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GROWTH IN THE '40 ACT SPACE AT

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LIQUID ALTS

2015

*The Ultimate Resource for Launching, Promoting & Managing a
'40 Act Alternative Product*

APRIL 20-21, 2015
THE PRINCETON CLUB
NEW YORK, NY

THIS ONE-OF-A-KIND INDUSTRY EVENT OFFERS

- Up-to-the-minute topics and trends affecting the '40 Act alternative universe
- An expert speaking faculty
- Exceptional networking and collaborative opportunities
- Innovative thought leadership

HIGHLIGHTS INCLUDE:

- A roadmap to successfully utilizing liquid alt products in the retail and institutional markets
 - Valuable insights on where the liquid alts industry is headed – and where to find opportunities for growth
 - Prevailing views on asset allocations and liquid alts' role in the portfolio
 - Examination of the distribution landscape –wirehouses & wealth management platforms, RIAs, consultants, and more
- A discussion on the various product structures, asset classes and partnerships being utilized
- Exploring opportunities in the retirement space
- An update on regulations from FINRA and the SEC
- *And much more!*

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TO REGISTER: CALL 800-280-8440 OR VISIT US AT WWW.FRALLC.COM

Attend THE industry resource for the liquid alternatives universe!

The liquid alternatives space is growing by leaps and bounds. Many fund firms have launched new products and are eager to find an investor audience. Advisors, consultants, and investment platforms are hungry for more information on how to incorporate these products into the mainstream. **Liquid Alts 2015** provides fund firms and wealth managers with a roadmap to successfully utilize liquid alt products in the retail and institutional markets.

Our expert speaking faculty will answer all of your questions about how liquid alts are best utilized across the various market channels. We'll explore the distribution landscape, utilization trends, strategic product placement, the acute need for client education, risk management, regulatory and compliance considerations, and more.

HIGHLIGHTS INCLUDE:

- **For Advisors** – Learn how to help clients better understand these products and how they fit into the investment portfolio
- **For Wirehouse & Wealth Management platforms** – Learn about the various fund structures and products available to ensure you offer your clients the options they expect
- **For Consultants and Plan Sponsors** – Find out how these investments stack up - fees, risk, performance, strategies, and more!
- **For Fund Firms** – Get a roadmap to successfully launching, promoting, and managing your liquid alt product

This event provides a rare opportunity to network with peers, glean insights from established funds, distributors & gatekeepers, and come away with the tools you need to get your liquid alt funds off the ground!

Register today!

Call 800-280-8440 or register online at www.frallc.com.

Sincerely,

Christine Marez

Christine Marez, Conference Director
FINANCIAL RESEARCH ASSOCIATES, LLC

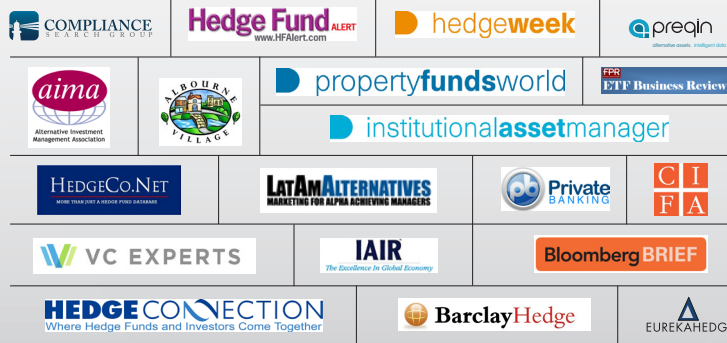
P.S. Save \$200 if you register by February 20!!!

THE CONFERENCE ORGANIZER



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IMPORTANT INFORMATION

Liquid Alts 2015

April 20-21, 2015

The Princeton Club

15 West 43rd Street, New York, NY 10036
(212) 596-1200

The Princeton Club, New York City

The Club offers you the best of everything—in the heart of everything. You'll find us at 15 West 43rd Street, between 5th and 6th Avenues, in New York City's iconic Midtown Manhattan district. Grand Central Station, the Empire State Building, the Theater District, and Central Park are all within easy strolls of our front door. And we're just 20 minutes from LaGuardia Airport and 30 minutes from John F. Kennedy International Airport.

