2021 Forbes/SHOOK Top Advisor Summit

Sunday, October 3, 2021

TIME	SESSION & SPEAKER
6:00-10:00 pm	Pre-Party hosted by First Trust at Jardin *Exclusively for advisors and their better-half*

Monday, October 4, 2021

TIME	SESSION & SPEAKER
2:00-2:30 pm	Pre-Con 1: The Golden Hour – "It's not the client's you win, it's the client's you keep" — Introduction: Nick Cirbo, Senior Advisor Consultant, Invesco Consulting — Lisa Kueng, Managing Director of Business Development, Invesco Global Consulting
2:30-2:50 pm	Pre-Con 2: Unlocking Unrealized Gains: Building a Framework for Managing Taxes and Risk — Noel Weil, Merrill Private Wealth Management — Brian Firring, Wells Fargo Advisors — Moderator: John Moninger, Managing Director Retail Sales, Eaton Vance Advisor Institute
2:50-3:10 pm	Pre-Con 3: Using Asymmetric Risk To Improve Client Outcomes: A Deep Dive on Equity Risk — Introduction: Michael Schweitzer, Senior VP & Head of HNW Strategy & Distribution, Capital Group, home of American Funds — Steve Deschenes, Director of Client Research, Capital Group, home of American Funds
3:10-3:20 pm	REFRESHMENT BREAK
3:20-3:45 pm	Pre-Con 4: Explosive Organic Growth – Reaching Beyond Referral — Scott Caston, Morgan Stanley Wealth Management — Rachel Gottlieb, UBS Wealth Management — Moderator: Bill McManus, Director, Hartford Funds
3:45-4:05 pm	Pre-Con 5: VIRTUAL LIVE STREAM - Exploring the insights of legendary investor Bill Miller — Bill Miller, Chairman, CIO & Founder, Miller Value Partners — Moderator: Marvin McIntyre, Morgan Stanley Private Wealth Management
4:05-4:20 pm	Pre-Con 6: Building the Team of the Future — Craig Findley, Venture Visionary Partners — Steve Hefter, HLM Capital Wealth Management — Moderator: Terri Fiedler, President & CEO, AIG Financial Distributors
4:20-4:45 pm	Pre-Con 7: SHOOK Best Idea Competition — Judge: Heather Crist, Head, Field Management WM USA, UBS — Judge: Heather Hunt-Ruddy, Head of Client Experiences & Growth, Wells Fargo Advisors — Moderator: Frank Berland, Managing Partner, SHOOK Research — Moderator: Liz Shook, COO & CO-Founder, SHOOK Research
5:30-6:30 pm	COCKTAIL RECEPTION
6:30 pm	GALA DINNER — Liz Shook, COO & Co-Founder, SHOOK Research
6:45 pm	20 Years in Rankings: Here's what we've learned...and where we're going — Introduction: John Moninger, Managing Director Retail Sales, Eaton Vance Advisor Institute — RJ Shook, Founder, SHOOK Research, Senior Forbes Contributor
7:30-7:50 pm	Fireside with Steve Schwarzman and Andy Sieg — Steve Schwarzman, CEO, Blackstone — Andy Sieg, President, Merrill Lynch Wealth Management
8:00-9:00 pm	CHAMPAGNE RECEPTION SPONSORED BY NY LIFE INVESTMENTS

