45 Morning Break sponsored by source financial advisors

10:45 – 11:45 SPECIAL FOCUS GROUP:

Hear from the source! We'll explore the thoughts and attitudes of female consumers with investable assets. You might think you know about women investors, but prepared to be surprised!

11:45 - 12:15 Morning Keynote -

Topic TBD - Jennifer Johnson, *Executive Vice President & Chief Operating Officer*
Franklin Resources, Inc.

Jennifer Johnson is an executive vice president and chief operating officer for Franklin Resources, Inc. In this role, she oversees Global Transfer Agency operations, Investment Management Services, Global HR and Compensation and the company's banking subsidiaries. She has global responsibilities for software development and infrastructure/systems support. Ms. Johnson is an officer of Franklin Resources, Inc. and serves as a director of Fiduciary Trust Company International and several other subsidiaries of Franklin Resources, Inc. She joined the company in 1988.

In 2014, Ms. Johnson was one of ten executives named to Money Management Executive's inaugural list of "Top Women in Asset Management" and was chosen by her peers as one of Ignite's "Most Influential Women in Fund Management". Ms. Johnson received the 2012 Robert L. Gould Award presented by global investment management association NICSA, recognizing outstanding achievement in helping the mutual fund industry better serve investors through customer service, thought leadership and technology.

In 2010 and 2011, she was recognized by the San Francisco Business Times as one of the Most Influential Women in Bay Area Business. In 2002, she was named "E-commerce Executive of the Year" by mutual fund industry publication, Fund Action (now Fund Industry Intelligence).

Ms. Johnson earned a B.A. degree in economics from the University of California at Davis. She is a board member of Riva Financial Systems and Keynote Systems, Inc. She is also a trustee at Crystal Springs Uplands School and a board member of the BizWorld Foundation.

12:15 - 1:15 Networking Luncheon

1:15 – 2:00 Keynote Address – Powering Women's Financial Progress through Content and Conversation

Linda Descano, CFA, President & CEO of **Women & Co.** and Managing Director & Head of Content and Social at **Citi**

Linda is President and CEO of Women & Co., a service of Citi that brings women relevant financial content and thoughtful commentary. She also serves as Managing Director and Head of Content and Social at Citi, responsible for social media and content marketing efforts for the U.S. consumer businesses. A recognized expert on the topic of personal finance, Linda is a regular contributor to Women & Co., the author of Citi's Financial Fitness blog, a LinkedIn Influencer, and a contributor to GoBankingRates.com. Named to GoBankingRates.com's list of Most Popular Personal Finance Experts in 2013, her other recent honors include a 2013 Changing the Game Award from Advertising Women of New York (AWNY) and a 2012 Women of Excellence Award for Community Service from the National Association of Female Executives (NAFE).

2:00 – 3:00 Women in Transition: Divorce, Death, Wealth Transfers, and more!

Advising female clients can (and most likely *will*!) involve handling difficult transitions: divorce, a liquidity event, and many other potential scenarios. Hear how these advisors have crafted specific strategies to deal with these issues so that their clients' feel truly understood, leading to increased trust between advisor and client.

Moderator:
Michelle Smith, *Chief Executive Officer,*
Source Financial Advisors

Panelists:
Geri Eisenman Pell, *CEO & Private Wealth Advisor*
Pell Wealth Partners

Ivy H. Menchel, *Founder*
Family Wealth Planning Partners

Susan Bradley, *Founder*
Sudden Money Institute

Heather Locus, *Principal*
Balasa Dinverno Foltz

Jason Llewellyn, *Associate Vice President of Investments*
Raymond James & Associates

3:00 – 3:20 Afternoon Break

3:20 – 4:10 The Rise of Women Breadwinners and the Impact on the Financial Services Industry

Fully 48% of high-net-worth women are equal or primary breadwinners in their families*. What does this mean for the advisor? How can advisors best deal with issues of power and income between couples? What if one spouse is the decision-maker, yet the other brings in equal financial resources? Issues with women earning a significant amount of household income are relatively new, yet complex. Hear how these advisors have approached this thorny problem.

