

# 2010 STRATEGIC SUMMIT • APRIL 27, 2010 SHERATON HOTEL & TOWERS • NEW YORK, NEW YORK



## AGENDA

The **MFEA Strategic Summit** is designed for senior executives and managers involved in strategic planning, execution and management in areas of mutual fund distribution, retirement, marketing and communications, and product management. An examination of the mutual fund industry and its most strategic considerations, the Strategic Summit provides a vital forum for the exchange of perspectives on the key structural and cyclical changes fund executives must address to position their firms for growth and success.

8:30 am Continental Breakfast

9:00 am **WELCOME**  
**Andy Seibert**, President & Publisher—SmartMoney  
Strategic Summit Sponsor

The logo for SmartMoney, featuring the word 'SmartMoney' in a bold, sans-serif font with a stylized 'M'.

### **INTRODUCTIONS & OPENING REMARKS**

**John Cammack**—Executive Committee Chairman, MFEA

What lies ahead for the mutual fund industry, financial advisors and consumers? MFEA Chairman John Cammack shares his perspective and outlines key issues facing mutual fund companies.

9:15 am **PANEL PRESENTATION: ETFS & OPEN-END FUNDS—STRANGE BEDFELLOWS OR COMPLEMENTARY PRODUCTS?**  
**Robert C. Brooks**, CIMA, Senior Vice President, Director of Sales—Invesco PowerShares Capital Management LLC  
**W. Scott Burns**, Director of ETF Analysis & Editor *Morningstar ETFInvestor*—Morningstar  
**William M. Thomas**, Chief Executive Officer—Grail Advisors LLC  
Whether your firm offers ETF products or not, every mutual fund company must have a strategy in response to this powerful adoption trend.

10:00 am Take a Break  
Refreshments & Cell Phones

(continued)



# AGENDA

- 10:15 am **KEYNOTE ADDRESS: INDUSTRY OUTLOOK**  
**Ben Phillips**, Partner & Director of Research—Casey Quirk & Associates  
Mr. Phillips addresses the global investment marketplace and the role of U.S. based mutual funds. Mr. Phillips has 15 years of experience advising investment firms, financial services companies, and governments worldwide regarding key strategic decisions and marketplace trends in the fund management industry.
- 11:00 am **PANEL PRESENTATION: POSITIONING YOUR FIRM IN THE RETIREMENT MARKET—  
MASTERING DEMOGRAPHICS, ROLLOVERS, IODC & PRODUCT TRENDS**  
**Keri S. Dogan**, Senior Vice President, Personal & Workplace Investing—Fidelity Investments  
**Michael Skinner**, Vice President—T. Rowe Price Group, Inc. & Head of Strategic Marketing & Product Management—T. Rowe Price Retirement Plan Services, Inc.  
**Johanna Vogel**, Director of Strategic Partnerships, DCIO—Nuveen Investments  
Are investors returning to retirement investing? How to capture those assets with a special focus on control of IRA rollovers and the looming issue of retirement income.
- 12:00 pm **LUNCH & NETWORKING**
- 1:00 pm **MFEA EXECUTIVE ROUNDTABLE**  
Fund company members of the MFEA and invited guests engage in an open Roundtable discussion. Each fund company is asked to briefly comment on their own important annual goals and/or key issues impacting their business.
- 3:00 pm **Adjournment**