



operations for
alternatives

March 5 - 7, 2014
PGA National Resort
Palm Beach Gardens, FL

CONFERENCE AGENDA

OFA is the only conference bringing together operations professionals from hedge funds, private equity, and '40 Act Funds,

CORE TOPICS

- 1 The Collision of HF, MF and PE
- 2 Globalization of Investment Management
- 3 Distribution & Product Development Trends
- 4 ODD's impact on investor and funds



KEY SESSIONS

Opening Discussion:
Expertise and Experience
- How the Collision of
Hedge Funds, Private
Equity and Mutual Funds
Are Shaping the Way
Managers and Investors
Act around the Globe

Wednesday, March 5, 2014
8:30am - 9:00am



COO Perspectives: How
Funds Are Successfully
Managing Increased
Scrutiny by Regulators,
Investors, and the Public
at Large

Wednesday, March 5, 2014
1:45pm - 2:30pm

FEATURED PARTNERS



CORPORATE RESOLUTIONS INC

ADVENT



FEATURED SPEAKERS



MIKE SEROTA

Global Hedge Fund Services
Co-leader, EY



VIRGINIA HATHORN KOCHER

Chief Operating Officer
Gapstow Capital Partners



MELANIE PICKETT

Chief Operating Officer
Emory Investment Management



GEOFF S. ELIASON

Chief Operating Officer
Peak Capital Management, LLC



JOEL PRESS

Founder
Press Management



PAUL ROTH

Partner
Schulte Roth & Zabel



DANIEL NARDELLO

Principal
Nardello & Co.



SCOTT P. LENNON

Managing Director
19 Degrees North Fund Services Ltd.



MARC BAUM

Chief Administrative Officer &
General Counsel
Serengeti Asset Management, LP



PATRICK COOLEY

Senior Managing Director
Global Controller
CarVal Investors



PETER SANCHEZ

Senior Vice President, Corporate
& Institutional Services, Northern
Trust-Chicago

REGISTER TODAY WWW.OFA-AMERICA.COM

OFA CONFERENCE CORE TOPICS

- 1 CONVERGENCE OF ASSET CLASSES
(hedge funds, private equity, and '40 Act regulated funds)
- 2 ALLOCATION, TRADING AND DISTRIBUTION TRENDS, and their impact on operations
- 3 INCREASING LEVEL OF GLOBALIZATION, and how it impacts asset managers' operations needs and strategy
- 4 DUE DILIGENCE CHALLENGES, pitfalls and strategies, particularly with respect to foreign operations
- 5 MANAGING TRADING DISRUPTIONS AND FAILURES
- 6 MANAGING KEY REGULATORY DEVELOPMENTS (AIFMD, FATCA, and form PF)
- 7 FUND OPERATIONS AND GOVERNANCE STRATEGIES
- 8 MANAGING FUND ADVERTISING IN LIGHT OF THE JOBS ACT
- 9 TECHNIQUES FOR BROADENING PRODUCT OFFERINGS and raising capital
- 10 STEPS FOR DESIGNING AND IMPLEMENTING
A Crisis Plan, when things go wrong
- 11 GLOBAL IMPACT ON LOCAL FUND MANAGERS



Why OFA is UNIQUE

OFA is the only event bringing together operations professionals from hedge funds, private equity, and '40 Act Funds, to allow sharing of best practices.

OFA is the only operations event that covers both the basic regulatory and compliance issues, while also addressing fund governance, distribution issues, trading issues, and crisis management strategies that can take your fund to the next level.

OFA is the only event addressing the collision of hedge funds, private equity, and alternative funds management.

OFA is the only event that reaches the standards of soft dollars to pay for the event as research services.

CONFERENCE SPEAKERS



MARC BAUM
Chief Administrative Officer & General Counsel
Serengeti Asset Management, LP



CHAD EARNST
Assistant Regional Director
Asset Management Unit
SEC's Miami Regional Office SEC



MAYNARD HELLMAN
Director, General Counsel & Chief Compliance Officer
Barnstar Funds



SCOTT P. LENNON
Managing Director
19 Degrees North Fund Services Ltd.



