

AIMSE 26th Annual
MARKETING & SALES CONFERENCE

Back to
Basics

May 4-6, 2003

Hyatt Grand Champions Resort & Spa
Palm Springs, CA



ASSOCIATION OF INVESTMENT MANAGEMENT SALES EXECUTIVES

Conference **Deadlines**

REGISTRATION DISCOUNT	March 14
ROOM RESERVATIONS	March 14
(Call the Hyatt Grand Champions Resort & Spa, 1-800-233-1234)	
LOTHROP AWARD APPLICATION	March 1
CANCELLATION REFUND REQUESTS	April 4
REGISTRATION DEADLINE FOR INCLUSION IN LIST OF ATTENDEES	April 11

Back^{to} Basics

AIMSE 26th Annual MARKETING & SALES CONFERENCE

MAY 4–6, 2003

Hyatt Grand Champions Resort & Spa, Palm Springs, CA

Dear Colleagues:

Last year we passed a milestone in celebrating a Quarter Century of coming together annually as the AIMSE Organization. This year in beautiful Palm Springs, CA we gather once again for the 26th year and the start of the next AIMSE Century.

Our Investment Community has experienced another difficult year with our markets, economy and nation facing many challenges. Just as we have been emphasizing the importance of adhering to the basics of investing to our clients in these difficult times, it is equally important to get “Back to the Basics” and reinforce how we develop and execute our sales, marketing and client service plans.

Building on the strength and resolve of our industry and its people, the theme of this year’s conference focuses on education, sales training and the unique opportunity to have a dialogue with more Plan Sponsors and Consultants than ever before in the past. This training will include Sponsor and Consultant analysis, developing effective sales and client service programs, evaluating new distribution channels, managing through organizational transitions, and looking at the ever changing 401(k) marketplace. Workshops will be conducted on “Effective Presentation Skills” and “Finding That Important Balance between Our Professional and Personal Life.”

All of our members, whether a veteran of many years in the business or someone who is just starting out, will find invaluable information and training at our 26th Annual Conference.

The Board of Directors and Program Committee are dedicated to bringing education to the forefront of this and all of our conferences. We are proud of our upcoming conference in May, and we strongly encourage all of you to attend.

We look forward to seeing you and sharing this valuable experience.

Best regards,



Richard N. Hoag,
Merrill Lynch Investment Managers,
Conference Chair



Gregg J. Smolenski,
Chicago Capital Management,
Conference co-Chair

Keynote Presentations

MONDAY, MAY 5

INDUSTRY TRENDS PANEL

A panel of senior industry experts from the consultant and plan sponsor communities will discuss the following: How are retirement plans changing given the slow market and economic recovery? What can we expect with regard to consultant changes given the poor performance over the last few years? Do the plans and consultants see more manager changes coming in 2003 and 2004? Are the changes a result of poor performance or changes in allocation or consolidation to cut expenses? How has corporate governance affected retirement plans? Are the endowment plans getting any more risk averse given the performance over the last few years?

TUESDAY, MAY 6

THE AFTERBURNERS

PLAN. BRIEF. EXECUTE. DEBRIEF. WIN!



This address provides a high energy multimedia presentation about how fighter pilots operate in a combat environment—and how to apply those lessons to your sales and marketing efforts. Rare cockpit footage and state-of-the-art computer graphics make for a presentation you will never forget. This keynote covers the Flawless Execution ModelSM:

Plan—Learn how fighter pilots plan for a mission using the Six Steps to Combat Mission PlanningSM.

Brief—Learn to communicate the plan so your team can execute flawlessly.

Execute— Eliminate performance draining Task SaturationSM.

Debrief—Implement nameless/rankless feedback sessions inside your team to guarantee maximum learning.



WILLIAMJ. NUTT,

Chairman and CEO, Affiliated Managers Group, Inc.

Come hear this industry veteran address many of the current issues, challenges and opportunities our firms and we as investment management sales and marketing professionals are faced with. He will offer tips on how to be nimble in lean times, what it takes to provide appropriate incentives for employees as we



embrace the “new world” in which we live. Through his broad investment management experience, he will present a unique perspective on the powerful dynamics of Distribution and the impact on our firms.

