fi360 CONFERENCE

fi360 Conference Agenda

April 25 – 27, 2012 | Sheraton Chicago Hotel & Towers | Chicago, IL

www.fi360.com/main/conference_2012

Conference Highlights:

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

- 35 unique fiduciary-focused sessions featuring nearly 50 individual speakers covering a broad range of topics that is sure to have something for everyone
- 8 Master's Track sessions developed for audience members who already have basic knowledge of fiduciary standards of care and are looking for more advanced content
- Fulfillment of continuing education requirements for the AIF® and AIFA® designations and other industry credentials, including CFP®, CIMA, CIMC, CPA and others
- Networking opportunities with industry professionals at the forefront of fiduciary excellence, including investment advisors, broker/dealers, financial planners, accountants, attorneys, and others
- Pre-conference AIF® and AIFA® Designation and fi360 Toolkit training events

Conference Overview:

Monday, April 23 – Wednesday, April 25, pre-conference events:

In addition to the conference, fi360 is hosting pre-conference Accredited Investment Fiduciary® (AIF®) and Accredited Investment Fiduciary Analyst® (AIFA®) Designation programs and two fi360 Toolkit training sessions. To learn more about these opportunities visit our website (www.fi360.com/main/conference_2012) or contact Carl Becker at carl@fi360.com or 866-390-5080 ext 228.

Wednesday, April 25:

The fi360 staff will be there to greet you during conference registration, which will be open from 12:00 – 4:30 p.m. at the convention registration desk located near the main entrance to the hotel behind the front desk on the lobby level. Then join us at the Welcome Reception from 5:00 – 6:30 p.m. for cocktails and light hors d'oeuvres at the Chi Bar on the lobby level of the hotel. Attendees are on their own for dinner.

Thursday, April 26:

The continental breakfast and registration for late check-ins will open at 7:00 a.m. The conference will begin with a welcome and state of the industry address from fi360 CEO Blaine Aikin and other fi360 staff members at 8:00 a.m., followed by a keynote session from Justin Fox. The rest of the day provides the opportunity to choose from sixteen break-out sessions. In addition, fi360 Toolkit product demonstrations will be scheduled throughout the event at the all-new fi360 Toolkit Lounge. Sign-ups for private demos also will be available. The day will end with a networking cocktail reception. Attendees are on their own for dinner.

Friday, April 27:

Friday's events will be very similar to Thursday. The continental breakfast begins at 7:00 a.m., concurrent to the session announcing a joint project with The Retirement Advisor University. Those will be followed by a keynote session from Doris Kearns Goodwin at 8:00 a.m. There will be SIXTEEN additional break-out sessions to choose from. The conference concludes at 3:30 p.m.

fi360® CONFERENCE

You can find information about fi360's all-things-fiduciary week on our website – www.fi360.com/main/conference_2012.

You can also contact the fi360 team directly with questions via email (conference@fi360.com) or call us at 1.866.390.5080, ext. 235.

Day	TIME	EVENT	LOCATION
Monday, April 23			
	8:30 – 5:00	AIFA Designation Training, Day 1	Mayfair Room
Tuesday, April 24			
	8:30 – 5:00	AIFA Designation Training, Day 2	Mayfair Room
	1:00 – 5:30	AIF Designation Training, Day 1	Huron Room
Wednesday, April 25			
	8:30 – 3:30	AIFA Designation Training, Day 3	Mayfair Room
	8:00 – 12:00	AIF Designation Training, Day 2	Huron Room
	1:00 – 3:00	fi360 Toolkit Sessions: Getting Started	Huron Room
	3:00 – 5:00	fi360 Toolkit Sessions: What's New	Huron Room
	12:00 – 4:30	Conference registration	Convention Registration (Lobby level)
	5:00 – 6:30	Welcome cocktail reception for conference attendees	Chi Bar (Lobby Level)

Thursday, April 26

TIME	EVENT	SPEAKER	LOCATION
7:00 – 8:00	Continental breakfast		River Exhibition Hall A
7:00 – 8:00	fi360 Conference registration		Sheraton Ballroom Promenade
8:00 – 9:00	Welcome and state of the industry address	Blaine Aikin and Rich Lynch	Sheraton Ballroom 4 & 5
9:00 – 10:00	The Myth of the Rational Market: A History of Risk, Reward, and Delusion on Wall Street	Justin Fox	Sheraton Ballroom 4 & 5