CHRISTOPHER MEYERERING
Chief Legal Officer & COO
Sciens Capital Management



MELANIE PICKETT
COO
Emory Investment Management



PAUL ROTH
Partner
Schulte Roth & Zabel



MIKE SEROTA
Global Hedge Fund Services Co-leader
EY



KEVIN SKORZEWSKI
Head of Sales, Asset Managers, North America,
HSBC Securities Services



WADE MCDONALD
Head of Sales and Business Development,
Europe
HSBC Securities Services



AMY BENSTED
Preqin Investor Network
Global Alternatives Report



GEOFF S. ELIASON
COO
Peak Capital Management, LLC



VIRGINIA HATHORN KOCHER
COO
Gapstow Capital Partners



DANIEL LEVINSON
COO, CFO & Partner
Atalaya Capital Management L.P.



DANIEL NARDELLO
Principal
Nardello & Co.



JOEL PRESS
Founder
Press Management



MARK J. RUBIN, ESQ
Partner, Chief Finance & Operations Officer
Stride Capital



DANIEL STRACHMAN
Co-Founder
Operations for Alternatives



WILLIAM HEDDON
COO
Summit Rock Advors



TOM FLORENCE
CEO
361 Capital



PATRICK COOLEY
Senior Managing Director,
Global Controller
CarVal Investors



CHAD ELSON
COO
South Street Capital Management, LLP



BRIAN JACOBS
CIMA, Managing Partner
Jacobs Strategic Consulting, LLC



PAUL J. MARINO
Marino Partners, LLC
Capital Innovations, LLC



PHILIP PASCHALIDES
Partner
Walkers Global



GEORGE ROECK
COO & CFO
Charter Bridge Capital Management, L.P.



PETER SANCHEZ
Senior Vice President
Corporate & Institutional Services
Northern Trust-Chicago

AND MANY MORE
Visit www.ofa-america.com to see all Speakers.



It's a must attend event for every Chief Operations Officer, Chief Compliance Officer, General Counsel and industry experts advising the operations, due diligence and compliance sectors of the alternative investing industry.

Michael Underhill
Chief Investment Officer
Capital Innovations, LLC

WHY ATTEND?

If you're not offering converged products now, your competitors might be

That's why you need to attend OFA. Learn from and network with your operations counterparts across hedge funds, private equity, and mutual funds.

If you do not intend to offer converged products

OFA is an exceptional opportunity for senior executives to exchange ideas and highlight thought leadership in the core areas of operations, trading, valuation, regulation, compliance, tax and many more increasingly critical functions.

The future of the industry is clearly focused on the blurring of the lines between asset classes

Your clients are likely hearing about this convergence - make sure you have the tools, insight and contacts you need to properly prepare your firm to compete in the new world of alternatives fund management.

WHO ATTENDS?

Investment management operational professionals who are focused on effectively meeting the challenges of today and tomorrow

HEDGE FUNDS
COOs, CFOs, CROs, CCOs, GCs

PRIVATE EQUITY FUNDS
COOs, CFOs, CROs, CCOs, GCs, Operating Partners

MUTUAL FUNDS
COOs CFOs, CCOs, GCs

INSTITUTIONAL INVESTORS
Heads of Operational Due Diligence, CIOs, Trustees, Directors, Research Analysts, COOs, CFOs, CROs, CCOs

FUND OF FUNDS
Heads of Operational Due Diligence, CIOs, Directors, Research Analysts, COOs, CFOs, CROs, CCOs, GCs

KEY SESSIONS

Wednesday, March 5, 2014
8:30am - 9:00am

Opening Discussion: Expertise and Experience - How the Collision of Hedge Funds, Private Equity and Mutual Funds Are Shaping the Way Managers and Investors Act around the Globe