Conference Schedule

Saturday, May 3

2:00 pm – 5:00 pm Conference Registration

Sunday, May 4

7:30 am Golf Tournament Registration and Continental Breakfast
8:00 am Golf Tournament Shotgun Start
12:00 pm Golf Tournament Buffet Lunch, Prizes
3:00 pm – 8:00 pm Conference Registration
5:00 pm – 5:45 pm Newcomers/Mentor Event
6:00 pm – 6:30 pm Welcome, Exhibitors Awards
6:30 pm – 8:00 pm Exhibitors' Kickoff Reception

Monday, May 5

8:00 am – 8:30 am Continental Breakfast
8:00 am Exhibit Hall Opens
8:00 am – 3:00 pm Conference Registration
8:30 am – 10:15 am General Session—Panel on Industry Trends
9:30 am – 10:00 am Exhibitors' Exhibition/Break
10:00 am – 12:00pm Workshops/Personal Career Enhancement Courses:
1. Straight Talk: The Consultant Roundtables
2. Meet the Plan Sponsor Roundtables
A. Back to the Basics – To Win Clients, Prospects and Consultants
12:00 pm – 1:00 pm Lunch
1:15 pm – 3:15 pm Workshops/Personal Career Enhancement Courses:
3. Straight Talk: The Consultant Roundtables
4. Meet the Plan Sponsor Roundtables
B. Back to the Basics – To Win Clients, Prospects and Consultants
3:30 pm Exhibit Hall Closes
4:00 pm Tennis Tournament
Evening Dinner on your own/Exhibitor-Sponsored Dinners

Tuesday, May 6

8:00 am – 8:30 am	Continental Breakfast
8:00 am	Exhibit Hall Opens
8:00 am – 3:00 pm	Conference Registration
8:30 am – 10:15 am	General Session—The Afterburners
9:30 am – 10:00 am	Exhibitors' Exhibition/Break
10:15 am – 11:30 am	Workshops/Personal Career Enhancement Courses: 5. Managing Organizational and Career Transitions: Making the Most of Your Opportunities 6. Is Your Firm Prepared For The Coming Boom In Alternative Distribution Channels? 7. Director of Marketing Roundtable Discussion 8. Past, Present and Future: A Fresh Look at the Rapidly Changing 401(k) Marketplace C. Finding Balance Between Career and Personal Life
11:30 am – 12:30 pm	Lunch in Exhibit Hall
12:45 – 2:00 pm	Workshops/Personal Career Enhancement Courses: 9. Managing Organizational and Career Transitions: Making the Most of Your Opportunities 10. Is Your Firm Prepared For The Coming Boom In Alternative Distribution Channels? 11. Director of Marketing Roundtable Discussion 12. Past, Present and Future: A Fresh Look at the Rapidly Changing 401(k) Marketplace D. Finding Balance Between Career and Personal Life
3:30 pm	Exhibit Hall Closes
3:30 pm	Volleyball Tournament
6:30 pm	Grand Finale Party, Presentation of the Richard A. Lothrop Award Keynote Presentation: William J. Nutt, Chairman and CEO, <i>Affiliated Managers Group, Inc.</i>



**Hyatt
Grand
Champions
Resort
& Spa**

Workshops

WORKSHOPS 1 & 3

Workshop 1 <i>(same Workshop repeats as Workshop 3)</i>	Monday, May 5 10:00 am-12:00 pm
Workshop 3 <i>(repeat of Workshop 1)</i>	Monday, May 5 1:15 pm-3:15 pm

STRAIGHT TALK: THE CONSULTANT ROUNDTABLES

Roll up your sleeves and join top consultants for true “roundtable” discussions of the prickly issues we all face today. There’s no podium and no audience—just individual discussion groups at each roundtable. You’ll benefit from the insights of the consultant at your table and the final “reporting back” from other groups. In an intimate and interactive setting, you’ll hear straight talk on how to streamline your sales and marketing efforts, develop productive relationships with influential consultants and connect with the plan sponsors who need your services most.