2021 Forbes/SHOOK Top Advisor Summit

Tuesday, October 5, 2021

TIME	SESSION & SPEAKER
7:00-8:00 am	Breakfast
8:00-8:10 am	Opening Remarks — Frank Berland, Managing Partner, SHOOK Research
8:10-8:15 am	SHOOK Ones: Best Idea — Introduction: Robert Bruno, President, First Eagle Funds Distributors & Head of Distribution, First Eagle Funds — Mark Binder, UBS Private Wealth Management
8:15-8:35 am	Building an Experiential Practice — Introduction: Matt Goldberg, Sr. VP & Divisional Manager, Alger — Anna Winderbaum, Morgan Stanley Private Wealth Management — Amir Mossanen, Truist — Moderator: Steve Samuels, Managing Director, Merrill Lynch Wealth Management
8:35-8:55 am	Normal or New Normal; That is the Question — Introduction: Dan Affetto, Managing Director, National Sales, First Trust Portfolios — Brian Wesbury, Chief Economist, First Trust Portfolios L.P.
8:55-9:15 am	The SHOOK Community Gives Back: Saving Emma... and Remembering Carson
9:15-9:30 am	REFRESHMENT BREAK
9:30-9:50 am	What's Ahead: The Markets and Economy in the COVID-19 Recovery — Introduction: Andrew Tsiropinas, Head of Wirehouse & IBD Dist., WisdomTree Asset Mgmt — Jeremy Siegel, Professor, The Wharton School of Finance
9:50-9:55 am	SHOOK Ones: My Best Idea — Introduction: Treavor Mosbaugh, Principal, Blue Owl — Andrew Schultz, Morgan Stanley Private Wealth Management
9:55-10:15 am	Investment Ideas from the Strategists — Introduction: Mike Tobin, Western Divisional Manager, Hartford Funds — Hans Vander Plaats, Managing Director, Client Portfolio Manager, Principal — Eric Hundahl, Head of Portfolio Strategy, BNY Mellon — Moderator: Ron Insana, Senior Advisor, Schroders
10:15-10:30 am	Innovation and Growth — Introduction: Andrew Wellington, Co-Founder, Managing Partner & CIO, Lyrica — Jonathan Hodge, UBS Wealth Management — Jordan Waxman, Nucleus Advisors — Moderator: Eric Schimpf, Managing Director, Merrill Lynch Wealth Management
10:30-10:45 am	Aligning Team Culture, Purpose and Clients — Nestor Vicknair, Merrill Lynch Wealth Management — Kyle Kelley, Merrill Lynch Wealth management — Chuck Nanick, Managing Director, Natixis Investment Managers
10:45-10:50 am	SHOOK Ones: My Best Idea — Introduction: Mike Green, Managing Director, BNY Mellon — Alli McCartney, UBS Private Wealth Management
10:50-11:05 am	Are Bonds Ironically The True Alternative To Equities And Alts? — Introduction: Nick Roberts, Business Development, Smith Capital Investors — Gibson Smith, Founder, Smith Capital Investors — Moderator: Richard Jones, Merrill Private Wealth Management
11:05-11:20 am	REFRESHMENT BREAK BROUGHT TO YOU BY FIDELITY

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TIME	SESSION & SPEAKER
11:20-11:55 am	**CONCURRENT BREAKOUTS** Breakout #1: From A to BBB: Is it time to kick away the traditional muni ladder and "rev" up your allocations? — James Welch, Portfolio Manager, Principal Breakout #2: Private Placement Life Insurance — Claudio Macchetto, Managing Director, Golden Tree Asset Management — Robert Beauchamp, Head of Private Wealth, Zurich — Peter DiDominicis, Director, Alkeon Capital Management — Moderator: Rich Pluta, Merrill Lynch Wealth Management Breakout #3: A Value Manager's Perspective on Technology — Manish Gupta, Portfolio Manager, First Eagle — Moderator: Robert Bruno, President, First Eagle Funds Distributors & Head of Distribution, First Eagle Funds Breakout #4: Transformational Conversations: Blueprints from America's Top Advisor Teams — Chris Brady, Divisional VP, AIG Financial Distributors — John Byrne, SVP, National Sales Manager, AIG Financial Distributors
11:55-12:55 pm	LUNCH The Future of SPACs and Media — Introduction: Juan Calderon, VP & Sr. Regional Consultant, SSGA — Mike Federle, CEO, Forbes Media — Randall Lane, CCO, Forbes Insights from Tom Lee — Tom Lee, Managing Partner & Head of Research, Fundstrat Global Advisors — Rob Sechan, New Edge Wealth
12:55-1:10 pm	Bubbles Present Massive Opportunities — Introduction: Terry Ober, National Director, Richard Bernstein Advisors — Richard Bernstein, CIO & CEO, Richard Bernstein Advisors
1:10-1:25 pm	REFRESHMENT BREAK
1:25-2:00 pm	**CONCURRENT BREAKOUTS** Breakout #1: Driving Digital Empowerment — Trisha Haskins, Technology & Platform Consulting, Fidelity Investments Breakout #2: From Ports to Portfolios: Dig Deep on Infrastructure Opportunities — Jeremy Anagnos, CIO, Infrastructure, CBRE Clarion Securities — Bob DiMella, Executive Managing Director & Portfolio Manager, MacKay Municipal Managers — Moderator: Kathleen Entwistle, Morgan Stanley Private Wealth Management Breakout #3: Changing the Guard: A Comprehensive Look at Succession Planning – How To Do the Right Deal and Do the Deal Right — Paul Brunswick, Head of Invesco Global Consulting, Invesco — Michael Chudd, UBS Wealth Management — Eric Applewhite, Morgan Stanley Wealth Management
2:00-2:10 pm	REFRESHMENT BREAK
2:10-2:15 pm	SHOOK Ones: My Best Idea — Introduction: Adam Bobker MD, Head of Private Wealth Advisory Group — Mark Douglass, Morgan Stanley Wealth Management