SPEAKERS



JOEL PRESS
Founder
Press Management



PAUL ROTH
Partner
Schulte Roth & Zabel

Wednesday, March 5, 2014
1:45pm - 2:30pm

COO Perspectives: How Funds Are Successfully Managing Increased Scrutiny by Regulators, Investors, and the Public at Large

It isn't just regulators that are becoming more vigilant about rooting out corruption and malfeasance...investors and the media are putting more pressure on funds to assess and manage risk, and demonstrate more transparency and efficiency in their activities. In this exclusive panel, you'll hear from fund COOs on how they are managing the three-pronged inquisition, while continuing to focus on their prime objective--finding alpha. Additional discussion will focus on fund governance issues, including the current view on director roles, responsibility, and expertise.

MODERATOR



MIKE SEROTA
Global Hedge Fund
Services Co-leader
EY

PANELISTS



MARC BAUM
Chief Administrative Officer
& General Counsel
Serengeti Asset
Management, LP



DANIEL LEVINSON
COO, CFO & Partner
Atalaya Capital
Management L.P.



GEORGE ROECK
COO & CFO
Charter Bridge Capital
Management, L.P.

Thursday, March 6, 2014
2:15pm - 3:00pm

Fund Operations and Governance Strategies

Funds are increasingly changing the fundamental way they operate, taking a lean-and-mean approach to spending, marketing, and sales. The session will feature COOs who will discuss fund administration strategies, expense allocation techniques, and other management techniques designed to improve fund operations efficiency, including offering new types of asset classes beyond their traditional offerings, including real estate, private equity, and '40 Act products. There will also be a discussion on the structures and processes used to ensure strong governance, particularly for offshore funds.

SPEAKERS



PATRICK COOLEY
Senior Managing Director,
Global Controller
CarVal Investors



SCOTT P. LENNON
Managing Director
19 Degrees North Fund
Services Ltd.



CHRISTOPHER MEYERUNG
Chief Legal Officer & COO
Sciens Capital
Management



PETER SANCHEZ
Senior Vice President
Corporate & Institutional
Services
Northern Trust-Chicago

ATTENDING COMPANIES



OFA MAKES IT EASY
TO CONNECT WITH
THE RIGHT PEOPLE.



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CONNECT **BEFORE** OFA

Connect with leading operations executives and pros on the exclusive OFA community website to ask questions, discuss issues and set up meetings.

WWW.OFA-COMMUNITY.COM

CONNECT **AT** OFA

Engage your peers and meet new ones over drinks and snacks in a relaxed atmosphere. More than 12 hours of dedicated networking time - Besides the normal breakfast breaks and lunches we have a poolside welcome reception and a course side reception with drinks food and night golf.

CLOSED DOOR SESSION

INVESTOR WORKSHOP



Hosted by  operations for
alternatives



A private, invitation-only gathering of 30 family offices that currently invest in or are considering alternatives as a part of their investment strategy.

TOP REASONS WE LOVE



& WHY YOU WILL, TOO!

Content

Better coverage of operational due diligence, risk management and transparency.

Value

A high quality practical risk management conference for the hedge funds.

Practical

OFA is light on academic theory and heavy on practical takeaways. We will give you a real world tool kit and new partnerships that will deliver commercial value.

Facilitated Networking / Customized Event Experience / Format

We will actively help you to identify and form new relationships with Investors, Peers and Service Providers. All attendees will be profiled pre-event so we can best meet your commercial needs at the event.

The workshop takes place over
**2 days, March 5 - 6, 2014, in
parallel with the OFA Conference**

VENUE

PGA National Resort & Spa
Palm Beach Gardens, Florida.

FORMAT

The format is designed to give maximum exposure to the sponsor/ presenter.

FEE

Contact Family Office Insights to customize participation at
info@familyofficeinsights.com

Fund Sponsorship Opportunities:

2 full access passes to closed door Family Office and investor workshop

2 full access passes to the OFA conference and access to OFA program and networking.

