

7th Annual

Foundation, Endowment & Not For Profit



INVESTMENT Summit

Wednesday February 17 & Thursday February 18, 2010 | The Sutton Place Hotel | Toronto, ON

Generate Income | Meet Investment Objectives | Assess Risk
Capital Preservation | Legal Issues | Disbursement Policy | Due Diligence

Hear from these leaders:



Laurence Siegel,
Research Director, Research Foundation of CFA Institute; Institute and Senior Advisor, Ounavarra Capital; Director of Research, Investment Division (Retired), Ford Foundation (Chicago, IL)



Arthur Donner,
Economic Consultant, Chair of The Investment Committee, Atkinson Charitable Foundation; Member of the Investment Advisory Committee, Nunavut Trust (Toronto)



Tom Heck,
CIO, Ball State University Foundation (Muncie, IN)



Lyn Hutton,
CIO, Commonfund (Wilton, CT)

SOURCE

Strategies, Ideas and Innovations from:

- ① Ford Foundation
- ② Atkinson and Nunavut Trusts
- ③ Ball State University
- ④ Canada Revenue Agency
- ⑤ Frontier College Foundation
- ⑥ Commonfund
- ⑦ Mercer Investment Consulting
- ⑧ Rodgers Investment Consulting
- ⑨ Jantzi-Sustainalytics
- ⑩ Castle Hall Alternatives
- ⑪ Borden Ladner Gervais

SOURCE

Critical Information to Optimize Investment Returns in 6 Key Areas:

- ① **REDUCE** risk and meet disbursement obligations
- ② **PROTECT** your endowment assets
- ③ **RECOGNIZE** global opportunities
- ④ **OPTIMIZE** your investment returns
- ⑤ **IDENTIFY** high yield opportunities
- ⑥ **IMPROVE** your asset allocations

Sponsor:



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To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

Set new goals. Build back assets. Meet disbursement obligations!

You can't afford to miss out on this unprecedented opportunity to rebuild assets

With markets set to rebound, and foundations, endowments and not for profit organizations scrambling to find new ways of generating income to protect their programs, investment managers must be one step ahead of the markets.

Your first step - this conference!

SOURCE Strategies, Ideas and Innovations from:

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- ③ Ball State University
- ④ Canada Revenue Agency
- ⑤ Frontier College Foundation
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- ⑦ Mercer Investment Consulting
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- ⑨ Jantzi-Sustainalytics
- ⑩ Castle Hall Alternatives
- ⑪ Borden Ladner Gervais

Emulate their success. Learn from their experience. Save time and money and reduce risk. Establish your organization as the next leader! This conference only comes around once a year; register now, as this event is sure to sell out!

SOURCE

Critical Information to Optimize Investment Returns in 6 Key Areas:

- ① **REDUCE** risk and meet disbursement obligations
- ② **PROTECT** your endowment assets
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- ④ **OPTIMIZE** your investment returns
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TAKE AWAY 7 ADDITIONAL benefits from this exclusive event:

- 1.** Extended networking opportunities
- 2.** Extensive Q&As
- 3.** Group discounts
- 4.** Economic overview
- 5.** Canada Revenue Agency discussion
- 6.** Special brainstorming session
- 7.** Complete binder of materials

Take this opportunity to see how your colleagues are doing; share your experiences and exchange ideas and strategies! If you want to meet with your peers in the field and form valuable alliances, this is your best opportunity this year.

Essential post-conference workshops offer hands-on training:

- Preparing for Bill C-4
- Non-Profit Investment Compliance 101

Register Today – Space Is Limited and Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this changing field. Register for our limited spaces by calling **1-866-298-9343** or emailing registrations@strategyinstitute.com today.

This conference is specifically designed for:



Foundations, Endowments, Not For Profits

Chief Investment Officers, CEO's and Presidents,
Directors and Managers of Finance, Executive Directors,
Treasurers, Trustees

- **Create** real solutions to protect your capital
- **Overcome** recent challenges through creative investment options
- **Develop** new strategies in asset allocation
- **Profit** from socially responsible investing
- **Fulfill** your legal and filing obligations
- **Develop** solutions for good board governance
- **Meet** your disbursement obligations



Fund Managers

Chief Investment Officers, Directors and Managers
of Investment, Managing Director, Principal, Vice
President, Sales and Marketing

- **Get** on the short list: Make sure you are top-of-mind when institutions source fund managers
- **Network** with key decision-makers: Identify new opportunities and trends developed from new innovations
- **Form** new alliances: Generate new business and successfully collaborate with industry leaders
- **Be** on the leading edge: Establish yourself as a driver of innovation and measurable results



