New FOX Workshop

FOX Wealth Advisor Master Class

September 12-14, 2012
New York, NY

FOX brings its extensive knowledge of wealth owners' needs and their expectations of advisors to a new workshop for individuals and firms that are contemplating the creation of a multi-family office or have recently formed an MFO.

"FOX Wealth Advisor Master Class," the latest in an ongoing series of workshops designed specifically to meet educational needs expressed by FOX members and the wealth advisor community, examines what it takes to run a successful MFO as well as precisely what steps to take – knowledge essential in deciding whether and how to launch an MFO.

During the course of this unique, 2½-day workshop, we will draw from FOX research and case studies to examine in detail the strategy for building a successful wealth advisory business:

- The unique challenges of wealth owners
- Pricing and profitability
- Development of an integrated service delivery model
- Sales and marketing strategies
- Process management and operating systems

You will learn the best practices that FOX has identified across 22 years of working with wealthy families and their advisors, enabling you to avoid potentially costly mistakes and build an MFO that efficiently and effectively meets the diverse needs of a wealthy clientele.

Recommended for: Individuals and firms who are looking to continue to increase the level of sophistication and adhere to best practices when managing their wealth advisory firms. This workshop is also recommended for new employees of established firms.

FOX membership is not required to participate in "FOX Wealth Advisor Master Class," so invite individuals who who know would benefit from this workshop.

For more information, call 1.312.327.1231 or email workshops@familyoffice.com.

Wednesday, September 12

Module 1:
Understanding Wealthy Families and Their Unique Challenges*

- What wealth owners want from their advisors
- The selection of trusted advisors and roles they play
- Alignment of interests with owners goals
- Understanding family transitions
- Balancing generational differences
- How families make decisions
- Managing client expectations and achieving goals

Module 2:
Wealth Advisory Business Strategy*

- Spectrum of private wealth services
- Types of advisory businesses (including multi-family offices)
- Five dimensions of the Advisory Enterprise
- Scope of private wealth services
- Measuring the value provided to the client
- Determining the appropriate metrics to benchmark performance
- Pricing and profitability issues

Cocktail and Dinner Reception
Maloney & Porcelli
37 East 50th Street, NYC

Thursday, September 13

Module 3:
Business Development - Marketing and Sales Strategies*

- Identifying the right sales model
- Differentiating the firm and communicating the message
- Executing and managing the sales process
- Developing the business development team structure
- Measuring the effectiveness of business development efforts
- Wealth advisor selection case studies

Module 4:
Developing an Integrated Service Delivery Process*

- Serving as the financial quarterback
- Integrated services and processes (investment and non-investment)
- Analyzing the advisor ecosystem
- Evaluating in-house and outsourcing approaches

Module 5:
Talent and Team Structures*

- The role of the trusted advisor
- Team structure and centralized resources
- Skills required for the advisory role
- The development and retention of talent
- Compensation and incentives to retain talented teams

Cocktail and Dinner Reception
'21' Club
21 West 52nd Street, NYC

**CPE credits available*

Friday, September 14

Module 6:
Process Management and Operating Systems*

- Understanding critical operating procedures
- Linking between operating systems
- Technology systems integration
- Consolidated financial reporting
- Operating efficiencies

Module 7:
Case Study Discussions – Reviews of Participant Situations

- Discussion of key metrics for the business
- Discussion of management and business goals

**CPE credits available*

Speakers

Sara S. Hamilton
Founder and CEO

Sara Hamilton is the founder and CEO of Family Office Exchange (FOX), the definitive source of information and best practices associated with the business of managing family wealth across generations.

Since 1989, FOX has made solutions accessible to financial families by fostering dialogue among wealth owners, family office executives and wealth advisors. In 2009, FOX celebrated its 20th anniversary of service, and remains true to its founding mission of objectivity in wealth management, member education and shared knowledge across a sophisticated, global network of families and leading wealth advisors.

Ms. Hamilton is the co-author of *Family Legacy and Leadership: Preserving True Family Wealth in Challenging Times*. She serves on the Executive Education faculty of the University Of Chicago Booth School Of Business for the course on Private Wealth Management.

