

# 6th 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.

Thursday, May 15, 2014

1:30 – 2:30 pm Registration | 2:30 – 5:00 pm Program | 5:00 pm Networking Reception  
Hyatt Regency | 333 West Kilbourn Avenue | Milwaukee

## Don't miss the investment tips from some of the savviest minds in finance.

The Make A Difference – Wisconsin Investment Conference — recognized as the Midwest's must-attend event for cutting-edge investment thinking — promises to deliver another afternoon of compelling investment ideas and perspectives. For the past five years, attendees have received actionable ideas from some of the brightest minds in the investment world. Without question, this year's panel promises to deliver more of the same.

**Register today! Seating is limited and sells out quickly, so don't delay.**



### Keynote speaker – David Einhorn, Greenlight Capital

Milwaukee native David Einhorn returns to the stage for his second appearance at this increasingly popular event. As founder and president of Greenlight Capital, a long/short value-oriented hedge fund, he led the fund to an average return of just under 20 percent since its inception in 1996.

David made headlines by betting on a decline in Lehman Brothers shares before its 2008 collapse, and more recently for pushing Apple to return cash to shareholders. He is also the author of the *New York Times* bestseller 'Fooling Some of the People All of the Time.' Called "one of the most successful long/short equity hedge fund managers of the past decade," his unparalleled research and bold calls have earned him extensive media coverage and respect both in and out of the investment community.

When David Einhorn speaks, markets listen.



### William Graves Chief Investment Officer and Founder, Boardman Bay Capital Management

Boardman Bay, a long/short hedge fund, focuses on global technology, media and telecom sectors (TMT), generating nearly a 74% return since inception. Will has invested in TMT for over 14 years as both a public equity portfolio manager at major hedge funds and as an early-stage investor and manager of Silicon Valley start-ups and Fortune 500 technology companies. At Stark Investments, he served as the global technology sector head and a long/short portfolio manager. He was a founding portfolio manager at Talpion Fund Management before launching Boardman Bay in New York.



### William A. Priebe, CFA Portfolio Manager / Managing Principal, Geneva Capital Management

Bill co-founded Geneva Capital Management Ltd. in January 1987. He is a member of Geneva's Investment Strategy Group which is responsible for the management and oversight of Geneva's Small and Midcap Growth equity products. Geneva's time-tested investment philosophy is a consistent process that has been implemented since the inception of the firm. Bill has over 45 years of investment experience. Before founding Geneva, he worked for First Wisconsin Trust Company in Milwaukee and prior to that, Continental Illinois in Chicago.



### Chuck Severson, CFA Senior Portfolio Manager, Baird Investment Management

Chuck has over 27 years of mid-market investment experience at Baird. He has been a senior portfolio manager on Baird's mid cap growth strategy since its inception over 20 years ago and also covers industrials and software. Chuck has contributed to and been featured in various media outlets, including *Barron's*, *Associated Press*, *Fox Business* and *Fund Fire*. In 2013, Baird Investment Management was named the "Mid-Cap Manager of the Year" by *Emerging Manager Monthly*.

Register on back or online at <http://makeadifferencewisconsin.org> \$250 by April 30 | \$300 after April 30 | \$500 at the door subject to availability | \$100 Make A Difference volunteers

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# Register today for the May 15th Investment Conference



Make A Difference – Wisconsin is a non-profit 501(c)3 organization dedicated to providing Wisconsin youth with the financial management tools needed for success. Funds raised from this event will allow Make A Difference – Wisconsin to mobilize a volunteer force of over 500 who will provide in-school financial education to thousands of Wisconsin high school students. Your support provides financial education at a critical time of economic challenges and impacts students' lives as well as the financial health of our community. A portion of your registration fee is tax deductible, as indicated on your online or mailed receipt.

To register, visit [www.makeadifferencewisconsin.org](http://www.makeadifferencewisconsin.org) or print this form and mail with your check payable to Make A Difference – Wisconsin, 710 N. Plankinton Ave., Suite 310, Milwaukee, WI 53203.

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Number

\_\_\_\_\_ Community Sponsor x \$1,000 = \$ \_\_\_\_\_  
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1. \_\_\_\_\_
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Please list attendees:

- |          |          |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

\_\_\_\_\_ Early-bird registrations on or before April 30th x \$250 = \$ \_\_\_\_\_

\_\_\_\_\_ Registrations after April 30th x \$300 = \$ \_\_\_\_\_

\_\_\_\_\_ 2013–2014 Make A Difference volunteer instructor x \$100 = \$ \_\_\_\_\_

Registrations at the door: \$500 subject to availability TOTAL ENCLOSED \$ \_\_\_\_\_

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