



REISA East Regional Symposium
May 24, 2010

Embassy Suites DC Convention Center – Washington DC

Time		Event Schedule
6:30a	7:30a	Exhibitor Set Up
7:30a	6:00p	Registration Open
7:30a	7:00p	Exhibit Hall Open
7:30a	8:30a	Breakfast - Continental Buffet
8:30a	8:35a	Opening Remarks & Welcome
8:35a	9:20a	Keynote Speakers: Paul Mathews & Joe Price, FINRA
9:25a	10:15a	<p>Session I – Non-Traded REITs: Positioning Yourself to Prosper in a Dynamic Economy Can Non-Traded REITs Really Meet the Challenges of this Economic Climate?" The Benefits, Risks and Valuation of REITs in 2010. <i>Learn about the benefits of incorporating non-traded REITs into your clients' portfolios and how to blend REITs in with other investments. You will learn about the discussions you should be having with your clients and documenting your files. Industry and regulatory updates will be provided in addition to a review of past results and capacity for new entrants into the non-traded REIT marketplace. Learn how to differentiate between the many REITs available and broker-dealer and advisor due diligence and responsibilities.</i></p> <p>Moderator: Bill Winn, Passco Panelists: Robert Corry, Gladstone Commercial; Tony Edwards, NAREIT; Shim Plotkin, Plotkin Financial Advisors; John Kearney, Snyder Kearney</p>
10:15a	10:45a	Break/Exhibits and Networking Time
10:45a	11:35a	<p>Session II – Reg. D Real Estate Programs How have Reg. D. Funds, Notes, Debentures and TIC/DSTs evolved in the recent past? What dynamics of these programs have changed in order to protect investor capital? How do you determine an investor's security in a Reg. D program? How do you extract the gems from the avalanche of offerings in the market, to enhance your practice and create the appropriate opportunities for your investors? <i>The evolution of Reg. D real estate offerings has been dramatic over the last 12 months, and is accelerating. The securities and real estate markets and the economy in general have experienced seismic shifts which has resulted in significant changes to program structures, investment strategies, and business overall. Reg. D real estate is a broad subject, but from a 30,000 foot view there are many commonalities that can be analyzed. This session, lead by a panel of industry veterans who are on the cutting edge of current developments, will begin by examining how offerings have changed recently. You will learn what you need to know about these differences, how they affect your business and investors, and specifically what, if any, are the improvements that have been made. The panelists will discuss how investor security is being addressed and what this means to an investors portfolio. The session will include an examination of how you can narrow down the multitude of products available to extract the programs that are best for your clients and your This session is essential to any person involved in marketing alternative investments, as the landscape has changed and is continuing to evolve, and being on the forefront of information is critical to your short and long term success.</i></p> <p>Moderator: William G. Barr III, NGAS Production Co. Panelists: Anthony Chereso, Factright; Daniel Oschin, Meridian Group, John</p>

