

agenda

Wednesday, November 28, 2007

1:00–9:00 pm *Conference Lobby*
Registration/Information Desk Open

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

6:30–9:00 pm *Venetian Ballroom*
Opening Night Dinner *Sponsored by AIM Investments*

Speakers:

Ed Finn, President & Editor, Barron's & Smart Money
R.J. Shook, Founder & President, The Winner's Circle

Guest of Honor:

James P. Gorman, President and Chief Operating Officer,
Morgan Stanley, Global Wealth Management Group
& Winner's Circle Advisory Board Member

9:00–10:00 pm *Gold Room*
Top 100 Awards & Champagne Reception — **Top 100 FAs only**
Sponsored by Barclays Global Investors

Thursday, November 29

7:00 am–6:00 pm *Conference Lobby*
Registration/Information Desk Open

7:00–8:00 am *Mediterranean Ballroom*
Breakfast *Sponsored by Van Kampen Investments*

7:30–9:45 am *Venetian Ballroom*
General Session

Welcome: Ed Finn, R.J. Shook

Guest of Honor:

Charlie Johnston, CEO, Smith Barney &
Winner's Circle Advisory Board Member

General Session 1:

Reaching the top. two very different paths to success

Rebecca Rothstein, Smith Barney (#1)
Saly Glassman, Merrill Lynch (#2)

9:30–9:45 am *Mediterranean Ballroom*
Break

9:45–10:35 am
Workshops with the Winners

Workshop 1: *Gold Room*

Taking care of your business and yourself

Saly Glassman, Merrill Lynch
Lori Whitney, Smith Barney

Workshop 2: *Ponce de Leon 3*

Marketing to women in financial transition

Debbie Johnston, RBC Dain Rauscher
Cinda Collins, RBC Dain Rauscher
Patricia Cutilletta, Smith Barney

Workshop 3: *Ponce de Leon 4*

Building a world-class service model

Sharon Oberlander, Merrill Lynch
Pat Brennan, Royal Alliance

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Workshop 4: *Ponce de Leon 5*
Incorporating alternatives into clients' portfolios – where are the opportunities?

Lori Van Dusen, Smith Barney
Nadine Wong, Morgan Stanley

10:35–10:50 am *Mediterranean Ballroom*
Break

10:50–11:40 am
Workshops with the Winners

Workshop 1: *Gold Room*
Leveraging your firm's corporate and investment-banking capabilities

Rebecca Rothstein, Smith Barney
Lorna Meyer, Merrill Lynch
Deborah Montaperto, Citibank

Workshop 2: *Ponce de Leon 3*
The right business model – does growing mean getting smaller or getting bigger?

Kay Shirley, Financial Development Systems (3,500 households)
Kimberley Hatchett, Morgan Stanley (70 households)

Workshop 3: *Ponce de Leon 4*
Building a brand and marketing your practice

Emily Bach, Morgan Stanley
Carrie Coghill Kuntz, D. B Root & Co.

Workshop 4: *Ponce de Leon 5*
Building an organized, efficient, and profitable practice

Meg Green, Royal Alliance
Lee Corey, Morgan Stanley
Barbara Hudock, Hudock Moyer Wealth Management
Kathleen Weber, Smith Barney

11:40 am–12:55 pm *Venetian Ballroom*
Luncheon *Sponsored by The Hartford*

Guest of Honor:

Paula Polito, Merrill Lynch Senior Vice President,
Global Wealth Management

12:55–1:10 pm *Mediterranean Ballroom*
Break

1:10–2:00 pm
Workshops with the Winners

Workshop 1: *Gold Room*
Being successful in a male dominated world.

Teri Conklin, UBS Financial Services
Lori Van Dusen, Smith Barney

Workshop 2: *Ponce de Leon 3*
Our greatest business opportunities.

Mark Curtis, Smith Barney (#1 on Top-100 list)
Emily Bach, Morgan Stanley

Workshop 3: *Ponce de Leon 4*
Developing your team: compensation issues, team structure & career path.