Moderators: Neal J. Howe, *Merrill Lynch Investment Managers*; Gregg J. Smolenksi, *Chicago Capital Management*

Panelists: Terry A. Dennison, *Mercer*; Allan R. Emkin, *Pension Consulting Alliance*; Peter D. Gerlings, CFA, *New England Pension Consultants*; Bruce Graham, *Shields Associates*; Felix Lin, *Beacon Pointe Advisors, LLC*; John Russon, *Asset Consulting Group*; Carolyn Smith, *Watson Wyatt*; Mark Stahl, *Callan Associates Inc.*; Weston P. Tompkins, CFA, *Hewitt Investment Group*, Gregory Weaver, *Marquette Alliance*

WORKSHOPS 2 & 4

Workshop 2 <i>(same Workshop repeats as Workshop 4)</i>	Monday, May 5 10:00 am-12:00 pm
Workshop 4 <i>(repeat of Workshop 2)</i>	Monday, May 5 1:15 pm-3:15 pm

MEET THE PLAN SPONSOR ROUNDTABLES

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.

Moderators: Lora J. Goldwater, *John A. Levin & Co.*; Philip A. Swan, *Capital Guardian Trust Company*

Panelist: John J. Burns, *NY City Office of the Comptroller*; Brian L. Chew, *Sempra Energy*; Bill Lee, *Levi Strauss*; Shelley Smith, *Los Angeles City Retirement Systems*; Andy M. Ward, *Northrop Grumman*; Greg Williamson, *BP Amoco*; others TBD

WORKSHOPS 5 & 9

Workshop 5 <i>(same Workshop repeats as Workshop 9)</i>	Tuesday, May 6 10:15 am-11:30 am
Workshop 9 <i>(repeat of Workshop 5)</i>	Tuesday, May 6 12:45 pm-2:00 pm

MANAGING ORGANIZATIONAL AND CAREER TRANSITIONS: MAKING THE MOST OF YOUR OPPORTUNITIES

Mergers, promotions and changes in our firm structures create opportunities and challenges for us individually and as a team. Our panelists will discuss their experiences working through these transitions, offer insights into successfully navigating the new environment and embracing change to continually progress and succeed in our careers.

Moderator: Peter Anderson, *Franklin Templeton International*

Panelists: Janice Abert, *Warren International*; Tim Barron, *CRA RogersCasey*; Tim McAvoy, *Marvin & Palmer*; Tom Sorbo, *Standish Mellon Asset Management*

WORKSHOPS 6 & 10

Workshop 6 Tuesday, May 6
(same Workshop repeats as Workshop 10) **10:15 am-11:30 am**
Workshop 10 Tuesday, May 6
(repeat of Workshop 6) **12:45 pm-2:00 pm**

IS YOUR FIRM PREPARED FOR THE COMING BOOM IN ALTERNATIVE DISTRIBUTION CHANNELS?

Ten years ago, Defined Benefit plans were hot. Five years ago, Defined Contribution plans were all the rage. Now, we have started an entirely new phase in the investment management industry: institutional-size mandates gathered from thousands of individual investors through financial intermediaries. With the dismal performance of many traditional stockbrokers in this bear market, wealthy individuals are turning to these financial intermediaries who tout access to money managers that traditionally were out of reach of the "little guy". These intermediaries will be a target-rich environment for many money management firms. How will your firm get its' share? 1) What are those channels? 2) What will be the consultant's role in this area? 3) What is the ideal structure for a financial intermediary? 4) What is proper protocol to effectively service these intermediaries?

Moderator: Mark A. Sullivan, *AllianceBernstein*
Panelists: Jeff Cusack, *Charles Schwab*; Bruce Johnston, *Gartmore Group*; Dean Patenaude, *Affiliated Managers Group*

WORKSHOPS 7 & 11

Workshop 7 Tuesday, May 6
(same Workshop repeats as Workshop 11) **10:15 am-11:30 am**
Workshop 11 Tuesday, May 6
(repeat of Workshop 7) **12:45 pm-2:00 pm**

DIRECTOR OF MARKETING ROUNDTABLE DISCUSSION

Three AIMSE veterans will lead a roundtable discussion designed to explore the opportunities and challenges facing those individuals having leadership responsibilities of their organization's client relations and marketing effort. This will be an interactive session, so attendance will be limited to the first 25 registrants.

