



IDC FORUM AGENDA

The MFEA IDC Executive Council Forum is designed for senior executives and managers involved in fund distribution and product management. This event provides a vital forum for the exchange of ideas and candid conversation on the trends, challenges and opportunities in these critical business areas.

THURSDAY, OCTOBER 21

THE MID-AMERICA CLUB, CHICAGO

8:00 am Registration & Continental Breakfast

8:30 am **WELCOME & OPENING REMARKS**

Robert M. Geppner, Chairman—Intermediary Distribution Council

Senior Vice President, National Sales Director—Franklin Templeton Investments

As the head of Franklin's external wholesaling group, Mr. Geppner will address his top "themes from the road" and views on the coming year.

8:45 am **REGULATORY REFORM—THE IMPACT ON THE MUTUAL FUND BUSINESS**

Jason Bortz, Partner—Davis & Harman LLP

The quickened pace of regulatory reform has altered the development of products and distribution of mutual funds. Learn what is going into effect, how it impacts your organization and what is on the drawing board in Washington for 2011.

9:30 am **ASSET ALLOCATION, ALTERNATIVES AND THE PRODUCT PIPELINE**

Moderator: Peter J. Moran, Managing Partner—DundeeWealth US, LLP

Panelists: Marco Hanig, President—AQR Funds

Nadia Papagiannis, CFA, Alternatives Investment Strategist—Morningstar, Inc.

Joshua B. Deringer, Partner—Drinker Biddle & Reath LLP

Risk tolerance has changed and the demand for alternative investment products is increasing. This panel will discuss the latest in product design and manufacturing and unique challenges in bringing products to market.

[Highlight: AQR Funds Case Study]

10:15 am Take a Break

(continued)



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Refreshments & Cell Phones

10:30 am THE DISTRIBUTION LANDSCAPE

Moderator: Robert M. Geppner, Senior Vice President, National Sales Director—Franklin Templeton Investments

Panelists: Eric Daugherty, Principal, Director of Research—kasina

George D. Riedel, Head of Intermediary Distribution—T. Rowe Price

J. Bradley Ross, Executive Vice President & National Sales Manager—Ivy Funds Distributors, Inc.

Significant changes to the advisor workforce and investor attitudes have dramatically altered asset allocation models and distribution. This panel will discuss the most important trends and how they may impact your company's future.

11:15 am THE STRESSES A MARKET IN TRANSITION HAS PLACED ON SALES TEAMS

Moderator: Paul Franchi, Head of Advisory Services—Artio Global Investors

Panelists: Jeff Duckworth, Executive Vice President, Head of Sales—John Hancock Funds

Cynthia D. Schumacker, President & CEO—LifeCo

Tony O'Shea, Vice President—McLagan

From recruitment to compensation to retention—from phase one to phase three sales skills—the changing marketplace has created numerous stresses on sales teams. A panel of leading experts will review how to build and manage highly effective internal and external wholesale organizations.

[Highlight: John Hancock Case Study]

12:00 pm Lunch

1:00 pm ROUNDTABLE

3:00 pm Adjournment

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6:00 pm **STAR AWARDS RECEPTION**

7:00 pm **STAR AWARDS DINNER & AWARDS PRESENTATION**

The only program in the industry to recognize excellence in e-commerce, plan participant, marketing, investor and advisor communications and education. Be on hand for the announcement of the 2010 STAR Awards winners.



COMMUNITY INVESTMENT AWARD

To acknowledge the significant contributions fund companies make to the well-being of their communities, MFEA will present this prestigious award to a fund company for outstanding community service contributions.

FUND COMPANY AWARDS

STAR Awards winners will be presented in three asset levels for retail, advisor and plan participant communications both print and online, as well as top awards for Overall Excellence in the three business segments.

9:00 pm **Adjournment**