FOCAL University: Sell-Side Training

"Family office training from family offices"

FOCAL

The Family Office Center for Analytics and Learning (FOCAL) offers the family office space a resource for standards, training, and curated connectivity. Founded by industry veterans, we serve two distinct audiences: family offices and sell-side advisors. Through events, thought leadership pieces, and training seminars, we seek to establish and improve best practices.

Sell-Side Training

Sell-side advisors have tools available to aid family offices but often lack appropriate training in how best to approach and build meaningful relationships over time. Rather than alienate family offices, sell-side advisors can learn straight from the family office principals themselves how best to connect. Moderated by C-suite family office executives, these training events represent a very different approach from the typical free-for-all networking forums.

Learn & Apply

The FOCAL Sell-Side Training Program offers a day-long, intensive training in partnering effectively with family offices. Beginning with Family Office 101, participants learn the perspective of family office managers, who often act as gatekeepers restricting access to principals. Sell-side advisors adopt strategies to frame opportunities in a manner attractive to these decision-makers.

Switching to the perspective of principals themselves, participants next review a family office case study as presented by the family member. FOCAL then presents a panel compromised of family office principals who describe what pitches work best, followed by breakout sessions led by family office managers. By way of example, the next speaker illustrates how an effective pitch lead him from being a skeptic to an evangelist of a notoriously hard-to-position product: cryptocurrency. Last of all, attendees hear from closely related industries: a top multifamily office family member and several institutional investors.

Moving from theory to practice, FOCAL's founders candidly assess the conference circuit and set reasonable expectations about meeting principals. Bringing together the day's lessons, attendees then have the chance to practice in a live event: networking cocktails with a full room of family office principals and managers.

While many groups offer networking in panel-driven conferences, FOCAL has family offices directly train attendees.

Pitch University

Graduates of FOCAL's Sell-Side Training Program have the opportunity to apply for admission to FOCAL's Pitch University, a limited-enrollment real-time coaching program driven by family members and the family office managers. With videotaped pitching trials, immediate review, and peer feedback, participants of this program hone their individual skills over hours before practicing in a live cocktails networking event.

Who Should Attend?

FOCAL recommends Sell-Side Training and Pitch University to a range of attendees:

- Sell-side advisors who desire family office-focused actionable insights and the opportunity to meet family members.
- Wealth managers interested in competing for asset management opportunities
- Fund managers seeking to develop deep, long-term limited partner relationships directly with family members
- Family office managers looking for peer perspective
- Family office principals/family members who would enjoy *carte blanche* to critique bluntly all the persons above…

Day One: Tuesday, March 26, 2019

8:00 am	9:00 am	**Registration** Enjoy coffee, breakfast, and the opportunity to network amongst peers.
9:00 am	9:15 am	**Welcome Address** Irwin Latner, partner at Pepper Hamilton, frames the day's objectives: to understand family offices and pitch effectively.
9:15 am	10:00 am	**Family Office 101: The Basics** Wendy Craft presents the sum total of her twenty years' experience directly serving multiple billionaires. From the vantage point of an operations expert, learn what family offices actually need to accomplish day-to-day… and how "pitches" can either solve or create problems.
10:00 am	10:20 am	**Case Study: History of Johnson & Johnson Family** Ken Drummond serves as CFO for The Johnson Company Inc. a private investment company owned by the Johnson & Johnson Family. He offers a family member's perspective on family offices' needs, challenges, and opportunities.
10:20 am	10:45 am	**Networking Break**
10:45 am	11:30 am	**The Family Office Panel:** **"The Right Way to Pitch Us"** Holland Sullivan leads a panel discussion including the 7th-generation Carver family office head, Bret Brown. Also contributing is Stephen McCarthy, MD of KCG Capital, a family investment office co-founded his father, the former CIO of Lord Abbett. Peter Bergen of NassuaPoint presents the perspective of partner to Howard Milstein's SFO and other similar groups. Participants learn from family office principals themselves how best to present opportunities effectively. Why do some opportunities merit further

review while others languish in spam folders? What makes some sell-side professionals genuine external partners for family offices?

