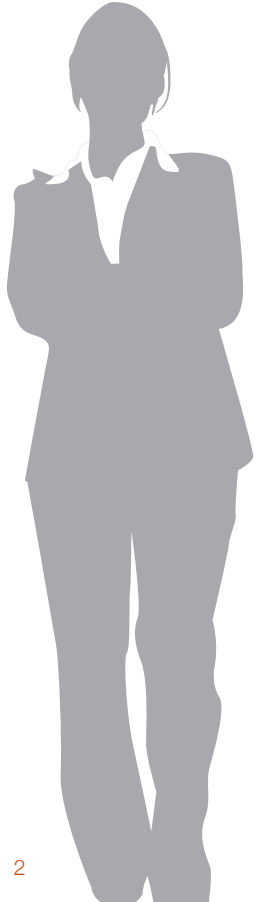


the evolution of investment sales

16th Annual Canadian Conference | January 13-14, 2009 | Royal York Hotel | Toronto, Ontario

Conference Program



January 13, 2008

AIMSE Reception

6:00-8:30 pm Royal York Hotel - *Imperial Room*

January 14, 2008

9:30 - 10:00 am Breakfast - *Imperial Foyer*

10:00-10:15 am Welcome and Introduction - *Imperial Room*

Michael Gillis, Conference Chair, *Greystone
Managed Investments*

10:15-10:30 am Now a Word from Our Sponsors...
Imperial Room

10:30-11:15 am Evolving into a Global Marketer
Imperial Room

Moderator: Craig Auwaerter, *KBSH Capital Management, Inc.*

Speakers: Tom Barron

Stephen Foote, *Northwater Capital
Management, Inc.*

Rachel Minard, *Cogo Wolf Asset Management, LLC*

11:15 - 12:00 pm Has the Art of Presenting Evolved?
Imperial Room

Moderator: Tony Mastandrea, *Lazard Asset
Management*

Speaker: Keith McDowell, *McDowell Consulting*

Lunch – 12:00–1:30 pm - Tudor 7 & 8

Lunch Keynote – 12:30–1:15 pm - Tudor 7 & 8

Moderator: Michael Peck, *Acuity Investment Management Inc*

Guest Speaker: Michael Mandel

1:30–2:45 pm Meet the Plan Sponsor– A Roundtable - Tudor 7 & 8

Moderators: Jeff Horbal, *Artio Global Management, LLC*

Speakers: David Finstad, *Alberta Investment Management*

Adam Bomers, *Royal Bank of Canada*

Jeff Norton, *Teacher's Retirement and Allowances Fund (TRAF-Manitoba)*

Tom Valks, *Canada Mortgage and Housing Corp (CMHC)*

Josephine Marks, *Scotiabank Group Treasury*

Patrick Ercolano, *Laval University*

Chris Caswell, *Rio Tinto*

Don't miss this rare opportunity to meet top plan sponsors in an intimate roundtable setting. Ask them the questions you have always wanted the answers to and learn more about how to gain access and meet their needs. Each plan sponsor will be joining you at your table for an open discussion where you will learn

what it takes to get your firm positioned for future success. And best of all, no hassles from hustling from one meeting to the next, whether by planes, trains or automobiles.

2:45–3:15 pm Refreshment Break with the Exhibitors

**3:15–4:15 pm Consultant No Holds Barred
*Imperial Room***

Moderator: Michael Gillis, *Greystone Managed Investments*

Speakers: Janet Rabovsky, *Watson Wyatt*

Pierre Collins, *Brockhouse Cooper*

Peter Arnold, *Buck Consultants Limited*

Brian Dayes, *Mercer*

Now it's your turn to ask the questions, especially the tough ones you've always wanted to ask! Don't miss this opportunity to face the consultants who will take on any probing question whether asked directly (for the brave) or submitted anonymously (for the wimps). Join us for this no holds barred session, where every question is fair game and your future is at stake!

Keynote Speaker



Mike Mandel

Expert in the Art of Communication, Motivation & Influence

Dr. Mike Mandel is a uniquely qualified expert in the art and science of influential communication. An enlivening keynote speaker, he is known for being simultaneously fascinating and hilarious.