10:00 – 10:30	*Break* Justin Fox book signing		Sheraton Ballroom Promenade
10:00 – 10:30	fi360 Toolkit Lounge: The fi360 Fiduciary Score® – Understanding how it works and who's using it		Sheraton Ballroom Promenade
10:30 – 11:30			
	The Evolution of fi360's Prudent Practices	Blaine Aikin, Duane Thompson, Kristina Fausti Broumand, Kevin Wiggins, and Clark Blackman	Sheraton Ballroom 4 & 5
	Special Needs Planning **[Master's Track]**	Rob Wrubel	Sheraton Ballroom 3
	Finding the Right Solutions for Your Clients	Rose Panico-Marino	Sheraton Ballroom 2
	The Share Class Conundrum	Gery Blackburn	Sheraton Ballroom 1
11:30 – 1:00	Lunch		River Exhibition Hall A
12:30 – 1:00	fi360 Toolkit Lounge: Building, utilizing and archiving model portfolios		Sheraton Ballroom Promenade
1:00 – 2:00			
	Understanding the Distinctions: Suitability vs. Fiduciary; Compliance vs. Fiduciary Culture **[Master's Track]**	Ron Rhoades	Sheraton Ballroom 4 & 5
	Economic Update and Outlook	Jeff Cleveland	Sheraton Ballroom 3
	New Requirements for Participant Fee Disclosures	Kevin Wiggins	Sheraton Ballroom 2
	Applying Fiduciary Principles to the Last, Largest, Most Neglected Asset on Your Client's Balance Sheet	Barry Flagg	Sheraton Ballroom 1
2:15 – 3:15			
	Bridging the Gap Between Sponsor and Participants	Dave Gray	Sheraton Ballroom 4 & 5
	The Value of Fiduciary Certification for Foundations	Scott Reed and Mike Clayborne	Sheraton Ballroom 3
	The Current State of a Broker Fiduciary Standard under Dodd-Frank	Knut Rostad	Sheraton Ballroom 2
	Demystifying Black-Litterman Optimization **[Master's Track]**	Richard Michaud	Sheraton Ballroom 1

3:15 – 3:45	*Break*		Sheraton Ballroom Promenade
3:15 – 3:45	fi360 Toolkit Lounge: A sneak peak at fi360's 408(b)(2) disclosure solution		Sheraton Ballroom Promenade
3:45 – 4:45			
	Making Retirement Income Work	David Blanchett	Sheraton Ballroom 4 & 5
	Running the Risk: Wisdom Gathered from our Compliance and Risk Verifications **[Master's Track]**	Gary Davis	Sheraton Ballroom 3
	Moving Beyond 401(k): Developing A Defined Benefit Advisory Practice	Marcia Wagner and Jerry Kalish	Sheraton Ballroom 2
	How values conversations can change your relationships	Mike Skrypnek	Sheraton Ballroom 1
	Networking Reception		Details coming soon
Friday, April 27			
TIME	**EVENT**	**SPEAKER**	**LOCATION**
7:00 – 8:00	Continental breakfast		River Exhibition Hall A
7:15 – 8:00	Announcement regarding retirement planning education opportunities with TRAU	Blaine Aikin and Fred Barstein	Sheraton Ballroom 4 & 5
8:00 – 9:00	Team of Rivals: The Leadership Lessons from Abraham Lincoln	Doris Kearns Goodwin	Sheraton Ballroom 4 & 5
9:00 – 9:30	*Break* Doris Kearns Goodwin book signing		Sheraton Ballroom Promenade
9:00 – 9:30	fi360 Toolkit Lounge: Improving your investment selection process with the fi360 Investment Analyzer		Sheraton Ballroom Promenade
9:30 – 10:30			
	Developing a strategy as 3(38) advisers	Gary Sutherland, Jason Roberts, and Katie Umile	Sheraton Ballroom 4 & 5
	Multiple Employer Plan Developments	Terry Power, Mike Montgomery, and Ary Rosenbaum	Sheraton Ballroom 3
	Specialty Marketing with AIF	Glen Bayless	Sheraton Ballroom 2
	Now that the Cows have left the Barn – One Fiduciary Practitioner's Perspective of Current ERISA and Plan Related Litigation **[Master's Track]**	Bert Carmody	Sheraton Ballroom 1
10:45 – 11:45			
	'After' 408(b)(2):Benchmarking Reasonableness	Fred Reish	Sheraton Ballroom 4 & 5

	Understanding MEPs: How to Properly Utilize Them in Your Advisory Practice **[Master's Track]**	Ed Lynch, Lynne McAuley, Raelene LaPlante, Charles Humphrey, and Terrance Power	Sheraton Ballroom 3
	Innovative QDIA Plan Design Can Improve Participant Retirement Readiness	Matt Sommer and Greg Kasten	Sheraton Ballroom 2
	From Foundations to Retirement Income: A Different Take on Spending Policies	Steve Athanassie	Sheraton Ballroom 1
11:45 – 1:15	Lunch		River Exhibition Hall A
12:45 – 1:15	fi360 Toolkit Lounge: Creating, tracking, and implementing client proposals		Sheraton Ballroom Promenade
1:15-2:15			
	3(38) Fiduciary Versus 3(21) Fiduciary: What are the Real Duties and Risks? **[Master's Track]**	Greg Kasten and Ary Rosenbaum	Sheraton Ballroom 4 & 5
	Benchmarking: Lessons Learned Over the Past 2 Years	Tom Kmak	Sheraton Ballroom 3
	How to Create a 21st Century Investment Policy Statement	Christopher Carosa	Sheraton Ballroom 2
	Selling the Fiduciary Assessment	Mario Giganti	Sheraton Ballroom 1
2:30 - 3:30			
	The Fiduciary Re-Proposal: The New Definition and its Consequences	Fred Reish	Sheraton Ballroom 4 & 5
	Downside Beta and Controlling Risk **[Master's Track]**	G. Michael Phillips and James Chong	Sheraton Ballroom 3
	Drafting and Implementing Investment Policies for Non-Profit Endowments	Liza Horvath	Sheraton Ballroom 2
	Considerations When Recommending a TPA	Richard Carpenter	Sheraton Ballroom 1