

**2018 Annual Conference  
Differentiating to Win  
Marketing & Sales in the Current Environment  
Chicago, IL  
April 18-19, 2018**

The Westin Chicago Northwest



**Location:**

The Westin Chicago Northwest  
400 Park Blvd  
Itasca, IL 60143  
630.773.400

**Agenda**

*As of December 7, 2017 – subject to change*

*The annual conference is designed to meet the needs of outsourced sales and marketing professionals and money managers alike. At 3PM, we acknowledge the massive amount of change that is occurring in our industry each day. The 2018 3PM Annual Conference embraces that change in "Differentiating to Win: Marketing & Sales In the Current Environment". The conference serves as a casual and intimate environment perfect for networking and knowledge building. Combining structured thought-provoking panels and free-flowing networking sessions, attendees can expect to discuss various marketing, sales, regulatory and investment trends that present challenges and opportunities for our industry in the year ahead. Here are a few agenda topics:*

**Wednesday, April 18, 2018**

9:00 am – 5:00 pm      Registration Open - Atrium  
*Sponsored by: [Ultimus Fund Solutions](#)*



9:00 am — 5:00 pm      Sponsor Tables Open

Visit our Sponsors throughout the conference. We are pleased to offer our members access to some of the industry's most prominent vendors.

*[Sponsor Trivia](#) - Want to win an iPad\*?*

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Visit our sponsors, complete your trivia card, and be entered to win! The drawing will be held during the closing remarks on Day 2. You must be present to win. Please submit all sponsor trivia cards at the registration desk prior to the closing remarks for a chance to win.

\*If there is a subscription required, the winner will be responsible for the cost of that subscription.

## Pre-Conference Session

**10:00 – 12:00 am**      **Manager Exchange LIVE!**      ----- **NEW in 2018** -----

This event will give managers the opportunity to take the podium; to present their capabilities in front of a dedicated audience of highly experienced, industry leading third party marketing firms. These firms will complete an active, real time and written assessment about your presentation—what works and what doesn't, factors to consider and opportunities to pursue based on what they hear. You will receive notes from these industry experts, the inside scope and the real deal about what you are offering and what steps you should consider to improve your chances of success. Perhaps, along the way, you'll also meet a marketing resource or two that could be instrumental in taking you to the next step.

***This program will be limited to 20 managers, each will be given a full 10 minutes to present. Everyone will receive written feedback from senior professionals from several prominent outsourced marketing organizations. Additional Fees apply.***

## Conference Begins

**1:00 pm – 1:15 pm**      **Welcome and Opening Remarks**  
*Sandra Powers – 3PM President*

**1:15 pm - 2:15 pm**      **Keynote Address:**  
*Speaker: [TBD]*

**2:30 pm - 3:30 pm**      **Investor Trends**

Listen to industry experts talk about areas of focus and investor trends across traditional long only, alternative and emerging manager market segments.

***Panelists: Karim Ahamed – Partner, HPM Partners, Kelly Chesney – Principal, Pluscios Management LLC, Aaron Dirlam -CIO of Springtide Partners, Scott Nance – Head of Business Development, Impact Assets, Patrick Silvestri – CIO, Attucks Asset Management.***

*Moderator: To be determined*

**3:30 pm – 4:00 pm**      **Break with Exhibitors**

**4:00 pm – 5:00 pm**      **Change is in The Air: Past, Present & Future Changes in Structural Norms that are Defining Our Market**

Seeing sweeping changes happening before your eyes? So are we! Industry experts will provide an update on this ever changing market and what marketers and managers need to be aware of to make their efforts efficient and effective heading into 2018.

*Speaker: To be determined*

**5:00 pm**      **Day 1 Wrap Up**

*Sandra Powers – 3PM President*

**5:15 pm – 6:15**      **New to 3PM Meet & Greet**

Come and meet with the 3PM Board – an opportunity for new 3PM members and 1<sup>st</sup> time conference attendees to ask direct questions, understand the value proposition of 3PM, and to network with the board.

*Sandra Powers – 3PM President, CEO of ARK Global LLC*

*Donna DiMaria—Chairman of the Board and Regulatory Chair,  
CEO of Tessera Capital Partners, LLC*

*Stacy Havener—Sponsorship and Partnerships Co-Chair, CEO of Havener Capital*

*Trisha Sandoz – Sponsorships and Partnerships Co-Chair, Founder IMSS, LLC*

*Ken Rogers—Treasurer, Partner, Arrow Partners*

*Frank Minard—Strategy Chair, Managing Partner, XT Capital*

*Brian Fitzgibbon—Membership Chair, Partner, Fitzgibbon & Toigo & Co. LLC*

**6:30 pm – 9:30 pm**      **Networking Cocktail Reception and Dinner at the Lakeside Pavilion**

Please join us for lively conversation, some 3PM acknowledgements and words of wisdom from the board, and the opportunity to actively network with peers.