Mandel's career covers many different fields: corporate speaker, trainer, psychotherapist, martial arts instructor, writer, and stage performer. Five tours of Britain, and appearances in many media outlets, including the Globe & Mail, CBC, YTV, Vision, W5, Discovery, Bravo! Arts and Minds, as well as numerous guest spots on Australian television are a testament to his consistent popularity. Mandel has 18 nominations and 6 awards for excellence in

entertainment, including the COCA Hall of Fame Award, previously won by Sarah McLaughlin, the Tragically Hip and Jim Carrey.

A qualified trainer of Neurolinguistic Programming, and the Advanced Ericksonian Hypnosis Instructor for NLP Canada, he teaches salespeople, therapists and doctors. Widely regarded as one of the world's premier hypnotists, he holds a doctorate in clinical hypnosis, and is certified in a number of highly effective psychotherapeutic disciplines.

Mandel's highly energetic, innovative and entertaining corporate keynotes and presentations, provide audiences with powerful tools to communicate persuasively, increase intelligence and reduce stress. He routinely earns rave reviews, and his impressive and diverse client list includes Microsoft, Petro Canada, TD Waterhouse, Toyota, Bell Canada, the RCMP, Deloitte, Rogers Communications, Aecon Construction, and the Department of Defence.

A self-described "reasonably normal guy with a really weird job", Dr. Mike Mandel lives in Toronto with his wife, two Bengal cats and thousands of books.

Speakers



Peter C. Arnold, CFA

National Practice Leader, Investment & CAP Consulting

Peter joined Buck in 2004 to head up the Investment Consulting Practice. In 2006, Peter was asked to lead Buck's Capital Accumulation Plan consulting services. In 2007, Peter was appointed as a member of Buck's Canadian Leadership Team. He has a proven track record of building strong relationships with his clients, and implementing sound and efficient business processes. His dynamic style motivates his team and delivers results.

Prior to joining Buck, Peter was the Vice-President and Canadian Investment Practice Director at a full-service human resources and benefits consulting company. He is responsible for the development and delivery of all investment and CAP consulting services in Canada including asset-liability modeling, investment policy, manager/service provider search, manager compliance verification, manager structure/fund option design and evaluation, Canadian research, and performance monitoring.

Peter has honed his consulting skills working with clients across a broad spectrum of sectors including Union, Multi-Employer, Corporate and Public pension funds.

Peter graduated from the University of Waterloo with a Bachelor's degree in Mathematics in 1993. He has continued his professional growth by completing the Canadian Securities course in 1994, and by obtaining his Chartered Financial Analyst (CFA) designation in 1999. Peter is a member of the Toronto Society of Financial Analysts, writes industry articles on investing, and is a frequent speaker at industry conferences and events.



Craig Auwaerter

Vice President
Head of Institutional Marketing

Based in Toronto, Craig's primary responsibility is to lead institutional business development at KBSH. He is also involved, along with other team members, in reporting to existing clients and in the development of proposals and presentations to prospective clients. Craig's mandate is to grow the business and presence of KBSH in the Canadian marketplace. Before joining KBSH, Craig was Vice President,

Marketing and Client Service, at Legg Mason Canada. Prior to that he was Vice President and Director at TD Asset Management, Quantitative Capital, where he was responsible for business development and client service to institutional clients based in Western Canada.

Craig is a graduate of York University (B.A.) and the Schulich School of Business at York University (M.B.A.). He is also a Chartered Financial Analyst charterholder and is a member of the CFA Institute and the Toronto CFA Society.

Speakers



Tom Barron

Tom Barron was most recently a Regional Director with Russell Investments. In this role Tom advised clients on the implementation of investment strategies and is responsible for managing relationships with major corporate and public pension plans and other large pools of capital in the United States and Canada.

Prior to joining Russell, Tom was the Director of Marketing and Client Relations at Harris Associates, L.P. in Chicago, IL. He

also served in various management, marketing and relationship management roles with Stein Roe & Farnham, The Travelers, Continental Bank N.A. and Prudential-Bache Securities.

Tom has 25 years of investment industry experience and serves as the President of AIMSE, The Association of Investment Management Sales Executives.

Tom Barron is a regional director of institutional investment services and a registered representative of Russell Institutional Services Inc., a SEC registered investment adviser and FINRA member firm.



Adam Bomers

Manager Pension Investments
Royal Bank of Canada

Adam is responsible for the investment activities of the Defined Benefit and Defined contribution plans maintained by RBC. His primary duties include asset mix policy, risk management, compliance review, manager structure and monitoring. Adam holds a Bachelor of Commerce degree with honours from McMaster University and is a CFA charter holder.



