

INVEST IN YOUR FUTURE

AIMSE / Wharton Investment Institute

January 9-14, 2011

Steinberg Conference Center
Philadelphia, PA

The Wharton School
University of
Pennsylvania

AIMSE



Wharton
UNIVERSITY of PENNSYLVANIA
Aresty Institute of Executive Education



AN ADVANCED PROGRAM FOR INVESTMENT MANAGEMENT SALES EXECUTIVES

More than 15 outstanding sessions offered and all targeted to meet your career needs, including...

- World Markets
- Alternative Investments
- Private Equity
- Fixed Income Investments
- Risk Management
- Liability Driven Investing – LDI

Faculty

Krishna Ramaswamy
Kathy Pearson
Jeremy J. Siegel
Craig MacKinlay
Jeffery F. Jaffe
Keith Niedermeier
Gordon Bodner
Olivia Mitchell
Will Kinlaw
Dick Marston
Stephen Sammul
Chris Geczy



WHAT IS THE AIMSE/WHARTON INVESTMENT INSTITUTE?

The Institute is an advanced, highly intensive, interactive, week-long program designed specifically for you as an investment management sales executive. This special Institute is held on the campus of the University of Pennsylvania at the renowned Wharton School, offering over fifteen different custom designed courses in finance.

The instructors are among the best of the Wharton faculty and include some of the most renowned academia in the marketing and sales disciplines. The hands-on sessions are intensive and highly interactive, allowing for optimum learning and sharing of ideas and experiences. Participants are required to do some pre-reading of case studies, but there is no testing. Each graduate of the AIMSE/Wharton Investment Institute receives a certification of completion.

WHO SHOULD ATTEND?

If you want to increase your knowledge of investment management; if you want to raise the level of your understanding of the financial marketplace and you want to gain an edge on your sales competitors, then this Institute is for you. The Institute is designed exclusively for AIMSE members who have made a commitment to professional growth and development.

WHAT DOES THE TUITION, ROOM AND BOARD FEE COVER?

The Institute's all-inclusive fee covers all classroom sessions, reading materials and instructor fees; all meals from Monday dinner through Friday lunch; and accommodations at the Steinberg Conference Center, the state-of-the-art location of all sleeping rooms and classroom sessions. Participants are responsible only for making their own travel arrangements. AIMSE is a non-profit organization and has negotiated a special discount for members to attend the Institute so the cost is therefore significantly lower than other Wharton Executive Education Programs.

THREE WAYS TO REGISTER!

Register online at www.aimse.org, fax your completed registration with payment to 703-435-4390, or mail your registration to the address listed below:

AIMSE

12100 Sunset Hills Road, Suite 130
Reston, VA 20190

Please note: Only registrations with payments included will be processed.

Space is limited to 45 AIMSE Members. The Institute will fill up quickly, so early registration is recommended.

Program Fee: The \$6,975 program fee covers all instruction and program materials, room charges—excluding incidentals—and optional evening sessions at the Steinberg Conference Center.

Please send your program registration fee to AIMSE to reserve your space in the 2011 AIMSE/Wharton Investment Institute. You must be a current AIMSE Member to be eligible to attend. Space is limited and all registration payments must be received by not later than December 31, 2010.



Cancellation Guidelines: Please make certain that you will be able to attend the AIMSE/Wharton Investment Institute when returning the registration form. Once the registration form is received in the AIMSE office, you will be considered a registered attendee. No refunds will be granted under any circumstances.

However, another AIMSE member from your firm may be substituted for your registration if you are unable to attend.

WHERE WILL I STAY?

Wharton's Steinberg Conference Center, features state-of-the-art classrooms, dining facilities and hotel-quality sleeping rooms. As a participant in the Institute, you will be assigned a private room with bathroom, telephone, television, desk, computer and modem. The Conference Center also offers a well-equipped fitness room, business center and lounge for your convenience.

CAN I KEEP UP WITH MY CLIENTS WHILE I'M AT THE INSTITUTE?

Each session is followed by a lengthy break to allow participants to call their offices and clients. Telephones are located near the session rooms and the business center is equipped to handle your faxing and shipping requirements.

WILL I EARN CFA CREDITS?

Although the CFA Institute does not endorse any non-CFA Institute program, historically, these sessions have been approved as qualifying activities under the CFA Continuing Education Program. CFA Charterholders and other CFA Institute members have received twenty CFA Continuing Education credits for attending the AIMSE/Wharton Investment Institute. Please consult the CFA Continuing Education Reporting Form provided by the CFA Institute or call (800) 892-4258 for additional information.





AIMSE INVESTMENT INSTITUTE AT WHARTON PROGRAM OF EVENTS

SUNDAY, JANUARY 9, 2011

Steinberg Conference Center
255 South 38th Street
Phone: (215) 386-8300
Fax: (215) 573-2426

Arrival and Check-in
12:00 noon–5:00 p.m.

Registration and Reception
5:00 p.m.–6:00 p.m.

MONDAY, JANUARY 10, 2011

Breakfast 8:00 – 9:00 a.m.
Program Registration 8:30 – 9:00 a.m.

