

Invest in your future



**More than 20 outstanding sessions offered...**

**All targeted at your career needs; including...**

International Investments —  
Dick Marston

Stock and Bond  
Perspective — Jeremy Siegel

Private Equity — Andrew  
Metrick

Marketing Segmentation —  
Barbara Kahn

**... and more**

# AIMSE/Wharton Investment Institute

January 6–11, 2008

Steinberg Conference Center  
Philadelphia, PA

The Wharton School  
University of Pennsylvania

**An Advanced Program for  
Investment Management  
Sales Executives**

## **WHAT IS THE AIMSE/WHARTON INVESTMENT INSTITUTE?**

The Institute is an advanced, highly intensive, interactive, week-long program designed specifically for you as an investment management sales executive. This special Institute is held each January on the campus of the University of Pennsylvania at the renowned Wharton School, offering over twenty different custom designed courses in both finance and marketing. The instructors are among the best of the Wharton faculty and include some of the most renowned academia in the marketing and sales disciplines. In fact, Business Week recently conducted a poll of graduates at forty-four top business schools and Dr. Jeremy Siegel, the instructor for the Institute's Stock and Bond markets session received the highest approval rating of all instructors. The hands-on sessions are intensive and highly interactive, allowing for optimum learning and sharing of ideas and experiences. Participants are required to do some pre-reading of case studies, but there is no testing. Each graduate of the AIMSE/Wharton Investment Institute receives a certification of completion.

## **WHO SHOULD ATTEND?**

If you want to increase your knowledge of investment management marketing; if you want to raise the level of your understanding of the financial marketplace and you want to gain an edge on your sales competitors, then this Institute is for you. The Institute is designed exclusively for AIMSE members who want to increase their understanding of investment management sales and marketing and have made a commitment to professional growth and development.

## **WHAT DOES THE TUITION, ROOM AND BOARD FEE COVER?**

The Institute's all-inclusive fee covers all classroom sessions, reading materials and instructor fees; all meals from Monday dinner through Friday lunch; and accommodations at the Steinberg Conference Center, the state-of-the-art location of all sleeping rooms and all classroom sessions. Participants are responsible only for making their own travel arrangements. AIMSE is a non-profit organization and has negotiated a special discount for members to attend the Institute so the cost is therefore significantly lower than other Wharton Executive Education Programs.

**“The Institute will bolster your confidence and improve your grasp of key issues in the business.”**

Philip A. Swan  
Capital Guardian Trust Company

## **INSTRUCTORS**

**Krishna Ramaswamy**

**Barbara E. Kahn**

**Jeffrey F. Jaffe**

**Robert Meyer**

**A. Craig MacKinlay**

**Richard C. Marston**

**Michael R. Gibbons**

**Olivia S. Mitchell**

**Jagmohan S. Raju**

**Jeremy J. Siegel**

**Keith Neidermier**

**Pete Feder**

**Maurice Schneitzer**

**Andrew Metrick**

**Chris Geczy**

## INFORMATION

**Mail completed applications with payment to:** (Only applications with payments will be processed.)

**AIMSE**

**1320 19th Street, N.W., Suite 300, Washington, DC 20036**

**Program Fee:** The \$6,375 program fee covers all instruction and program materials, room charges—excluding incidentals—and optional evening sessions at the Steinberg Conference Center.

Please send your program fee to AIMSE to reserve your space in the 2008 AIMSE/Wharton Investment Institute. Only AIMSE Members are eligible to attend. Payments must be received prior to the Institute.

### **Cancellation Guidelines:**

Please make certain that you will be able to attend the AIMSE/Wharton Investment Institute when returning registration form. **Once this form is received in the AIMSE office, you will be considered a registered attendee. No refunds will be granted under any circumstances.** However, another AIMSE member from your firm may be substituted for your registration if you are unable to attend.

**You may apply for or renew AIMSE membership without attending an AIMSE event. Please call the AIMSE office at (800) 343-5659 or (202) 296-3560.**

**Fax: (202) 371-8977.**

### **WHERE WILL I STAY?**

Wharton's Steinberg Conference Center, features state-of-the-art classrooms, dining facilities and hotel-quality sleeping rooms. **As a participant in the Institute, you will be assigned a private room with bathroom, shower, telephone, television, desk, computer and modem.** The Conference Center also offers a well-equipped fitness room, business center and lounge for your convenience.

### **CAN I KEEP UP WITH MY CLIENTS WHILE I'M AT THE INSTITUTE?**

Each session is followed by a lengthy break to allow participants to call their offices and clients. Telephones are located close by the session rooms and the business center is equipped to handle your faxing and shipping requirements.

### **HOW DO I APPLY?**

Simply complete the application at the back of this brochure and send it to AIMSE. Remember, space is limited to forty-five AIMSE Members. The Institute will fill up fast, so don't delay in sending your application.