## Thursday, October 19, 2017

**8:00 am — 8:45 am**     **Continental Breakfast**

**8:45 am – 9:00 am**     **Opening Remarks**

*Sandra Powers – 3PM President*

**9:00 am – 10:00 am**     **Differentiating Investment Managers Through Marketing**

The number of investment managers seeking AUM is a constantly growing universe, all with their own story and value proposition. How do you differentiate your investment management capabilities from the crowd? Learn what tools you can use and what positioning matters most from our esteemed panelists:

*Panelists: Dan Quinn - Founder, DQ Communications, Trisha Sandoz – Founder and President, Investment Management Support Solutions, LLC*

*Moderator: Donna DiMaria – Tessera Capital Partners, LLC*

**10:00 am — 10:30 am**     **Morning Break with Exhibitors**

**10:30 am – 11:30 am**     **Regulatory & Marketing: The New Normal**

The Regulatory environment continues to provide new challenges to investment management marketing and sales efforts with numerous regulatory changes underway as we enter 2018. Industry experts who know the outsourced marketing space will provide invaluable insight into the regulatory expectations and requirements of compliant firms. Whether you are registered as a BD, an RIA, or are affiliated with the same, whether you fall under FINRA, the MSRB or your state regulators, the market intelligence provided will be critical to remaining on the front line of regulatory expectations as we move into 2018.

*Panelists: Susan Bryant – Counsel, Verrill Dana LLP, Lisa Roth – President, Monahan & Roth*

*Moderator: Donna DiMaria – Tessera Capital Partners, LLC*

**11:30 am – 12:00 pm**     **3PM At Work**

Members of the Board of Directors will be on hand to discuss the many member benefits 3PM provides to its member. Utilizing any of these perks will help members save money and run their businesses more effectively. Taking advantage of events and programs

like Manager Exchange can result in direct leads and opportunities. Expect to be wowed by how much you could be saving and taking advantage of!

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*Brian Fitzgibbon—Membership Chair, Partner, Fitzgibbon & Toigo & Co. LLC*

**12:00 pm – 1:00 pm**

**Lunch:** Have you found a new client or opportunity yet at the conference? Join us for a lunch to meet some additional resources and take advantage of this unique forum.

### **The State of the 3PM industry**

With the assistance of 3PM, FUSE Research put together a follow-up to the Survey they conducted and presented on the Third Party Marketing arena at the 2016 Annual Conference. The survey which will be sent to 3PM, asks questions which reflects the current trends in our industry



During the luncheon presentation, Neil Bathon from FUSE Research will share the results of the survey and discuss what they mean for our industry.

*Presented by: Neil Bathon - FUSE Research*

**1:00 pm – 2:00 pm**

### **Efficient Technology Solutions to Maximize Your Market in 2018**

Are you interested in figuring out how to make marketing and sales easier and more cost efficient through technology? Learn more about various technology options, how they work and how to integrate them cost efficiently into your marketing efforts.

*Speakers: Seismic*

*Moderator: Stacy Havener – Co-Chair of 3PM Partnerships and Sponsorships Committee, Founder Havener Capital Partners.*

**2:00 pm – 2:45 pm**

### **Idea Share—A Marketing and Manager Series**

Due to the success of this session at past events, Idea Share (previously referred to as *Speed Dialogue*) is back by popular demand. During this session, attendees will be

presented with a series of challenges and/or issues that any firm is likely to encounter throughout their tenure in this business. Attendees will be given a limited amount of time to discuss each topic with a small group of their peers and hear differing opinions on how to handle these real life situations. To keep things interesting each group will be shifted around after each issue is presented and discussed. The goal of this session is to give attendees an opportunity to meet as many firms as possible and hopefully come away with some new contacts and best practices. Because of the limited time allotted to each discussion group, there will be no time for introductions. As such, each attendee should come with a stack of business cards to give to the other firms they meet.

*Moderator: Sandra Powers – 3PM President, Founder ARK Global*

**3:00 pm – 3:30 pm      Afternoon Break with Exhibitors**

**3:30 pm – 4:30 pm      The State of the Industry: The Outlook for Alternative Investments**

Curious what is really happening within our industry? This session will provide a lively review of the current alternative market place and focus on the outlook for a variety of products in the alternative arena. Discussions will focus on areas of opportunity for private equity, venture capital, hedge funds, real estate, infrastructure, private debt and natural resources

*Speaker: Preqin*

**4:30 pm – 4:45 pm      Conference Wrap-Up**

***Thank you to all of our Sponsors including the following:***



***Media Partners:***