Session 1 9:00 a.m. – 10:30 a.m.
Critical Thinking and Strategic Decision Making
Kathy Pearson

Break 10:30 a.m. – 10:45 a.m.

Session 1 (cont'd) 10:45 a.m. – 12:15 p.m.
Critical Thinking and Strategic Decision Making
Kathy Pearson

Class Photograph 12:15 p.m. – 12:30 p.m.

Lunch 12:30 p.m. – 1:30 p.m.

Session 2 1:30 p.m. – 3:00 p.m.
Stock and Bond Markets: A Current Perspective
Jeremy Siegel

Break 3:00 p.m. – 3:30 p.m.

Session 2 (Cont'd) 3:30 p.m. – 5:00 p.m.
Stock and Bond Markets: A Current Perspective
Jeremy Siegel

Welcome Reception and Dinner

TUESDAY, JANUARY 11, 2011

Breakfast 7:00 a.m. – 8:30 a.m.

Session 3 8:30 a.m. – 10:00 a.m.
The Asset Allocation Decision
Jeffrey Jaffe

Break 10:00 a.m. – 10:15 a.m.

Session 4 10:15 a.m. – 12:15 p.m.
Performance Measurement and Attribution and Perspectives on Active Investment Styles
Craig MacKinley

Lunch 12:15 p.m. – 1:30 p.m.

Session 5 1:30 p.m. – 3:00 p.m.
Marketing Segmentation and Branding

Break 3:00 p.m. – 3:30 p.m.

Session 6 3:30 p.m. – 5:00 p.m.
Psychology of Financial Services Customers
Keith Niedermeier

Dinner 6:00 p.m. – 7:00 p.m.

Stress Management
Phil Nuernberger 7:00 p.m. – 9:00 p.m.

WEDNESDAY, JANUARY 12, 2011

Breakfast 7:00 a.m. – 8:30 a.m.

Session 7 8:30 a.m. – 10:00 a.m.

Fixed Income Investments

Gordon Bodnar

Break 10:00 a.m. – 10:15 a.m.

Session 7 (cont'd) 10:15 a.m. – 12:15 p.m.

Fixed Income Investments

Gordon Bodnar

Lunch 12:15 p.m. – 1:30 p.m.

Session 8 1:30 p.m. – 3:30 p.m.

Global Aspects to Retirement Risk Management

Olivia Mitchell

Break 3:30 p.m. – 4:00 p.m.

Session 9 4:00 p.m. – 5:00 p.m.

Liability-Driven Investing – LDI

Will Kinlaw

Networking Reception 5:30 p.m. – 7:30 p.m.
and Dinner

Session 10 7:30 p.m. – 8:30 p.m.

Panel: Plan Sponsors and Consultants

Current Trends in Asset Allocation

THURSDAY, JANUARY 13, 2011

Breakfast 7:00 a.m. – 8:30 a.m.

Session 11 8:30 a.m. – 10:00 a.m.

World Markets and International Investing

Dick Marston

Break 10:00 a.m. – 10:15 a.m.

Session 12 10:15 a.m. – 12:15 p.m.

Private Equity

Stephen Sammul

Lunch 12:15 p.m. – 1:30 p.m.

Session 13 1:30 p.m. – 3:00 p.m.

Alternative Investments

Chris Geczy

Break 3:00 p.m. – 3:30 p.m.

Session 13 (cont'd) 3:30 p.m. – 5:00 p.m.

Alternative Investments

Chris Geczy

Q&A with Chris Geczy 5:00 p.m. – 6:00 p.m.

Dinner 6:00 p.m. – 7:00 p.m.

FRIDAY, JANUARY 14, 2011

Breakfast 7:00 a.m. – 8:30 a.m.

Session 14 8:30 a.m. – 11:30 a.m.

Risk Management: Current Trends in Derivatives and Applications

Krishna Ramaswamy

Break 11:30 a.m. – 11:45 a.m.

Closing Session 11:45 a.m. – 12:15 p.m.

Discussion: The Week in Review

Krishna Ramaswamy

Lunch 12:15 p.m. – 1:15 p.m.

Please note: Course offerings are subject to change at the discretion of AIMSE/Wharton.



REGISTRATION FORM

Name _____

Fax _____

Email _____

Badge Name _____

Educational Background (college, advanced degrees) _____

Title _____

Work History (previous positions prior to current position) _____

Company _____

Responsibilities at current position _____

Address _____

No. of years in Investment Management Sales & Marketing _____

City _____ State / Province, _____ ZIP _____

Who approved your attendance at the AIMSE/Wharton
 Investment Institute? Self

Business Phone _____

Home Phone (for AIMSE use only) _____

Name of approving individual _____

PAYMENT INFORMATION

Conference Fees

- \$6975

Membership Dues

- Active Member Dues \$250

Please submit dues payments only if you are not already a current member of AIMSE. Only current members are eligible to attend. If you are unsure of your membership status, please call the AIMSE office at 703-234-4098.

Total Due \$ _____

Payment Method:

Check MC Visa American Express

Card No. _____ Expiration Date _____

Signature _____

NOTE: If you are registering by fax and paying by credit card, please DO NOT send a hard copy of this form to the AIMSE office.



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