Attendee list with contact details

10% discount to next Family Office Insights workshop with paid commitment

Subscription to Family Office Insights "Peer Insights Report"

Complimentary invitation to Family Office Insights Peer-to-Peer reception

For more information, contact Family Office Insights at
info@familyofficeinsights.com



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March 5 - 7, 2014
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DAY ONE

Wednesday, March 5, 2014

- 7:30 Conference Registration
- 8:15 Chairman's Welcome and Opening Remarks
- 8:30 Opening Discussion: Expertise and Experience--How the Collision of HedgeFunds, Private Equity and Mutual Funds Is Shaping the Way Managers and Investors Act around the Globe
- 9:00 Making Sense of Allocation, Trading and Distribution Trends
- 9:45 Operational Techniques for Managing the Globalization of the Asset Management Industry
- 10:30 Break
- 11:00 Conducting Due Diligence to Mitigate Operational Risks Abroad
- 11:45 Legal and Operational Solutions for Incorporating CLOs
- 12:30 Lunch Roundtables
- 1:45 COO Perspectives: How Funds Are Successfully Managing Increased Scrutiny by Regulators, Investors, and the Public at Large
- 2:30 Making Sense of the Global Regulatory Auditing Illiquid Securities
- 3:15 Finding Operational Efficiencies and Managing Risk Within Your Organization
- 4:00 Break
- 4:30 We Can Work it Out... A Conversation Between LPs and GPs on Reporting Guideline Trends and Issues
- 5:15 When Things Go Wrong
- 6:00 End of Day One



HSBC 

AGENDA AT A GLANCE

DAY TWO

Thursday, March 6, 2014

- 8:30 Chairman's Welcome and Opening Remarks
- 8:45 Leveraging the AIFMD to Enhance Operational Efficiencies and Quality
- 9:30 When Markets Fail: How to Manage Trading Blackouts
- 10:15 Break
- 10:45 Maintaining Data Security and Privacy in a World of Cyber Thievery
- 11:15 Facing FATCA: Compliance Strategies for Funds
- 12:15 Lunch
- 1:30 Managing Fund Advertising In Light of the JOBS Act
- 2:15 Fund Operations and Governance Strategies
- 3:00 Break
- 3:30 Potential Targeted Activities Ripe for Enforcement Action
- 4:15 Technology and Data Strategies for Funds
- 5:00 Reporting and Structuring Issues for Funds
- 5:45 End of Day Two



DAY THREE

Friday, March 7, 2014

- 8:30 Opening Remarks
- 8:45 Understanding and Analyzing New Trends in Asset Flows
- 9:30 Broadening Your Product Offerings
- 10:15 Networking Break
- 10:45 Techniques for Accurately Pricing and Auditing Illiquid Securities
- 11:30 The Active Investor--Operational Techniques for Managing Shifts in Investor Behavior
- 12:15 Conference Concludes

7:30 Conference Registration

8:15 Chairman's Welcome and Opening Remarks

Daniel Strachman, Conference Chairman

8:30 Opening Discussion: Expertise and Experience--How the Collision of HedgeFunds, Private Equity and Mutual Funds Is Shaping the Way Managers and Investors Act around the Globe

The investment management world is undergoing significant changes that are impacting the financial performance, operational procedures, and regulatory structures across every jurisdiction. In this session, you'll hear the perspectives and insights from two of the most seasoned investment management professionals on how the industry has evolved, what changes are to be expected over the next several years and how investment management firms operations are going to evolve.

SPEAKERS

Joel Press

Founder, Press Management

Paul Roth

Founder, Schulte, Roth & Zabel

9:00 Making Sense of Allocation, Trading and Distribution Trends

The market for raising and investing capital is constantly changing, driven by macroeconomic forces, the shifting regulatory landscape, and evolving nature of fund distribution platforms and seeding models. Funds need to be aware of how these trends are playing out, so they can properly structure their own offerings to achieve success in a market where the margin for error is slim, and the repercussions for miscalculation can be catastrophic. In this session, you'll hear insight from the top investment managers and traders on the trends that are impacting the market today, and their views on how the landscape is likely to evolve in the future.

