From the publishers of Private Wealth and Financial Advisor magazines
In partnership with Eaton Vance Investment Management , GenSpring Family Offices and State Street Wealth Advisors
With a special guest presentation from Exceptional Risk Advisors

The Functional Family Office

A special one-day event filled with the essential insights on how to build, run or collaborate with a family office

Directed by **Hannah Shaw Grove**, Author of *Inside the Family Office* and Executive Editor of *Private Wealth* magazine

LOS ANGELES, OCTOBER 13, 2009 | NEW YORK, NOVEMBER 19, 2009

Workshop Agenda

8:30-9AM **Continental Breakfast & Registration**

9-9:15AM **Welcome & Introductions**
David Smith, Publisher of *Private Wealth*

9:15-10:30AM **Behind the Gilded Door: Deconstructing the Family Office of Today**
Hannah Shaw Grove
The boom in multifamily offices signifies a change in the way wealthy clients want to manage their wealth and the way financial specialists are delivering their expertise and capabilities. Ms. Grove will share the results of new proprietary research from Prince & Associates, Inc. conducted with single-family and multifamily offices and discuss trends in products, services, fees, internal responsibilities, outsourcing, priorities and concerns.

10:30-11:15AM **Breaking the Silence: Helping Families Discuss Estate Planning Decisions**
David Bokman
An extraordinary amount of time, knowledge and experience goes into the design of an elegant, tax-efficient estate plan. Unfortunately, many plans are left unimplemented because clients are uncomfortable discussing their decisions with family members. Mr. Bokman will shed light on this phenomenon and the proven techniques for helping clients successfully meet these and other communication challenges.

11:15-11:30AM **Break**

11:30AM-12:15PM **Staying on Track: Partnering to Assess and Manage Risk**
Martin Sullivan
Today's business environment poses a wide range of risks, both for wealth management firms and their clients. State-of-the-art technology and the appropriate processes and procedures are needed to handle operational risk, keep data secure and stay abreast of regulatory and compliance requirements. Mr. Sullivan will discuss how to professionally assess your organization's internal capabilities and expertise, technology, and financial stability against industry standards to determine where and when an outsourcing partner can mitigate your exposures.

12:15-1:30PM **Perspectives from a Lloyds of London Underwriter**
Lunch w/Guest Speaker Ted Tafaro
Significant assets are frequently the result of unique skills, talents that must be properly protected in order to maintain and cultivate the generation of wealth. Insuring your working clients' greatest assets may be the difference between their long-term growth and security or the instant decimation of wealth due to an ill-timed injury, lawsuit or unexpected market shift. Mr. Tafaro will discuss the distinct risks facing entertainers and professional athletes and outline the key considerations for the owners of closely held businesses and C-Suite executives.

2:30-2:15PM **Active Investing: Exploiting Inefficiencies in Today's Muni Markets**
James H. Evans, CFA
Asset management is at the heart of every family office and municipal bonds have long played a significant role in the portfolios of wealthy investors. Despite the billions of dollars in these conservative vehicles, shareholders are feeling the pinch between stressed bond issuers and low yields. Mr. Evans will discuss his portfolio management approach to achieving superior returns with these high-quality investments in the wake of the global credit crisis.

2:15-3PM **Exceeding Expectations: Turning Knowledge into Long-Term, Profitable Clients**
Hannah Shaw Grove
It's no secret that the quality of your interactions with clients is what can make or break a relationship. In this final session, Ms. Grove will share the best practices of family offices, wealth managers and elite producers for cultivating ultra-affluent clients and growing business.

3-3:30PM **Open Forum for Q&As and Networking**

**For more information or to reserve your seat,
contact Steve Kimball at 732-450-8686 x12 or skimball@pw-mag.com.**