

## SUNDAY, 21 MAY 2017

**12:00 p.m.–5:00 p.m.**  
**Refreshments**  
*Exhibit Hall, Hall A, Level 2*

**12:15 p.m.–1:00 p.m.**  
**Early Arrival Orientation  
and Networking**  
*202, Level 2*

**1:00 p.m.–1:30 p.m.**  
**70th CFA Institute  
Annual Conference Kickoff!  
Meet and Greet: CFA Institute  
Leadership Team**  
*The Forum, Hall A, Level 2*

**1:30 p.m.–2:30 p.m.**  
**CFA Institute Open House**  
*The Forum, Hall A, Level 2*

**2:00 p.m.–4:30 p.m.**  
**THE RESEARCH FOUNDATION  
WORKSHOP FOR THE PRACTITIONER**  
*108, Level 1*

**Let's All Learn How to Fish...  
to Sustain Long-Term  
Economic Growth**  
Michael S. Falk, CFA

**Financial Market History:  
A Comprehensive Guide for  
Investment Professionals**  
David Chambers  
Elroy Dimson

**2:00 p.m.–3:00 p.m.**  
**"BEYOND THE NUMBERS"  
CONCURRENT SESSIONS**

**The Sharing Economy and Crowd-  
Based Capitalism: How Digital  
Technologies Transform Business,  
Government, and Society**  
Arun Sundararajan  
*114, Level 1*

**Three Truths about Lying  
and a Radical Path to Trust**  
Pamela Meyer  
*113, Level 1*

**2:30 p.m.–3:30 p.m.**  
**Delegate and University Student  
Networking Reception**  
*The Forum, Hall A, Level 2*

**3:00 p.m.–3:30 p.m.**  
**Book Signing: Arun Sundararajan**  
*Bookstore, Hall A, Level 2*

**3:30 p.m.–4:30 p.m.**  
**"BEYOND THE NUMBERS"  
CONCURRENT SESSIONS**

**What They Do with Your Money:  
How the Financial System Fails Us  
and How to Fix It**  
Stephen Davis  
*114, Level 1*

**Gray Rhino–Proofing Your Future:  
Recognizing and Acting on the  
Obvious Dangers We Ignore**  
Michele Wucker  
*113, Level 1*

**3:30 p.m.–4:30 p.m.**  
**CFA Institute Women in Investment  
Management Initiative: Networking Hour**  
*The Forum, Hall A, Level 2*

**3:30 p.m.–4:30 p.m.**  
**Private Wealth Practitioner  
Networking: The Future of  
Wealth Managers**  
*107, Level 1*



**4:30 p.m.–5:00 p.m.**  
**CFA Institute Research Foundation  
Networking Reception**  
**Meet and Greet: Research Foundation  
Board and Speakers**  
*108 Foyer, Level 1*

**4:30 p.m.–5:00 p.m.**  
**Book Signings: Stephen Davis  
and Michele Wucker**  
*Bookstore, Hall A, Level 2*

**5:00 p.m.–6:15 p.m.**  
**Annual Conference Sunday Keynote:  
Choice Architecture in  
Financial Decision Making**  
Richard H. Thaler  
*Hall B, Level 2*

**6:30 p.m.–7:00 p.m.**  
**Book Signing: Richard H. Thaler**  
*Grand Hall and Ballroom, Level 2*

**6:30 p.m.–7:30 p.m.**  
**Welcome Reception**  
*Grand Hall and Ballroom, Level 2*

Sponsored by Aberdeen Asset  
Management, FactSet, and S&P Global  
Market Intelligence



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## MONDAY, 22 MAY 2017

Monday Virtual Link Programming  
Sponsored by S&P Global Market Intelligence

**7:30 a.m.–8:15 a.m.**  
**SPONSORED CORPORATE  
PRESENTATIONS WITH BREAKFAST**

**Equity Indices: Exploring Customers'  
"How to Trade" Decision**  
CME Group  
Tim McCourt  
*108, Level 1*

**Diversification Is a Free Lunch. What  
Are You Missing from Your Menu?**  
Glenmede Investment Management  
Sean E. Heron, CFA  
*103, Level 1*

**Allocating to Emerging Markets  
Local Debt within a Global  
Fixed-Income Portfolio**  
OppenheimerFunds, Inc.  
Wim Vandenhoeck  
*113, Level 1*