SPEAKERS

Mark J. Rubin, Esq.

Partner, Chief Finance and Operations Officer, Stride Capital

Maynard Hellman

General Counsel, Barnstar Funds

Chad Elson

COO, South Street Capital Management, LLP

Tom Florence

CEO, 361 Capital, LLC

9:45 Operational Techniques for Managing the Globalization of the Asset Management Industry

The ability to leverage global markets has allowed funds to raise significantly more capital from a wide variety of investors than ever before and generate outsized investment returns. However, expanding operations to foreign investors and injecting capital into far-flung markets can also ramp up operational complexity and risk. In this session, selected managers will discuss how they have been able to navigate the increasing complexities associated with starting and running global funds, ensuring that the fund's operations are safe, stable, and in compliance with a wide variety of regulations applying to both domestic and foreign operations. Further, the panel will address the operational, regulatory, and risk issues associated with opening and managing satellite offices.

SPEAKERS

Mark J. Rubin, Esq.

Partner, Chief Finance and Operations Officer, Stride Capital

MoWade McDonald

Head of Sales and Business Development, Europe, HSBC Securities Service

Dylan Germishuys

Managing Director, Head of Product Control and Operations, UBS Alternative and Quantitative Investments LLC

Kenneth Springer

President, Corporate Resolutions, Inc.

10:30 Break

11:00 Conducting Due Diligence to Mitigate Operational Risks Abroad

One of the primary ways to mitigate operational risk is through the use of thorough due diligence. But it's not enough to acknowledge the need to check out future vendors, partners, employee and providers--today's complex world requires a deeper look into every variable that might impact operations, including trading exchanges, governments, investors, and regulatory and enforcement agencies. In this address, renowned investigator Daniel Nardello will discuss the oft-overlooked areas where risks can lie, and will discuss the most appropriate and cost-effective ways to ensure all of your partners, facilitators, and counterparties are fully vetted.

SPEAKER

Daniel Nardello
Principal, Nardello & Co.

11:45 Legal and Operational Solutions for Incorporating CLOs

The market for collateralized loan obligations (CLOs) has exploded over the past several years, with more than \$55 billion in issuances in 2012. In this session, you'll hear insight on how hedge funds can utilize this asset class as part of an overall credit strategy that will generate real returns. Moreover, you'll hear about the operational and legal structures that must be properly set up to ensure the most efficient way to incorporate this asset class into your fund's arsenal.

SPEAKERS

Virginia Hathorn Kocher
COO & Head of Operational Due Diligence,
Gapstow Capital Partners

Philip Paschalides
Partner, Walkers Global

12:30 Lunch Roundtables

1:45 COO Perspectives: How Funds Are Successfully Managing Increased Scrutiny by Regulators, Investors, and the Public at Large

It isn't just regulators that are becoming more vigilant about rooting out corruption and malfeasance...investors and the media are putting more pressure on funds to assess and manage risk, and demonstrate more transparency and efficiency in their activities. In this exclusive panel, you'll hear from fund COOs on how they are managing the three-pronged inquisition, while continuing to focus on their prime objective--finding alpha. Additional discussion will focus on fund governance issues, including the current view on director roles, responsibility, and expertise.

MODERATOR

Mike Serota
Global Hedge Fund Services Co-leader, EY

PANELISTS

Marc Baum
Chief Administrative Officer and General Counsel,
Serengeti Asset Management, LP

Daniel Levinson
COO, Atalaya Capital Management LP

George Roeck
COO and CFO, Charter Bridge Capital Management, LP

2:30 Making Sense of the Global Regulatory Auditing Illiquid Securities

Regulations impacting hedge funds are like death and taxes--unpleasant, but best handled by being as prepared as possible for their impact. As national and regional governmental bodies continue to focus their attention on the funds operations, it's important to understand the current and future regulatory trends, the end goals of those who seek to enact regulations, and the potential hazards or penalties for non-compliance. You'll get the latest updates on regulatory developments from key regions (United States, Europe, Asia-Pacific, and Latin America), as well as insight into ensuring compliance.

