

FOX Wealth Advisor Forum™

# Purposeful Innovation

Think Strategically - Get Tactical

May 3-5, 2016 | Coral Gables, FL



## Forum Summary

On May 3-5, the focus of the wealth management world will be on Coral Gables, FL. The leading advisors will converge for the **FOX Wealth Advisor Forum™** where Family Office Exchange will reveal their latest insights into the needs of the world's most financially successful families and their preferred ways of working with their advisors. This is the must-attend event for advisors serious about serving this market.

The Forum occurs at a time of unprecedented change in this market. FOX will be providing guidance on responding to the revolution in expectations for the client experience, competition from numerous disruptors in advice, reporting, and investment styles, and threats to data security.

The program, aptly entitled **Purposeful Innovation**, will provide direction for preparing your organization to be well positioned for an effective, profitable future in the private wealth market. Join us for golf, knowledge, and networking.

## Exhibitors



## Guest Speakers

### Michael Drexler

Head of Investors Industries, Member of the Executive Committee  
World Economic Forum USA

### Frederick B. Kauber

Managing Director & Chief Technology Officer, CAIS

### Tim Kuppler

Director of Culture & Organization Development, Human  
Synergistics, and Founder, CultureUniversity.com

### R. Jesse McWaters

Project Manager, Disruptive Innovation in Financial Services –  
Report Editor, World Economic Forum USA

### Joseph Michelli Ph.D., C.S.P.

Author

### Abigail Noble

CEO, The ImPact

### Gretchen Postula

Head of Investor Relations, North Sky Capital

### Matthieu Rauscher

Vice President, Yseop

### Mark Rogozinski

Managing Director, SEI

## FOX Speakers

### Sara Hamilton

Founder and CEO, Family Office Exchange

### Amy Hart Clyne

Executive Director, Family Office Exchange

### Steven Draper

Senior Consultant for Family Office Exchange

### Ruth Easterling

Managing Director, Member Services, Family Office Exchange

### Charles B. Grace, III

Managing Director, Family Office Exchange

### Alexandre Monnier

President, Family Office Exchange

### Karen Rush

Director of Membership, Family Office Exchange

### David Toth

Director of Advisor Research, Family Office Exchange

## Location



### The Biltmore

1200 Anastasia Ave  
Coral Gables, FL 33134  
800.727.1926

[www.biltmorehotel.com](http://www.biltmorehotel.com)

FOX has reserved rooms at our conference hotel, The Biltmore at a rate of \$239 per night plus a \$22 resort fee and applicable taxes. Please note that all forum attendees are responsible for making their own hotel reservations.

The discounted Forum guest room rate will be available on a space available basis through **April 4, 2016**. To obtain the special rate, please contact Biltmore reservations at 800.727.1926 and mention the Family Office Exchange Wealth Advisor Forum, **group code 5631** and **authorization code 87439**.

## DAY 1 - AGENDA

**12:00 pm** Registration

**1:00 pm** Pre-Forum Golf Outing at the Biltmore  
(Tickets required)



**4:00 pm** Pre-Forum FOX Integrated Wealth Advisor Council™ Information Session

FOX's Integrated Wealth Advisor Council™ is a membership option for chief executives of wealth advisory firms and boutique multi-family offices dedicated to building their business among the highest net worth clients. This Council of carefully matched peers prepares wealth advisory firms for profitable growth by providing peer insights, informed analysis of the drivers of success for integrated wealth advisor globally, and clear anticipation of the needs of the target audience.

Please join us for his informational session, led by David Toth, Director of Advisor Research, Family Office Exchange, and Karen Rush, Director of Membership, Family Office Exchange. David and Karen will deliver an overview of the benefits of joining the Council, and answer any questions you may have.

**6:00 pm** Welcome Reception  
For all forum attendees.

Businesses who seek growth and sustainability, by necessity, are forced to embrace rapid innovation and create new solutions to common or emerging problems. Purposeful Innovation requires the discipline of taking time to assess need; analyze impact; evaluate ideas; prepare for innovation; align culture and teams toward commitment; and target efforts in the design, development and delivery of meaningful and dynamic products, services and processes.

Please join Family Office Exchange (FOX) and your peers in a discovery of the essential elements of Purposeful Innovation. Drawing upon more than 25 years of research-rich content and experience working with a global network of families, family offices, and advisors, FOX invites you to engage in a guided and participatory learning opportunity that will give you the tools and insights needed to Think Strategically and Get Tactical in meeting the existing and emergent needs of the client families you serve.

***"Tactics without strategy is the noise before defeat. Strategy without tactics is the slowest way to victory."***

–Sun Tsu, Chinese Military General, Strategist and Philosopher (6th Century B.C.)