**The Trends That Will Define Our Lifetime**  
Vanguard  
Joseph Davis  
*114, Level 1*

#CFAedge

**8:30 a.m.–12:15 p.m.**  
**PLENARY SESSIONS**

**8:30 a.m.–8:45 a.m.**  
**Opening Remarks**  
Paul Smith, CFA  
*Hall B, Level 2*

**8:45 a.m.–9:45 a.m.**  
**Strategic Investment Choices  
and Considerations in the  
Current Market Environment**  
Elizabeth Corley  
*Hall B, Level 2*

**9:45 a.m.–10:15 a.m.**  
**Refreshment Break with Exhibitors**

**Introducing the Learning Ecosystem**  
Presented by CFA Institute  
*The Forum, Hall A, Level 2*

**10:15 a.m.–11:15 a.m.**  
**Progress Interrupted:  
The Revolt against the  
Status Quo and the Challenge  
to 20th-Century Institutions**

Neil Howe  
Michala Marcussen, CFA  
Willis Sparks  
Gillian Tett, moderator  
*Hall B, Level 2*

**11:15 a.m.–12:15 p.m.**  
**Investment Wisdom from  
the Masters: Risks and  
Relative Values in Diversified  
Global Portfolios**

Robert J. Shiller  
Jeremy J. Siegel  
*Hall B, Level 2*

**12:15 p.m.–2:00 p.m.**  
**NETWORKING LUNCH**

*Hall A, Level 2*

Sponsored by Emerald Advisers, Inc.

**12:15 p.m.–12:45 p.m.**  
**Book Signing: Jeremy J. Siegel**

*Bookstore, Hall A, Level 2*

**12:30 p.m.–12:50 p.m.**  
**Transparency and Fairness:  
Celebrating 30 Years of  
Performance Standards and  
Looking Forward to GIPS® 2020**

Presented by CFA Institute  
*The Forum, Hall A, Level 2*

**12:45 p.m.–1:15 p.m.**  
**Book Signing: Robert J. Shiller**

*Bookstore, Hall A, Level 2*

**1:00 p.m.–1:20 p.m.**  
**Exploring the Future of  
CFA® Exam Delivery**

Presented by CFA Institute  
*The Forum, Hall A, Level 2*

**1:00 p.m.–1:45 p.m.**  
**SPONSORED CORPORATE  
PRESENTATIONS WITH DESSERT**

**Does Digital Equal Robo?**  
Aberdeen Asset Management  
Martin Jennings  
*201, Level 2*

**Global Fixed-Income Insights:  
Managing Portfolios in a Low/Rising  
Rate Environment**

Amundi Smith Breeden  
Jerome Barkate, CFA  
*204, Level 2*

**Current Trends in the Exchange-  
Traded Fund (ETF) Industry**

FactSet  
Elisabeth Kashner, CFA  
*103, Level 1*

**The Great Risk Rebalance  
and Fixed-Income Markets:  
What Is Your Medicine?**

Macquarie Investment Management  
J. David Hillmeyer, CFA  
*108, Level 1*

**What Is Really Driving  
Your Performance?**

S&P Global Market Intelligence  
Simon Chen  
David Pope, CFA  
*114, Level 1*

**What We Are Learning  
about Factor Timing**

Thomson Reuters  
Tim Gaumer, CFA  
*113, Level 1*

**1:30 p.m.–1:50 p.m.**  
**The New CFA Institute  
Career Center: We've Relunched  
to Help Your Career Take Off!**

Presented by CFA Institute  
*The Forum, Hall A, Level 2*



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2:15 p.m.–3:15 p.m.

**CONCURRENT PRACTITIONER SESSIONS**

**Alternative Investments Track**  
**Risks and Opportunities**  
**in Farmland Investing**

John R. Farris  
*201, Level 2*

**Asset and Risk Allocation Track**  
**Global Asset Allocations: Investment**  
**and Business Themes for 2017**  
**and Beyond—A CIO's Perspective**

Robert P. Browne, CFA  
*114, Level 1*

**Equity Investments Track**

**Alpha, Beta, and Now . . . Gamma**  
David M. Blanchett, CFA  
*204, Level 2*

**Fixed-Income Management Track**

**Zero Interest Rates and**  
**the Search for Yield**

Bo Becker  
Kathleen C. Gaffney, CFA  
R. David Ranson  
Christopher T. Vincent, CFA, moderator  
*103, Level 1*

**Policy and Practice Track**

**How ESG Standards Underpin**  
**Investment Analysis**

Bryan Esterly, CFA  
*108, Level 1*

**Private Wealth Management Track**

**Advising Private Wealth Clients**  
**through the Toughest Times of Life**

Amy Florian  
*113, Level 1*

3:15 p.m.–3:45 p.m.