In 2009 and 2010, Ms. Hamilton was named as one of the "Top 50 Women in Wealth Management" by Wealth Manager. Ms. Hamilton holds a Bachelor of Arts degree from Vanderbilt University and an MBA from the University of North Florida.

Charles B. Grace, III
Senior Consultant

Charles B. Grace, III is Senior Consultant at FOX. Charlie works on strategic planning projects for families and family offices as well as wealth management advisor clients. Assignments have included work on advisor selection, education of the next generation, leadership and succession, governance, family office structuring, among others. Charlie is active on the family office and advisor membership and research sides at FOX, including investment focused studies and other initiatives. He has experience facilitating member and client meetings for FOX.

Charlie has been active for over twenty years in the family office community advising high net worth families and serving as a resource to high net worth families and family offices. He advised on investment portfolios and wealth management generally for almost 10 years working day-to-day at the multi-family office Ashbridge Investment Management LLC and the single family office Ashbridge, LLC. His responsibilities included client relationships, business development, and membership on the firm's investment committee, as well as business operations and firm strategy as Chairman of the Management Committee of the $1 billion investment advisory firm. Charlie has been quoted in various publications on the subject of private wealth management, including The Wall Street Journal, Financial Times, and Worth Magazine and presented at many conferences focused on private investors and family offices.

In addition to his responsibilities at FOX, Charlie has been active on the Board of the single family office Ashbridge, LLC since 1992 and in 2010 was named President. He is a Trustee and member of the Investment Committee of the non-profit Tuttle Fund, Inc. in New York City.
Charlie graduated from the Washington College of Law with a J.D. and is a member of the New York State Bar. He received a B.A. and M.A. in history from Bates College and the American University, respectively.

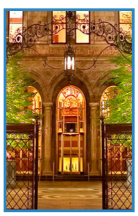
Family Office Exchange

Registration

Four ways to register:

1. **Scan and email** to workshops@familyoffice.com
2. **Fax this form** to 1.312.327.1212
3. **Mail this form** with a check to:
   Family Office Exchange
   100 South Wacker Drive
   Suite 900
   Chicago, Illinois 60606
4. **Register online** at www.familyoffice.com/workshops

Hotel Information



The New York Palace
455 Madison Avenue
New York City, NY 10022
Telephone: 1.212.888.7000
Reservations: 1.800.697.2522
reservations@nypalace.com
www.newyorkpalace.com

Guests may call the New York Palace directly to receive the special rate of $399 night. Please note that attendees are responsible for making their own reservations.

Workshop Qualifications

You are a(n)
(*Please check all that apply*)

- ☐ Multi-Family office
- ☐ RIA
- ☐ Bank or trust company
- ☐ Individual practitioner
- ☐ Other ____________________

Assets Under Advisement: $________

Number of Family Relationships: _____

Refund Policy

All cancellations must be made in writing to Family Office Exchange. Refunds minus a fee of $500 will be allowed on cancellations on or before 30 days prior to workshop. For cancellations between 30 days and 10 days refunds minus a fee of $1,000 will be allowed. No refunds will be offered after 10 days before the workshop date.

Questions?

Contact Events at 1.312.327.1231 or workshops@familyoffice.com.

Workshop Registration Form

Space is limited; all attendees must submit a registration form to ensure a seat.

Name (First/Last)

Family/Firm Name

Title/Position

Street Address

City | State/Province

Country | Zip/Postal Code

Phone | Fax

E-mail

Special Dietary/Accessibility Needs

Please select the meal functions you plan to attend:

❍ Sept 12 Breakfast ❍ Sept 13 Breakfast ❍ Sept 14 Breakfast
❍ Sept 12 Dinner ❍ Sept 13 Dinner ❍ Sept 14 Lunch

Registration Fee

FOX Members

❍ First attendee: $4,400
❍ Additional attendees: $3,500 (save 20%)

Non-members

❍ First attendee: $5,500
❍ Additional attendees: $4,400 (save 20%)

Payment Method

❍ Payment by check is enclosed
(Check payable in U.S. dollars to Family Office Exchange)

❍ Please charge the following credit card:
❍ VISA ❍ MasterCard ❍ American Express

Cardholder Name

Card Number ` Expiration Date CSC Code

Billing Address for Credit Card

City State/Province Zip/Postal Code Country

Cardholder's Signature