

# 2nd Annual Investment Conference

ALL PROCEEDS benefit financial literacy education for area youth through Make A Difference – Wisconsin



**Make A Difference**  
Wisconsin  
Money Smart. Life Smart.

Tuesday, May 11, 2010

1:30 – 2:00 pm Registration | 2:00 – 4:00 pm Program | 4:00 pm Networking Reception  
InterContinental Hotel | 139 E. Kilbourn Avenue | Milwaukee

## What is one good investment idea worth?

Once again a mix of “Wall Street Week” and the Ira Sohn Investment Research Conference in New York, the 2nd annual MAD-WI Investment Conference is for investment professionals and investors of all experience levels. Our panel of investment professionals is prepared to deliver a terrific afternoon of investment idea sharing.

**Don't delay! Seating is limited and this must-attend investment conference is expected to sell out.**



### Keynote speaker – David Einhorn

Fox Point native David Einhorn, president and founder of Greenlight Capital, headlines this year's conference.

David's 2002 appearance at the Ira Sohn Investment Conference in New York caused the New York Stock Exchange to suspend trading of private finance industry leader Allied Capital's shares after he announced that Greenlight had sold short shares in the company. The ensuing firestorm was chronicled in his 2008 book, “Fooling Some of the People All of the Time: A Long Short Story” published in 2008. He gained further notice for his later critique of Lehman Brothers' accounting methods, as well as his decision in August 2007 to short the company months before its sudden collapse.

Greenlight Capital is a long-short, value-oriented \$6 billion hedge fund, which started with \$1 million under management in 1996 and has since generated more than 25% annualized net return.

*All attendees will receive a copy of*  
“Fooling Some of the People All of the Time: A Long Short Story” by David Einhorn



### Bill Nasgovitz

Founder, President and Portfolio Manager of Heartland Advisors, Inc.

Despite varying market conditions, Bill has remained dedicated to the strict value disciplines and his proprietary “10 Principles of Value Investing.” Returning to this conference for a second year, this 40-year veteran of small-cap investing, has been featured in *The Wall Street Journal*, *Barron's Money*, and *Wall Street Week* with the late Louis Rukeyser. Bill has also been named one of the five “Best Fund Managers in the Business” in a 2003 *MSN Money* article and has spoken at numerous conferences on the benefits of value investing.



### Andrew C. Stephens

Managing Director of Artisan Partners Limited Partnership

Andy is portfolio co-manager for Artisan's U.S. growth strategies. He has led the U.S. growth team since its inception in 1997, using a consistent and robust decision-making process. Artisan is an independent, multi-product investment management firm, focused exclusively on high value-added investment strategies with approximately \$46.7 billion in assets under management as of December 31, 2009.



### Richard T. Weiss

Managing Director of Wells Capital Management

Dick served as vice chairman and CIO at Strong Capital Management before joining Wells Capital Management where he also serves as their Core Equity senior portfolio manager. His investment knowledge and expertise have earned him several distinctions, including being named one of *Barron's* “Top 100 Fund Managers,” and both “Manager of the Decade” by *Money Magazine* and a member of its “2002 Ultimate Investment Club.” On several occasions, Dick received Lipper's No. 1 ranking for both the Common Stock Fund and Opportunity Fund for periods of five, 10, and 15 years, respectively.

**REGISTRATION FORM ATTACHED:** (Mail-in registrations preferred as it saves Make A Difference online transaction charges) or register online at <http://makeadifferencewisconsin.org/registration.php>

\$200 on or before April 23 | \$250 after April 23 | \$150 Active/paid members of the Financial Planning Association and CFA Society of Milwaukee  
\$100 Active MAD-WI volunteers (who have taught or are teaching courses 2009 or 2010). Registration is tax deductible.

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