agenda as of September 17, 2009

BARRON'S WINNER'S CIRCLE
Top Advisors Summit

JW Marriott Orlando
4040 Central Florida Parkway
Orlando, Florida 32837
800 576 5750

Wednesday, September 23, 2009

1:00–8:00 pm *Mediterranean Prefunction*
Check In & Registration

5:00–6:30 pm *Mediterranean Prefunction*
Cocktail Reception

6:30–9:00 pm *Coquina Ballroom*
Opening Night Dinner *Sponsored by Van Kampen*

Speakers:
Ed Finn, President & Editor, *Barron's*

Guest of Honor:
Sallie Krawcheck, President of Global Wealth & Investment Management, Bank of America-Merrill Lynch**

9:00–10:00 pm *Citrus Garden*
Top 100 Awards Reception — Top 100 Advisors only
Sponsored by iShares

Thursday, September 24

7:00 am–6:00 pm *Mediterranean Prefunction*
Registration/Information Desk Open

7:00–7:45 am *Mediterranean Prefunction*
Breakfast

7:45-9:20 am *Coquina Ballroom*
General Session

Welcome: Ed Finn, President & Editor, *Barron's*

Guest of Honor:
Kenneth Brody, Co-Founder, Taconic Capital Advisors, L.P.*

Panel Discussion:
Hitting the Reset Button on Your Business:
Veterans Approach the New Reality
Marvin McIntyre, Morgan Stanley Smith Barney
Raj Sharma, Merrill Lynch
Gregory Vaughan, Morgan Stanley Private Wealth Management

9:20-9:35 am *Mediterranean Prefunction*
Break

9:35-10:25 am
Workshops with the Winners

Workshop 1 *Salon 5*
*Facing New Client Concerns: Taxation, Inflation & the Dollar***
Thomas Lips, UBS Financial Services Inc.
Drew Zager, Morgan Stanley Private Wealth Management

Workshop 2 *Salon 6*
Reaching Out to Your Centers of Influence
& Branding Your Business
Randy Beeman, Robert W. Baird & Co.
Ron Carson, Carson Wealth Management Group

Workshop 3 *Coquina North*
Developing Alliances with Other Advisors
*to Better Serve Your Clients***
Louis Chiavacci, Merrill Lynch
Rod Westmoreland, Merrill Lynch

Workshop 4 *Coquina South*
Setting Yourself Apart from the Pack:
How Two Top Advisors Got to Where They Are
Jeff Erdmann, Merrill Lynch
Nan Salley, U.S. Trust, Bank of America Private Wealth Management

10:25-10:50 am *Mediterranean Prefunction*
Break

10:50-11:40 am
Roundtable Discussions *See Details on page 30*

11:40 am–1:30 pm *Coquina Ballroom*
Lunch *Sponsored by Invesco AIM*

Guest of Honor:
James Gorman, Co-President, Morgan Stanley & Chairman, Morgan Stanley Smith Barney**

Speaker:
David Darst, CFA, Managing Director and Chief Investment Strategist, Morgan Stanley Smith Barney**

1:30–1:55 pm *Mediterranean Prefunction*
Break

1:55-2:45 pm
Roundtable Discussions *See Details on page 30*

2:45–3:00 pm *Mediterranean Prefunction*
Break

3:00–3:50 pm
Workshops with the Winners

Workshop 1 *Salon 5*
*Alternatives: Rhetoric and Reality***
Patrick Dwyer, Merrill Lynch
Brian Pfeifler, Morgan Stanley Private Wealth Management

Panelists have been asked not to mention any particular managers, mutual funds or other specific investment products.

Workshop 2 — *Salon 6*
Leveraging Philanthropy & Charitable Giving to Grow Your Business
Ronald Hart, Morgan Stanley Smith Barney
Richard Jones, Merrill Lynch

Workshop 3 — *Coquina North*
*Retaining Your Clients in a Volatile Market***
Joseph Evelo, Merrill Lynch
Joshua Gully, Morgan Stanley Private Wealth Management
Steven Hefter, Wells Fargo Advisors

Workshop 4 — *Coquina South*
*Re-Assessing Client Risk Tolerance***
Robert Dixon, Morgan Stanley Private Wealth Management
Raj Sharma, Merrill Lynch

3:50–4:05 pm — *Mediterranean Prefunction*
Break

4:05–5:00 pm — *Coquina Ballroom*
General Session

Guest of Honor:
Daniel Ludeman, President & CEO, Wells Fargo Advisors**

One Advisor's Odyssey
Christopher Aitken, Merrill Lynch

5:00–6:00 pm — *Mediterranean Prefunction*
Cocktail Reception

Friday, September 25

7:00 am–12:00 pm — *Mediterranean Prefunction*
Registration/Information Desk Open

7:00–8:00 am — *Mediterranean Prefunction*
Breakfast

8:00–8:30 am — *Coquina Ballroom*
General Session

Guest of Honor:
Marten Hoekstra, CEO Wealth Management Americas, UBS Financial Services Inc.*

8:30–8:45 am — *Mediterranean Prefunction*
Break

8:45–9:35 am
Workshops with the Winners

Workshop 1 — *Salon 5*
Switching Gears From Defense to Offense: Taking Advantage of an Opportunity of a Lifetime
Troy Griepp, Morgan Stanley Private Wealth Management
Martin Halbfinger, UBS Financial Services Inc.
John Waldron, Waldron Wealth Management

Workshop 2 — *Salon 6*
Two Top Institutional Consultants Share Secrets of Success
Raj Bhatia, Merrill Lynch
Wm. Craig Dobbs, Morgan Stanley Smith Barney

Workshop 3 — *Coquina North*
Balance Versus Burnout: Strategies for Surviving a Lifetime of Fire
Brian Hetherington, Merrill Lynch
Scott Magnesen, Morgan Stanley Smith Barney

Workshop 4 — *Coquina South*
*America's Top ETF Advisors***
John Barrett, Merrill Lynch
Jonathan Harris, Morgan Stanley Private Wealth Management
Ira Walker, UBS Financial Services Inc.