Chris N. Caswell, CFA

North American Pension Investment Adviser
Rio Tinto

As North American Pension Investment Adviser at Rio Tinto based in Montreal, Chris Caswell is responsible for the defined benefit plan assets of companies owned by the Rio Tinto Group in North America (excluding Alcan), which are structured in US and Canadian master trust arrangements. Prior to joining Rio Tinto in 2005, he held various management positions in finance and treasury operations at Via Rail

Canada, where he was responsible for the defined benefit pension fund since 1991. Chris is a CFA charterholder.



Pierre E. Collins, CA, CFA

Director and Senior Consultant
Brockhouse & Cooper, Inc.

Pierre is a Director and Senior Consultant with Brockhouse & Cooper Inc. where he works with institutional clients on international and domestic manager structure and search projects. Prior to joining Brockhouse & Cooper Inc. in 2002, he spent nine years at the Workplace Health, Safety and Compensation Commission (“WHSCC”) of New Brunswick, where he served as Controller and then Treasurer. Prior to his experience

with the WHSCC, Pierre spent seven years working in public accounting. He is a member of the Canadian Institute of Chartered Accountants and of the CFA Institute.

Speakers



Brian Dayes

Principal
Mercer

Brian Dayes is a Principal in the Toronto office of Mercer Investment Consulting. Brian consults to pension plans across a broad array of management issues including plan governance, asset/liability modeling, asset mix and investment manager structure and manager search

Brian joined Mercer IC in January 2005 bringing with him 13 years experience in

the industry. His previous experience includes investment specialist with Franklin Templeton Investments Corp, where he provided global equity portfolio management servicing to some of Canada's largest pension plans, team leader within the Investment Analytical Services division of the RBC Global Services and a specialist fixed income broker.

Brian earned a BSc (honours) from the University of Western Ontario, and an MBA in finance with a concentration in investment analysis and portfolio management from McMaster University. He is a CFA Charterholder and a member of the Toronto CFA Society.



Patrick Ercolano, MBA, CFA

Senior Financial Analyst
Fonds Commun de Placement des
Régimes de Retraite de l'Université Laval

Before joining the Fonds Commun de Placement, Patrick was responsible of structuring notes on a wide range of underlyings on stocks, indexes and commodities for the Desjardins Group. Patrick is graduated from the University of Quebec in Montreal with a bachelor in administration, specialized in finance and MBA/Research, specialized in finance has

well. He is a CFA charter holder since 2004, and is the Vice-President of CFA Quebec City, where he chairs the activities committee



Dave Finstad

Director, Hedge Funds & External Equities
Alberta Investment Management Corporation

Dave Finstad is Director, Hedge Funds & External Equities of Alberta Investment Management Corporation (AIMCo) and has served in that position since November 2004. In this position, he leads a team of six investment professionals who manage AIM's external manager program, which includes both traditional equity and hedge fund managers.

Prior to joining AIMCo in 1999, Dave was Senior Portfolio Analyst at Workers' Compensation Board - Alberta, where he was instrumental in making manager selection and asset mix decisions. He also worked as a quantitative analyst for Frank Russell Canada in Toronto.

Dave has written investment articles for a number of publications, including the Canadian Investment Review and Benefits and Pensions Monitor.

Dave is a CFA charterholder. He earned a Bachelor of Arts from Athabasca University and a Master of Science in accounting and finance from the London School of Economics.



Stephen M. Foote, CFA

Vice President, Global Head
Of Marketing & Client Service

Stephen Foote's primary focus is marketing Northwater's customized portfolio solutions, including structuring liability-driven and portable alpha mandates which combine the firm's expertise in constructing market neutral fund-of-hedge funds and established derivatives management capabilities to meet institutional investors' return/risk objectives in a cost-effective manner.

Prior to joining Northwater in March 2005, Mr. Foote was a senior investment consultant with Mercer Investment Consulting and was the lead consultant to over 20 clients with assets ranging from \$100 million to \$2 billion. Mr. Foote holds a Bachelor of Arts degree in Mathematics and Commerce from York University. Mr. Foote has received the designation of Chartered Financial Analyst (CFA) from the CFA Institute and is a member of the Toronto CFA Society.

Speakers



Michael R. Gillis

Greystone Managed Investments Inc.