**Refreshment Break with Exhibitors**

**Book Signing: Amy Florian**  
*Bookstore, Hall A, Level 2*

**Speaker Meet and Greet:**

**David M. Blanchett, CFA**  
*The Forum, Hall A, Level 2*

3:45 p.m.–4:45 p.m.

**CONCURRENT PRACTITIONER SESSIONS**

**Alternative Investments Track**

**Considering the Alternatives:**  
**A Practical Look at Enterprise Risk**  
**Analysis and Alternative Investments**

Frances Barney, CFA  
*201, Level 2*

**Asset and Risk Allocation Track**

**Emerging Markets—**  
**Optimism Misplaced?**

Devan Kaloo  
*114, Level 1*

**Equity Investments Track**

**Bank Stock Investing**  
**in the Current Market**

Betsy Graseck, CFA  
*204, Level 2*

**Fixed-Income Management Track**

**Comparing Model-Based Investing**  
**to Fundamental Investing**  
**in the Fixed-Income Market**

Thomas B. Parker, CFA  
*103, Level 1*

**Policy and Practice Track**

**Meeting Investor Demand for**  
**Transparency and Trust:**  
**Complying with the CFA Institute**  
**Asset Manager Code**

Ronald D. Peyton  
Jane L. Stafford  
Michael G. Trotsky, CFA  
Jonathan Boersma, CFA, moderator  
*108, Level 1*

**Private Wealth Management Track**

**Wealth Management in Practice:**  
**Building a Client-Oriented Culture**

Blair duQuesnay, CFA  
John T. Elmes II, CFA  
Isaac Presley, CFA  
Lauren Foster, moderator  
*113, Level 1*

## TUESDAY, 23 MAY 2017

### 7:30 a.m.–8:15 a.m. SPONSORED CORPORATE PRESENTATIONS WITH BREAKFAST

**Prove It! The Simple Math behind Better Performance (NextShares), Better Beta (Parametric), and Better Financial and Social Outcomes (Calvert)**

Eaton Vance Investment Managers  
Paul Bouchey, CFA  
Stephen W. Clarke  
John Streur  
John K. Moninger, moderator  
103, Level 1

**Diversified Global Agriculture as a Core Asset Class**  
Fiera Capital Inc.

Antoine Bisson-McLernon, CFA  
108, Level 1

**The Practical Application of Behavioral Finance**

Kaplan Schweser  
Chuck Wachendorfer  
114, Level 1

**The Great Migration: Building Core Smart Beta Portfolios with ETFs**  
WisdomTree Asset Management  
Luciano Siracusano  
113, Level 1

**8:30 a.m.–12:15 p.m.  
PLENARY SESSIONS**

**8:30 a.m.–8:45 a.m.  
Americas Region Update**  
John L. Bowman, CFA  
Hall B, Level 2

**8:45 a.m.–9:45 a.m.  
A New Era for Finance and the Financial Markets:  
A Discussion with John C. Bogle**  
John C. Bogle  
Hall B, Level 2

**9:45 a.m.–10:15 a.m.  
Refreshment Break with Exhibitors**

**Book Signing: John C. Bogle**  
Bookstore, Hall A, Level 2

**Meet and Greet:  
Financial Analysts Journal Team**  
Presented by CFA Institute  
The Forum, Hall A, Level 2

**10:15 a.m.–11:15 a.m.  
Systemic Risk: Are World Financial Markets Still Vulnerable and Where?**  
Sir Paul Tucker  
Hall B, Level 2

**11:15 a.m.–12:15 p.m.  
Tools for Maximizing Your Career Success**  
Carla Harris  
Hall B, Level 2

**12:15 p.m.–2:00 p.m.  
NETWORKING LUNCH**  
Hall A, Level 2

**12:15 p.m.–12:45 p.m.  
Book Signing: Carla Harris**  
Bookstore, Hall A, Level 2

**12:30 p.m.–12:50 p.m.  
CFA Institute  
Enterprising Investor Blog**  
Presented by CFA Institute  
The Forum, Hall A, Level 2