9:35–9:50 am — *Mediterranean Prefunction*
Break

9:50–10:40 am
Workshops with the Winners

Workshop 1 — *Salon 5*
*Running Your Business in a Fiduciary World***
John Rafal, Essex Financial Services, Inc.

Workshop 2 — *Salon 6*
New Approaches to Team Structure
Jay Canell, Morgan Stanley Smith Barney
Neil Canell, Morgan Stanley Smith Barney
Reza Zafari, Merrill Lynch

Workshop 3 — *Coquina North*
Asset Gathering: Fastest-Growing FAs Share Their Secrets
William Greco, UBS Financial Services Inc.
Scott Wilson, Morgan Stanley Smith Barney

10:40–10:55 am — *Mediterranean Prefunction*
Break

10:55–11:45 am — *Coquina Ballroom*
General Session

Panel Discussion:
*Two Top Advisors Discuss Asset Allocation, Is MPT Dead or Merely Less Relevant?***
Ron Hughes, Merrill Lynch
Joe Montgomery, Wells Fargo Advisors

Closing Remarks
Ed Finn, President & Editor, *Barron's*

Attendees of the Barron's Winner's Circle conference can apply for 13 CE CFP and 11 Non-IMCA Credits. See registration Desk for details.

** CFP .5 Credit Applicable*
*** CFP 1 Credit Applicable*

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roundtables as of September 17, 2009

BARRON'S WINNER'S CIRCLE
Top Advisors Summit

Below are offerings of informal discussion groups led by our Top 100 Financial Advisors on a variety of topics affecting you and your business today. Please review the list and then pre-register for two (2) discussion groups that you plan to attend. One session will be conducted at 10:50 am and the second round will meet right after lunch at 1:55 pm. Space will be limited to 12 participants per group. We are asking all attendees to pre-register to insure that the groups remain small and conducive to meaningful discussion among participants.

Thursday, September 24

10:50–11:40 am | repeats at 1:55–2:45 pm

Roundtable Discussions:

Alternatives
Louis Chiavacci, Merrill Lynch — *Palazzo D*
Brian Pfeifler, Morgan Stanley Private Wealth Management
Michael Sawyer, Morgan Stanley Smith Barney
Scott Wilson, Morgan Stanley Smith Barney

Business Development Ideas
Richard Jones, Merrill Lynch — *Amarante 2*
Kevin Myeroff, NCA Financial Planners
Gregory Vaughan, Morgan Stanley Private Wealth Management

Client Stress Tests
Thomas Buck, Merrill Lynch — *Palazzo F*
Chris Cooke, Wells Fargo Advisors
Rod Westmoreland, Merrill Lynch

Corporate Services
Roger Coleman, Morgan Stanley Smith Barney — *Palazzo G*
William Greco, UBS Financial Services Inc.
Ronald Hart, Morgan Stanley Smith Barney

Facing Industry Challenges
John Barrett, Merrill Lynch — *Segura 3 & 4*
Saly Glassman, Merrill Lynch
John Olson, Merrill Lynch

Foundations & Trusts
Michael Klein, Robert W. Baird & Co. — *Marbella 4*
Nan Salley, U.S. Trust, Bank of America Private Wealth Management

Managing High Net Worth Accounts
David Higgins, Merrill Lynch — *Palazzo E*
Patrick McBrien, Deutsche Bank Alex. Brown
Brian Strachan, Morgan Stanley Smith Barney
Bruce Trietman, Deutsche Bank Alex. Brown
Scott Zelnick, Deutsche Bank Alex. Brown

Marketing
Andrew Burish, UBS Financial Services Inc. — *Amarante 1*
James Hulburd, Merrill Lynch
Scott Magnesen, Morgan Stanley Smith Barney

New Investment Themes
Raj Bhatia, Merrill Lynch — *Marbella 1 & 2*
Joseph Evelo, Merrill Lynch
Lyon Polk, Morgan Stanley Private Wealth Management
Drew Zager, Morgan Stanley Private Wealth Management

Non Modeled Portfolio Management
Alan Whitman, Morgan Stanley Smith Barney — *Segura 5*

Portfolio Managers
Richard Petit, Morgan Stanley Private Wealth Management — *Segura 5*

Retirement Planning & 401(K)
John Rafal, Essex Financial Services, Inc. — *Segura 1*

Teams
William Corbellini, Merrill Lynch — *Mediterranean 3*
Patrick Dwyer, Merrill Lynch

Transitioning from Practice to Business
Randy Beeman, Robert W. Baird & Co. — *Segura 2*
Joe Montgomery, Wells Fargo Advisors

Transitioning a Team Business and Creating a Legacy
Thomas Lips, UBS Financial Services Inc. — *La Serena Boardroom*

Work-Life Balance
Stephen Drake, U.S. Trust, Bank of America Private Wealth Management — *Palazzo H*
James Hansberger, Morgan Stanley Smith Barney

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