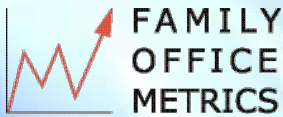


4 CPE CREDITS



Family Office Metrics Special Briefing

Critical Issues Update

Mesirow Financial
353 North Clark St, Chicago
June 14th, 2010

FEATURING

Jon Carroll, President and CEO
FAMILY OFFICE METRICS LLC

**Frederic (Rick) Firestone, Partner and Head, SEC
Defense Practice**
MCDERMOTT WILL & EMERY LLP

Carol Harrington, Partner
MCDERMOTT WILL & EMERY LLP

Mark Brown, Chief Operating Officer
LOWENHAUPT GLOBAL ADVISORS LLC

Michael Resnick, President
WILLIAM HARRIS INVESTORS

Tina Hartnett, Vice President
FIDELITY FAMILY OFFICE SERVICES

Kent Lawson, Chief Operating Officer
LONGVIEW ASSET MANAGEMENT

Jason Brown, President and CEO
ARCHWAY TECHNOLOGY PARTNERS

Paul McKibbin, Managing Partner
FAMILY OFFICE METRICS LLC

Keynote Address: Economic Update

Diane Swonk, Chief Economist
MESIROW FINANCIAL
*"named one of the top forecasters in the country by The
Wall Street Journal"*

Addressing some of the most critical issues facing family office executives today:

- Managing the convergence between complicated ownership structure and complex asset allocations
- The pressure to reduce the cost of running the office while improving client service and ROI
- The fear of SEC regulation of Family Offices
- Private Advisor Registration – what it means for family offices
- The uncertain global economic outlook
- Selecting and implementing technology

SPONSORED BY:

ARCHWAY | Do It Right.
TECHNOLOGY • PARTNERS

FIDELITY
**FAMILY
OFFICE
SERVICES**

 **Mesirow Financial**[®]

**McDermott
Will & Emery**



Message from Family Office Metrics

As a family office executive you know that running a successful operation is an increasingly complex undertaking. In many cases you're faced with an extremely complicated, multi-tiered ownership structure and a more complex asset allocation. With asset values down, you're being asked to reduce costs while improving the quality of your reporting and client service. You're also facing an uncertain economic outlook and the specter of SEC regulation.

We've convened this special briefing to address some of the issues that are of increasing concern to family office executives. We look forward to seeing you on June 14th. We are sure this session will be of tremendous value to your family office.

12:00- 1:15

Luncheon for Conference Attendees

12:00

Opening Remarks from Conference Chairman

Jon Carroll, *President and CEO*
FAMILY OFFICE METRICS LLC

12:05

Welcome from Host

James C. Tyree, *Chairman and CEO*
MESIROW FINANCIAL

Luncheon Keynote Address: Economic Update- Where do we go from here?

Diane Swonk, *Chief Economist*
MESIROW FINANCIAL

Ms. Swonk is one of the most quoted economists in the financial press. She is seen regularly on national and international television and her commentary can be read in top financial news publications throughout the world. **She was named one of the top forecasters in the country by The Wall Street Journal** and was recently appointed to serve on the Congressional Budget Office's panel of economic advisers.

REGULATORY UPDATE

PART 1

1:15 - 2:15

Private Advisor Registration - What Does it Mean for the Family Office?

- What are potential recordkeeping, disclosure and self-audit requirements?
- How do you prepare for this?
- If you have to register, what are the options i.e. private trusts, RIA, fund structure?

- What would you be expected to do?
- What about suitability restrictions?
- Preparing for the SEC examination
- What comes next?

PRESENTERS:

Frederic (Rick) Firestone, *Partner and Head SEC Defense Practice*
MCDERMOTT WILL & EMERY LLP

Carol Harrington, *Partner and Head, private Client Practice Group*
MCDERMOTT WILL & EMERY LLP

PART 2

2:15 - 3:00

View From Inside the Registered Family Office: a Look at a Registered SFO and a Registered MFO

- What is entailed in the current registration process?
- What are the typical activities and costs of ongoing maintenance?
- Should you consider outsourcing the compliance process?
- Does it make sense to be registered even if it's not required?

PRESENTERS:

Tina Hartnett, *Vice President*
FIDELITY FAMILY OFFICES

Mark Brown, *Chief Operating Officer*
LOWENHAUPT GLOBAL ADVISORS LLC

Michael Resnick, *President*
WILLIAM HARRIS INVESTORS, INC.