		Tyler, CapWest Securities
11:40a	12:00p	<p>Industry Update and Trends: Private Placement Real Estate Offerings Review & Outlook</p> <p>Dave Laga, OMNI Brokerage, will share recently compiled data regarding the equity raising efforts of sponsors of private real estate offerings (including funds, notes, etc) sold through the independent BD channel, in addition to the regular update on the TIC/DST 1031 marketplace.</p>
12:00n	12:05p	Drawing for Registered Representatives – REISA membership
12:05p	1:10p	Lunch Break - Buffet Style
1:10p	2:00p	<p>Session III– Regulatory Environment for Reps, RIAs, IARs and BDs</p> <p>What regulatory changes are on the horizon for Broker Dealers and Registered Investment Advisors? How will these impact Registered Reps and Investment Advisors and how they do business with their clients and build their business going forward? What do Reps and Advisors need to do to, when they work together, to comply with the "know your client", contemplation, general solicitation and suitability rules for the sale of Reg D products? How can Reps and Advisors work together to address marketing and product issues, product valuation factors, fees verses commissions and the ability to work together?</p> <p><i>The process for attracting clients, dealing with referrals, legacy investment offerings, general solicitation and contemplation rules become more complex when Reps and Advisors start to work together and crossover to each other's client lists and databases. In addition, there are many rules and procedures regarding the investment of qualified money typically managed by Advisors that Reps will not be familiar with. The panel will address clearing houses, custodians and the various factors to be aware of when working with an investor's qualified accounts and/or their assets under management (AUM) being managed by a fee based Advisor. Today's investment climate is changing rapidly, as are investor's expectations and risk tolerance. The scope and number of Reg D real estate investments coming to the market is increasing, and with the increase, increased risk and opportunity. National custodians for qualified money are approaching Broker-Dealers to get their investments approved so that Reps can place qualified money into Reg D products because of increased pressure from retail clients, who want to be able to participate in the real estate and debt market opportunities they are reading about. Non-traded REITS are the new TIC in terms of equity raised. Investors want to be shown all of the areas they might invest in. They do not want to be denied being told about an investment just because it does not fit the Rep's and/or Advisor's compensation model. How can this trend open doors for Reps to work with Advisors that currently manage over \$6 Trillion of qualified money of which little, if any, is invested in Reg D investments? How can this trend open the doors for Advisors to work with Rep's who have clients with Millions of dollars of qualified money that may be looking for an Advisor and/or are not pleased with their current Advisor? Reps and Advisors will learn more about how to start to take advantage of these trends and opportunities to expand and grow their client base and marketing channels, while working within the complex set of rules and procedures that are different and sometimes overlap between the two approaches (Advisor fee based verses Rep commission based), and sponsors will learn more about how to expand their distribution channels within the complex world (compared to Reg D sales) of fee based assets under management.</i></p> <p>Moderator: Darryl Steinhouse, Luce Forward Hamilton & Scripps Panelists: Deborah Froling, Arent Fox; Tim Snodgrass, Axxcess Capital</p>
2:05p	2:55p	<p>Session IV – Top Producers Panel: Learn from your peers what is working and how they are getting it done.</p> <p>Today's top producers have survived the tumultuous waters of 2009 and are thriving going into 2010. What are they doing that is working? How are they navigating through the troubled waters of underperforming investments while still generating new business? Where are they finding opportunities? Come learn from a panel of your peers how you can build your business this year and create a foundation for success now and in the future.</p>

		<p><i>This session will be led by veterans and vanguards of the industry. They will begin the discussion with an overview of the turbulent troubles and discuss how each has been able to navigate through the difficulties. They will have a spirited and frank discussion about the current state of the industry and how to continue to build a practice and thrive during difficult times. The panel will also highlight key points on their roadmaps for a successful future. They will discuss managing underperforming investments and how to avoid potential pitfalls or unknown hazards during the process. These veterans have gained immeasurable experience and knowledge about the industry, their practices and the products that they consider for their clients. Learn what they are doing differently now and how you can put their experiences to work in your practice today. This session is essential and fundamental to any person involved in or considering investments for their client's portfolio.</i></p> <p>Moderator: Michael Weil, Realty Capital Securities Panelists: Gary Ackerman, Whittle and Roper Realtors; Fred Baerenz, AOG Wealth Management; William Swayne II, WMS Financial Planners</p>
3:00p	3:50p	Keynote Speaker: Jeffrey DeBoer, Real Estate Roundtable
3:50p	4:20p	Break/Exhibits and Networking Time
4:25p	4:55p	<p>Industry Update and Trends: Non-traded REITS Review and Outlook Keith Allaire, Robert A. Stanger & Company will provide a comprehensive review of current market trends and the outlook for 2010 for the public non-traded REIT industry. Topics addressed will include: how the current economic and capital market environment is affecting non-traded REIT fundraising; challenges for "legacy" programs; prospects for success for new sponsors; evolving alternatives for product distribution; new product introductions and innovations; next generation product structures; and growth prospects for the industry.</p>
5:00p	5:45p	Keynote Speaker: Congressman Scott Garrett of NJ
5:45p	7:00p	Cocktail Reception – This is a great time to share tidbits from today's sessions and mingle with attendees and exhibitors.