As Senior Vice-President of business development, Michael is focused on providing prospective clients with information about Greystone's investment process and philosophy. Michael works closely with institutional clients and consultants across Canada, including pension funds, endowments, and charitable foundations. Michael joined the industry in 1987 and he holds a Bachelor of

Business Administration degree from Saint Francis Xavier University and Bachelor of Education degree from Mount Saint Vincent University.

Michael is very active in the investment industry. He serves on the editorial advisory board of Benefits and Pensions Monitor magazine and is a corporate member of the Canadian Association of University Business Officers (CAUBO). Michael is actively involved in the Association of Canadian Pension Management (ACPM) and the Canadian Pensions and Benefits Institute (CPBI). In his spare time, Michael sits on the board of Magicana and the Canadian Paraplegic Association.



Jeffrey Horbal

Director, Institutional Investments
Artio Global Management LLC

Jeffrey Horbal is a Director, Institutional Investments at Artio Global Management (formerly Julius Baer Investment Management). Prior to joining in 2006, Jeff spent eight years at

Fidelity Investments Canada, where he held the title of Vice President. His experience also includes four years with Elliott & Page Ltd. where he served as Sales Direc-

tor and two years as the Marketing Director of 20/20 Group Financial. Jeff has an additional four years experience in various roles in the brokerage industry including corporate finance, equity operations and trading.

Jeff holds a Bachelor of Commerce degree from the University of Toronto.



Josephine E. Marks

Managing Director
Scotiabank Treasury Group

Ms. Marks is currently Managing Director, Pension Assets within the Scotiabank Treasury Group. In this role, she is responsible for the management of the assets of the Scotiabank Group Domestic Master Trust and of the pension funds of the Bank's domestic and selected international operations, with accountability for developing and implementing investment strategy, delivering portfolio results and interacting with the Master Trust Committee on investment matters.

Prior to joining Scotiabank, Ms Marks held the position of Senior Vice-President, Investment Management and Chief Investment Officer for the Hospitals of Ontario Pension Plan. In this capacity, Ms Marks was responsible for all aspects of the overall investment management of the \$25 billion fund.

Previously, Ms Marks served as Senior Vice-President, Pensions and Group Investments for Maritime Life where she was responsible for the pensions operations as well as asset-liability management. She had previously held a variety of senior roles at Sun Life of Canada in pensions, investment and asset-liability management as well as being a benefits consultant at William M Mercer Ltd.

Ms Marks has over 25 years of experience in the Canadian pension and investment industry. She is actively involved in the industry through writing and speaking engagements, including a three part series on liability driven investing for the Canadian Investment Review. She is an active volunteer with various professional groups, having previously served as a Board member for both the Canadian Institute of Actuaries and the Society of Actuaries.

Ms Marks has an undergraduate degree from Queens' University and a Master's degree from the University of Toronto, both in biochemistry. She is also a Fellow of the Canadian Institute of Actuaries, a Fellow of the Society of Actuaries and a Chartered Financial Analyst.



Tony Mastandrea

Senior Vice President
Marketing Representative

Tony Mastandrea is a Senior Vice President of Lazard Asset Management and a member of the Client Service/Marketing Group focusing on the Canadian marketplace. Prior to joining Lazard in 2006, Tony was instrumental in the establishment of a global asset management firm and the institutional division of a large Canadian investment firm. Previous

to that, Tony had worked for over 10 years with the promotion of pension and investment services for major Canadian insurance companies. Tony began working in the investment industry in 1986. He received a B. Comm. in Finance from Concordia University.

Speakers



Keith McDowell
Consultant
McDowell Consulting

Prior to starting his own consulting business on January 1, 1999, Keith McDowell was Managing Director of Professional Development at Capital Resource Advisors (and the predecessor organization, SEI Corporation), a position he had held since 1987. Keith was responsible for all sales training and professional development both internally and to SEI's and Capital Resource Advisors' institutional clients.

In 1974, Keith joined A.G. Becker's Funds Evaluation Group, the predecessor to SEI Capital Resources. From 1977-86, he served as a plan sponsor consultant in Chicago. He was promoted to Senior Vice President of Professional Development in 1987, with a focus on sales and presentation training

Keith is a frequent speaker on the subject of presenting with a competitive edge. His other achievements include articles on "The Importance of Trading Cost Policy" published in the Financial Analysts Journal, and "Move Toward Successful Selling" in Trusts & Estates magazine.