Moderator: John H. Seiter, *Capital Guardian Trust Company*
Panelists: John M. Brown, *Putnam Investments*;
Jeffrey J. Miller, *Provident Investment Counsel*

WORKSHOPS 8 & 12

Workshop 8 <i>(same Workshop repeats as Workshop 12)</i>	Tuesday, May 6 10:15 am-11:30 am
Workshop 12 <i>(repeat of Workshop 8)</i>	Tuesday, May 6 12:45 pm-2:00 pm

PAST, PRESENT AND FUTURE: A FRESH LOOK AT THE RAPIDLY CHANGING 401(K) MARKETPLACE

Although many marketers in the 401(k) space continue to garner both profits and asset growth, an increasing number find the current competitive environment too grueling to bear. Hyper-competitive pricing, sagging equity returns and a constant struggle for asset scale has taken the fight out of some players. The Result: A Darwinian shake-out is reshaping of the 401(k) landscape. This workshop will offer members an opportunity to hear both how and why the 401(k) market evolved to where it stands today. Importantly, the panel will tackle the crystal ball questions of, "Where is the 401(k) marketplace headed in the coming quarters and years?" Whether you offer a bundled program, partner with others to distribute your products, or sell everything but 401(k), this workshop will provide much needed facts and perspective. You'll hear from and talk with: A fund complex offering a proven 401(k) product, a fast-growing provider/record keeper and a large plan sponsor who's seen it all.

Moderator: Russ Shipman, *Janus Institutional*

Panelists: Rick Rockwell, *T.Rowe Price Associates*;
Ian Sheridan, *Automatic Data Processing*; Jane Farris, *Sandia National Labs*

Personal Career Enhancement Courses

Courses A & B

Course A <i>(same course repeats as Course B)</i>	Monday, May 5 10:00 am-12:00 pm
Course B <i>(repeat of Course A)</i>	Monday, May 5 12:45 pm-2:00 pm

BACK TO THE BASICS – TO WIN CLIENTS, PROSPECTS AND CONSULTANTS

Are your client service meetings engaging your clients and instilling confidence? Are your sales presentations winning the business? Are the consultants with whom you meet putting you in searches? If you answered yes to all three, please come to this session and share your insights! If not, come participate in an interactive discussion of successful presentation attributes, and learn winning techniques from industry peers.

The many skills you will be able to observe and learn include:

- Preparing to give your best presentation
- Developing meaningful presentation content for your audiences
- Delivering memorable openings and closes
- Conveying enthusiasm, conviction and sincerity
- Responding to questions and objections well
- Debriefing to improve your next opportunity with a client, prospect or consultant

In this business, presentation content, delivery, and the ability to respond to questions and objections effectively, are equally important in achieving consistent success. Come to the session prepared to enhance all three.

Moderators: Jackie Charnley and Christine Røstvold, *Charnley & Røstvold Inc.*

Panelists: Kerry Shanley, *Jennison Associates, LLC*; David Willis, *Nicholas / Applegate Capital Management*

COURSES C & D

Course C <i>(same course repeats as Course D)</i>	Tuesday, May 6 10:15 am-11:30 am
Course D <i>(repeat of Course C)</i>	Tuesday, May 6 12:45 pm-2:00 pm

FINDING BALANCE BETWEEN CAREER AND PERSONAL LIFE

We each have a house within us of 4 rooms - emotional, physical, spiritual, and intellectual. If we don't sweep out those rooms on a regular basis, then our lives become one dimensional. Her talk will be about life balance - living to the fullest in all for rooms of our houses, and how we go about achieving life balance.

Presenter: Claire Carrison, *Millvale Inc.*

Registration Policies

WHO CAN ATTEND

Only current paid AIMSE members are eligible to attend the AIMSE Annual Conference. Please call the AIMSE office if you are not sure about your membership status or to request a membership application. Executive recruiters, consultants and members of the “working press” are not eligible for AIMSE membership and are therefore ineligible to attend the AIMSE Conference.

