FAMILY OFFICE METRICS

presents the 7th
OpsTech program

Technology Solutions & Operations Strategy

For The 21st Century Family Office

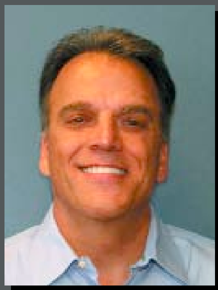
November 12-13, 2007 • Sofitel New York

WHAT ATTENDEES ARE SAYING ABOUT THE OPSTECH PROGRAM

"Enjoyed the conference very much, good job to all involved"
Glenn Francis
LEGACY TRUST COMPANY

"Nice job - Been waiting for this."
Michael Hart
TIVOLI ASSET MANAGEMENT

"Excellent content"
Dave Schrader,
OHANA ADVISORS



Message from the Program Leader

Welcome to the 7th Family Office Metrics OpsTech program, **the only program that deals exclusively with Family Office operations and technology issues.**

Our mission is to help you run a successful family office, and that means guiding you toward the **best total solution**. We continue to present the market-leading technology solutions available to family offices. In response to your feedback, we've expanded our program to look into successful practices surrounding technology. You'll find **new sessions on Controlling Spreadsheets, Family Office Data Management, and a new workshop on Partnership Accounting.**

We've also built in more networking time to give you the opportunity to share and compare business strategy, operations best practices, and technology issues. You won't find another program as focused on these issues as this one anywhere.

I look forward to seeing you in November.

Jon Carroll

DAY ONE

Monday, November 12, 2007

8:30am - 9:00 Breakfast and Workshop Registration

9:00-12:00 **PRE CONFERENCE WORKSHOP**

Partnership Accounting Essentials: What Every Family Office Executive Needs to Know about Accounting for Investment Partnerships

As ultra-high net worth investors increasingly shift their investment holdings to non-traditional assets through pooled investment structures, accounting for these investments has become a complex and labor-intensive process. This workshop will provide you with an understanding of the different types of pooled investment vehicles, and **an in-depth overview of technology solutions** available to solve the problem.

I. Structuring Partnerships

- Types of pooled investment vehicles - when to use them and how to set them up
- General Partner / Limited Partner considerations

II. Partner Capital Accounts - Book and Tax

- Break periods
- Contributions and distributions: cash or securities

III. Partnership Allocations, Income Recognition, and Tax

- Book / tax differences - how they occur and options of dealing with them
- Accounting for management and performance fees
- Overview of tax issues and considerations

IV. Improving the reporting process

- Increasing efficiency of accounting, reporting and client communications

V. Partnership Accounting Technology: An Overview of Technology Alternatives

- The functional capabilities and limitations of select alternatives

INSTRUCTOR:

Elaine Spang, CPA, *Co-Founder,* FAMILY OFFICE METRICS LLC

Prior to co-founding Family Office Metrics with Jon Carroll in 2002, Elaine had over twenty years of experience in accounting, financial service and operations management with single and multi-family offices. As a senior executive with Shepro-Braun Systems, the developer of Total Return, she supervised customization and implementation of integrated portfolio, partnership, and general accounting software solutions for hedge funds, investment managers, and Family Offices. Elaine has served as COO, CFO and Chief Compliance Officer for a family owned investment banking company, a multi-family office, and a large, multi-generational single family office.

12:00pm-1:00 Luncheon for Workshop Attendees only

MAIN CONFERENCE

12:15pm -1:00 Main Conference Registration

1:00-1:05

Welcome from Program Leader

Jon Carroll, *Co-Founder*
FAMILY OFFICE METRICS LLC

1:05-1:45

Evaluating and Selecting Technology: An Objective Overview of Market-Leading Solutions

- How do you choose among the many offerings available to Family Offices?
- Which ones are right for your Family Office today, in three years, in five?
- Which model is appropriate for your family office?
- What do you need to think about before buying?
- What's the difference between ASP, in-house, or fully out-sourced solutions? Which firms offer which types of solutions? How much should you expect to pay?

Get answers to these questions and **take away a summary comparison of market-leading solutions and their features and capabilities**. This session does not recommend or endorse any one solution over another, but presents each in an informed and informative way to help guide you toward the **best total solution for your Family Office**.