PANELIST

Malcolm Stott
COO, Everest Capital LLC

3:15 Finding Operational Efficiencies and Managing Risk Within Your Organization

Running a fund is fraught with operational risks that can only be managed, not controlled. From trading risk (such as when an electronic exchange goes dark) to political risk (when a foreign government decides to freeze assets held in custodial accounts) to liquidity risk, operations professionals need to understand how to measure and assess these risks, and develop appropriate controls and procedures for managing unforeseen events that can put a fund's viability to the test. Furthermore, increased pressure on managers to justify their fees has increased the risk of losing key investors, or forcing them to alter the way they structure or manage their operations. Panelists will discuss the severity and likelihood of these potential risks occurring, and provide insight into how risk is managed within a fund's organization (by overall risk managers, the investment team, or by other specific operations professionals.)

MODERATOR

Dan Strachman

Co-Founder, Alpha Research Group

PANELISTS

Bill Hedden

COO, Summit Rock Advisors

Richard Webley

US Head of Management Consulting, Citi Prime Finance

4:00 Break

4:30 We Can Work it Out... A Conversation Between LPs and GPs on Reporting Guideline Trends and Issues

Aligning LP and GP interests can be challenging for even the most seasoned pros, particularly with respect to reporting. What to leave in; what to leave out...it often depends on perspective. In this panel, you'll hear from both sides on what they expect and why, and how to reach a compromise that all parties find acceptable.

MODERATOR

Amy Bensted

Preqin Investor Network Global Alternatives Report

SPEAKER

Melanie Pickett

COO, Emory Investment Management

5:15 When Things Go Wrong

Despite proper preparation, due diligence, and compliance with best operational practices and regulations, it's inevitable that something may go wrong, either as a result of internal breakdowns or external forces, and your firm will find itself in crisis mode. In this session, you'll hear how to properly institute a crisis-management plan, and instill standard procedures to manage inquiries and innuendos from the financial press, enforcement agents, investors, and the social media world.

MODERATOR

Steve Bruce

Managing Partner, ASC Advisors

SPEAKER

Paul Roth

Founder, Schulte, Roth & Zabel

6:00 End of Day One



8:30 Chairman's Welcome and Opening Remarks

8:45 Leveraging the AIFMD to Enhance Operational Efficiencies and Quality

From July 2013, European hedge funds will need to comply with AIFMD if they want to manage and distribute Alternative Investment Funds (AIFs) in the EU. As a result, a variety of changes will be required, covering fund structures, strategies and operations in order to comply with the directive. In this session you'll hear from compliance experts and operational managers on the impact of the directive on fund operations, and how to best comply while retaining a competitive and profitable edge.

MODERATOR

Kevin Skorzweski

Head of Sales Asset Managers, North America,
HSBC Bank USA, N.A.

SPEAKER

Martin Sreba

Senior Director, Global Solutions Management &
Sales, Advent

9:30 When Markets Fail: How to Manage Trading Blackouts

2013-Software bug. 1994-Hungry Squirrel #2. 1987-Hungry Squirrel. 1986-computer outage. What do each of these situations have in common? Seemingly small events halted trading on the NASDAQ exchange, sometimes for a few minutes, and at their longest, for several hours. For Ma and Pa Investor, it's hardly a catastrophic event. But for traders dependent on the timely execution of large trades, trading freezes (whether caused by computer, man-made error, or rodent) can have significant negative impact on operations. In this session, you'll hear how to set up an operational strategy for ensuring trading redundancy and mitigating risks associated with order execution and clearing.

