

# SHOOK RESEARCH™

## Forbes-SHOOK Next-Gen 2018 Agenda

CE Credits will be available.

**Sunday,  
September 30, 2018**

### TIME

### SESSION & SPEAKER

1:00 - 10:00 pm

**Check-In & Reception**

6:30 pm

**Music Fest – SHOOK VIP Tent**

Entertainment: Marshmello, Russ, & Butterscotch

**Monday,  
October 1, 2018**

UMASS Club, 1 Beacon St.

### TIME

### SESSION & SPEAKER

8:30 am

**Breakfast**

9:00 - 9:25 am

Pre-Conference Session

**Planning for Your Future Self - Research from MIT Age Lab (CFP, I-W)**

- Presented by: **Hartford Funds**

9:30 - 9:55 am

Pre-Conference Session

**Realities, Myths, and Actionable Ideas in Fixed Income**

- Presented by: **American Funds**

10:00 - 10:15 am

**Welcome Remarks**

- **R.J Shook**

Founder, SHOOK Research & Forbes Contributor

10:15 - 10:20 am

**SHOOK "Talks"**

- **Nick LoMaglio** - UBS Financial Services

10:20 - 10:45 am

**Top Next-Gen Advisors Discuss:**

**How we are making a difference in our clients' lives (CFP, I-W)**

- **Moderator: Steve Samuels** - (Managing Director, Merrill Lynch Wealth Management)

- **Sara Rajo-Miller** - Miracle Mile Advisors

- **Rory O'Hara** - Merrill Lynch Wealth Management

- **Robert Chen** - Morgan Stanley Wealth Management

10:45 - 10:55 am

**Networking / Refreshments**

10:55 - 11:00 am

**SHOOK "Talks"**

- **Ari Weber** - Merrill Lynch Wealth Management

11:00 - 11:10 am

**China - Too Big to Ignore**

- **Jonathan Shelon** (Chief Operating Officer, KraneShares)

Presented by: **KraneShares**

11:10 - 11:30 am

**Philanthropic Spotlight**

11:30 - 11:35 am

**Networking / Refreshments**

11:35 - 12:35 pm

**NG Roundtables (CFP, I-W)**

12:35 - 1:25 pm

**Tunes & Trucks (Music & Food Trucks in the Village)**

1:25 - 1:35 pm

Return to SHOOK Stage @ UMass Club

1:35 - 2:10 pm

**Role Model Roundtables (CFP, I-W)**

2:10 - 2:20 pm

**Networking / Refreshments**

2:20 - 2:55 pm	<p><b>Concurrent Breakout Sessions</b></p> <p><b>1) Compensating your team members</b></p> <ul style="list-style-type: none"> <li>• <b>Moderator: Raj Sharma</b> Merrill Lynch Private Banking &amp; Investment Group</li> <li>• <b>Kyle Caouette</b> UBS Financial Services</li> <li>• <b>Brandon Schlesinger</b> Morgan Stanley Private Wealth Management</li> </ul> <p><b>2) ESG/Impact Investing: The Opportunity, Busted Myths and How to Incorporate Into Your Practice (CFP, I-W)</b></p> <ul style="list-style-type: none"> <li>• <b>Moderator: Nikita Singhal</b> - Vice President ESG Invt Program, Clearbridge Investments</li> <li>• <b>Jens Pascucci</b> Merrill Lynch Wealth Management</li> <li>• <b>Katherine McGinn</b> Ameriprise Financial Services</li> </ul>
2:55 - 3:05 pm	<b>Networking / Refreshments</b>
3:05 - 3:10 pm	<p><b>Highlights of The Generations Project: Are You and Your Clients on the Same Page?</b></p> <p>Presented by: <b>OppenheimerFunds</b></p>
3:10 - 3:30 pm	<p><b>Vision for Victory (CFP, I-W)</b></p> <ul style="list-style-type: none"> <li>• <b>Dr. Kevin Elko</b> Presented by: <b>New York Life Investments</b></li> </ul>
3:30 - 3:35 pm	<p><b>SHOOK "Talks"</b></p> <ul style="list-style-type: none"> <li>• <b>Tony Carpentieri</b> - Merrill Lynch Wealth Management</li> </ul>
3:35 - 3:45 pm	<p><b>Highlights of "You are who Google says you are... Your Online Presence Matters"</b></p> <ul style="list-style-type: none"> <li>• <b>Brad Shepard</b> (Head of Advisor Innovation, WisdomTree)</li> </ul>
3:45 - 4:05 pm	<p><b>"Being your best... and getting better"</b></p> <ul style="list-style-type: none"> <li>- <b>Advice from America's #1 Advisor (CFP, I-W)</b></li> <li>• <b>Jeff Erdmann</b> - Merrill Lynch Wealth Management</li> </ul>
4:05 - 4:25 pm	<p><b>Building the right team structure for your practice (I-W)</b></p> <ul style="list-style-type: none"> <li>• <b>Moderator: Robert Bruno</b> (Head of Distribution, First Eagle)</li> <li>• <b>Rees Mason</b> - Merrill Lynch Wealth Management</li> <li>• <b>Ryan Weber</b> - Raymond James &amp; Associates</li> <li>• <b>Jared Policastro</b> - Morgan Stanley Wealth Management</li> </ul>
4:25 - 4:45 pm	<p><b>Investment Panel - Insights From the Experts</b></p> <ul style="list-style-type: none"> <li>• <b>Moderator: Adam Merino</b> - Morgan Stanley Private Wealth Management</li> <li>• <b>Ryan Caldwell</b> (Partner &amp; Chief Investment Officer, Chiron)</li> <li>• <b>Matthew McLennan</b> (Head of Global Value Team, First Eagle)</li> <li>• <b>Adam Petryk</b> (President, QS Investors)</li> </ul>
4:45 - 4:55 pm	<b>Networking / Refreshments</b>
4:55 - 5:10 pm	<p><b>The Future is Now (CFP, I-W)</b></p> <ul style="list-style-type: none"> <li>• <b>Andy Sieg</b> (Head of Merrill Lynch Wealth Management)</li> </ul>
5:10 - 5:30 pm	<p><b>Best Practices of Top-Ranked Teams</b></p> <ul style="list-style-type: none"> <li>• <b>Moderator: Jac McLean</b> (Head of US Distribution, NYLIM)</li> <li>• <b>Tony Carpentieri</b> - Merrill Lynch Wealth Management</li> <li>• <b>Varun Marneni</b> - Raymond James Financial Services</li> <li>• <b>Rachel Gottlieb</b> - UBS Financial Services</li> </ul>
5:30 - 6:15 pm	<p><b>SHOOK Tank "Open Mic" (CFP, I-W)</b></p> <p>— Be prepared to share your best idea in 90 seconds</p>