PRESENTER:

Jon Carroll, *Co-Founder*
FAMILY OFFICE METRICS LLC

"The conference was extremely helpful in seeing what vendors had to offer and challenges that other families have...very meaningful and worthwhile."

Pat Redman, SELIGMAN GROUP

TO REGISTER: Email **register@fametrics.com** • Call **(212) 872-9643** • **www.fametrics.com**

DAY ONE
Monday, November 12, 2007

1:45–2:30

Getting Control over Spreadsheets: Implementing a Spreadsheet Control Framework for a Sustainable Family Office

A recent Family Office Metrics OpsTech Survey of Family Office Technology revealed that **more than 50% of respondents are using Excel for investment analytics, financial planning, partnership accounting, client reporting, portfolio accounting, or risk analytics**.

Spreadsheets are commonly used as a critical resource in most Family Offices, yet they often receive little budgetary resources or sound management policies, resulting in unnecessary exposure to risks, duplication of effort and loss of productivity.

This session will discuss defined approaches to help you in:

- Preventing unauthorized access to spreadsheets
- Creating controlled versions of work product and locking spreadsheets
- Using MS SharePoint 2007 and MS Excel 2007
- Managing and monitoring spreadsheet changes without sacrificing productivity
- Retaining and archiving spreadsheets
- Improving the confidence level of your worksheets
- Developing more robust spreadsheet models

Hear from a Family Office Executive who is implementing a Spreadsheet Control Framework to provide maximum simplicity and control for the investment and financial information needs of his Family Office.

PRESENTERS:

Steven Draper, *Managing Director-Europe, Middle East, and Asia*
FAMILY OFFICE METRICS LLC

Pete Fex, *Director of Technology Services*
RDV CORPORATION

2:30–2:45

The Family Office Metrics Case Study© Method Introduction and Overview

At the core of the Technology Solutions Showcase is the Family Office Metrics Case Study© Method, requiring all presenters to respond to the same set of questions concerning a fictional, multi-generational, ultra high net worth Family Office.

"The Case Study was brilliant - adds focus to what solution vendors can expect from a Family Office scenario and what they should focus on for marketing their solution."

James Robinson, MONTE VISTA MANAGEMENT COMPANY

PRESENTER:
Elaine Spang, *Co-Founder*
FAMILY OFFICE METRICS LLC

2:45–3:00 Networking Break

3:00–4:55

Technology Solutions Showcase:

Tech Showcase	Room A	Room B	Room C
3:00-3:55	Tech Provider	Tech Provider	Tech Provider
4:00-4:55	Tech Provider	Tech Provider	Tech Provider

Presentations By:

ADVENT SOFTWARE
Michele Holton

ARCHWAY TECHNOLOGY PARTNERS
Paul Freeland

DATAFACTION

FINANCIAL NAVIGATOR, INC.
Ed Van Deman

INTEGRATED WEALTH SERVICES (RockIT)
William S. Wyman

LASERFICHE
Daniel O'Leary
Chris Schold

BNY– MELLON WEALTH MANAGEMENT
Robert McLane

THENEXTROUND, INC.PERSHING ADVISOR SOLUTIONS

SS&C TECHNOLOGIES

STATE STREET BANK AND TRUST
Christopher Van Vleck

SUNGARD– INVESTRAN
David Zislin

WEALTHTOUCH

XEYE INC.
John Fennelly

"Very good to be able to see providers side by side with the same facts and circumstances."

Glenn Francis, LEGACY TRUST COMPANY

5:00–6:00

Cocktail Reception featuring a live jazz ensemble

DAY TWO
Tuesday, November 13, 2007

7:30am – 8:15 Registration and Breakfast

8:15–8:30

Welcome from Program Leader

Jon Carroll, *Co-Founder*
FAMILY OFFICE METRICS LLC

8:30–9:30

Family Office Executive Roundtable: Running a Successful Family Office

What makes a family office a success? How do you know you are running the office successfully? Our expert panel of Family Office executives will talk about how they're running their operations. We've asked them to candidly respond to the following questions:

- What's the biggest challenge you've faced in the last 18 months?
- How did you solve the problem? What systems did you use?
- What is giving you your biggest headache at the moment?
- How do you see your family office evolving over the next three to five years and how are you planning for the change? (i.e. increasing complexity of assets, multiplication of clients and accounts)
- What is the best practical tip you can give to our audience?

