



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 & SmartMoney
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*

7:30–9:30 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 of success

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

General Session 2:

Taking your business to higher levels by focusing on high-net-worth clients

Jeff Erdmann, Merrill Lynch (Top 100 FA)

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

Thursday, November 29

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

Deborah Johnston, RBC Dain Rauscher
Cinda Collins, RBC Dain Rauscher
Brenda Blisk, Spire Investment Partners LLC
Patricia Cutilletta, Smith Barney

Workshop 3:

Ponce de Leon 4

Building a world-class service model

Sharon Oberlander, Merrill Lynch
Patti Brennan, Royal Alliance

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 & investment-banking capabilities

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

Workshop 2:

Ponce de Leon 3

The right business model – does growing mean getting smaller or getting bigger?

Kay Shirley, Financial Development Systems (2,500 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.
Barbara Hudock, Hudock Moyer Wealth Management

Workshop 4:

Ponce de Leon 5

Building an organized, efficient, and profitable practice

Meg Green, Royal Alliance
Lee Corey, Morgan Stanley
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

Thursday, November 29

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 and Sheryl Stephens, Raymond James Financial Services
Stacy Grant, Merrill Lynch
Lisa Keverian-Press, Robert W. Baird & Co.**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 and
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 Frost 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.
Lori Ace Facinelli, Morgan Stanley**Workshop 4:** Ponce de Leon 5*Building a winning business plan... approaches for implementation*Nicole Primack-Andres, Credit Suisse
Margaret Starner, Raymond James 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

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

Friday, November 30

7:00–8:00 am Mediterranean Ballroom
Breakfast**7:45–8:20 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:** Ponce de Leon 5*Incorporating philanthropy as a service to your clients*Pat Lunka, JPMorgan
Nan Salley, U.S. Trust Bank of America Private Wealth Management**Workshop 2:** Ponce de Leon 3*Creating a world-class client experience*Mary Deatherage, Smith Barney
Sharon Sager, UBS Financial Services
Brenda Blisk, Spire Investments Partner LLC**Workshop 3:** Ponce de Leon 4*Building a multi-generational practice.*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:** Ponce de Leon 5*Client education and training, building a client university,
molding the perfect client, and more*Diane Doolin, Smith Barney
Deeann Griebel, Wachovia Securities
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, Smith Barney
Cynthia Hewitt, Merrill Lynch
Camilla Neri, Retirement Capital Strategies**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
and Winner's Circle Advisory Board Member**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

*Attendees of The Barron's/Winner's Circle conference can apply for
10 hours non-IMCA credits. Please see registration desk for details.*