



NATIONAL ASSOCIATION OF ACTIVE INVESTMENT MANAGERS

**NAAIM UNCOMMON KNOWLEDGE 2016
CONFERENCE AGENDA
May 1 - 4**

SUNDAY, MAY 1

6:00 AM NAAIM Fishing Excursion
10:30 AM NAAIM Golf Classic – Jacaranda Golf Club (bus leaves hotel at 10:30 a.m.)
4:00 – 6:30 PM Solo Advisors Meeting: Moderator – Mike Dean – *Bonnet*
7:30 PM NAAIM Welcome Reception – Pool Deck

MONDAY, May 2

7:00 – 9:00 AM NAAIM Board Meeting - All Members Invited to Attend – *Rio Vista I*
8:00 – 9:00 AM New Member Registration and Welcome Orientation – *Rio Vista II*
8:00 AM Registration/Sponsor Hall Opens - Continental Breakfast – *Atlantic Ballroom*
9:00 AM Welcome - NAAIM President, Ted Lundgren, Hg Capital Advisors – *Atlantic Ballroom*
9:15 AM Welcome – Co-National Sponsor Guggenheim
9:30 AM Keynote Speaker – Short and Intermediate Profit Opportunities in the Current Market Environment - Helene Meisler, Financial Markets Analyst – *Atlantic Ballroom*
10:30 AM Welcome – Co-National Sponsor ProFunds
10:45 AM Robo Advisers -The Only thing we have to fear is? Hal Ratner, Morningstar – *Atlantic Ballroom*
11:45 AM Lunch and Sponsor Introductions – *Sky Terrace*
1:15 PM Welcome – Platinum Sponsor Advisors Preferred – *Atlantic Ballroom*
1:30 PM DOL – Are you Scared or are you Prepared? – Tom Giachetti, Stark & Stark Attorneys at Law (Interview) – *Atlantic Ballroom*
2:30– 3:15 PM Gold Sponsor Breakout
A) Maneuver in Markets – Jonathan Schreiber, CFA, Investment Product Analyst, Putnam Investments – *Atlantic Ballroom*
3:15 – 3:45 PM Refreshment Break
3:45 – 4:00 PM Welcome – Platinum Sponsor Direxion – *Atlantic Ballroom*
4:00 – 5:00 PM Last Man Standing: Trading Systems that Work in Today's Market – Mebane Faber, Cambria Investment Management – *Atlantic Ballroom*
5:30 PM Monday Evening Dinner Cruise – Sponsored by ProFunds and Guggenheim – Busses will leave from hotel at 5:30 pm.