**12:45 p.m.–1:45 p.m.  
CFA Institute Members Lunch**  
103, Level 1

**1:00 p.m.–1:20 p.m.  
Preparing the Next Generation:  
CFA Institute Research Challenge**  
Presented by CFA Institute  
The Forum, Hall A, Level 2

**2:00 p.m.–3:30 p.m.  
EXTENDED SESSIONS**

**The Blockchain Identity**  
Campbell R. Harvey  
113, Level 1

**The Behavioral Financial Analyst**  
C. Thomas Howard  
114, Level 1

**The Design Thinking Toolkit:  
Strategies for Successfully Leading Growth and Innovation at Your Firm**  
Jeanne Liedtka  
201, Level 2

**Fundamentals of Retirement Planning**  
Wade D. Pfau, CFA  
204, Level 2

**3:30 p.m.–4:00 p.m.**  
**Refreshment Break with Exhibitors**

**Book Signings: Wade D. Pfau, CFA,  
and Jeanne Liedtka**  
*Bookstore, Hall A, Level 2*

**Speaker Meet and Greet:  
C. Thomas Howard**  
*The Forum, Hall A, Level 2*

**4:00 p.m.–5:00 p.m.**  
**CAREER TRACK**

**10 Ways to Take Control  
of Your Job Search**  
Robert Hellmann  
*204, Level 2*

**Entrepreneurship 101: Steps to  
Building a Successful Business**  
Kyle Jensen  
*201, Level 2*

**Disrupt Yourself: A Unique  
Approach to Career Change**  
Whitney Johnson  
*113, Level 1*

**Three Traits That Distinguish  
Top Investment Leaders in  
These Dynamic Times**  
Fran Skinner, CFA  
*114, Level 1*

**5:00 p.m.–5:30 p.m.**  
**Book Signings: C. Thomas Howard  
and Whitney Johnson**  
*Bookstore, Hall A, Level 2*

**6:30 p.m.–10:00 p.m.**  
**Networking Reception and Dinner**  
*National Constitution Center*

Sponsored by Macquarie Investment  
Management and Vanguard

Coaches will depart from the 1200 and  
1300 blocks of Arch Street between  
6:15 p.m. and 7:00 p.m.

Return transportation from the  
National Constitution Center will  
begin at 8:30 p.m.

Walking directions to the National  
Constitution Center are available in the  
mobile app.

**TUESDAY, 23 MAY 2017**

**6:30 p.m.–10:00 p.m.**  
**Networking Reception and Dinner**  
*National Constitution Center*

Join us for dinner  
and networking  
at the National  
Constitution Center and  
be transported back  
in time to the  
Prohibition era and  
the roaring 1920s.



## WEDNESDAY, 24 MAY 2017

**7:30 a.m.-8:30 a.m.**  
**Breakfast with Exhibitors**

**8:30 a.m.-12:15 p.m.**  
**PLENARY SESSIONS**

**8:30 a.m.-8:45 a.m.**  
**Morning Announcements**  
*Hall B, Level 2*

**8:45 a.m.-9:45 a.m.**  
**Getting to Great:  
Investment Firm Management  
Practices That Build Success**

Joseph Brennan, CFA  
Tina Byles Williams  
Leo P. Grohowski  
Paul Smith, CFA, moderator  
*Hall B, Level 2*

**9:45 a.m.-10:15 a.m.**  
**Refreshment Break with Exhibitors**

**Achieving Alpha in the  
"Asian Century": CFA Institute  
Asia-Pacific Research Exchange**  
Presented by CFA Institute  
*The Forum, Hall A, Level 2*

**10:15 a.m.-11:15 a.m.**  
**Digital Transformation: Its Impact on  
Finance and Investing**  
Scott Klososky  
*Hall B, Level 2*

**11:15 a.m.-12:15 p.m.**  
**The Outlook for the Global Economy  
and Financial Markets**  
Abby Joseph Cohen, CFA  
*Hall B, Level 2*

**12:15 p.m.**  
**Conference Close**



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## 71<sup>ST</sup> CFA INSTITUTE ANNUAL CONFERENCE



**See you next year...  
13-16 May 2018  
Hong Kong**

Hosted with The Hong Kong Society of Financial Analysts  
[annual.cfainstitute.org](http://annual.cfainstitute.org)