If you require overnight accommodation for this conference, please contact any of the following nearby hotels to check their best available corporate rate over this time frame, or consult your local travel agent. Please note that FRA has not negotiated rates with any of these hotels.

Area Hotels:

InterContinental Times Square	212-803-4500
Westin Times Square	866-837-4183
Millennium Broadway Hotel	212-768-4400
Hotel Sofitel New York	212-354-8844

FEES AND PAYMENTS:

The fee for attendance at Liquid Alts 2015 is: \$1995

There is an **early bird discount** of \$200 off if registering before **February 20, 2015**

Please make checks payable to Financial Research Associates, and write code B958 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than **April 13, 2015**.

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 call Kathie Eberhard at 704-341-2439 or email keberhard@frallc.com

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This FRA conference may be eligible under section 28(e) of the Securities Exchange Act of 1934 for payment via soft dollars. For further information or a Soft Dollar Application form, please visit our website www.frallc.com/softdollars.aspx.

CANCELLATIONS:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$250.00 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$250.00 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company. Please Note: For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

TOP REASONS TO ATTEND

- Evaluate prevailing attitudes on liquid alternatives
- Compare the various fund structures being utilized, and why
- Find out what the SEC's top concerns are when it comes to liquid alts
- Explore the opportunities for growth in the institutional market
- Find out what wirehouse firms and wealth management platforms need to know about your fund before they add it to their line-up
- Discover which marketing strategies are effective in achieving the reach you want
- Hear RIAs discuss their attitudes on liquid alternatives
- Customize your educational materials to reach various distribution channels
- Hear established funds discuss the launching, promoting and managing of a '40 Act alternative product
- Find out how much of your portfolio should be allocated to liquid alts
- Network with a "Who's Who" of the industry!

WHO WILL ATTEND?

This program is designed for asset management professionals who want to explore opportunities and growth potential in the liquid alternative space. This includes the following:

- Hedge fund professionals
- Mutual fund professionals
- Registered investment advisors
- Fund distribution professionals
- Broker dealers
- Commodity trading advisors
- Investment advisors
- Fund administrators
- Compliance professionals
- Attorneys

OUR RENOWNED SPEAKING FACULTY

Roland Meerdter, **PROPINQUITY**
Mike Wood, **CHARLES SCHWAB & CO., INC.**
David Katz, **LARCH LANE**
Terry Gallagher, **UMB FUND SERVICES, INC.**
Adam Cohen, **AXA-EQUITABLE - FUNDS MANAGEMENT GROUP**
Richard R. Best, **FINRA ENFORCEMENT**
Jason Rosenberg, **ACA COMPLIANCE GROUP**
David Eisenberg, **MERCER**
John Culbertson, **CONTEXT ASSET MANAGEMENT**
John Lowry, **ML CAPITAL ASSET MANAGEMENT LIMITED**
Larry Restieri, **GOLDMAN SACHS ASSET MANAGEMENT (GSAM)**
Ryan Tagal, **ENVESTNET**
Erik Landsness, **BROADMARK ASSET MANAGEMENT LLC**
Larry Chiarello, **BPV CAPITAL MANAGEMENT**
Arthur J. Meizner, **H&H INVESTMENT ADVISORS**
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Justin Frankel, **RIVERPARK FUNDS**
Jon Sundt, **ALTEGRIS**
Thomas I. Florence, **361 CAPITAL**
Jeff Sica, **CIRCLE SQUARED ALTERNATIVE INVESTMENTS**
Thomas Kirchner, **QUAKER FUNDS**
Bob Enck, **EQUINOX FUNDS**
Mino Capossela, **CREDIT SUISSE ASSET MANAGEMENT**
Anne Popkin, **SYMPHONY ASSET MANAGEMENT**
Robert Worthington, **HATTERAS FUNDS**
Monique Miller, **WILSHIRE ASSOCIATES**
Matthew Andrulot, **HIGHTOWER ADVISORS**
Peggy McCaffrey, **COHEN FUND AUDIT SERVICES**
Alan R. Gedrich, **STRADLEY RONON STEVENS & YOUNG, LLP**
Thomas J. Darnowski III, **SCHRODER INVESTMENT MANAGEMENT NORTH AMERICA, INC.**
Kevin Guerette, **ULTIMUS FUND SOLUTIONS**
Richard H. Jenkins, **STONE TORO**
Howard Tai, **AITE GROUP**
Thomas N. Kirk, **SEC**
Tanya Ghaleb-Harter, **MERRILL LYNCH WEALTH MANAGEMENT**
Sanjay Yodh, **RCS CAPITAL**
Andrew Hoffmann, **PIMCO**
Anthony Zanolta, **K2 ADVISORS**
Brian Portnoy, **VIRTUS INVESTMENT PARTNERS**
Brian Jacobsen, **WELLS FARGO FUNDS MANAGEMENT**
Thomas Quinn, **SPOUTING ROCK FINANCIAL PARTNERS**