Consultants

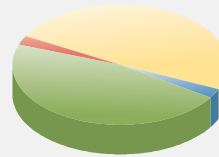
Chief Investment Officers, Directors and Managers of
Investment, Managing Director, Principal

- **Rethink** how you select investment managers
- **Enhance** your value-add to your clients
- **Understand** what economic challenges lie ahead

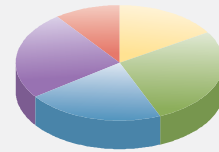
About This Conference:

This Summit is the 7th conference in a series of annual events designed to improve financial stability in Canadian foundations, endowments and not for profits by bringing together leading experts from across North America. It brings peers together to share challenges and successes, and gives all stakeholders a clearer vision of how they can make foundations, endowments and not for profits more financially secure for the benefit of all Canadians.

Past attendee breakdown:



- Foundations, Endowments & Not for Profit50%
- Investment Consultants2%
- Money Managers46%
- Alternative/Hedge Funds2%



- Executive Directors/ Presidents & CEOs16%
- CFOs/Director of Finance/ Manager Finance28%
- Treasurer/Fund Raising/ Planned Gifts21%
- Vice Presidents/Directors25%
- Others10%

Sample of past attendees include:

- Alberta Children's Hospital Foundation
- Appel Family Foundation
- BC Cancer Foundation
- Canadian Charitable Wealth Foundation
- Canadian Hearing Society
- Catholic Social Services
- Dr. Bob Kemp Hospice
- Foundation for Athletes & Sport Training
- Foundation J Armand Bombardier
- Foundation Western
- Gateway Society
- Hamilton Community Foundation
- Heart and Stroke Foundation of Ontario
- Jewish Hospice Program
- London Community Foundation
- Mount Sinai Hospital Foundation of Toronto
- National Cancer Institute of Canada
- Queen Alexandra Foundation for Children
- St Joseph Healthcare Foundation
- Sunnybrook & Women's Foundation
- The Lawson Foundation
- The Scarborough Hospital
- Toronto Community Foundation
- Trinity College
- University Hospital Foundation
- University of Ottawa
- York University Foundation

For more, please visit the conference website!

Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **Himani Dureja** at **1-866-298-9343 x 269**, or email **dureja@strategyinstitute.com**.

DAY 1

Wednesday,
Feb. 17, 2010

7:30 AM Registration Opens & Continental Breakfast

8:15 AM Opening Comments From The Chairperson

8:30 AM Where Superior Returns Will Come From In 2010!

For the past two years, the markets have been very volatile, but even so, they are up over 40 per cent in the last few months. This session will provide an updated assessment of the investment market. Join us as we discuss the points of strength in the industry.

- Obtain relevant lead ideas
- Determine emerging investment opportunities
- Assess the current investment market
- Discuss where the riskiest investments may be now

Create an investment strategy to successfully navigate the next year's markets.



Arthur Donner,
Economic Consultant, Chair of The Investment Committee, Atkinson Charitable Foundation; Member of the Investment Advisory Committee, Nunavut Trust (Toronto)

9:15 AM Linking Your Asset Allocation Decisions and The Global Economy

Uncertainties in the current economy present remarkable challenges to asset allocation. This session will address the dynamics of the economy and link it specifically to asset allocation decisions. At this presentation, you'll get information on the direction of the North American and global economies – and how fund managers must react.

- Asset allocation choices in the current economic climate
- Learn how to shift away from traditional and outdated investment strategies
- Examine the benefits of rebalancing

Increase your global presence to take advantage of emerging markets and diversify your asset allocation.



Lyn Hutton,
CIO,
Commonfund (Wilton, CT)

10:00 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure new business contacts to talk about the latest trends in Foundation, Endowment and Not For Profit Investment.

10:30 AM Disbursement Policy: Prudent Approaches to Achieving Sustainability

Organizations are finding it increasingly difficult to generate income for their payouts. As many of these disbursements are legal obligations, there are many complicated factors to consider when losses are encroaching on your capital.

- Analyze the legal obligations involved
- Learn how to establish quotas and requirements
- Understand how to work with market fluctuations
- Determine how sacred capital preservation is to you

Take away invaluable insight into how organizations ensure the payout.



Tom Heck,
CIO,
Ball State University Foundation (Muncie, IN)

11:15 AM Risk Management Strategies to Ensure the Long-Term Success of Your Organization

There are many factors that can impact your organization, and, as the recent downturn has shown, it can happen quickly, and across all asset classes. From the resurgence of inflation to new innovations in investment strategy, this session will address some of the most important factors in risk assessment.