**7:30 am Registration, Breakfast and Exhibits**

**11:00 am Break**

**9:00 am What is Purposeful Innovation and What Trends are Driving Need?**

**Speaker:** Alexandre Monnier, President, Family Office Exchange

Innovation is the cornerstone of enterprise today as businesses compete in their ability to provide unique service offerings and value to the clients they serve. Yet, innovation without purposeful planning, strategic dialogue and targeted implementation is costly, non-effective and disruptive. Alexandre will highlight the concept of purposeful innovation and link the strategic and tactical dialogue to the unique trends and needs that are facing wealth advisors today and will continue into the future.

**11:30 am Technological Innovation in the Family Office: Where are the Opportunities?**

**Session Host:** Alexandre Monnier, President, Family Office Exchange

**Speakers:** Frederick B. Kauber, Managing Director & Chief Technology Officer, CAIS

Mark Rogozinski, Managing Director, SEI

Steven Draper, Senior Consultant, Family Office Exchange

Researchers have determined a link between technology innovation and economic prosperity as well as a unique relationship between the usage of internet-based technologies, different types of innovation, and performance at the firm level. As internet-based technologies continue to be an enabler of innovation, it is critical that families, family offices, and the advisory firms serving them stay abreast of the types and caliber of technological innovation that is available. Alexandre Monnier and Steven Draper, who moderates the FOX Technology Operations & Data Security Network (TODS), will lead an interactive dialogue on current and future technological innovations and how you can purposefully integrate these innovations into your operations and strategies. Alexandre and Steven will be joined by Frederick B. Kauber and Mark Rogozinski.

**10:00 am Innovations in Financial Services: A Look at the Future**

**Session Host:** Charles B. Grace, III, Managing Director, Family Office Exchange

**Speakers:** Michael Drexler, Head of Investors Industries, Member of the Executive Committee World Economic Forum USA

R. Jesse McWaters, Project Manager, Disruptive Innovation in Financial Services – Report Editor, World Economic Forum USA

Consistent with the World Economic Forum's mission of applying a multi-stakeholder approach to address issues of global impact, The Future of Financial Services Report completed in June 2015 provides insight into how disruptive innovations are reshaping the way financial services are structured, provisioned and consumed. Michael Drexler and Jesse McWaters will share insight into the transformative potential of new entrants and innovations on business models in financial services. As part of the dialogue, they will share findings from their extensive outreach and dialogue with the financial services community, innovation community, academia, and a large number of financial technology startups while providing an actionable list for thinking strategically and getting tactical in areas of collaborative action.

**12:30 pm Lunch and Exhibits**

**2:00 pm Evaluating Ideas: Peer Dialogue**

In a thematic look at innovation, participants will have the opportunity to engage in small-group conversations about what purposeful innovation is inherent in today's wealth advisory community and what purposeful innovation needs to occur.

**3:00 pm Break**

**3:30 pm Breakout Sessions**

*Listed on the next page.*



3:30 pm Breakout Sessions

**BREAKOUT 1 - CULTURE**

**Aligning Culture: Making Culture Personal**

**Session Host:** Amy Hart Clyne, Executive Director, Knowledge Center, Family Office Exchange

**Speaker:** Tim Kuppler, Director of Culture & Organization Development, Human Synergistics, and Founder, CultureUniversity.com

As research continues to validate the need for cultural alignment within families as well as between families and the advisors who serve them, there is continued need for effective assessments that measure culture and clear approaches to manage sustainable change. Tim Kuppler will guide participants through The Organizational Culture Inventory® (OCI®) and the Organizational Effectiveness Inventory® (OEI®), which were developed in response to demands for a reliable and valid measure of organizational culture, the internal factors that shape and reinforce culture, and the outcomes that result from culture.

These tools enable leaders and advisors to analyze the current state of their organization, envision and communicate the desired state, and identify the most important “levers” for moving the family or organization in the desired direction. Tim will address how to: achieve consensus and buy-in on the ideal culture, promote an understanding of how the current culture is impacting effectiveness, act when there are gaps between the current and ideal culture, initiate steps to motivate change, and adjust levers (e.g., systems, structures, skills) for redirecting the culture and enhancing effectiveness.

**BREAKOUT 2 - DIRECT INVESTMENTS**

**Analyzing Impact: Family Direct Investing Case Studies**

**Session Host:** Sara Hamilton, Founder and CEO, Family Office Exchange

Traditionally, research in direct investment asset classes has largely considered only economic motives, excluding nonfinancial concerns. Yet, many investors today are motivated by a variety of emotional rationales, particularly when considering direct investments that have a social or impact objective. These include the desire to: preserve control, remain active, educate the family, unite the family around purpose, achieve social impact, and secure wealth across generations. Critical to an effective analysis of how to innovate direct investing into a family’s financial strategy is understanding the motivation behind the investment and what the family intends to achieve in the process.