Keith holds a Bachelors Degree in Management from Rutgers University, New Brunswick, NJ, and has been both a registered representative (Series 7) and a registered principal (Series 24).



Rachel S.L. Minard
President and Partner
Cogo Wolf Asset Management, LLC

Rachel is President and Partner of Cogo Wolf Asset Management, LLC, a 13-year old hedge fund of funds firm based in San Francisco. Rachel has spent the past 7 years building hedge funds of funds firms including her roles as Partner and Director of Global Marketing for Corbin Capital Partners and Director of Marketing at Cadogan Management. Before Cadogan, Rachel was Vice President and Consultant Advisor for J.P. Morgan Fleming Asset Management and

served as Director of Business Development for Dakin Partners, opening and managing their New York office.

Earlier, Ms. Minard served as Assistant to the Director of Marketing and Client Service for Pareto Partners. Named "Rising Star" by AIMSE, "Non-Profit Marketer of the Year" (FEMM), Honored Member, Cambridge's Who's Who Among Executives (2005-2008), Cambridge's Professional of the Year (2007-2008) and a frequent speaker at industry conferences, Ms. Minard started her marketing career in 1991 after her marketing company was hired to build the Ronald Reagan Presidential Library.

Ms. Minard holds a B.A. degree in Journalism with honors from Northeastern University and is a graduate of the AIMSE/Wharton Institute. Ms. Minard serves on the Board of Directors of the Association of Investment Management Sales Executives (AIMSE), the Advisory Board of the Professional Association of Investment Communication Resources (PAICR), the Executive Board of the Association of Women in Alternative Investing (AWAI) for which she is also a Founding Member and serves on the Board of Trustees and Investment Committee of Westover School.



Jeff Norton

President & CEO
Teacher's Retirement Allowances Fund

Jeff joined TRAF in 2005 and is responsible for the overall leadership and management of the organization. Jeff also serves as TRAF's Chief Investment Officer. Prior to joining TRAF, Jeff served as President of Loring Ward Capital Management Inc., an SEC registered investment advisor with offices in Los Angeles and New York City.

Jeff's professional career began as a lawyer in the late 1980s. Focusing his practice on the capital markets, Jeff became the Partner in charge of Securities Law for the firm now known as Pitblado. In 1998, Jeff left the practice of law to enter the asset management business with Loring Ward, then one of the firm's clients.

He holds bachelor degrees in engineering and law from the University of Manitoba, and a Master of Laws degree from the London School of Economics. Jeff is also a Chartered Financial Analyst charterholder. For several years, in the 1990s, Jeff taught the Securities Regulation Course at the Faculty of Law, University of Manitoba, and also served as an Adjunct Professor of Graduate Studies. Jeff is a current member of the board of The Association of Canadian Pension Management (ACPM).



Michael Peck, B.Comm., MBA, CFA

Senior Vice President, Institutional

Michael Peck joined Acuity in October 2005 and has over 17 years of experience serving institutional clients. Previously, Michael was a Vice President at JP Morgan Asset Management, and prior to that was a Vice President and Director at TD Quantitative Capital. Michael graduated with a B.Comm. from the University of Manitoba and a MBA from the University of British Columbia. He is also a CFA charter holder.

Speakers



Janet Rabovsky

Senior Investment Consultant
Watson Wyatt

Janet Rabovsky is the Practice Leader, Investment Consulting for Central Canada.

Janet has been with Watson Wyatt since 2001, first in London, England and since autumn 2002 in the Toronto office. She consults regularly with clients on their DB and DC needs and is Head of Manager Research for Canada. Janet is also part of the global private equity and infrastructure research teams.

Prior to joining Watson Wyatt, Janet worked for the mutual fund company of a major chartered bank in Toronto where she was responsible for the development of a number of funds and portfolios, as well as manager selection and monitoring activities. Janet performed a similar function for a major public sector fund management corporation in Melbourne, Australia, though her focus was limited to Global equities at the time.

Janet spent five years at an engineering firm and mining company performing various accounting, finance and pension related activities. Janet has a B.A. in English from the University of Toronto and an M.B.A. from the Schulich School of Business (York University).



Tom Valks

Senior Investment Manager
External Mandates, CMHC

Tom Valks is Senior Investment Manager, External Mandates with Canada Mortgage and Housing Corporation (CMHC) in Ottawa. His responsibilities include a wide range of equity investment mandates totaling in excess of \$1.3 billion. Before joining CMHC, he was a portfolio manager, vice president, and partner with Bolton Tremblay and its successor company Montrusco Bolton. Earlier in his career, Tom was an investment analyst and portfolio manager with a large investment management organization in Europe.