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2:15-2:30 pm	Forbes/SHOOK Marketing — Introduction: Paul Reiss, Group VP, Strategic Partnerships & Licensing, Forbes — Andy Burish, UBS Wealth Management — Raj Sharma, Merrill Private Wealth Management — Moderator: Jessica Sibley, Chief Revenue Officer, Forbes
2:30-2:45 pm	Manias, Memes & Media Distractions: Avoiding the Landmines that Sabotage Generational Wealth Building — Introduction: Dodd Kittsley, National Director, Davis Advisors — Chris Davis, Chairman & Portfolio Manager, Davis Advisors
2:45-3:00 pm	Q4 Economic & Mvarket Update — Dr. David Kelly, Managing Director & Chief Global Strategist, J.P. Morgan Asset Management
3:00-3:15pm	The Psychology of Successful Leaders — Introduction: Jen Tarsney, Director, Practice Management, NY Life Investments — Dr. Kevin Elko, Advisor Advancement Institute, New York Life Investments — Michael Warr, Morgan Stanley Wealth Management
3:15-3:20 pm	SHOOK Ones: My Best Idea — Introduction: Patti Hausherr, VP Global Atlantic Consulting — Patti Brennan, Key Financial
3:20-3:35 pm	Moving Forward — Introduction: Chip Saltz, National Sales Manager, Starwood Capital L.L.C — Jeff Erdmann, Merrill Private Wealth Management — John McCarthy, CEO, Starwood Real Estate Income Trust
3:35-3:50 pm	REFRESHMENT BREAK
3:50-4:10 pm	Preventing Burnout in the New Future of Work — Jennifer Moss, Award-Winning Journalist, Author, and Int'l Public Speaker
4:10-4:25 pm	Building a Purposeful Culture — Introduction: Michael Schweitzer, Senior VP & Head of HNW Strategy & Distribution, Capital Group, home of American Funds — Liz Weikes, J.P. Morgan Wealth Management — Ron Hughes, Merrill Private Wealth Management — Moderator: John Mathews, Group MD, Head of PWM & UHNW, UBS Wealth Management
4:25-4:30 pm	SHOOK One: My Best Idea — Erin Scannell, Ameriprise Financial Services — Alisa Guetzkow, Senior Director, Principal
4:30-4:45 pm	Accessing Uncorrelated Sources of Returns & Yield through the Private Markets — Introduction: Moshe Bajnon, Managing Director, Relationship Manager, Ares Relationship Management Group — Raj Dhanda, Partner & COO, Global Real Estate, Ares Real Estate Group — Moderator: Ron Insana, Senior Advisor, Schroders
4:45-5:00 pm	Emerging Innovation Trends in the Knowledge Economy — Introduction: John Blau, Managing Director, Alkeon Capital — Abhi Arun, General Partner, Alkeon Capital
5:00-5:25 pm	The Economic Outlook — Introduction: John Byrne, SVP, National Sales Manager, AIG Financial Distributors — Steve Forbes, Chairman & Editor-in-Chief, Forbes
5:25-5:30 pm	Closing Remarks
5:30-6:30 pm	COCKTAIL RECEPTION

SHOOK® RESEARCH

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Wednesday, October 6, 2021

TIME	SESSION & SPEAKER
7:00-8:30 am	Breakfast
8:30-8:40 am	Welcome Remarks — Frank Berland, Managing Partner, SHOOK Research
8:40-9:00 am	3 Principles The Most Effective Leaders Have To Build Culture — Tim Seifert, Sr. VP & Head of Retirement Solutions Dist., Lincoln Financial Group — Patti Brennan, Key Financial — Alma Guimarin,, Morgan Stanley Wealth Management
9:00-9:15 am	The Not So Hidden Risk in Equity Portfolios — Introduction: Ryan Robertson, Co-Head of US Distribution, FS Investments — Ryan Caldwell, Managing Director, FS Investments — Moderator: Peter Rukeyser, UBS Private Wealth Management
9:15-9:35 am	A Simple Strategy for Maximizing Your Business — Brian Gallary, Head of Strategy & Consulting, First Trust Portfolios L.P.
9:35-9:55 am	The Fragile Decade Turning Apprehension into Anticipation — Jeannie Underwood, SVP, Head of Global Atlantic Consulting
9:55-10:10 am	REFRESHMENT BREAK
10:10-10:30 am	Team Leadership and Structures — Melissa Corrado-Harrison, UBS Wealth Management — Darrell Pennington, Ameriprise Financial Services — Moderator: Robert Bruno, President, First Eagle Funds Distributors & Head of Distribution, First Eagle Funds
10:30-10:50 am	Value Allocation: Best Practices For Allocating Your Time And Resources To Grow Client Value — Todd Silaika, Merrill Lynch Wealth Management — Christi Staib, Silver Sail Wealth Advisors — Moderator: Rob Pettman, LPL Executive Vice President, Wealth Management Solutions
10:50-11:05 am	Fastest Growing Teams — Randy Conner, Churchill Management Group — Scott Magnesen, Morgan Stanley Wealth Management — Michael Schweitzer, Senior VP & Head of HNW Strategy & Distribution, Capital Group, home of American Funds
11:05-11:15 am	The Last Word — RJ Shook, Founder, SHOOK Research, Senior Forbes Contributor