- Analyze current and future risk factors
- Determine how much risk you can take on
- Reassess your current investment strategy
- Examine asset mixing as a strategy to minimize risk

Take away strategies to enhance your investment plan and meet your spending policy goals.



Robert Stapleford,
Principal, Unit Head, Investment Consulting,
Mercer Investment Consulting (Toronto)

12:00 PM Exhibition Area – Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM Key Legal Development in 2010: Safeguard your Organization

Bill C-4 is the first major change to the non-profit corporation since 1917, and must be fully understood to safeguard your organization from regulatory fines. Join us to discuss your legal obligations, and what you need to do to stay compliant.

- Analyze changes in investment regulation
- Anticipate what lies ahead in legal terms
- Fully understand the current state of CRA Regulations and Bill C-4

Take away a blue print for meeting regulations in today's economy.



Victoria Prince,
Partner,
Borden Ladner Gervais (Toronto)

2:15 PM Compliance Obligations for Registered Charities of Foundations

There are many financial requirements that must be adhered to in order to maintain charitable status. Many of these are well known, but there are also many details that require a great deal of attention and care. Get the most up to date information on financial compliance as we discuss:

- Meeting disbursement and quota obligations
- Filing requirements with Revenue Canada
- Sanctions around non-compliance

Understand your obligations to ensure you remain compliant.



Ross Wicks
Technical Policy Advisor
Charities Partnership and Outreach Program
Canada Revenue Agency (Ottawa)

3:15 PM Sponsor Exhibit Area – Networking Break

Interact with conference speakers and fellow attendees. Secure important new business contacts and talk about crucial developments in Foundation, Endowment and Not For Profit Investment.

3:45 PM Exclusive Interactive Session

Audience feedback, brainstorming and group discussion: What are the challenges for meeting disbursement obligations and how do we overcome them?

The perspectives and experiences of individual delegates will be brought together for this exclusive exchange on strategies that have worked, and some that haven't. Conference delegates will focus on two questions:

1. How do you manage your disbursement obligations?
2. How are you preparing for the future?

One person from each table will be nominated to share their findings from their table group. A moderated exchange will highlight your challenges and present practical solutions from your peers.

Learn valuable insight from your peers in this unique interactive session.

4:30 PM Conference Adjourns to Day Two

4:45 PM Social Activities

Unwind and mingle with the delegates and speakers at our "exclusive" end-of-the-day gatherings. Bring your business cards!



7:30 AM Registration & Sponsor Exhibits Open – Continental Breakfast

8:15 AM Recap Of Day One From The Chair

8:30 AM Investing In The Current Economic Climate: Meeting Investment Objectives

The money management industry is currently experiencing a period of profound change. To meet the challenges of this change, new investment strategies are being used to take advantage of emerging opportunities.

- Analyze the reasons behind the new economic climate
- Assess what has been done to fix these concerns
- Determine the best investment routes for you
- Create an action plan that will meet future investment objectives

Gain insight on the current investment landscape and how your organization can respond.



Perry Teperson,
VP, Portfolio Manager,
Leith Wheeler Investment Counsel Ltd. (BC)

9:15 AM Ensuring Good Board Governance to Increase Efficiency, Monitor Finances, and Improve Disbursement Policies

Governance structure plays a key role in all aspects of foundation and endowment investments. A clearly defined governance structure and well-defined, independent, objective processes for all aspects of investment are the essential fundamentals for success.

- Determine the right board structure for you
- Examine how to ensure effective decision-making processes
- Analyze transition strategies to get you the board you need
- Create an action plan for protecting your long-term viability

Gain valuable insight into how board governance can improve your efficiency and financial health.

Judy Tobe,
Executive Director,
Frontier College Foundation (Toronto)

10:00 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure new business contacts to talk about the latest trends in Foundation, Endowment and Not For Profit Investment.

10:30 AM Best Practices In Selecting and Monitoring Investment Managers: How To Ensure Ongoing Success and Bring About Change If Needed

The performance of your investment manager is key to your success. This session will address strategies to ensure ongoing successful investment management and how to affordably bring change if expectations are not met.

- Understand the role of the Investment Manager
- Learn how to create a feedback loop
- Replace your investment manager without losing money

Learn the most successful ways to enhance success by monitoring your investment manager relationship.