Tuesday,  
October 2, 2018

UMASS Club, 1 Beacon St.

TIME	SESSION & SPEAKER
8:30 am	<b>Breakfast</b>
9:00 - 9:25 am	Pre-Conference Session <b>"You are who Google says you are... Your Online Presence Matters"</b> Presented by: <b>WisdomTree</b>
9:30 - 9:55 am	Pre-Conference Session <b>The Generations Project: Are You and Your Clients on the Same Page?</b> Presented by: <b>OppenheimerFunds</b>
10:00 - 10:05 am	<b>Welcome Remarks</b> • <b>Frank Berland</b> (Managing Director, SHOOK Research)
10:05 - 10:10 am	<b>SHOOK "Talks"</b> • <b>Kyle Kelley</b> - Merrill Lynch Wealth Management
10:10 - 10:30 am	<b>New-Age Marketing</b> • <i>Moderator:</i> <b>Ramzi Nuwayhid</b> - Merrill Lynch Private Banking & Investment Group • <b>James Schneiderman</b> - Morgan Stanley Wealth Management • <b>Sarah Damsgaard</b> - J.P. Morgan Securities • <b>Gray Boutte</b> - Wells Fargo Advisors
10:30 - 10:35 am	<b>SHOOK "Talks"</b> • <b>Sara Rajo-Miller</b> - Miracle Mile Advisors
10:35 - 10:50 am	<b>Networking / Refreshments</b>
10:50 - 11:10 am	<b>Getting the most of YOU: "time management and efficiently structuring your day"</b> (I-W) • <i>Moderator:</i> <b>John Cooper</b> - Head of US Intermediary, Morgan Stanley Investment Management • <b>Lucas Winthrop</b> - Winthrop Wealth Management • <b>Matt Gallo</b> - Merrill Lynch Wealth Management • <b>Joe Panfil</b> - UBS Financial Services
11:10 - 11:30 am	<b>Building a Winning Brand</b> (I-W) • <i>Moderator:</i> <b>Kevin Dolan</b> - Senior Biz Development Manager, Capital Group   American Funds • <b>Josh Schneider</b> - Morgan Stanley Wealth Management • <b>Jason Mingelgreen</b> - Stifel • <b>Winnie Sun</b> - Sun Group Wealth Partners • <b>Kevin Dolan</b> (Director of Business Development ,American Funds)
11:30 - 11:55 am	<b>America's Fastest Growing Next-Gens</b> (CFP, I-W) • <i>Moderator:</i> <b>Cynthia Chamberlayne</b> - National Director/Portfolio Specialist, Davis Advisors • <b>John Mele</b> - Morgan Stanley Wealth Management • <b>Tyler Lane</b> - Merrill Lynch Private Banking & Investment Group • <b>Daniel Resnick</b> - J.P. Morgan Securities
11:55 - 12:00 pm	<b>Closing Remarks</b> • <b>R.J. Shook</b> (Founder, SHOOK Research & Forbes Contributor)