



**100 women in
hedge funds®**

**100WHF Leverage Event:
Tools for Uncovering Hidden Investment and Business Risks
In Collaboration with Business Intelligence Advisors, Inc. (BIA)**

August 3, 2010
One Day Seminar: 8:30 AM - 4:30 PM
New York

In today's world, understanding investment and business risk is fundamental to success. This full day interactive seminar will give you additional tools to help you understand how to ask the right questions and probe for the answers you need. 100WHF is partnering with BIA's behavior assessment experts who have years of experience both at the highest levels of national intelligence as well as working with institutional investors. The session will focus on evaluating information using BIA's Tactical Behavior Assessment® model, and strategic interviewing skills, using unique approaches to gathering more responsive and reliable information.

This full day seminar is being offered to 100WHF senior practitioners who are Connect! members at a special discount price of \$500. The seminar has limited slots. If you are not a Connect! member, you can easily register at <http://connect.100whf.org>.

For more information, please email leverage@100womeninhedgefunds.org.

Event Details

Date: August 3, 2010

Time: 8 AM Registration.

We will begin *promptly* at 8:30 AM and end at 4:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Host: Business Intelligence Advisors, Inc. (BIA)

Location: To Be Determined, New York, NY

RSVP: <http://www.acteva.com/booking.cfm?bevaaid=206419>

This event is NOT FOR ATTRIBUTION.

Space is limited. No walk-ins will be permitted.

About Business Intelligence Advisors, Inc. (BIA)

Founded in 2001, Business Intelligence Advisors (BIA) is a leading independent investment research and advisory firm. BIA has pioneered the use of behavior assessment techniques among the institutional investment community to identify hidden risk. Specifically, BIA's groundbreaking techniques, first conceived in the intelligence community, allow investors to evaluate the quality of management commentary, whether in the form of public company disclosure or in the context of fund manager due diligence. BIA's Tactical Behavior Assessment R (TBA) model helps clients increase transparency, reduce risk and make better and more informed investment decisions – all to the benefit of shareholders.

A recent Harvard Business School validation study confirmed BIA's ability to identify hidden risk, the study demonstrated the effectiveness of the TBA model in identifying companies that would outperform the market (alpha adjusted returns of 15% for companies identified by BIA as low risk from a behavioral perspective) and underperform the market (alpha adjusted returns of more than 15% for companies identified by BIA as a high risk from a behavioral perspective.) For more information about Business Intelligence Advisors, please visit <http://www.biadvisors.com/>.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 200 events globally, connected more than 150 senior women through Peer Advisory Groups and raised in excess of \$17 million for philanthropic causes in the areas of women's health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit www.100womeninhedgefunds.org.

Give Back

100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit http://www.100womeninhedgefunds.org/pages/give_back.php today and tell us how you can help.

100WHF *Connect!*

Get *Connected* today! Visit http://www.100womeninhedgefunds.org/pages/membership_connect.php for details and to sign up.

100WHF Access Fee

Have you paid your access fee? If not please go to https://www.100womeninhedgefunds.org/pages/member_payment.php. We appreciate your continued support!