

NEW YORK INSTITUTE OF FINANCE

Established 1922



Wealth Management Program

March 28–April 15, 2011 • St. Petersburg, Florida

Introduction to the Wealth Environment • Grow Wealth: Liquidity • Protect Wealth: International Estate Planning • Grow Wealth: Asset Management • Grow/Protect Wealth: Alternative Investments • Strategic Gold Investing for Professionals • Grow/Protect Wealth: Derivatives • Consultative Selling Skills to Investment Clients • Winning the Relationship Advantage

www.nyif.com/wmp

Wealth Management Program

Grow & Protect – Now & for the Future

What Does Wealth Management Mean to Clients?

- **Grow Wealth**
 - **Provide Liquidity**
 - **Protect Wealth**
 - **Minimize Taxes**
- ...during their life *and* after they are gone

The New York Institute of Finance's Wealth Management Program captures the best practices and insights from corporate thought leaders and wealth management firms.

This modular suite of classes is designed to prepare client-facing professionals with the knowledge and skills to meet and add value to wealthy individuals and families.

Attend the Wealth Management Program and explore:

- Global economic impact on wealth
- Consultative discussions and recommendations
- Asset allocation and portfolio optimization
- Lending and leverage
- Tax and intergenerational planning
- Maintaining good relationships with investment clients

Prerequisites

Fluent in English. Knowledge of Microsoft Office Suite™. Financial calculator required.

Venue Information

NY Institute of Finance – St. Petersburg
Eckerd College – Continuing Education Center
4200 54th Avenue South
St. Petersburg, FL 33711

How is the Program Structured?

The Wealth Management Program consists of 8 core modules over a 3 week period:

- Introduction to the Wealth Environment 1 Day
- Grow Wealth: Liquidity 2 Days
- Protect Wealth: International Estate Planning 2 Days
- Grow Wealth: Asset Management 2 Days
- Grow/Protect Wealth: Alternative Investments 2 Days
- Strategic Gold Investing for Professionals 1 Day
- Grow/Protect Wealth: Derivatives 2 Days
- Consultative Selling Skills to Investment Clients 2 Days
- Winning the Relationship Advantage 1 Day

Each module may also be taken individually.

Who Should Attend?

- Private Bankers
- Wealth Advisors
- Relationship Managers
- Brokers who are going to cover broader wealth solutions
- Portfolio Managers and other product specialists requiring an in-depth overview of wealth management
- Individuals working in the finance arena



New York Institute of Finance is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Website: www.nasba.org. Sponsor Number 103413

Introduction to the Wealth Environment

Date		This introduction paints the big picture of the wealth environment and how it cycles through changes. Learn the basics of global economics and how this impacts wealth generation, as well as the risks to maintaining wealth in all parts of the world.
St. Petersburg	March 28	
Sessions	1 Day	
Level	Basic	
Code	SPEC1000	
Instructor	Naveen Malhotra	<ul style="list-style-type: none">• Global Economy• Economic Cycles• Risk Factors• Impact on Wealth Creation & Retention
Cost	\$1,575	
CPE Credits	7.0	

Prerequisites: None.

Grow Wealth: Liquidity

Dates		Learn the importance of liquidity to wealthy clients and how financial institutions typically meet those needs.
St. Petersburg	March 29–30	
Sessions	2 Days	Examine the basics of client credit analysis, loan structures and regulations governing lending in the US and find out how credit is used to leverage other wealth generating instruments.
Level	Basic	
Code	SPEC3000	
Instructor	Patricia Sparacio	
Cost	\$2,475	Prerequisites: <i>Margin I: Introduction to Margin Regulations – Online & Margin II: Advanced Margin for Options – Online</i> , or equivalent knowledge.
CPE Credits	14.0	

Protect Wealth: International Estate Planning

Dates		Explore the complex world of tax and estate planning structures in the US and abroad. Learn client situations requiring formal planning structures and which structures are best under specific circumstances during life and after death. Examine the resulting implications of not planning, and how to have sensitive discussions with clients and prospects.
St. Petersburg	March 31–April 1	
Sessions	2 Days	
Level	Basic	
Code	SPEC5002	
Instructor	James N. Donaldson	
Cost	\$2,475	Prerequisites: <i>Overview of Trusts – Online</i> , or equivalent knowledge. Financial calculator required
CPE Credits	14.0	

Grow Wealth: Asset Management

Dates		Explore the basics of portfolio management using traditional asset classes. Learn how to identify appropriate risk and return parameters and how to explain asset allocation, diversification, and portfolio performance to clients.
St. Petersburg	April 4–5	
Sessions	2 Days	
Level	Basic	
Code	SPEC3001	
Instructor	John Palicka	Prerequisites: Minimum of one year experience in an asset management role is recommended.
Cost	\$2,475	
CPE Credits	14.0	