TUESDAY, MAY 3

- 7:00 AM Continental Breakfast in the Sponsor Hall – *Atlantic Ballroom*
- 8:00 AM **Keynote Speaker: A Culture of Content Marketing: How to take Your**
A) Organization to the Next Level of Content – Marcus Sheridan, The Sales Lion – *Atlantic Ballroom* – *Introduced by Co-National Sponsor Profunds*
- 9:00 AM **B) Benchmarking for Sustainable Success** – Joe Lukacs, International Performance Group, Inc. – *Atlantic Ballroom* – *Introduced by Co-National Sponsor Guggenheim*
- 10:00 – 10:30 Refreshment Break – Sponsor Hall – *Atlantic Ballroom*
- 10:15 – 11:00 AM **Gold Sponsor Breakouts**
A) How Does Our Market Structure Really Affect Your Trades? Al Leary, Senior Vice President, Sales – Trust Company of America; Phil Mackintosh, Head of Trading Strategy and Analysis at KCG Holdings, Inc.
B) Gather New Business Owner Clients & Increase AUM Utilizing Unique Insurance Strategy - Michael Reidy, Vice President, Security Benefit – *Atlantic Ballroom*
- 11:00 AM **Succession Planning for Your Advisory Firm & Intellectual Property** - David Goad, Succession Planning Consultants, Inc. – *Atlantic Ballroom*
- 12:00 PM Lunch / Annual Membership Meeting last ½ hour – *Sky Terrace*
- 1:30 PM **The Secret to Marketing to Millennials: How to Build Trust and Authority** - Kali Hawk
Writer and consultant at KaliHawk.com and Director of Marketing for XY Planning Network – *Atlantic Ballroom*
- 2:30 – 3:15 PM **Gold Sponsor Breakouts**
A) Target Market and You – Alma Piscitello, Senior Vice President, Head of Strategic Relationships, Northern Lights Distributors, LLC
B) 40 years of trading success: A perspective from Legendary CTA firm DUNN Capital Management – Roberto Orsorio, PhD and Jenny Kellams, Dunn Capital Management / Hosted by Arrow Funds
- 3:15 – 3:45 PM Refreshment Break – Sponsor Hall – *Atlantic Ballroom*
- 3:45 – 4:30 PM **Round Table Session #1 and Session #2** – *Atlantic Ballroom*
a. How best to use Social Media and Content Marketing to prospect and grow your business
b. Developing Investment Systems for the Retail Advisor
c. How best to plan and execute your business vision – *Joe Lukacs*
d. Communicating with your clients – best practices of keeping your existing client base informed
e. Affirming your active management beliefs – How do you compete with buy and hold?
f. Adding value by offering financial planning in your practice
- 4:30 – 5:15 PM **Round Table Sessions #2** (*same topics as Session #1*)
- 5:15 – 6:00 PM **Round Table Sessions** – 45 Minute Summary and Open Mic – audience participation – *Atlantic Ballroom*
- 6:00 PM **Cocktail Reception** – Sponsor Hall – *Atlantic Ballroom*

WEDNESDAY, May 4

7:30 AM	Continental Breakfast in the Sponsor Hall – <i>Atlantic Ballroom</i>
8:30 AM	2016 NAAIM Wagner Award Competition Introduction - Jerry Wagner, Flexible Plan Investments, Ltd.
8:45 AM	Multivariate Regression Analysis: Considering the Relevance of Past Performance / 2016 NAAIM Wagner Award Winner – Spencer Seggebruch, Investment Analyst, R.T. Jones Capital Equities Management, Inc.
9:30 AM	Index Annuities: Are They Too Good to Be True? – John Conrath, Portfolio Medics – <i>Atlantic Ballroom</i>
10:30 AM	Refreshment Break
11:00 AM	How to Build a Trading System: Paul Montgomery, Scotia Partners, Ltd. – <i>Atlantic Ballroom</i>
12:30 PM	Closing Lunch – <i>Sky Terrace</i>
1:30 PM	NAAIM Shark Tank Competition Part I* (three presenters)
2:50 PM	Refreshment Break
3:10 PM	NAAIM Shark Tank Competition Part II* (three presenters)
4:30 PM	Adjourn
5:00 - 8:00 PM	Marcus Sheridan, The Sales Lion Seminar (additional cost – contact info@naaim.org for more information)

**Shark Tank finalists will be assigned their order to make their presentations randomly, and prior to the event. There will be three presenters during Part 1 and three presenters during Part II.*

SharkTank Finalists in Alphabetical Order by Presenter’s Last Name:

- **Stratversify®** - David Bush, ALPHATATIVE, LLC
- **Probabilities Fund** – Joseph Childrey, Probabilities Fund Mangement, LLC
- **KKM Enhanced U.S. Equity Fund** – Jeff Kilburg, KKM Financial
- **NDX Trading** – Mark Pankin, MDP Associates, LLC
- **Appleton Group Portfolio** – Mark C. Scheffler, Appleton Group, LLC
- **D&W Sector Rotation** - John Worthington, Dauble+Worthington Equity Portfolios

For more information about the presenters, download NAAIM's free conference App – <https://guidebook.com/g/naaim2016/> / NAAIM Uncommon Knowledge 2016