Kelly Rodgers,
President,
Rodgers Investment Consulting (Toronto)

11:15 AM Determining Your FIT with Alternative Investments Including Hedge Funds, Private Equity and Real Estate

Considering all investment options has become a must in recent years. This session will help clarify what is out there and what is the right fit for you.

- Global trends in alternative investments
- A fresh look at hedge funds
- Fund of funds, sponsored funds, and discretionary accounts

Take away expertise in money management and portfolio transitions to enhance your investment strategy.

Gillian Scott, CA, CFA
Managing Director and Partner
Castle Hall Alternatives

12:00 PM Exhibition Area – Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

KEYNOTE

1:30 PM Alpha and Beta After The Crash: Investment Strategies for Building Back Your Capital Assets

After the crash, beta is more attractive than before but achieving alpha should still be the goal of almost all investors. Join us as we present updated views of alpha and beta strategies, including:

- New expectations for returns betting beta against alpha
- How new return expectations affect the blend of alpha bets and beta bets
- Why and how to distinguish between exotic beta and true alpha
- Insight into hiring true alpha managers
- Is the endowment model broken? No, but substantial rethinking is needed



Laurence Siegel,
Research Director, Research Foundation of CFA Institute;
Institute and Senior Advisor, Ounavarra Capital;
Director of Research, Investment Division (Retired),
Ford Foundation (Chicago, IL)

2:30 PM Sponsor Exhibit Area – Networking Break

Interact with conference speakers and fellow attendees. Secure important new business contacts and talk about crucial developments in Foundation, Endowment and Not For Profit Investment.

2:45 PM “Sustainable Returns” and Rewards: The Case for Ethical Investing on Your Triple Bottom Line

Bringing your investing in-line with your mission statements is a great way to increase your Reward Potential. This session will take a look at why socially responsible investing is currently on the rise, and how you can reap above average returns through ethical investments.

- Determine the current trends in SRI
- Understand the long-term benefits of SRI
- Analyze Mission Related Investing and Program Related Investing
- Identify the principles and possibilities of the social enterprise
- Compare SRI investment returns versus traditional models

Gain a better understanding of how ethical investing can impact your triple bottom line.



Paula Glick,
Director, Business Development,
Jantzi Sustainalytics (Toronto)



Tim Drainin,
Executive Director,
Social Innovation Generation (SiG) National (Toronto)

3:30 PM Performance Measurement and Benchmarking: Key Tools For Driving Your Portfolio Returns Higher

Whether you are measuring performance relating to risk, style or asset allocation, proper benchmarking and attribution is becoming increasingly crucial to effective portfolio management.

- Discover and avoid the pitfalls of inappropriate benchmarking
- Understand the various techniques of performance measurement and benchmarking and how they can benefit you
- Simplify your asset allocation decision making by following a quantified set of performance indicators

Drive your organization towards success by implementing a rigorous evaluation policy that encourages best practices.



Scott MacKenzie,
President and CEO,
Morningstar (Toronto, ON)

4:15 PM Conference Adjourns

WORKSHOP : Friday, Feb. 19, 2010 9 am ~ 12 pm

A: Bill C-4 Is Coming: How To Prepare For The Impending Change

As soon as Bill C-4 becomes law it will undoubtedly revolutionize the not for profit sector. Many organizations are already preparing for this change but there still exists a fair amount of confusion as to what the overall effects of this legislative reform will be.

This half-day workshop is designed to provide you with the strategies you need to integrate into your investment plan to ensure the smoothest transition is made. Government relations will take on a whole new meaning under this legislation and it is imperative that you know what to expect. This interactive workshop will quickly bring you up to speed on key points of Bill C-4 as well as provide you with the latest thinking and tools to meet the heightened expectations of financial and investment managers of nonprofit organizations and foundations.

Develop strategies to:

- Understand the thinking behind Bill C-4
- Develop a plan of action to prepare for change
- Reassess your organizational structure
- Identify potential areas for non-compliance
- Integrate a financial investment plan
- Communicate with boards, committees, employees and donors
- Maintain and monitor the necessary changes
- Assess the cost of implementation

At the end of the workshop you will come away with a better understanding of how Bill C-4 will effect your organization and how to ensure a plan is in place to properly adapt.

About your workshop leader:



Victoria Prince,
Partner,
Borden Ladner Gervais (Toronto, ON)

WORKSHOP : Friday, Feb. 19, 2010 1 pm ~ 4 pm

B: Nonprofit Investment Compliance 101

In the current economic climate it is more important than ever to have a thorough understanding of the legal issues surrounding nonprofit investment. Many organizations are experiencing rude awakenings to legal problems that could and should have been avoided.