Judith McGee, Raymond James
Stacy Grant, Merrill Lynch
Lisa Keverian-Press, Robert W. Baird & Co.
Sheryl Stephens, Raymond James

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Workshop 4: *Ponce de Leon 5*

Living with change: Living through adversity within your life and your clients' lives.

Eileen Devries, Merrill Lynch
Cinda Collins, RBC Dain Rauscher

2:00–2:15 pm *Mediterranean Ballroom*
Break**2:15–3:05 pm**
*Workshops with the Winners***Workshop 1:** *Gold Room*

Teams - Building a business and life balance

Lisa Petrie, UBS Financial Services
Kathleen Malone, Wachovia Securities
Lisa Creagan, Dir. of Women's Network /
Regional Manager, UBS Financial Services
Lisa Chapman, UBS Financial Services

Workshop 2: *Ponce de Leon 3*

Target Marketing - find the right niche

Jennifer Kraus, Smith Barney
Kim Ciccarelli Kantor, Ciccarelli Advisory Services
Dodee Crockett, Merrill Lynch

Workshop 3: *Ponce de Leon 4*

Client Segmentation Strategies that work and mistakes made along the way

Christina Benson Boyd, Merrill Lynch
Carrie Coghill Kuntz, D.B. Root & Co. / Commonwealth
Lori Ace Facinelli, Morgan Stanley

Workshop 4: *Ponce de Leon 5*

Creating a world-class client experience

Mary Deatherage, Smith Barney
Sharon Sager, UBS Financial Services

3:05–3:20 pm *Mediterranean Ballroom*
Break**3:20–4:40 pm** *Venetian Ballroom***General Session**

Guest of Honor:

Danny Ludeman, CEO, Wachovia Securities &
Winner's Circle Advisory Board Member

Speakers:

Top Strategist Roundtable

David Darst, Chief Investment Strategist, Morgan Stanley
Rod Smyth, Chief Investment Strategist, Wachovia Securities

4:40–5:30 pm *Mediterranean Ballroom*
Cocktail Reception *Sponsored by Legg Mason*

Friday, November 30

7:00 am–12:00 pm *Conference Lobby*
Registration/Information Desk Open**7:00–8:00 am** *Mediterranean Ballroom*
Breakfast

Friday, November 30

7:45–8:30 am *Venetian Ballroom***General Session**

Welcome: Ed Finn, R.J. Shook

Guest of Honor:

Marten Hoekstra, Head of Wealth Management US,
UBS Financial Services

8:20–9:10 am
*Workshops with the Winners***Workshop 1:** *Gold Room*

Incorporating Philanthropy as a service to your clients.

Pat Lunka, JP Morgan
Nan Salley, Family Wealth Advisors

Workshop 2: *Ponce de Leon 3*

Building a winning business plan... approaches for implementation.

Nicole Primack Andres, Credit Suisse
Margaret Starner, Raymond James

Workshop 3: *Ponce de Leon 4*

Building a multi-generational team.

Patricia Bell, Merrill Lynch
Patsy Nodilo, UBS Financial Services
Sheila Keator, Keator Group

9:10–9:25 am *Mediterranean Ballroom*
Break**9:25–10:05 am**
*Workshops with the Winners***Workshop 1:** *Gold Room*

Client education and training, building a client university, molding the perfect client, and more.

Diane Doolin, Smith Barney
Deann Griebel, Wachovia
Kathleen Weber, Smith Barney

Workshop 2: *Ponce de Leon 3*

Teaming up for success – a unique way to build a synergistic team.

Linda Stirling, RBC Dain Rauscher

Workshop 3: *Ponce de Leon 4*

Finding the right partner and building a world class team

Nancy Cooley, Falisha Mamdani, Smith Barney

10:05–10:20 am *Mediterranean Ballroom*
Break**10:20–11:40 am** *Venetian Ballroom*
General Session

Guest of Honor:

Mary Callahan Erdoes, CEO, JPMorgan Private Bank Global

General Session 2

Four women who have recently doubled their business

Ami Forte, Morgan Stanley
Lorna Meyer, Merrill Lynch
Jennifer Kraus, Smith Barney
Susan Kaplan, LPL Financial

Closing Remarks

Ed Finn, R.J. Shook