DAY TWO

Tuesday, November 13, 2007

MODERATOR:

Tania Neild, *Principal*
INFOGRATE INC.

FAMILY OFFICE EXECUTIVE PANEL:

Scott N. Swenor, *Chief Financial Officer*
MANCHESTER CAPITAL MANAGEMENT LLC

Greg Halsey, *Treasurer*
EDISON INVESTMENT ADVISORS

Lawrence B. Copperman, *Family Attorney and Executive*
OIKOS VENTURES LLC

" Roundtable was great!"

Hollee Hirzel, TOLLESON WEALTH MANAGEMENT

9:30-10:15

CONCURRENT BREAKOUT SESSIONS

A. Investment Analytics: Using Investment Risk Analytics for Reporting and Decision-Making

While virtually all Family Office investment officers rely on standard measures of return to evaluate performance, many recognize the need for a better understanding of risk. **This session presents four Family Office case studies, each using different software solutions to measure risk.** Learn from their perspectives on the validity and usefulness of investment risk analytics for reporting and decision making.

PRESENTER:

Jon Carroll, *Co-Founder*
FAMILY OFFICE METRICS LLC

B. THE OPSTECH 2007 BENCHMARKING SURVEY UPDATE: Are you doing what you should be doing when you should be doing it?

The OpsTech Survey measures key indicators of successful practices in the critical areas of investment management support, financial control, trust administration and regulatory compliance.

All OpsTech attendees will receive the Family Office Metrics Self-Assessment Scorecard©. In this session you'll be able to compare your own performance with the key indicators revealed in the survey and find out how you stack up against your Family Office peers.

PRESENTER:

Elvira Orza, *Managing Director*
FAMILY OFFICE METRICS LLC

Take the OpsTech survey online at: www.fametrics.com/surveys.html

C. Family Office Master Data Management: Moving Beyond Data Warehousing

The latest approach to enhanced control over and access to your data is Master Data Management. If you want your 'golden copy' data all in one place and accessible for presentation, and you need your downstream data sources preserved in their original state, this session will introduce how a Family Office can apply Business Intelligence tools to its Master Data. Learn how users combine, slice & dice key data that is normally held in operational systems silos, and take away a practical approach to the finding the best MDM solution for your family office.

PRESENTER:

Paul McKibbin, *Managing Director*
FAMILY OFFICE METRICS LLC

10:15-10:35 Networking Break

10:35-12:30

Technology Solutions Showcase:

Tech Showcase	Room A	Room B	Room C
10:35-11:30	Tech Provider	Tech Provider	Tech Provider
11:35-12:30	Tech Provider	Tech Provider	Tech Provider

Presentations By:

Advent Software, Archway Technology Partners, Datafaction, Financial Navigator, Integrated Wealth Services (RockIT), Laserfiche, BNY Mellon Wealth Management, TheNextRound, Inc., Pershing Advisor Solutions, SS&C Technologies, State Street Bank & Trust, Sungard-Investran, WealthTouch, Xeye Inc.

12:30-1:30 Luncheon

1:30-3:25

Technology Solutions Showcase:

Tech Showcase	Room A	Room B	Room C
1:30-2:25	Tech Provider	Tech Provider	Tech Provider
2:30-3:25	Tech Provider	Tech Provider	Tech Provider

Presentations By:

Advent Software, Archway Technology Partners, Datafaction, Financial Navigator, Integrated Wealth Services (RockIT), Laserfiche, BNY Mellon Wealth Management, TheNextRound, Inc., Pershing Advisor Solutions, SS&C Technologies, State Street Bank & Trust, Sungard-Investran, WealthTouch, Xeye Inc.

3:25-3:45 Networking Break

3:45-4:15

"Best of the Best": Attendee Feedback and Wrap-Up

Participants and presenters will share their thoughts on the showcase presentations to highlight the best of the technology solutions.

