

# Family Office & Family Wealth Management

Tuesday 27th & Wednesday 28th September 2011, Zurich Marriott Hotel

## Conference Day One • Tuesday 27th September 2011

0830 Registration & Refreshments

0900 Chair's opening remarks

Michael Maslinski, Founder

[MASLINSKI & CO](#)

### 0910 **Designing the Family Office around the Needs of the Family**

- Specifying the collective activities and common objectives
- Delivering a truly integrated approach across the entire asset base
- Developing a fair and rational framework for making key decisions

Michael Maslinski, Founder

[MASLINSKI & CO](#)

### 0950 **How the Landscape is Changing: The Perspective of a Multi Family Office**

- Setting up a family office:
  - The experiences of 15 years as executive chairman
- Model choices
- How business has evolved
- Case studies: How other family offices are evolving
- Family offices within financial institutions

Alex Scott, *Executive Chairman*

[SAND AIRE](#)

### 1030 **Family Governance as the Base for Wealth Generation & Protection**

- Establish and maintain Family values
- Family Business: Diverging interest of different family members
- Distribution policy
- Communication
- Conflict Management
- Risk and Control mechanisms

Dr Rico Baumgartner, *Partner*

[BAUMGARTNER FREY FAMILY OFFICE](#)

1110 Coffee Break

### 1125 **Adding a New Dimension to the Family Business**

Roger Weatherby, *CEO*

[WEATHERBYS](#)

### 1210 **The Next Generation: Managing the Cultural Transition**

- Needs and issues of the young inheritor in the Social Media Age
- Educating the children on the subject of Wealth Management
- Creating a strategic plan for each child to help them become a responsible and well adjusted inheritor.

- Grooming family leaders

Carol Pepper, *Founder & CEO*

[PEPPER INTERNATIONAL LLC](#)

### 1250 **Key Challenges in Financial Reporting**

- Consolidating across complex ownership structures
- Managing heterogeneous data sources
- Reconciling performance measurement methodologies

Ian Ledzion, *Managing Partner*

[AXIDIA](#)

1330 Lunch

1440 **Managing Family Risk**

- The issue
  - Families are exposed to so many more risks than merely wealth erosion yet often neglect these other risks.
- The challenges
  - The risks to wealth preservation and the continued success of the family
  - Risk modelling has its limitations: there are fat tails, Black Swan events, and unknown unknowns.
  - Avoiding all risk is not possible, but having a coherent plan to do with them is essential.

Jonathan Guest, *Principal*  
APOLLO & PARTNERS AG

1525 **Structured Approach to Family Wealth**

Jonathan Fry, *Private Wealth Director*  
JONATHAN FRY FAMILY OFFICE - jonathanfry plc

1600 Coffee Break

1615 **The Next Generation & Family Business**

Sandy Loder, *Co-founder & Chief Executive*  
AH LODER ADVISERS

1650 **PANEL: Evaluating Real Life Conflicts & Concerns: Learning from Other Families**

*This session will be based on Q&A and it will provide family offices with the opportunity to interact with the panel, discuss the issues that concern them the most and ask our panel how to best approach these issues. Topics covered include:*

- Generational changes: Interacting with the next generation
- Family conflicts
- Business diversification
- Diverse interest in culture of family leadership
- Can you afford to divorce?
- Finding a trusted advisor
- What should private banks be doing? What is wrong with the model?

**Panel to include:**

Pierre Condamin Gerbier, *Family Office Manager*  
INTU ITAE

Sandy Loder, *Co-founder & Chief Executive*  
AH LODER ADVISERS

Ken McCracken, *Managing Director*  
THE FAMILY BUSINESS SOLUTIONS

William Drake, *Co-founder*  
LORD NORTH STREET

1715 Chair's Closing Remarks & End of Conference

1730 Drinks Reception

## Conference Day Two • Wednesday 28th September 2011

0830 Registration & Refreshments

0900 Chair's opening remarks

Michael Maslinski, *Founder*

MASLINSKI & CO

### 0910 **Family Investment Strategies**

- Hedge Funds

- Private Equity

- Managing risk

Fred Fruitman, *Managing Director*

LOEB PARTNERS CORPORATION, USA

### 0940 **Maintaining the Entrepreneurial Culture of Business Family**

Dominic Gibbs, *Chief Executive*

THE CAYZER TRUST COMPANY

### 1020 **Independence & Transparency of Alignment of Interest & Impact on Performance**

- Where the investment advisor's primary loyalty lies

  - Lack of full alignment of interest and full transparency

- Misalignment of interest:

  - The integrity of investment advice

- Impact of complexity of investment products on transparency:

  - Hiding fees

  - Distorted asset allocation process

- The inherent misalignment of interest between the (traditional) investment advisor and the client

Nabil Hamadeh, *Managing Partner*

CAPITAL GROWTH MANAGEMENT

1100 Coffee break

### 1115 **Safeguarding Your Wealth for Future Generations**

- Should asset allocation differ for a portfolio managed for many generations compared to a portfolio managed with a 10 year time horizon?

- Is tactical allocation irrelevant when investing for truly long term investors?

- How risk differs for the very long term investor

Jonathan Bell, *Chief Investment Officer*

STANHOPE CAPITAL

### 1155 **Practical Approach to the Diversification of Family Wealth**

- Getting pretty disparate - granularity in asset allocation, and what it is for

- The limits of diversification – who's fooling who?

- From creation to lamentation: defining practicality in the context of the multi-generational wealth life cycle

- Risk and diversification: playing 3D chess

- Asset allocation: what everyone wants

Chris Wyllie, *Chief Investment Officer*

IVEAGH

### 1235 **Dealing With Families & Their Businesses on an International Basis**

Andrew Nolan, *Executive Director*

STONEHAGE

1315 Lunch

#### 1445 **Sustainable & Responsible Investments**

- Responsible investment
- Combining investors' financial objectives with their concerns about social, environmental, ethical (SEE) and corporate governance issues
- SEE risks and ESG issues (Environmental, Social, Governance)
- Is SRI really profitable?

Etienne Lombard, *Head of business development for Foundations and Endowments*  
[AMUNDI](#)

#### 1515 **The New Era for Philanthropy: A “How To” Guide**

- The expectations of today's philanthropists
- Key principles for effective giving
- Practical and fiscal aspects of engaging in cross-border philanthropy
- Recent trends:
  - venture philanthropy
  - social entrepreneurship
  - impact financing
- Concrete illustrations of foundation projects

Tonika Hirdman, *Director General*  
[FONDATION DE LUXEMBOURG](#)

#### 1545 Coffee Break

#### 1600 **Enterprising Families: How to Identify & Achieve Your Family Entrepreneurship Aims**

- Why do we want to be a family in business together? (the family and its enterprise)
  - drawing strength from a clear shared purpose
  - mission + values + vision + life aspirations
- Identifying what type of family enterprise you are
- Understanding what you are capable of becoming
- Knowing all your options
- We and Me: How age drives transitions
- How do we get organised?
  - The 3 dimensional reality of family enterprise governance
  - Overcoming natural conflict
- Introductions to corporate, family and ownership governance

Ken McCracken, *Managing Director*  
[THE FAMILY BUSINESS SOLUTIONS](#)

#### 1645 Chair's Closing Remarks & End of Conference

#### 1700 Drinks Reception