



100 women in hedge funds®

SENIOR PRACTITIONERS ONLY: Sourcing Distinct Risk-Return Profile Assets and Strategies

May 3, 2012 at 12 noon
Geneva

When financial and capital markets are stressed, it is not unusual for the performance of traditional and most main stream hedge fund strategies to converge. Based on her research, Sona shares her findings and identifies assets and strategies that are insulated from the vagaries experienced by these markets. These include timberland investing, insurance risk transfer, asset /loan based lending, investing in collectibles and extraction strategies (behaviour finance and volatility), that offer investors a distinct risk-return profile. If made investable, this could provide exposure to a specific, non-replicable, unique risk premia that could deliver a stream of distinct returns.

Following Sona's presentation, Cedric Bardawil will showcase the new Bloomberg NEXT terminal, demo screening tools for alternative funds and show users how to make the best of Bloomberg News when searching on "alternative" topics.

Event Details

Date: May 3, 2012

Time: 11:45 AM Registration.

We will begin *promptly* at 12 noon; 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.

Lunch will be served.

Host: Bloomberg News

Location: Rue du Marché 40, **Geneva**, 1204, Switzerland - [Directions](#)

RSVP: Please refer to your invite

If you have any questions about this event, please contact the [Geneva](#) committee.

If you would like to make a special donation to 100WHF to support our ongoing senior practitioner events, please [click here](#), or to become a 100WHF Global Angel, please [click here](#).

This event is NOT FOR ATTRIBUTION.

Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to ASK - All Special Kids, the 2012 beneficiary of 100WHF's Swiss philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

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

Biography

Sona Blessing, Research Specialist, Alternative Alternatives

Sona Blessing is author of "Alternative Alternatives: Risk, Returns and Investment Strategy" - Wiley Finance, February 2011. She is an independent research specialist and consults on the topic. As a freelancer she launched and moderates Opalesque Radio since November 2010.

Prior to that, as Director of Research, she is accredited with conceiving and launching A SQUARE, the research portal on the Opalesque platform in 2007 and was responsible for researching, authoring and editing the weekly publication. She has also been a hedge fund research strategist and a global financial market strategist.

Sona has been a guest lecturer on 'alternative alternatives' at the ZHAW School of Management and Law, Zurich and currently serves as Co-ordinator of the 100WHFs Zurich Education Committee.

<http://eu.wiley.com/WileyCDA/WileyTitle/productCd-0470683961.html>

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 300 events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$25 million for philanthropic causes in the areas of women's and family health, education and mentoring.