As families consider the benefits of direct investing, what role does the family office executive or wealth advisor play in the process? And, what can the advisor do to support the emotional and financial motivations inherent in the direct investing decision making process?

Sara Hamilton, Founder and CEO of Family Office Exchange, will be joined by two families who will share their experiences with direct investing and the unique roles their advisors play, or the role they want them to play, in the process.

**BREAKOUT 3 - TECHNOLOGY**

**Preparing for Innovation: Harnessing the Data Explosion**

**Session Host:** Alexandre Monnier, President, Family Office Exchange

**Speakers:** Matthieu Rauscher, Vice President, Yseop  
Robert E. Mallernee, CEO, Eton Advisors

Steve Draper, Senior Consultant for Family Office Exchange and moderator of the FOX Technology Operations & Data Security Network (TODS)

The growth in data is a function of multiple technological advancements in and around financial services. The adoption of cloud, mobile technologies and apps, wearable devices, intelligent/smart networks and systems, Internet penetration and usage, are some of the major factors for growth in overall data. To put this into perspective, IDC estimated that the digital universe is doubling its size yearly and would reach 44 ZB in 2020 from 4.4 ZB of data generated in 2013. It also forecasted that the big data technology and services market will grow at a 26.4% compound annual growth rate to \$41.5 billion through 2018, or about six times the growth rate of the overall information technology market. The ability to draw insights and the ability to use data to provide context and personalization to clients would deepen any online interactions and give advisers the ability to differentiate themselves in the market.

**BREAKOUT 4 - IMPACT INVESTING**

**Targeting Efforts: Making Impact Happen**

**Session Host:** Ruth Easterling, Managing Director, Member Services, Family Office Exchange

**Speakers:** Abigail Noble, CEO, The ImPact

Gretchen Postula, Head of Investor Relations, North Sky Capital

Much has been documented about the transformation that is occurring around making money while also making a difference. Impact Investing, which was once a nice idea is now becoming a mandate as approximately \$30 trillion of wealth is projected to be inherited by the Millennial and Gen X Generations. These generations of inheritors expect engagement in impact. As chronicled by Deloitte, 5,000 Millennials in 18 countries ranked “to improve society” as their number one priority above “making a profit.” The question of SHOULD we become involved in social and impact investing has now been replaced with, “HOW do we get involved?”

Gretchen Postula and Abigail Noble will lead the dialogue on how to innovate impact investing into financial strategy. Included in the conversation will be the processes families should follow to engage in impact as well as the critical questions to ask when evaluating funds and aligning projects with desired goals.

5:00 pm **Adjourn**

6:00 pm **Reception and Dinner**

**8:00 am Registration, Breakfast and Exhibits**

**9:00 am Welcome and Logistics**

**Speaker:** Alexandre Monnier, President, Family Office Exchange

**9:15 am Innovating the Client Experience: So, You Want to Deliver Consistently Outstanding Customer Experiences**

**Session Host:** Session Host: Amy Hart Clyne, Executive Director, Family Office Exchange

**Speaker:** Joseph Michelli, Ph.D., C.S.P.

You are not alone in wanting to deliver outstanding client experiences. According to Forrester Research, client experience elevation is on the strategic priority list of 92% of businesses; 23% of those small, medium and large companies have client experience as their #1 priority. Despite that prioritization, consumer satisfaction research suggests client engagement is at a 9-year low. Dr. Michelli will walk you through how to innovate the client experience by drawing comparisons between companies that “aspire to” and those like Mercedes-Benz USA that “execute to” deliver client delight. Joseph will outline the role leadership vision and alignment play while offering approaches to inspire client-centricity for everyone who represents your brand. He will provide practical tools on how to integrate technology with human service delivery to create a uniquely special bond with your clients.

Joseph A. Michelli, Ph.D., C.S.P. is a Wall Street Journal, USA Today, Publishers Weekly, Nielsen Bookscan and New York Times #1 bestselling author. His latest book is Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way. Other titles include: Leading The Starbucks Way: 5 Principles for Connecting with Your Customer, Your Products, and Your People, The Zappos Experience: 5 Principles to Inspire Engage and WOW, and Prescription for Excellence: Leadership Lessons for Creating a World-Class Customer Experience.