MEDIA PASSES

AIMSE does not issue media passes to any AIMSE conference or event. All media representatives must be current Associate members and pay registration fees.

ON-SITE REGISTRATION HOURS

Saturday, May 3 2:00 pm – 5:00 pm
Sunday, May 4 3:00 pm – 8:00 pm
Monday, May 5 8:00 am – 3:00 pm
Tuesday, May 6 8:00 am – 3:00 pm

WORKSHOP REGISTRATION

Conference Workshops are limited in size and will be assigned on a first-come, first-served basis. Complete registration is essential to reserve your space to selected workshops.

SPOUSE/GUEST REGISTRATION

The spouse/guest category is reserved for individuals who do not qualify for membership. All spouses/guests attending any AIMSE Annual Conference event must register. Workshop assignments will be handled on-site based on availability. Spouse/guest on-site registration is \$350.

EXHIBITOR REGISTRATION

Please refer to the Exhibitor Handbook for specific policies. All individuals attending the Conference as exhibitors must send in registration forms and fees together. Exhibit fees allow each exhibiting company to send four individuals to attend the AIMSE Conference and participate in all activities except sports events at no additional cost. Exhibitors wishing to participate in

sports events must pre-register for these events and pay applicable fees. Additional exhibit staff members wishing to attend the Conference must pay the Extra Exhibitor Fee plus any sports or spouse/guest fees. These individuals must be current AIMSE members.

GOLF TOURNAMENT REGISTRATION

No name badges are required for the tournament. Attendees registered for the tournament will be listed at the registration desk. The tournament fills up quickly. Please send your forms and fees immediately to assure your space.

NAME BADGES

Badges are required for admittance to all Conference General Sessions, Workshops and Social Functions.

GROUP DISCOUNTS

To receive the Group Registration Discount for three or more members attending from the same firm, all checks and completed forms for each individual must be mailed to AIMSE together. Please use a separate form for each registrant.

DEADLINES

Registration Discount March 14
Room Reservations March 14
Lothrop Award Application March 1
Cancellation Refund Requests April 4
Registration Deadline for
Inclusion in List of Attendees April 11

REGISTER EARLY!

All fees and registration forms must be received by March 14 in order to receive the discount.

ROOM RESERVATIONS

The Room Reservation Deadline is March 14. All sleeping room reservations for the AIMSE Conference must be made directly with The Hyatt Grand Champions Resort & Spa. To make reservations, call the hotel at 1-800-233-1234 by March 14. AIMSE has contracted special room rates for the AIMSE conference. The hotel

cannot guarantee you a room after this date. Hotel rooms fill up quickly. Please make your reservations today. Be sure to indicate that you are attending the AIMSE Conference when making reservations.

REFUNDS

The deadline for sending requests for refunds is April 4. All requests for refunds must be in writing. An administrative fee of \$250 will be assessed to all refunds of \$500 or more. No refunds will be granted after April 4, but another AIMSE Member from your firm may attend in your place.

CHILDREN

Baby-sitting services are available through the hotel. Please note that children are not encouraged to attend AIMSE functions.

NO SMOKING POLICY

Smoking is not permitted during any General or Workshop Session.

PRIVATE PARTY POLICY

Hosted parties, except for Monday evening May 5, in which attendance is restricted to either verbal or written invitations are not permitted at any AIMSE Conference.

ROOM DELIVERIES POLICY

Only exhibiting companies are permitted to conduct deliveries of promotional materials to AIMSE Conference attendees' rooms.

RECOMMENDED DRESS

Sunday Newcomers' ReceptionBusiness Casual
 Sunday Opening Session and ReceptionBusiness Casual
 Monday DinnerCocktail Attire
 Mon.-Tues. SessionsBusiness Casual
 Tuesday Grand Finale PartyCasual

Business Casual = slacks, dress or polo shirt, jacket optional, no tie.

Cocktail attire = suits, cocktail dresses.

Casual = sandals, slacks or shorts.

Hotel meeting rooms tend to be chilly. Please be sure to bring a jacket or sweater.

CAR RENTALS

Avis is offering AIMSE members discounted rates for car rentals. Call 800-331-1600 to reserve your car. Refer to the AIMSE Avis Discount Number T035399.

