



**100 women in  
hedge funds®**

**Education Session No. 680:  
Year-End Luminary Event: A Conversation with Deb Wetherby**

November 16, 2016 at 6 PM  
San Francisco, CA

American writer Joseph Campbell observes, "If the path before you is clear, you're probably on someone else's". Join us for an interactive discussion with a true trailblazer, Deb Wetherby - small business owner, wealth advisor, allocator, founder and CEO of Wetherby Asset Management. Deb will provide insights on how and why she was inspired to start Wetherby Asset Management in 1990, a firm that now has over \$4 billion of assets under advisement. We will learn key lessons on how to attract and retain a talented team along with how her business vision has evolved over the last two decades. Don't miss this opportunity to ask questions and receive valuable insights from an experienced investor who set her own path to success over 25 years ago.

**Participants**

**Deb Wetherby**, Wetherby Asset Management  
**Paige Uher**, *Moderator*, Zeo Capital Advisors

**Event Details**

**Date:** November 16, 2016

**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:** Umpqua Bank and Seismic

**Location:** 450 Sansome Street, Lobby, **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 the beneficiary of 100WHF's most recent 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

### **Deb Wetherby**, Chief Executive Officer, Wetherby Asset Management

Deb began her career as a Certified Public Accountant, working for Price Waterhouse in San Francisco in both its Audit and Management Consulting Departments. After she received her M.B.A., she joined Morgan Stanley and worked as a private client services broker for 3 years. After leaving the company to travel she decided to enter the investment advisory/wealth management business. Her experience at a small money management firm led Deb to create Wetherby Asset Management in 1990. Through the years, Deb has been recognized for her success, being named one of the Top 50 Women in Wealth Management with the firm being listed in the Top 50 Fee-Only RIAs, and Top 50 Wealth Management RIAs. She loves to teach and has spoken on topics ranging from Impact Investing to the collective power of women helping women. Deb's community and board work reflects her belief in philanthropy and charitable service. Her current or prior service includes the Marin Community Foundation; the Advisory Board for the Center for Public and Nonprofit Leadership at the Haas School at the University of California, Berkeley; BRAC USA, which works to improve the well-being of the poorest people in Africa and Asia; the National Endowment for Financial Education; and the UC San Francisco Foundation.

### **Paige Uher**, Director Investor Relations, Zeo Capital Advisors

Paige joined Zeo in 2014 where she manages institutional business development, sales and service. She joined Zeo from Fintan Partners, a credit-focused hedge fund platform, where she was on the institutional investor service team. Prior to Fintan, she was Vice President and Manager of investor relations at Blum Capital Partners, a concentrated equity manager with a hedge fund and private equity structured fund. Before moving to San Francisco, she lived in New York and worked at Advent Capital Management, a convertible bond manager with long-only, closed-end mutual funds and hedged strategies. She joined Advent as an Analyst on the client service team and was promoted to Vice President and Manager of the team during her tenure. Paige started her career at Q Investments, a Texas-based multi-strategy hedge fund. She earned a BS in Communications Studies and a minor in Business Administration from Texas Christian University where she was a Chancellor Scholar and graduated magna cum laude. She currently serves as the co-chair of the Northern California chapter of 100 Women in Hedge Funds.



## About Umpqua Bank

Bank like you live: the way we see it

We've never thought of ourselves as simply a bank. We're really more like knowledgeable neighbors, the kind you invite over for a cup of coffee, seek advice from and chat with over the fence. And we're here to help you bank like you live.



### **About Seismic**

Seismic is the leading end-to-end sales enablement solution for institutional financial services firms worldwide. Seismic's platform gives asset and wealth management firms and business banks the ability to deliver the right client content at the right time, facilitating a world-class client experience. With Seismic, marketing teams are automating the personalization of client-facing materials via Seismic's award-winning LiveDocs® technology, which are then automatically accessed by distribution teams at any time, on any device, and always fully compliant, allowing them to spend more time developing and nurturing client relationships. Headquartered in San Diego and with 210 employees across the globe, Seismic is privately held by its founding executive team and investment firms General Atlantic, JMI Equity, and Jackson Square Ventures.

For more information about Seismic's end-to-end sales enablement solution, please visit [www.seismic.com](http://www.seismic.com).

### **About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))**

100 Women in Hedge Funds is a global, practitioner-driven non-profit organisation serving over 15,000 alternative investment management investors and finance professionals in 21 locations through education, peer engagement, and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 600 industry education events globally, connected more than 400 senior women through Peer Advisory Groups and raised over \$40 million gross for philanthropic causes in the areas of women's and family health, education and mentoring.