4:15-5:00

Exhibitors Available

"They do a good job of getting fire power in the room"

Robert Bernstein, PRISM PARTNERS, LLC

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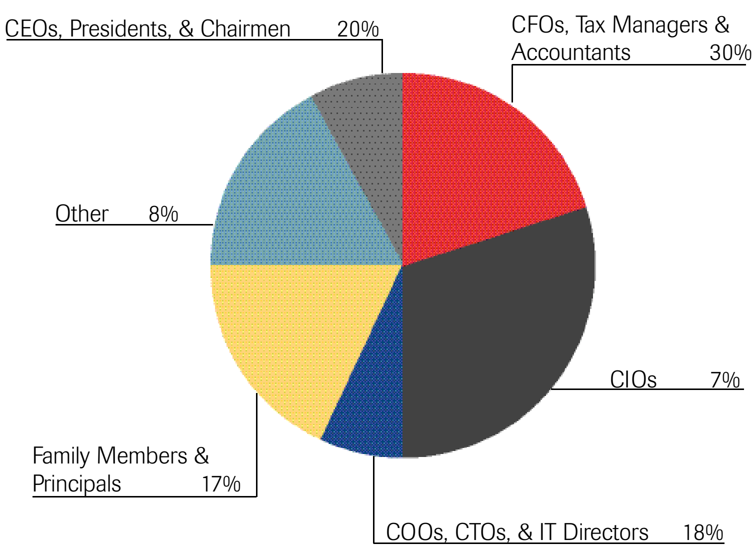
Top Benefits of Attending

- Get an in-depth and objective overview of available technology solutions
- Find a system that fits your Family Office set-up
- Hear from the market-leading technology solutions providers all in one place
- Get a jump on the RFP process
- Receive the Family Office Metrics Self Assessment Scorecard© - find out how you compare to your Family Office peers
- Produce accurate reporting even when data is scattered across many platforms
- Hear how other executives are managing their Family Office operations and planning for growth

Who Should Attend

Family Office Metrics OpsTech events are specifically designed for Single and Multi-family Office executives, including Chief Executive Officers, Chief Information Officers, Chief Financial Officers, Chief Technology Officers, Tax Managers, Accountants, Family Business owners and Ultra High Net Worth Individuals

Who Has Attended OpsTech



CPE Credit

Family Office Metrics is currently being reviewed for inclusion in the National Registry of CPE Sponsors, a program offered by the National Association of State Boards of Accountancy (NASBA) to companies providing continuing professional education. Please contact us for more information on CPE credits that may be available for this course.

Administrative Details

Registration Fee

The registration fee for the conference is as follows:

	Conference and Workshop	Conference only
Before 9/15	$1595	$1295
Before 10/15	$1695	$1395
After 10/15	$1895	$1595

Venue Information

All sessions will he held at the **Sofitel New York**
45 West 44th Street,
New York, USA 10036
Phone: (212) 354-8844
Fax: (212) 354-2480

Conveniently located in Midtown Manhattan, Sofitel New York is a favorite destination for many leisure and business travelers. It exudes a unique sensibility, l'art de vivre à la française (French art of living), which is embodied in the hotel's high standards of service, alluring design, gourmet cuisine and thoughtful amenities.

Please contact the hotel at least 30 days prior to the conference date to make arrangements for accommodations. Mention the Family Office Metrics' OpsTech conference to receive the negotiated discount rate. Within 30 days of the conference, the conference rate is no longer guaranteed and prevailing hotel rates will be quoted.

Cancellation policy

Written notification of cancellation must be received no later that 30 days prior to the program date to receive a refund, less a $250 registration fee. Registrants canceling after that date forfeit the entire pro g ram fee. You may designate a substitute attendee with the approval of the Pro g ram Director.

For reasons beyond our control it is occasionally necessary to alter the content and timing of the pro g ram or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effo r t to find a replacement will be made.

5 easy ways to register:

ONLINE: www.fametrics.com
EMAIL: register@fametrics.com
PHONE: (212) 872-9643
FAX: (212) 758-4020
MAIL: Family Office Metrics
485 Madison Avenue, 19th Floor
New York, NY 10022

Personal / Payment Details

Name

Title

Company

Address

City State ZiP

Phone Fax

Email

☐ Please find check enclosed (make payable to Family Office Metrics, LLC)
☐ Please charge my credit card:
☐ MasterCard ☐ Vi sa ☐ 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

TO REGISTER: Email **register@fametrics.com** • Call **(212) 872-9643** • **www.fametrics.com**

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485 Madison Avenue, 19th floor
New York, NY 10022

process technology people

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For The 21st Century Family Office

"It was a super super conference. Great people, good content, nice size and focus... Impressive as always."

Tania Neild,
INFOGRATE

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