**10:30 am Break**

**11:00 am Linking Value and Pricing: Insights from FOX’s Latest Research**

**Speakers:** Karen Rush, Director of Membership, Family Office Exchange

David Toth, Director of Advisor Research, Family Office Exchange

Critical to the creation and application of new ideas within the marketplace to generate new value is a keen awareness of the client’s perception of the value delivered over time. To provide you with tools necessary for strategic thinking from a tactical perspective, Karen and David will share key findings from the FOX MFO Benchmarking study that link value to pricing trends, structure, and the evolving value of services provided.

**PANEL OF MILLENNIALS LUNCHEON**

**11:45 am Generating New Value: Innovation in Engaging Millennials**

**Session Host:** Session Host: Amy Hart Clyne, Executive Director, Family Office Exchange

**Speakers:** Dexter Blackwell, Relationship Manager, Eton Advisors

Michael Sidgmore, Senior Vice President, Investor Network, iCapital Network

Whitney Webb, Director of Operations, Independent Means

Family Office Exchange continues to lead efforts on assessing need; analyzing impact; evaluating ideas, preparing for innovation; aligning culture and teams toward commitment; and targeting efforts in the design, development and delivery of meaningful and dynamic products, services and processes that are uniquely positioned for the next generation of wealth owners. In a candid discourse, a panel of client and advisor millennials will identify what you need to do strategically to meet the emerging needs of the inheriting generation.

**1:15 pm Forum Wrap Up – Getting Tactical: What are my Key Take-Aways?**

**Speaker:** Alexandre Monnier, President, Family Office Exchange

There is little benefit from engaging in stimulating and thought provoking learning and networking without an action plan for implementing what you have learned. Alexandre will provide guidance on what you should do more, better, or differently as a result of what was shared at the 2016 Wealth Advisor Forum.

**1:30 pm Adjourn**

# FOX Wealth Advisor Forum™ Registration

May 3-5, 2016 | The Biltmore | Coral Gables, FL



## Forum Qualifications

All registrations subject to approval by FOX.

Is this your first time at the FOX Wealth Advisor Forum?

Yes  No

Do you plan to book a guest room at The Biltmore?

Yes  No

Please note, registrants are expected to make their own hotel reservations. Please see [page two](#) for accommodation information.

Do you have any special dietary or accessibility needs (please describe)

If you were referred to this event, please advise who referred you.

How did you hear about this event?

I would like to attend the Pre-Forum FOX Integrated Wealth Advisor Council™ Information Session

## Event Breakout Selections

Please select the breakout session you plan to attend on Wednesday, May 4:

- Breakout 1 – Culture
- Breakout 2 – Direct Investments Panel
- Breakout 3 – Technology
- Breakout 4 – Impact Investing

## Will you join us for:

The Welcome Reception on May 3?

Yes  No

Lunch on May 4?  Yes  No

Forum Reception and Dinner on May 4?

Yes  No

Panel of Millennials Luncheon on May 5?

Yes  No

## Forum Materials

I will download the digital materials in advance and WILL NOT need a printed binder at the Forum.

I would like to pick up a copy of the conference materials at the Forum registration desk.

## Questions?

Contact us at [events@familyoffice.com](mailto:events@familyoffice.com) or call 312.327.1231

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## Three Ways To Register

Space is limited, all attendees must register online or submit this registration form prior to the event to secure a seat.

1. Scan and email to:

[events@familyoffice.com](mailto:events@familyoffice.com)

2. Fax this form to:

312.327.1212

3. Register online at:

<https://www.familyoffice.com/learning-events/forums/fox-wealth-advisor-forum-2016>

## Attendee Information

Name (First/Last)

Firm Name

Title/Position

Street Address

City

State/Province

Country

Zip/Postal Code

Phone

E-mail

## Attendance Selections

2016 FOX Wealth Advisor Forum™

FOX Member

\$1,850

Additional Attendee

\$1,500

Use Event Credit  
Included in FOX  
Membership Fee

Non-Member

\$2,300

Additional Attendee

\$1,950

Pre-Forum Golf Outing at the Biltmore

\$195

\$195



## Payment Method

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

Please mail check to: **Family Office Exchange**

**ATTN: Events**

**100 South Wacker Drive, Suite 800**

**Chicago, IL 60606**

Please charge the following credit card:  VISA  MasterCard  Am. Express

Cardholder Name

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Billing Address for Credit Card

City

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Zip/Postal Code

Country

Cardholder's Signature

For event registrations, refunds of payments or forum allotments will be made if the cancellation is made in writing to Family Office Exchange at [events@familyoffice.com](mailto:events@familyoffice.com) five or more business days prior to the start of the event.



Up to 5.5 CPE credits can be earned by attending this event. CPE credits are accepted at the option of state certifying boards. Requirements, compliance procedures and acceptance may vary by state.