He holds the CFA charter, a CMA designation, and is a graduate in economics from the HEAO-School in the Netherlands.

Benefits^{CANADA}

Benefits Canada is the country's original and most influential pension and benefits publication for decision-makers in Canadian workplaces. Senior finance executives, pension board trustees, benefits professionals, human resource managers and industry specialists have turned to the magazine for more than 30 years to help make informed decisions about their pension and benefits plans. Benefits Canada provides award winning editorial content, including in-depth features, exclusive industry reports, profiles of innovative plan sponsors, expert analysis, critical statistical data, and a wide range of national and international news and trends. www.benefitscanada.com provides timely and relevant information for decision-makers in Canadian workplaces. Updated daily, the website provides up-to-date news stories, industry events and links to industry websites, as well as an archive of BC's award-winning features, reports and analysis.





eInvestment
ALLIANCE

eInvestment Alliance (eA) is an investment manager database and analytics provider servicing the institutional investment industry in the U.S. and Canada.

Through its online eASE Database, eA captures the most comprehensive dataset in the Canadian marketplace and distributes all information via its fully web-based eASE Analytics system, a platform which has set the software standard for online manager comparisons, research, and competitive intel-

ligence. Drawing upon its data management expertise, eA has successfully launched its powerful eASE Exchange system to address the industry's redundant data request problems by automating the transformation and precise update of manager data to multiple databases.

As an industry leader in data collection and manager analytics, eA's diverse clients include leading investment consultants, asset managers, plan sponsors and other financial-oriented organizations. eA was founded in 2000 and is headquartered in Atlanta, GA.

STANDARD

& POOR'S

This is Money Market Directories' 39th year as the premier provider of current, comprehensive information on the pension investment industry. The Money Market Directories database provides in-depth information on 78,900 tax-exempt sponsors nationwide, including corporate, union, and government pension plan sponsors, plus endowments, foundations, and health service organizations; 6,200 international pension plans; 303 consultants; over 23,500 investment advisory firms; 15,700 broker dealers and newly added - over 1,000 Canadian company profiles! All information in our database is updated continually throughout the year,

and is available in eDirectory, Web-based, and custom mailing list formats. Our Web-based version—MMD WebAccess puts the entire MMD database at your fingertips, anytime, anyplace where you have access to a PC. MMD WebAccess enables you to create customized reports, develop targeted mailings and identify new sales opportunities. For more information and to find out how you can get a free trial of MMD WebAccess, please call 1-800-446-2810.

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the precise tools they need to increase sales, better serve their clients, master information-intensive business relationships, and cut costs.

Satuit has offices in the United States and the United Kingdom, and serves clients in more than a dozen countries as well as every major financial center. We have a strong focus and long track record of success in the investment and energy industries. Satuit Technologies was founded in 1994 and is a privately held corporation.

Satuit's web native technologies offer our clients a unique business proposition, through our One Product, Two Solutions deployment paradigm. With One Product, Two Solutions you get all of the advantages of the On-Demand, or hosted application model, without the disadvantages traditionally inherent to On-Demand solutions.

Satuit stands out as the leader in rapid implementation and long-term client retention by providing outstanding software coupled with excellent implementation and post sales support.

BENEFITS AND PENSIONS MONITOR PENSION FUND INVESTMENT – EMPLOYEE BENEFITS MANAGEMENT

Benefits and Pensions Monitor magazine was created in 1991 by Brian McKerchar and John McLaine to serve Canada's Plan Sponsors in the areas of pension fund investment and employee benefits management. The primary focus for the circulation of Benefits and Pensions Monitor is the 100+ employee level, which many industry professionals consider as Canada's Primary Market for employee benefit plans and pension fund investment. With over 90% of MONITOR's circulation directed to this area, providers are able to target their promotional efforts where they can achieve the most success in building their business.





We hope to see you at these other AIMSE Conferences:

3rd Annual Hedge Fund Conference
February 26, 2009
Hilton New York
New York City, New York

32nd Annual Marketing and Sales Conference
April 26-28, 2009
Arizona Biltmore Resort & Spa
Phoenix, Arizona

Visit the AIMSE website at www.aimse.org for additional information.



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