Name, title, company

3:00-3:15

Networking Break

"On point with hot-topic industry needs"

-Gary Rhoge, Interlaken Management

TO REGISTER: Email register@fametrics.com • Call 212-847-7450 • www.fametrics.com

TECHNOLOGY UPDATE

PART 1

3:15-4:15

Managing Complexity in the Modern Family Office *Optimizing Operations to Increase Productivity and Reduce Operating Costs*

Longview Asset Management is the wealth management arm of a family office responsible for overseeing investments, compliance, fiduciary and financial control for a single family.

This session will discuss Longview's process to integrate these four disciplines through careful planning and design, followed by the integration of optimized operations work flows and the implementation of best in breed systems and improved technology.

You will hear how Longview substantially increased productivity and reduced operating costs by examining their approach to:

- Data collection and aggregation
- Portfolio accounting for marketable securities, alternatives and partnerships
- Fiduciary accounting and support
- Compliance across all divisions
- Reporting on performance, returns and risk management

Jon Carroll, President and CEO
FAMILY OFFICE METRICS

Kent Lawson, Chief Operating Officer
LONGVIEW ASSET MANAGEMENT

PART 2

4:15-5:00

Managing the Convergence between Complicated Ownership Structures and Complex Asset Allocation

In a recent Family Office Metrics OpsTech Survey, nearly 4 out of 5 executives identified "reporting on complicated ownership structures" as a major challenge. They also noted a difficulty in finding appropriate technology solutions and reported extensive delays in selecting and implementing a technology solution.

This session will discuss the various approaches to reporting on nested ownership structures across an array of investment styles and operational profiles

- Identify the unique operational profile of your family office
- Learn about the various technology solutions appropriate to your profile and investment expertise
- Build a road map to technology implementation

Paul McKibbin, Managing Partner
FAMILY OFFICE METRICS

Jason Brown, President and CEO
ARCHWAY TECHNOLOGY PARTNERS

Administrative Details

Registration Fee	Before 05/15/10	After 05/15/10
	\$595	\$695

This program is open to Single and Multi-Family Office executives only

Cancellation Policy: Written notification of cancellation must be received no later than 30 days prior to the program date to receive a refund, less a \$250 registration fee. Registrants cancelling after that date forfeit the entire program fee. You may designate a substitute attendee with the approval of the program director.

For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus the speakers and agenda are subject to change without notice.

5 EASY WAYS TO REGISTER

ONLINE: www.fametrics.com **PHONE:** (212) 847-7450
EMAIL: register@fametrics.com **FAX:** (212) 847-7459
MAIL: Family Office Metrics, LLC
424 Madison Avenue, 4th Floor, New York, NY 10017

Personal / Payment Details

Name _____
Title _____
Company _____
Address _____
City _____ State _____ ZIP _____
Phone _____ Fax _____
Email _____

- Please find check enclosed (made payable to Family Office Metrics, LLC)

- Please charge my credit card:
 MasterCard Visa Discover Amex

Card Number _____
Card Verification Check _____
(last 3/4 digits printed on signature strip of card)
Exp. Date: _____ Issue No. (Debit cards only) _____
Name on Card _____
Signature _____

CPE Credit



Family Office Metrics LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE sponsors, 150 Fourth Avenue North, Suite 700 Nashville, TN 37219-2417. Website: www.nasba.org.

Sponsored learning activities are measured by program length with one 50 minute period equal to one CPE credit. One half CPE credits increments (equal to 25 minutes) are permitted after the first credit has been earned in a given learning activity. Please note that not all state boards adopted this rule. Some participants may not be able to use one half credit increments. This course is offered as a group-live course and does not require prerequisites or advance preparation. It is an overview course. The recommended CPE credit for this course is 4 credits. For more information regarding administrative policies such as complaint and refund, please contact our office at (212) 847-7450.

TO REGISTER: Email register@fametrics.com • Call 212-847-7450 • www.fametrics.com



FAMILY OFFICE METRICS 424 Madison Avenue, 4th Floor
New York, NY 10017

"Excellent content"

-Dave Schrader, Ohana Advisors



FAMILY OFFICE METRICS

4 CPE CREDITS

Family Office Metrics Special Briefing

Critical Issues Update

Mesirow Financial
353 North Clark St, Chicago
June 14th, 2010