SPECIAL UNLIMITED MILEAGE RATES:

Car Group	Daily	Weekly	Weekend
A. Subcompact	\$36.99	\$164.99	\$26.99
B. Compact	40.99	174.99	28.99
C. Intermediate	43.99	189.99	30.99
D. Full Size 2-Door	47.99	199.99	31.99
E. Full Size 4-Door	50.99	198.99	33.99
G. Premium	53.99	209.99	35.99
H. Luxury	65.99	299.99	59.99
V. Mini Van	69.99	304.99	59.99
K. Convertible	69.99	304.99	59.99
W. Sport Utility	65.99	299.99	59.99

Rates available from April 27, 2003 to May 11, 2003. The above rates are guaranteed. Return to any Avis location in California at no additional charge. All rates include unlimited mileage. Weekend daily rates are available from noon Thursday through Monday at 11:59 pm.

Rates do not include any state or local surcharges, tax, refueling or optional coverages. Renter is responsible for these charges. If a lower qualifying rate is available, your assigned AWD number will automatically give you a 5% discount on that rate; or if a car size is selected that is not available above, Avis will discount the best available rate by 5%.

Send registration forms and payment to our bank lockbox:
AIMSE
Department #4007
Washington, DC 20042-4007

Send overnight packages to our street address:
AIMSE
1320 19th Street, NW, Suite 300
Washington, DC 20036

For further information call:
(800) 343-5659 or
(202) 296-3560 or
Fax (202) 371-8977

register online: <http://www.aimse.org>

Announcing:

THE FOURTH ANNUAL "AIMSE Richard A. Lothrop Outstanding Achievement Award"



The Association of Investment Marketing and Sales Executives (AIMSE) presents this prestigious award each year to an exemplary individual as recognized by his or her peers at the **AIMSE Investment Management Marketing & Sales Conference**. This award is named in honor of Richard A. Lothrop, an AIMSE Past President, and a pioneer and innovator in the investment management marketing and sales industry. Richard A. Lothrop is recognized as the founder of AIMSE.

The Fourth Annual Award will be presented at the 26th Annual AIMSE Conference in Palm Springs, California in May 2003.

The "AIMSE Richard A. Lothrop Outstanding Achievement Award" recognizes that individual who through his or her efforts and activities in the investment management industry and in his or her community has contributed significantly to the betterment of the investment management industry and to mankind.

The criteria that will be considered by the AIMSE Awards Committee for potential recipients includes:

- The individual must be or have been in the investment management marketing and sales industry.
- The individual must have at least ten years of industry experience.
- The individual must be or have been an AIMSE member for a minimum of five years.
- The individual should have demonstrated outstanding achievement in investment management sales and marketing over a period of time, not just for a single year.
- The individual should have made some significant contribution(s) to society outside of the investment management industry.
- The individual must be a recognized leader within his/her organization or within the industry.

Please consider these criteria and complete the following information on the back of this page to nominate your candidate for the 2003 award.

**The Fourth Annual
"AIMSE Richard A. Lothrop
Outstanding Achievement Award"**

I, _____ of _____

Have considered the established criteria for the AIMSE Richard A. Lothrop Outstanding Achievement Award and hereby nominate:

Mr/Ms _____

of _____

I believe that Mr/Ms _____ is worthy of this award due to his/her efforts and activities throughout the year that have contributed to the betterment of the investment management industry and to our society.

Please describe below in 200 words or less why you believe that this nominated individual deserves to be considered for this recognition (please list his/her achievements in industry related activities, leadership, marketing activities, educational endeavors, mentoring, community activities, etc.)

Please return to the AIMSE office by March 1, 2003.

(If you need more space, please use separate piece of paper.)

(If possible also include the nominee's curriculum vitae; please attach to this form.)

Mail Application to: AIMSE 2003 Awards Committee
 1320 19th Street NW, Suite 300
 Washington, DC 20036

For additional information or questions, call: 1-800-343-5659



1320 19TH STREET, NW
SUITE 300
WASHINGTON, DC 20036

(800) 343-5659
(202) 296-3560
Fax (202) 371-8977

<http://www.aimse.org>