SPEAKER

Eurex Exchange

10:15 Break

10:45 Maintaining Data Security and Privacy in a World of Cyber Thievery

WikiLeaks. Stuxnet. NSA leaker William Snowden. These three incidents prove the old adage true: the criminals are always one step ahead. That's why it's critical to ensure that data entrusted to you, whether portfolio company data, investor data, or even proprietary fund data, is adequately protected, especially in a world dominated by mobile devices, social media, and other potentially vulnerable points of access. Hear from security experts and fund security managers on the way they are protecting their data from cyber-thieves and criminals, from a technology perspective and via the implementation of operational behavioral policies and procedures.

11:30 Facing FATCA: Compliance Strategies for Funds

FATCA (The Foreign Account Tax Compliance Act) regulations were finalized in January 2013, and most alternative investment funds such as hedge funds and private equity firms will be required to comply, given their status as either a US withholding agent or a foreign financial institution under the rules. This session will focus on what the regulations specify, exceptions or exclusions, and the status of intergovernmental agreements with various foreign jurisdictions.

12:15 Lunch

1:30 Managing Fund Advertising In Light of the JOBS Act

The SEC's decision to lift the ban on general advertising and solicitation by hedge funds to sophisticated investors is likely going to have a significant impact on the industry, forever changing the way funds operate and position themselves. No longer forced to operate in secret, funds can now tell their story, highlight their expertise, and talk to the media freely. However, this era of hedge fund "Glasnost" also engenders more competition for investors, and raises questions about how firms should position themselves to maximize their performance and reputation. Nevertheless, large issues still abound with respect to the actual implementation of the rule, largely related to harmonization issues surrounding SEC-CFTC rules on advertising.

MODERATOR

Tom Walek

Principal, WALEKpeppercomm

SPEAKERS

Geoffrey S. Eliason

COO, Peak Capital Management, LLC

John Roth

General Counsel and Compliance, Venor Capital

2:15 Fund Operations and Governance Strategies

Funds are increasingly changing the fundamental way they operate, taking a lean-and-mean approach to spending, marketing, and sales. The session will feature COOs who will discuss fund administration strategies, expense allocation techniques, and other management techniques designed to improve fund operations efficiency, including offering new types of asset classes beyond their traditional offerings, including real estate, private equity, and '40 Act products. Discussion on the structures and processes used to ensure strong governance, particularly for offshore funds, also will be discussed.

SPEAKERS

Patrick Cooley

Senior Managing Director, Global Controller
CarVal Investors, LLC

Scott Lennon

Principal and Managing Director, 19 Degrees North
Fund Services, Ltd

Christopher Meyering

Chief Legal Officer and Chief Compliance Officer
Sciens Capital Management

Peter Sanchez

Senior Vice President at the Northern Trust
Company and CEO of Northern Trust Hedge Fund
Services (NTHFS)

3:00 Break

3:30 Potential Targeted Activities Ripe for Enforcement Action

Enforcement actions and penalties can be devastating to both firms and individuals. While compliance with all regulations is ideal and preferable, legal staff and management must take care to pay special attention to specific activities and areas that regulators often target for investigations and scrutiny, to limit the firm's exposure and liability.

MODERATOR

Jay Gould

Partner, Pillsbury Winthrop

SPEAKERS

Chad Earnst

Assistant Regional Director, Asset Management
Unit, SEC's Miami Regional Office

David Charnin

General Counsel and CCO, Strategic Value
Partners, LLC

Peter Guarino

Vice President, Cordium

4:15 Technology and Data Strategies for Funds

The successful integration and management of technology systems is key to running a successful fund. Fund operations professionals will discuss the current state of the technology landscape, covering systems environment, data and reporting trends, data warehousing and security, topics that cannot be ignored by either fund operations professionals or investors.

SPEAKER

Chris Franz

CEO, Atrium Capital Markets Group

5:00 Reporting and Structuring Issues for Funds

The introduction of form PF as part of the Dodd-Frank Act is one of the main headaches for funds, which must provide an unprecedented level of data to regulators covering trading practices, asset types held, and its investment positions. Completing form PF requires significant time to compile and analyze data, and funds need to weigh the costs of managing the form in-house, hiring outside consultants, or utilize technology solutions that automate the process. In this session, you'll hear from various industry professionals on the pros and cons of each approach, and how it impacts the financial and operational position of the fund. Furthermore, methods for structuring funds to achieve tax and regulatory compliance and optimum operational efficiencies in light of recent regulatory developments also will be covered.