Grow/Protect Wealth: Alternative Investments

Dates		Gain a broad understanding of alternative investments, required by many sophisticated investors to both diversify and optimize portfolios and reduce risk, as well as to enhance portfolio performance. Learn how to identify and position individual products to meet specific needs of clients.
St. Petersburg	April 6–7	
Sessions	2 Days	
Level	Basic	
Code	SPEC5000	
Instructor	John Palicka	Prerequisites: <i>Hedge Funds – Online</i> or equivalent knowledge. Financial calculator required.
Cost	\$2,475	
CPE Credits	14.0	

Strategic Gold Investing for Professionals

Dates	
St. Petersburg	April 8
Sessions	1 Day
Level	Intermediate
Code	INVE1057
Cost	\$1,575
CPE Credits	7.0

Gold offers investment opportunities for investors, traders, and financial engineers. Some feel that one must only speculate on rising or falling gold prices to make money. In fact, there are strategies other than pure directional ones that may also offer investment opportunities. Preconceived notions on gold may soon be giving in to today's global economic challenges.

Prerequisites: Financial calculator strongly recommended.

Grow/Protect Wealth: Derivatives

Dates	
St. Petersburg	April 11–12
Sessions	2 Days
Level	Basic
Code	SPEC5001
Instructor	Jorge Amy
Cost	\$2,475
CPE Credits	14.0

Understand the dual purposes of derivatives products for clients – to reduce investment risk as well as to enhance investment performance. Learn how to identify and position individual products to meet specific needs of clients.

Prerequisites: *Derivative Instruments – Online, Options – Online & Forwards & Futures – Online* or equivalent knowledge. Financial calculator required.

Consultative Selling Skills to Investment Clients

Dates	
St. Petersburg	April 13–14
Sessions	2 Days
Level	Basic
Code	SPEC2000
Instructor	Jorge Amy
Cost	\$2,475
CPE Credits	14.0

Learn how to maintain and grow business in an increasingly sophisticated, competitive and volatile market. Learn to speak confidently and compellingly to clients about investments and their individual portfolios, and to build solid, lasting relationships with investment clients.

Prerequisites: Financial calculator required.

Winning the Relationship Advantage

Dates	
St. Petersburg	April 15
Sessions	1 Day
Level	Basic
Code	SPEC1033
Instructor	Jim Mirenda
Cost	\$1,575
CPE Credits	7.0

Personal differentiation is the key to beating out all others vying for a prospect's business. This workshop enables participants to consistently win the client acquisition competition because they know how to demonstrate that they can look after their prospect's total well-being better than anyone. That well-being goes beyond just financial advice. It also encompasses all the aspirations a client holds dear. In almost all professional interactions, this is the personal edge that makes the difference.

Prerequisites: None.

Questions?

Please contact our **Customer Care Team**

In US, call toll free **888 641 6616**

Non-US enquiries **+1 212 641 6616**

Email: customercare@nyif.com

New York Institute of Finance • 1330 Avenue of the Americas • New York, NY 10019

Do you have unique training needs that require a customized solution?

Have you considered a tailor-made New York Institute of Finance training program to meet the specific needs and requirements of your staff around the world?

Through our parent company, Pearson and its subsidiaries, including the *Financial Times*, we have unrivalled access to the best financial intellectual capital in the world and have trained over 600,000 business professionals globally.

How does this work? In partnership with you and your line of business, we can design, develop and deliver a fully customized curriculum bringing you the most current and up-to-date course content. The New York Institute of Finance can bring Pearson resources into the classroom including textbooks,

the *Financial Times*, Wharton School Publishing best sellers and best-in-class instructor practitioners. Training doesn't have to be "off-the-shelf". Along with a customized curriculum, we can tailor pre- and post-assessments, class exercises and case studies. The New York Institute of Finance also offers custom blended solutions, including instructor-led, eLearning and/or virtual classes.

Your business demands and the markets are changing. Allow the New York Institute of Finance to be your partner in providing "*Knowledge to Succeed in a World of Change.*"

Please call **Katy Rahe** at **+1 212 641 6330** to discuss your requirements.

More programs in the NYIF Wealth Management series:

- Anti-Money Laundering - Introduction to Bank Secrecy Act
- Corporate Finance and Financial Management Solutions for Wealth Advisors
- Investment Adviser Regulations
- Know Your Client (KYC)
- Wealth Management Overview
- Portable Wealth Management for Professionals

Take the entire
Wealth Management Program
and
Save \$8,150*

*Represents a savings off purchasing each module individually.

NEW YORK INSTITUTE OF FINANCE
1330 Avenue of the Americas • New York, NY 10019