Heather Ettinger, *Managing Partner*
Fairport Asset Management, LLC

Eileen O'Connor, MBA, CFP®, *Managing Principal and Co-Founder*
Hemington Wealth Management

Laura Kogen, *Vice President, Practice Management & Consulting*
Fidelity Institutional Wealth Services

Julia Johnston-Ketterer, *Senior Director*
Cogent Reports

4:10 – 5:00 Retirement Strategies: Promoting Financial Security for Women

If a woman reaches age 65, her average life expectancy is 86!* As a group, women generally outlive men. How does this impact your asset allocation strategy in advising women? Not only that, but how does an advisor incorporate the "soft issues" (family concerns, spousal wishes, etc.) that have an impact on retirement? And, how does the lifestyle the client may wish to sustain affect your plans? Hear from advisors about handling the retirement conundrum—you're sure to pick up some helpful strategies!

Catherine Collinson, *President*
Transamerica Institute and Transamerica Center for Retirement Studies

Cindy Hounsell, *President*
Women's Institute for a Secure Retirement

TBA,
Prudential Financial

Kathy Henningsen, *Senior Financial Advisor*
Retirement Asset Management

Lisa DeSimone, *Senior Vice President, Head of Finance and Strategy – Retirement Plan Services (retired)*
Lincoln Financial Group

5:00-6:00 Cocktail Reception Sponsored by

DAY TWO: Friday, January 23, 2015

8:00-8:45 Continental Breakfast
8:45 – 9:00 Recap of Day One

Chairperson: TBA, **Prudential Financial**

9:00 –10:00 Lessons Learned While "Leaning In" – Women Leaders in Investment Management Speakout

These leading executives will discuss their careers in the financial industry: what would they have done differently? How are the opportunities for women in the industry now? Does "leaning in" really make good business sense? What can different stages in your financial career teach you—and what should you do if and when you hit a roadblock? What about the proverbial "glass ceiling"? Hear a stellar panel of experienced women leaders handle the tough questions.

Moderator:
To be Announced

Panelists
Deena B. Katz, Chairman, *Associate Professor*
Evensky & Katz/Texas Tech University

Carla Avila, *Head of Financial Institutions*
Baron Capital

TBA,
Prudential Financial

Karla Rabusch, *President*
Wells Fargo Advantage Funds

Mary Deatherage, *Managing Director*
Morgan Stanley Private Wealth Management

10:00 – 10:15 Morning Break

10:15 – 11:30 Gender-Lens Investing: Investment Opportunities that Promote Gender Diversity

77% of women say they want to invest in companies with diversity in leadership.* What opportunities are out there for doing so? We'll profile some leading funds that focus on gender-lens investing, show you how they pick their investments, and showcase their returns. Learn how to lead your clients to successful, diversified fund investing.

Moderator:
TBA, **Prudential Financial**

Panelists
Kathleen McQuiggan, *Managing Director*
Pax Ellevate Management

Luisamaria Ruiz Carlile, CFP, *Wealth Manager*
Veris Wealth Partners

Lynn Polakoff Baine, *Managing Director*
Golden Seeds

Eve Ellis, *Financial Advisor & Portfolio Manager*
Morgan Stanley

Jackie VanderBrug, *Senior Vice President*
U.S. Trust

11:30 - 12:30 Women and Alternatives: Do Women-Managed Funds Really Have Higher Returns? What are the Investment Opportunities for Women Exploring Alternatives? What about Career Opportunities in This Male-Dominated Space?

