



**100 women in
hedge funds®**

**Education Session No. 366:
Emerging Managers: Building Optimal Relationships and Operations to Drive Allocation**

October 18, 2012 at 6 PM
San Francisco, CA

With greater demand for value and performance, investors are actively seeking emerging managers to assist in diversifying their portfolio and increasing alpha. To meet these demands, emerging managers must develop innovative investment, operational and marketing platforms to capitalize on the opportunity and succeed in a maturing industry with a highly competitive landscape.

Join us for an informative discussion as our panel addresses:

- The strategies and tactics hedge fund managers should consider when seeking to increase visibility in their investment approach to drive allocation
- How managers should develop relationships with key players in accounting, legal and prime brokerage to better support their firm's operational infrastructure.

Participants

Marjorie Bailey, Marcum LLP
Bong-Seok Choi, Sterling Stamos Capital Management LP
James Frolik, Shartsis Friese LLP
Todd Hurlbut, Everett Capital Management LLC
Matt Brady, *Moderator*, Deutsche Bank

Event Details

Date: October 18, 2012

Time: 5 PM Registration.

We will begin *promptly* at 6 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.

Networking and cocktails prior to session.

Hosts: Bloomberg, LP and Deutsche Bank Private Wealth Management

Location: Bloomberg, LP, Pier 3, Suite 101, **San Francisco**, CA 94111

RSVP: [RSVP Now](#)

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

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to DonorsChoose.org, the 2012 beneficiary of 100WHF's US 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.

Biographies

Marjorie Bailey, Partner, Marcum LLP

Marjorie L. Bailey is a Partner in the Firm's San Francisco office and heads the SEC Practice and the Alternative Investment Groups for the Firm's Northern California practice. She has more than 20 years experience with SEC policies, practices and procedures and has an in-depth knowledge of the finance and management of closely-held businesses.

She assists clients with regulatory compliance issues and formulating strategic plans. Ms. Bailey's industry concentrations include hedge funds, technology and software, biosciences, telecommunications, manufacturing, mid-market publicly-held companies, apparel, retail, financial services, and not-for profit.

Prior to joining the Firm in 1990 and returning in 2004, Ms. Bailey was the Chief Financial Officer and Vice President of Finance for a public SEC company and also held Chief Financial Officer positions at private companies. During her tenure with the Firm's predecessor, Ms Bailey launched its Women's Initiative Program, which helps nourish the careers of the Firm's female employees.

Bong-Seok Choi, Partner, Sterling Stamos Capital Management LP

Bong-Seok Choi is a Partner and the Head of the Endowment Solutions Group at Sterling Stamos. Prior to joining Sterling Stamos in 2008, Bong worked at Wellington Management, where he was responsible for fundamental research on the Asian property sector for long/short and long-only portfolios. Before his role at Wellington, Bong was an Associate at Capricorn Management, where he was responsible for sourcing, evaluating, and executing global direct and manager investments across all asset classes. Bong also served as an Associate at Orion Partners, a growth capital and buyout firm. He began his career as a mergers and acquisitions analyst at The Bridgeford Group, a wholly-owned subsidiary of the Industrial Bank of Japan (later merged with The Beacon Group).

Bong received a BA from Yale University and an MBA from Harvard Business School.

James Frolik, Partner, Shartsis Friese LLP

Mr. Frolik is a partner at Shartsis Friese LLP in San Francisco. Since he joined the firm in 2000 out of law school, he has specialized in representing investment advisers (including advisers to hedge funds, other private investment funds and separately-managed accounts).

Mr. Frolik is a co-author of U.S. Regulation of Hedge Funds (published by the American Bar Association in 2005). He routinely speaks at conferences and contributes to other books and articles regarding current issues facing investment advisers and private investment funds. Mr. Frolik is a member of the organizing committee of the Bay Area Hedge Fund Roundtable, a group that facilitates communication, education and networking among the Bay Area alternative investment community. He is an active member of the Public Policy Committee of the California

Hedge Fund Association, a statewide organization that brings together members of the investment fund community to influence public policy that affects investment managers.

Mr. Frolik received his B.A. degree with high honors from the University of California at Berkeley in 1997, where he was a member of the tennis team. He received his law degree from the University of California at Berkeley, Boalt Hall School of Law in 2000. At Boalt, Mr. Frolik was a member of the Order of the Coif, was awarded the Kragen Memorial Scholarship in 1997-99, and served as an extern to the Honorable J. Anthony Kline, Presiding Justice of the California Court of Appeal, First District.

Todd Hurlbut, Managing Member, Everett Capital Management LLC

Todd is the founder and managing member of Everett Capital Management and the CIO of Incline Investment Management. He specializes in developing and implementing technical trading programs across individual stocks, commodities, currencies, and financial futures. Prior to founding Everett Capital, he spent six years at Salomon Smith Barney in New York as a Vice President where he managed discretionary portfolios for high net worth individuals and covered middle market institutional accounts. Todd is a Chartered Market Technician and member of the Market Technician's Association. He earned a BA from the University of Virginia where he attended on a swimming scholarship. An avid sailor, Todd currently resides in Sausalito with his wife and one year old son.

Matt Brady, Managing Director, Deutsche Bank

Matthew Brady is a Managing Director and Wealth Planning Strategist for Deutsche Bank Trust Company, N.A.'s Western Region in the United States. Based in San Francisco, Mr. Brady works with PWM clients and their advisors on matters relating to wealth structuring, overall tax and trust and estate planning, and other matters, including charitable activity.

Mr. Brady has nearly 30 years of estate and tax planning experience. Prior to joining Deutsche Bank, he was a Managing Director and Head of Wealth Advisory, Americas at Barclays Bank PLC. Previously, he was a Managing Director at Lehman Brothers, Inc., where he served as the leader of their wealth advisory group. Mr. Brady also served on the Board of Directors for Lehman Brothers Trust Company, N.A. He has also held senior wealth planning positions with Piper Jaffray & Co. and Robertson Stephens, Inc., and was a partner at Coopers & Lybrand, LLP and the law firm of Donovan Leisure Newton & Irvine.

Mr. Brady earned his A.B., cum laude, in politics from Princeton University and a J.D. from Stanford Law School, where he was a note editor on the Stanford Law Review.

Bloomberg

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Headquartered in New York, the company employs more than 13,000 people in 185 locations around the world. For more information go to www.bloomberg.com.



Deutsche Bank

About Deutsche Bank Private Wealth Management

Continuing a tradition spanning more than 100 years, Deutsche Bank Private Wealth Management is a leading provider of customized financial solutions to high-net-worth individuals, families and select institutions. Our broad global platform aims to meet the needs of private clients worldwide - entrepreneurs, leaders of industry, business owners and guardians of family wealth.

Private Wealth Management delivers a wide range of customized solutions including traditional and alternative investments, trust and estate services, wealth planning, capital markets solutions, risk management strategies, banking services, structured lending, in addition to family office and custody services. Our mission is to meet the needs of discerning clients through the vast capital resources of a global financial services organization.

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.