### **WILL I EARN CFA CREDITS?**

Although the CFA Institute does not endorse any non-CFA Institute program, these sessions have in the past been approved as qualifying activities under the CFA Continuing Education Program. CFA Charter-holders and other CFA Institute members have received twenty CFA Continuing Education credits for attending the AIMSE/Wharton Investment Institute. Please consult the CFA Continuing Education Reporting Form provided by the CFA Institute or call (800) 892-4258 for additional information.





*Aresty Institute of Executive Education*  
*The Wharton School of the University of Pennsylvania*  
**AIMSE: Marketing and Investment Management Program**

Sunday 1/6	Monday 1/7	Tuesday 1/8	Wednesday 1/9	Thursday 1/10	Friday 1/11
Steinberg Conference Center 255 South 38th Street Phone: (215) 386-8300 Fax: (215) 573-3426	Breakfast 7:00-8:30 8:30-10:30 Debrief from Sunday's exercise Marketing Segmentation Barbara Kahn Break 10:30-11:00 11:00-12:30 Branding Barbara Kahn Class Photo 12:30 - 12:45 Lunch 12:30-1:30 1:30-3:00 The Asset Allocation Decision need to touch on portable alpha, LDI Jeff Jaffe Break 3:00-3:30 3:30-5:30 Performance Measurement and Attribution and Perspectives on Active Investment Styles Craig MacKinlay Dinner 6:00-7:30 7:00-9:00 Interactive Exercise Program Introduction and	Breakfast 7:00-8:30 8:30-10:00 Fixed Income Investments Mike Gibbons Break 10:00-10:30 10:30-12:00 Fixed Income Investments, cont' Mike Gibbons Lunch 12:00-1:00 1:00-2:30 World Markets and International Investing Dick Herring Break 2:30-3:00 3:00-4:30 Spending Rules Dick Herring Dinner 6:00-7:00 7:00-9:00 Psychology of Financial Services Customers Keith Niedermeier	Breakfast 7:00-9:00 9:00-10:30 Risk Management: Derivatives and Applications Krishna Ramaswamy Break 10:30-10:45 10:45-12:15 Negotiations Maurice Schweitzer Lunch 12:15-1:00 1:00-2:30 Developments in Retirement Accumulation and Decumulation Olivia Mitchell Break 2:30-3:00 3:00-4:30 Developments in Retirement Accumulation and Decumulation Olivia Mitchell Reception 5:30-6:30 Dinner 6:30-7:30 7:30-9:00 Guest Speaker: TBD	Breakfast 7:00-8:30 8:30-10:00 Lifetime Value of the Customer Sieve Hoch Break 10:00-10:30 10:30-12:30 Relationship Selling: Quantifying Client Preferences and Tradeoffs Robert Meyer Lunch 12:30-1:30 1:30-3:30 Private Equity Andrew Metrick Break 3:30-3:45 3:45-5:45 Alternative Investments Chris Geczy Dinner 6:00-7:30	Breakfast 7:00-8:30 Check Out Before 8:30 8:30-11:30 Stock and Bond Markets: A Current Perspective Jeremy Siegel Break 11:30-11:45 11:45-12:15 Discussion: The Week in Review Barbara Kahn Krishna Ramaswamy Lunch 12:15-1:15 Academic Directors: Krishna Ramaswamy Barbara Kahn Program Director: Katie Wiesel Program Manager: Sanya S. Sharma 898-2592 Program Coordinator:
Arrival and Check-in: 12:00 noon - 5:00 p.m.					
Registration and Reception 5:00 p.m. - 6:00 p.m.					
Dinner 6:00 - 7:00					
6:00 - 8:00					
Barbara Kahn Krishna Ramaswamy					
					rev 3/7/07 sss

**REGISTRATION  
FORM**

**AIMSE/Wharton Investment Institute**  
**January 6– 11, 2008**

**PAYMENT INFORMATION**

Please submit a check for payment. Applications without payments will not be processed. Payment must be received prior to Institute.

I will mail my check for \$6,375 (US Currency) payable to AIMSE.

Enclosed is my check for \$6,375 (US Currency) payable to AIMSE.

I am a current AIMSE Member

Enclosed is an additional \$250 for Active Dues; \$350 for Associate Dues

Total Enclosed \$\_\_\_\_\_

**I understand that I must be a current AIMSE member to be eligible to attend the AIMSE/ Wharton Investment Institute.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Badge Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State / Province, Zip

\_\_\_\_\_  
Business Phone

\_\_\_\_\_  
Home Phone (for AIMSE use only)

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Educational Background (college, advanced degrees)

\_\_\_\_\_  
Work History (previous positions prior to current position)

\_\_\_\_\_  
Responsibilities at current position

\_\_\_\_\_  
No. of years in Investment Management Sales & Marketing

Who approved your attendance at the AIMSE/Wharton Investment Institute?  Self

\_\_\_\_\_  
Name of approving individual

AIMSE/Wharton  
Investment Institute  
**January 6– 11, 2008**

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Washington, DC 20036

(800) 343-5659

[www.aimse.org](http://www.aimse.org)