According to a study by Rothstein Kass*, women hedge fund managers outperformed their male rivals, on average, for the second year in a row (Reuters, 1/15/14). But overall, women run only a small fraction of the alternative investment industry. This panel of all-stars will explore why they think women-managed funds have out-performed, what are the career opportunities in the alternatives industry these days, and give advisors a glimpse into alternatives that might especially appeal to women

Moderator:
Meredith Jones, *Founder*
MJ Alternative Investment Research

*Now KPMG

Panelists:

Valerie Malter, *Co-Founder, CEO*
Matarin Capital Management

Seema Hingorani, *Chief Investment Officer*
NYC Office of the Comptroller (formerly)

Virginia Reynolds Parker, *Managing Member & Chief Investment Officer*
Parker Global Strategies

Katie Stitch, *Principal*
W Capital Partners

Catherine Wood, *Founder, CEO*
ARK Investment Management

12:30 – 1:30 Networking Luncheon

1:30 – 2:00 Day 2 Keynote Speaker and Topic TBA

Check our website for updates!

2:00 – 2:10 Coffee Break

2:10 – 3:10 Impact Investing, ESG and Microfinance: How Women are Blazing the Trail in These Investments and How Demand Continues to Grow with Female Investors

Hear from leading women ESG and microfinance specialists in this unique panel! Since 47% of women* believe that their investment decisions are a way to express social, political or environmental values, a thorough understanding of the options for "making good while doing good" is essential!

Amy Domini, *Founder*
Domini Social Investments

Lily Scott, *Vice President*
Morgan Stanley Wealth Management

Amy Bell, *Head of Principal Investments- Social Finance*
JPMorgan

*Source: Investment News, 8/18-22,2014

3:10 – 4:10 Special Considerations for Women of Significant Wealth

Advising women of significant wealth holds its own challenges. Is a family office an answer, or will it just add more complications? Estate planning, taxes, staff management and more are some of the issues to deal with. And what about philanthropy? Selecting a trustee? Hear from this experienced panel about these issues and more!

Susan R. Schoenfeld, *CEO*
Wealth Legacy Advisors LLC

Natasha Pearl, *CEO & Founder*
Aston Pearl

Michelle Clements, *President*
Synergy Trust Company

4:10 End of Summit

Media Partners

VENUE DETAILS

The Pierre Hotel
2 East 61st Street at Fifth Avenue
New York, NY 10065
212-838-8000

Room rate is $425/night expires December 31, 2014 make sure to mention the "Women & Wealth" conference when placing your hotel reservation to secure the negotiated group rate.

The Pierre has just re-opened following an impressive $100 million renovation. Possessing a fabled Central Park location and legendary history, The Pierre continues to set the standard for elegance and unrivaled hospitality. The Pierre stands today as a landmark hotel bestowing European grace and elegance - exactly what Charles Pierre had intended when he first created the hotel in the 1920s. Distinguished visitors from all over the world have wined and dined in the hotel's Grand Ballroom and Cotillion Room, among them Germany's Chancellor Helmut Kohl, French President Francois Mitterrand, Japanese Emperor Hirohito and Russia's President Boris Yeltsin. Even celebrities such as Mary Tyler Moore and Barbara Walters have held their wedding receptions at the hotel. And literary icons that have called The Pierre their refuge include Dashiell Hammett, Lilian Hellman, John Grisham, Stephen King, Tom Wolfe and Terrence McNally.

TEAM DISCOUNTS

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Kathie Eberhard at (704)341-2439 or keberhard@frallc.com.

REFUNDS AND CANCELLATIONS

For information regarding refund, complaint and/or program cancellation policies, please visit our website: www.frallc.com/thefineprint.aspx

We have applied for CFP and IMCA credits; check our website for updates

CPE CREDITS

Financial Research Associates, LLC 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 submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

The recommended CPE credit for this course is 12.5 credits in the following field(s) of study: Advisory Services

For more information, visit our website: www.frallc.com/thefineprint.aspx

Women & Wealth SM

Four Ways to Register

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*Source: Investment News, 8/18-22,2014

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