This half-day workshop is designed to provide you with the strategies you need to ensure your organization has the sound legal framework necessary for success. All corners, from the fundamentals to emerging legal issues, will be covered and tailored to current nonprofit investment. This interactive workshop will provide all you need to know about nonprofit investment legal compliance.

Develop strategies to:

- Guarantee compliance
- Ensure efficient organizational framework
- Identify potential areas of non-compliance
- Work effectively within regulations
- Meet the expectations of your donors
- Maintain and monitor necessary changes

At the end of the workshop you will come away with a complete and thorough understanding of nonprofit legal compliance.



955 Bay St., Toronto, ON, Canada M5S 2A2

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The Sutton Place Hotels

Immerse yourself in the European elegance and charm of The Sutton Place Hotel, located in the heart of Toronto, just minutes from financial and fashionable shopping districts, major attractions, and world-class entertainment venues. The hotel features original works of art and antiques. Accents Restaurant & Bar offers continental cuisine in a relaxed atmosphere.

Call or Book online www.suttonplace.com (code: TO100216FO) before **February 1st** to ensure you receive our conference rate of **\$189/night**.

Staying at the hotel has advantages for you!

① The entire conference will take place inside the Sutton Place Hotel. You will be just steps away from all the sessions and networking action!

② Specially arranged evening Social Activities to facilitate peer-to-peer interaction and networking will be taking place in the hotel.

③ Save money! With the special room block mention "Strategy Institute" you will pay only \$199/night for a standard room in this luxurious hotel.

④ World class amenities! Experience Sutton Place's fine dining, fitness facilities and beauty salon.

⑤ Bring your spouse and enjoy a mini vacation while attending the conference.

7th Annual

Foundation, Endowment & Not For Profit INVESTMENT Summit



WHY YOU SHOULD ATTEND

- ✓ Generate Income
- ✓ Meet Investment Objectives
- ✓ Assess Risk
- ✓ Capital Preservation
- ✓ Legal Issues
- ✓ Disbursement Policy
- ✓ Due Diligence

Wednesday February 17 & Thursday February 18, 2010 | The Sutton Place Hotel | Toronto, ON

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
**CIO, Director or Manager of Finance or Investment,
Executive Director**



HOW TO REGISTER



E-Mail:
registrations@strategyinstitute.com



Telephone: 416-944-9200
1-866-298-9343 (Toll-free)



Fax: 416-944-0403
1-866-298-9344 (Toll-free)



Mail: Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A8

Please register this person for:
7th Annual Foundation, Endowment & Not For Profit Investment Summit

1

CONFERENCE INVESTMENT

CONFERENCE INVESTMENT	Foundation, Endowment, and Not For Profit investment:	Regular Investment
Conference ONLY	<input type="checkbox"/> \$ 795	<input type="checkbox"/> \$1,895
Conference + 1 Workshop	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$2,190
Conference + 2 Workshops	<input type="checkbox"/> \$1,385	<input type="checkbox"/> \$2,485
Workshop ONLY A B	<input type="checkbox"/> \$ 395	<input type="checkbox"/> \$ 395

EARLY BIRD SAVINGS

SAVE \$200
Register by **Nov. 30**

SAVE \$100
Register by **Dec. 31**

2

CONTACT DETAILS

DELEGATE NAME: _____ **TITLE:** _____

COMPANY/FIRM: _____

ADDRESS: _____

CITY: _____ **PROV/STATE:** _____ **POSTAL CODE:** _____

TELEPHONE: () _____ **FAX:** () _____

MOBILE: () _____ **EMAIL:** _____

APPROVING MANAGER'S NAME: _____ **TITLE:** _____

3

METHOD OF PAYMENT

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SIGNATURE: _____

Regular investment:

\$1895 (plus 5% GST).

This rate applies to business, industry, consultant, advisor, or industry associations involved in the investment industry, consulting, or any other related business in the investment industry.

Special investment / Foundation, Endowment, and Not For Profit investment:

\$795.00 (plus 5% GST)

To be eligible for Special Pricing you must work directly for a registered Foundation, University Endowment or other Not-For-Profit Organization. *Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.*

Government (Federal, Provincial):

\$795.00 (plus 5% GST)

Those groups eligible for this rate include employees of provincial and federal government elected officials and civil servants whose duties directly involve the maintenance, planning and implementation of investment policy. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

CANCELLATIONS: Cancellations must be received in writing by February 3rd, 2010. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

****Evening Social Activities:** You are responsible for your own beverage consumption costs.

Conference Code:110003