SPEAKER

SEI

5:45 End of Day Two



In these times of increasing operational and regulatory scrutiny, managers need to stay on top of industry trends and current best practices. OFA is a terrific conference to meet with my colleagues and keep abreast of trends in this fast changing space.

Mark J. Rubin, Esq
Partner, Chief Finance and Operations Officer
Stride Capital



OFA is a fresh and comprehensive approach to covering the breadth and depth of the latest regulatory and reporting changes impacting the way managers and investors conduct their operations.

Daniel Strachman
Co-Founder, Operations for Alternatives

Q

Where will the industry will meet to effectively manage the evolution of the asset management industry?

A

Find out at



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alternatives**

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8:30 Opening Remarks

8:45 Understanding and Analyzing New Trends in Asset Flows

Follow the Money. Investors are advised to do it, and managers need to understand those trends to make sure they are properly balancing the way assets are being allocated by the market at large, while staying true to their goal of finding alpha. Managers will analyze the latest asset flow trends of today, and offer insight and rationale into where they believe the market is headed, and how to create the right mix of products to reach your clients.

SPEAKERS

Paul Marino
Marino Partners, LLP, and President, Alliance of Alternative Asset Professionals (TAAAPs)

Michael Underhill
CIO, Capital Innovations, LLC

9:30 Broadening Your Product Offerings

In light of the increased level of regulation being foisted upon the investment management industry, some firms are looking to expand their offerings, to diversify their income streams, and hedge against the potentially negative impact of heavy-handed regulation on their operations. You'll hear the pros and cons of expanding your service offerings from an operational, financial, and tax perspective, as well as insight into how an expanded firm can be rebranded as a more comprehensive financial service firm.

SPEAKERS

Brian Jacobs
CIMA, Managing Partner, Jacobs Strategic Consulting, LLC

Tom Florence
CEO, 361 Capital, LLC

Group Bookings & Registration
Alex Szlezak
alex@alpharesearchgroup.com
: + 1 646 588 0390

10:15 Networking Break

10:45 Techniques for Accurately Pricing and Auditing Illiquid Securities

Armed with mandates to reduce the amount of fees paid to large managers, some large institutional investors are taking a do-it-yourself approach to investing, either making direct investments themselves or as part of a consortium of other investors. As a result, managers need to analyze their offerings, and identify ways to properly position their firm's services and value to investors that believe they do not need to rely on Wall Street alone to meet their investment objectives.

SPEAKER

Argyeh Sheinbein
Managing Director and Practice Leader, Hilco Global

11:30 The Active Investor--Operational Techniques for Managing Shifts in Investor Behavior

Armed with mandates to reduce the amount of fees paid to large managers, some large institutional investors are taking a do-it-yourself approach to investing, either making direct investments themselves or as part of a consortium of other investors. Furthermore, many investors are choosing investment strategies based on sustainability, corporate ethics, or other specific values-based approaches. As a result, managers need to analyze their offerings, and identify ways to properly position their firm's services and value to investors that believe they do not need to solely rely on the traditional management approaches to meet their investment objectives.

12:15 Conference Concludes

“As asset owners who are facing an increasing complex regulatory environment, we think OFA has put together a very relevant and timely agenda. We're glad to be a part of it, and look forward to contributing to the discussion and hearing the perspectives of the other thought leaders attending.”

Melanie Pickett
Managing Director & Chief Operations Officer
Emory Investment Management

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* This statement is not a legal opinion; it reflects our interpretation of 28(e). It is important to have your counsel confirm whether OFA falls within the soft dollar safe harbor for you and whether using soft dollars for OFA is consistent with the soft dollar disclosure made in your fund documents, Form ADV or other client documentation.

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