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event.

To learn more about sponsorship opportunities, please contact Menna Lloyd-White at [704-341-2440](tel:704-341-2440) or mlloydwhite@frallc.com

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We take pride in offering flexible, innovative solutions to meet our clients' specific needs. Clients benefit from our high-touch service, leading-edge technology, and the stability of a highly capitalized parent that's been around for 100 years. Learn more at umbfs.com.



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Ultimus sponsors the Ultimus Managers Trust, a series trust, which offers a smart solution for bringing mutual funds to market in an efficient and cost-effective manner under an established trust. It enables advisors to focus efforts on managing money and growing assets while Ultimus performs all of the fund administration functions.



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DAY ONE: MONDAY, APRIL 20, 2015

8:00 – 8:45 REGISTRATION, & CONTINENTAL BREAKFAST

8:45 – 9:00 CHAIR'S WELCOME

Chairperson:

Richard H. Jenkins, *Founder & CEO*, STONE TORO

EXECUTIVE ROUNDTABLE

9:00 – 10:00 STATE OF THE MARKET – DATA AND PERSPECTIVES ON THE LIQUID ALTERNATIVES UNIVERSE

- Evaluation of prevailing attitudes on liquid alternatives
- Adoption and utilization trends so far – what channels have been receptive, what channels are reluctant?
 - Connecting the dots – where are we seeing actual inflows?
- Let's look at the data
 - Prevailing strategies and vehicles being utilized
 - Inflows into each distribution channel
 - Fees & pricing
- Overall market trends that can affect liquid alts' adoption
 - CALPERs hedge fund divestment – good or bad for liquid alts?
 - Increased inclusion of alternatives in TDFs and retirement platforms

Roland Meerdter, *Managing Partner*, PROPINQUITY

Howard Tai, *Senior Analyst*, AITE GROUP

Chris Felstedt, *CAIA, Director*

BLACKROCK ALTERNATIVE STRATEGIES GROUP

10:00 – 11:00 EXAMINING '40 ACT ALTERNATIVE FUND STRUCTURES AND VEHICLES

- Comparing various fund structures – goals, pros & cons and examples
 - Multi-manger, multi-strategy funds
 - Multi-manger, single strategy funds
 - Single manager funds
- How do these structures differ from a liquid fund of funds?
- Sub-advising your strategy vs. going solo
- Using liquid alts in model portfolios/managed solutions

Moderator:

Mike Wood, *Managing Director, National Accounts*, CHARLES SCHWAB & CO., INC.

Panelists:

David Katz, *President & COO*, LARCH LANE

Terry Gallagher, *Executive Vice President*, UMB FUND SERVICES, INC.

Adam Cohen, *CFA, Director - Portfolio Manager*

AXA-EQUITABLE - FUNDS MANAGEMENT GROUP

11:00 – 11:15 BREAK sponsored by Fund Services

11:15 – 12:15 LIQUID ALTS REGULATORY UPDATE – WHAT'S ON THE REGULATORS' RADAR?

