

Fi360 Conference Agenda

May 5–7, 2010 | JW Marriott Grande Lakes | Orlando, FL

Industry experts and influencers, forward thinking fiduciary-focused topics, and networking opportunities with progressive, dedicated professionals leading the way in fiduciary best practices delivers a conference experience you can't find anywhere else!

Conference Highlights:

The fi360 Conference provides you with an educational and networking experience unlike any other in the industry.

At the 2010 fi360 Conference you can look forward to:

- 35 unique fiduciary-focused sessions featuring 43 individual speakers covering a broad range of topics that is sure to have something for everyone
- Fulfillment of continuing education requirements for the AIF®/AIFA® designations and credit hours toward other industry credentials
- Networking opportunities with investment advisors, broker/dealers, financial planners, accountants, attorneys, and other industry professionals at the forefront of fiduciary excellence
- Pre-conference Training and Tools events
- Special fi360 product & services discounts only available to conference attendees

Conference Overview:

Pre-Conference:

In addition to the conference, fi360 is hosting pre-Conference Training and Tools activities on Tuesday, May 4 and Wednesday, May 5. To learn more about the Accredited Investment Fiduciary® (AIF) Capstone program and Toolkit Workshops, visit our [Website](#).

Wednesday, May 5:

The fi360 staff will be there to greet you during registration from 12:00 – 4:30 p.m. Then join us at the Welcome Reception from 5:00 – 6:00 p.m. for cocktails and light hors d'oeuvres.

Thursday, May 6:

The conference will begin with a Welcome and state of the industry address from fi360 leadership at 8:00 a.m., followed by an address from former U.S. Treasury Secretary Paul O'Neill. The rest of the day provides the opportunity to choose from SIXTEEN break-out sessions. The day will end with a networking cocktail reception from 5:30 – 7:00 p.m., which will leave you plenty of time to explore the city and enjoy a relaxing dinner with friends and colleagues.

Friday, May 7:

Friday's events will be very similar to Thursday, beginning with a general session from Mercer Bullard and another SIXTEEN break-out sessions to choose from. The last session will wrap-up at 4:00 p.m.

Please contact the fi360 team with questions regarding this year's conference via email (conference@fi360.com) or call us at 1.866.390.5080 ext 226.

Tuesday			
May 4, 2010	TIME	EVENT	LOCATION
	1:00-5:00	AIF Capstone Training Program, Day 1	Segura 5

Wednesday			
May 5, 2010	TIME	EVENT	LOCATION
	8:00-12:00	AIF® Capstone Training Program, Day 2	Segura 5
	1:00-3:00	Fi360 Toolkits Training: Getting Started	Segura 5
	3:30-5:00	Fi360 Toolkits Training: What's New	Segura 5
	12:00-4:30	Conference Registration	Mediterranean Registration Desk
	5:00-6:30	Networking Reception	Valencia Lawn

Thursday				
May 6, 2010	TIME	EVENT	SPEAKER	LOCATION
	7:00-8:00	Breakfast		Mediterranean Porte Cochere
	8:00-9:00	Welcome and state of the industry address	Blaine Aikin, AIFA® Rich Lynch, AIFA®	Mediterranean Salon 4
	9:00-10:00	Government spending and personal accountability	Paul O'Neill	Mediterranean Salon 4
	10:00-10:30	Break		Mediterranean Foyer
	10:30-11:45	How to take advantage of the coming golden age for independent investment advisors in the retirement plan marketplace	Scott Simon, AIFA® Gary Allen, AIFA® Jeff Coontz, AIFA®	Mediterranean Salon 4
		Non-normal distributions, portfolio construction, and client communication	Dr. David Esch Dr. Johann Klaasen, AIF®	Mediterranean Salon 1 & 2
		Evaluating stable value investments in a challenging market environment	Tess Malone, AIF®	Mediterranean Salon 6
		fi360 Toolkits: The basics	Mike Limbacher, AIF®	Mediterranean Salon 3
	12:00-1:15	Lunch		Mediterranean Porte Cochere
	1:30-2:30	Fees, expenses and revenue sharing: Regulation, litigation, legislation and best practices	Fred Reish, AIFA®	Mediterranean Salon 4
		The US economic outlook: Is the recovery sustainable?	Tom Higgins	Mediterranean Salon 6
		Improving defined contribution retirement benefit adequacy via participant-level fiduciary best practices	Greg Kasten, AIFA®	Mediterranean Salon 3
		Articulating Your Value as an AIF® and AIFA® Designee	Marie Swift	Mediterranean Salon 1 & 2