11:30 am	12:15pm	**Breakout Session: Best Practices** Attendees will join small working groups led by family office managers. After reaching consensus on best practices for approaching family offices and developing relationships, attendees reconvene to share results and have Q&A.
12:15 pm	1:00 pm	**Lunch** Open discussion
1:00 pm	1:30 pm	**"Do You Crypto?" –** **How (and How *Not*) to Pitch Family Offices on Cryptocurrencies** What exactly are cryptocurrencies? Entrepreneur and industry leader Bill Healy of Pantera Capital explains his space from wallets to tokens to exchanges and how to explain their value.
1:30 pm	2:15 pm	**Multifamily Offices** What happens when more than one family leverages the same platform? A very different perspective emerges. Whether few large families, a boutique wealth management platform, or a larger broker-dealer, the term "MFO" covers a wide range of operations. Joining us is Andrew Pitcairn, a 4th generation member of the Harold Pitcairn Family line and current Pitcairn Family Council Chair. Adding perspective from his own storied multi-generational family, Pierre DuPont presents how best to present to his peer group of MFOs. Michael Felman offers his experience-based insights as President and CEO of MSF Capital Advisors, a global multi-family office serving his own family as well as others.
2:15pm	2:45 pm	**The Conference Circuit** Family office conference attendees, sponsors, and the curious spend countless hours and dollars attempting to unlock value. Wendy Craft share how to evaluate conferences and allocate marketing dollars effectively.

2:45 pm	3:30 pm	**Great Expectations: How Do I Meet Family Offices?** Wendy Craft explains expectations to have for conferences and other networking events. Sharing first-hand family member points of view are Brian De Lucia, principal at Arrivato, a PA-based SFO, and Mary D'Souza, CFO of Misha Investments, a SFO based in NY.
3:30 pm	4:00 pm	**"Be My LP" – Pitching Institutional Investors** A close cousin to family offices, certain institutional investors have a similar long-term investment thesis. National charities and university endowments often have family office principals on their boards while sovereign wealth funds frequently serve as training grounds for international next-gen family office talent. Pension funds share family offices' focus on positive social impact investing. Senior practitioners join us to share their own viewpoint.
4:15 pm	5:30 pm	**Networking Cocktail** Practice your newly acquired skills in context. Multiple family offices will join attendees for cocktails and the chance to practice techniques acquired during the day's training with direct, candid feedback.

After completing the Day One training, attendees have the opportunity to apply for admission to our limited-enrollment intensive personal training program.

Day Two: Wednesday, March 27, 2019

8:00 am	9:00 am	**Registration** Enjoy breakfast and refreshments with a select group of industry peers.
9:00 am	12:00 pm	**Pitch University** Wendy Craft leads a master class in the art of presenting investment opportunities for review by family office personnel. Develop and practice the five-minute “family office encounter” speech, an alternative to the empty elevator speech formulas. With video recording, real-time analysis, and playback commentary from family offices, each participant will have instant coaching. The entire group will offer suggestions and positive tips.
12:00 pm	1:00 pm	**Lunch** Recharge and enjoy a fresh perspective and direct feedback from family office managers at each table on what resonated and what fell flat.
1:00 pm	3:00 pm	**Pitch University Review** Reviewing video tapes and pitches, the family office moderators will prepare participants to adjust techniques before beginning the highlight of the day: one-on-one pitches.
3:00 pm	4:30 pm	**One-on-One** Participants break into groups for ten-minute one-on-one audiences with family offices.
4:30 pm	5:00 pm	**Top Performances** Highlighting top performances, moderators will also explain how to manage expectations and follow up with family offices successfully.
5:00 pm	6:30 pm	**Cocktails & Networking**

Registration

Register by providing the information below in any the following channels:

Online at http://www.the-focal.com

Via electronic mail to info@the-focal.com;

Via facsimile to (914) 243-1369; or

Via postal mail to FOCAL LLC, 81 Pondfield Road, Ste. D287, Bronxville, NY 10708

Full Name

Company / Organization

Telephone

Mobile

Email

Street Address

City

State

Zip

Country

Notes
(including any dietary restrictions)