

November 16, 2009 - Cornell Club – 6 East 44th Street - New York, NY

Time	Event
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8:30 am	Investorside Semi-Annual Board Meeting (<i>Board Members Only</i>) <i>Richard Leggett, Chairman</i>
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9:30 am	Registration & Breakfast
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General Session

10:00 am	Welcoming Remarks <i>Richard Leggett, Chairman of Investorside</i>
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10:15 am	Problems with IRP Payment Models The economics of soft dollars and why the buy-side favors some payment models over others <i>Patrick Shea, Executive Director, Investorside – Michael Mayhew, Chairman, Integrity Research</i>
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11:00 am	Break
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11:15 am	Public Relations & Marketing Resources <ul style="list-style-type: none">· Building a Successful Franchise· Investorside/Mediahub P/R Program· Marketing Resources for IRP's Moderators: <i>Lisa Russo, CEO, EDGE Consulting - Peter Yawitz, CEO, Clear Communications</i>
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12:15 pm	Luncheon Presentation with Special Guest, Perspectives on the Independent Research Industry <i>Elliot Spitzer, former Governor and Attorney General of the State of New York</i>
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1: 30 pm	Presentation of Investorside Awards Special Recognition of member firms for outstanding achievements <i>John Scott, Investorside Advisory Board Member</i>
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2:00 pm	New Investorside Partnerships <ul style="list-style-type: none">· Bloomberg/Investorside Global Marketing Initiative· Mclagan/Investorside Proposal Panel Members: <i>Frank Porcelli, Bloomberg - Kyle Ibbitson, Blake Kerrick, McLagan</i>
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2:50 pm	Member Resources & Initiatives <ul style="list-style-type: none">· Accounting & Regulatory Compliance Outsourcing· Research & Analysis Outsourcing· Collaborative Possibilities Moderators: <i>John Eade, President, Argus Research - Paul Henneman, CEO, ValuEngine</i>
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3:50 pm	Closing Remarks <i>Richard Leggett, Chairman of Investorside</i>
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4:00 – 5:00 pm *Reception sponsored by Knight*

Register at www.investorside.org