- What are the SEC and FINRA's top concerns when it comes to liquid alts?
- How are the SEC and FINRA regulating any alternative strategies that are not clearly defined in the '40 Act?
- What are FINRA's guidelines and expectations for liquid alts?
 - Suitability
 - Sustainability
 - Marketing
 - Due diligence
 - Supervision

Moderator:

Jason Rosenberg, *Senior Principal Consultant*, ACA COMPLIANCE GROUP

Alan R. Gedrich, *Partner*, STRADLEY RONON STEVENS & YOUNG, LLP

Thomas N. Kirk, *Assistant Regional Director*, SEC

Richard R. Best, *Chief Counsel*, FINRA ENFORCEMENT

12:15 – 1:15 NETWORKING LUNCHEON

1:15 – 2:00 EVALUATING THE INSTITUTIONAL APPETITE FOR LIQUID ALTS

- What is the incentive for institutional investors to choose a liquid alternative?
 - Fees?
 - Liquidity?
- What institutional channels are liquid alts best suited for?
- Where are we seeing the warmest reception for these funds?
- How are liquid alts being used in retirement and defined contribution plans?
- What does it take to get on the consultant's radar?

David Eisenberg, *CFA, Partner, U.S. Segment Leader, Wealth Management* MERCER

John Culbertson, *Chief Investment Officer*, CONTEXT ASSET MANAGEMENT

John Lowry, *Investment Director*

ML CAPITAL ASSET MANAGEMENT LIMITED

2:00 – 2:15 NETWORKING BREAK sponsored by

GATEKEEPER PANEL

2:15 – 3:15 GETTING YOUR FUND ONTO THE WIRE HOUSE & WEALTH MANAGEMENT PLATFORMS

- What do wirehouse firms and wealth management platforms need to know about your fund before they add it to their line-up?
- Getting in front of the right people
- Marketing tools, value-add offerings, and other additional materials that can help differentiate your offering
- Special considerations for getting on the private bank wealth management platforms
 - What the central platform/home office due diligence team is looking out for

Larry Restieri, *Head of Alternative Sales, Global Third Party Distribution* GOLDMAN SACHS ASSET MANAGEMENT (GSAM)

Ryan Tagal, *Vice President, Product Group / Associate Portfolio Manager* ENVESTNET

Kevin Guerette, *Director of Distribution Strategies* ULTIMUS FUND SOLUTIONS

3:15 – 4:00 TACKLING THE CHALLENGE OF BENCHMARKING & PERFORMANCE MEASUREMENT

- How are '40 Act alts being evaluated?
- Understanding which benchmarks to use
- Establishing peer set benchmarks

Moderator:

Tanya Ghaleb-Harter, *Director*, MERRILL LYNCH WEALTH MANAGEMENT

Erik Landsness, *Vice President*, BROADMARK ASSET MANAGEMENT LLC

Monique Miller, *Managing Director*, WILSHIRE ASSOCIATES

Josh Charlson, *CFA, Director of Manager Research, Alternative Strategies* MORNINGSTAR

4:00 – 5:00 LAUNCHING AN EFFECTIVE MARKETING & SALES CAMPAIGN FOR YOUR '40 ACT ALTERNATIVE FUND

- Meeting '40 Act marketing rules and regulations
- Effective marketing strategies that can achieve the reach you want
 - Best practices for roadshows and trade shows
 - Tips for conveying your fund's strategy
 - Hiring a third-party marketer
 - Utilizing social & digital media to strengthen your marketing message
- How much of the sales & marketing duties are expected from each partner in a sub-advisory situation?
- Establishing a compliant and effective sales strategy
- Defining the role of the product specialist

Larry Chiarello, *Managing Director*, SKYVIEW INVESTMENT ADVISORS LLC

Bob Enck, *President & CEO*, EQUINOX FUNDS

5:00 END OF DAY ONE

Cocktail Reception Immediately Following

Contact Menna Lloyd-White for more information at mlloydwhite@frallc.com or call 704-341-2440 about our sponsorship opportunities



DAY TWO: TUESDAY, APRIL 21, 2015

8:00 – 8:45 CONTINENTAL BREAKFAST

8:45 – 9:00 CHAIR'S WELCOME AND RE-CAP OF DAY ONE

Chairperson:

Richard H. Jenkins, *Founder & CEO, STONE TORO*

PANEL DISCUSSION

9:00 – 10:00 CONVERSATIONS WITH RIAS-RIAS DISCUSS THEIR POSITION ON LIQUID ALTERNATIVES INCLUDING:

- Why they would or wouldn't recommend a liquid alternative to their clients
- What they want to see on your fund's performance record
- How they want to be approached by your sales team
- What they want to get from meeting with your PM
- Useful educational and value-add tools

Moderator:

Thomas J. Darnowski III, CFA, *Head of Product Development*
SCHRODER INVESTMENT MANAGEMENT NORTH AMERICA, INC.