2:45-3:45	The effect of new and proposed regulations on investment advisers	Brian Hamburger, AIFA®	Mediterranean Salon 4
	“Ask the expert”: An open discussion on fiduciary exposure and ERISA bonding	Gary Sutherland Jason Roberts	Mediterranean Salon 1 & 2
	How to analyze the fees in insurance company (GAC) 401(k) plans	David Wade, AIF®	Mediterranean Salon 6
	fi360 Toolkits: Analyzing plan fees & expenses	Dave Palascak, AIF®	Mediterranean Salon 3
3:45-4:15	Break		Mediterranean Foyer
4:15-5:15	Washington update	Brian Graff	Mediterranean Salon 4
	Pre-allocated portfolios as the next-generation customized level of portfolio management	Josh Itzoe, AIF®	Mediterranean Salon 1 & 2
	What you don't know about risk tolerance	Geoff Davey	Mediterranean Salon 6
	Acting like a fiduciary under CFP Board rule 1.4	Sunny Loveland, AIFA®	Mediterranean Salon 3
5:30-7:00	Networking Reception		Valencia Lawn

Friday May 7, 2010		TIME	EVENT	SPEAKER	LOCATION
	7:00-8:00	Breakfast			Mediterranean Porte Cochere
	8:00-9:00	The legislative and regulatory future of the fiduciary duty		Mercer Bullard, AIF®	Mediterranean Salon 4
	9:15-10:30	Best practices in target date fund investing		Ron Surz Fred Reish, AIFA®	Mediterranean Salon 4
		Delivering a prudent process from a wirehouse		Kevin Mahoney, AIFA® Ward Mayer, AIF®	Mediterranean Salon 6
		401(k) participant advice: How to protect your plan sponsors and yourself		Chad Griffeth, AIF® Jason Roberts Scott Holsopple Mike DiCenso, AIF®	Mediterranean Salon 1 & 2
		fi360 Toolkits: Utilizing the new & enhanced Proposal Generator		Dave Palascak, AIF®	Mediterranean Salon 3
	10:30-11:00	Break			Mediterranean Foyer
	11:00-12:00	The next agenda in financial planning		Bob Veres	Mediterranean Salon 4
		Retirement readiness: THE question for our industry		Tom Kmak	Mediterranean Salon 1 & 2
		Fiduciary responsibility to the core affluent investor		Erwin "Skip" Sorensen, AIF®	Mediterranean Salon 6
		Every investment committee needs a fiduciary assessment. Will you be the hammer or the nail?		Scott Reed, AIFA®	Mediterranean Salon 3
	12:15-1:30	Lunch			Mediterranean Porte Cochere
	1:45-2:45	Due diligence and procedural prudence under ERISA		Gene Maloney	Mediterranean Salon 4
		Mission driven investing: Pricing the mission and developing a framework for success		Bob Smith, AIF®	Mediterranean Salon 6
		What plan sponsors really want: A behind-the-scenes look at the RFP selection process		Eric Paley Christian Hancey	Mediterranean Salon 1 & 2
		fi360 Toolkits: Creating and reporting on 401(k) model portfolios		Mike Limbacher, AIF®	Mediterranean Salon 3
	3:00-4:00	The changing face of 401(k) plans: Perceptions, products and laws		Fred Reish, AIFA®	Mediterranean Salon 4
		ETFs and their place in the 401(k) market		Greg Porteous, AIF®	Mediterranean Salon 1 & 2
		What makes you a qualified advisor?		David Witz, AIF®	Mediterranean Salon 6
		Rescue strategies for defined benefit plans		Chip Hunt, AIF® Tom Bowler, AIFA®	Mediterranean Salon 3
	4:00	Conference adjourns			