Panelists:

Arthur J. Meizner, CFA, CAIA, CFP®, AIF®, *Director, Investment Consulting Services*
H&H INVESTMENT ADVISORS

Jennifer Suden, CAIA, *Alternative Investments Associate, RAYMOND JAMES*

Matthew Andrulot, *Director of Asset Strategy, HIGHTOWER ADVISORS*

10:00 – 11:00 BRIDGING THE KNOWLEDGE GAP – THE NEED FOR INCREASED ADVISOR & INVESTOR EDUCATION

- Educating advisors on how to convey liquid alternatives to the end investor
- Devising an educational strategy that can reach both the advisor and the investor
- Educational materials that target various investor segments
 - High-net-worth clients
 - Mass affluent
 - Defined contribution plan participants
- Customizing your educational materials to reach various distribution channels
 - RIAs
 - Wealth management platforms
 - Institutional
 - Family Office

Moderator:

Jon Sundt, *President and CEO, ALTEGRIS*

Justin Frankel, *Portfolio Manager - RiverPark Structural Alpha Fund*
RIVERPARK FUNDS

Kirk C. Strawn, CFA, CIMA, *National Director of Intermediary Sales, ALTEGRIS*

Jeff Sica, *Chief Executive Officer/Chief Investment Officer*
CIRCLE SQUARED ALTERNATIVE INVESTMENTS

Andrew Hoffmann, *Alternative Investments Strategist, PIMCO*

11:00 – 11:15 BREAK sponsored by

ROUNDTABLE DISCUSSION

11:15 – 12:15 ESTABLISHED FUNDS EXPLORE KEYS TO SUCCESS

Established liquid alternative funds share their experiences launching, promoting and managing a '40 Act alternative product. Topics discussed include:

- Set-up
- Partnership strategies
- Distribution
- Outsourcing vs. in-house services
- Lessons learned

Thomas Kirchner, *Portfolio Manager, QUAKER FUNDS*

Anthony Zanolta, *Institutional Portfolio Manager, K2 ADVISORS*

Thomas I. Florence, *Chief Executive Officer, 361 CAPITAL*

12:15 – 1:15 NETWORKING LUNCHEON

1:15 – 2:15 ASSESSING RISK & PERFORMING DUE DILIGENCE FOR '40 ACT ALTERNATIVE FUNDS

- Risk mitigation practices and downside risk protection
- Assessing sources of liquidity risk
 - Alternative strategies that are best suited to perform well in a liquid form
- Increased focus on operational due diligence and qualitative assessments

Robert Worthington, *President, HATTERAS FUNDS*

Brian Portnoy, Ph.D., CFA, *Vice President, Director of Investment Education,*
VIRTUS INVESTMENT PARTNERS

Peggy McCaffrey, CPA, *Partner, COHEN FUND AUDIT SERVICES*

2:15 – 3:00 PORTFOLIO RE-CONSTRUCTION – ESTABLISHING AN ASSET ALLOCATION STRATEGY THAT INCLUDES LIQUID ALTERNATIVES

- What asset classes will the investor be letting go of to add liquid alts?
 - Bonds?
 - Equities?
 - Why?
- How much of the portfolio should be allocated to liquid alts?
- Helping advisors and wealth managers set realistic expectations for performance within the portfolio

Moderator:

Brian Jacobsen, *Chief Portfolio Strategist, WELLS FARGO FUNDS MANAGEMENT*

Mino Capossela, *Managing Director, Head of Liquid Alternative Investments*
CREDIT SUISSE ASSET MANAGEMENT

Anne Popkin, *President, SYMPHONY ASSET MANAGEMENT*

Thomas Quinn, *Chief Investment Officer*
SPOUTING ROCK FINANCIAL PARTNERS

3:00 CONFERENCE ADJOURNS

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The recommended CPE credit for this course is **13.5 credits** in the following field(s) of study: **Finance**

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

LIQUID ALTS 2015



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Conference Code: B958

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