



Greater Cincinnati Mutual Funds Association

GCMFA Annual Meeting & Dinner Program

Tuesday, December 4, 2012
Queen City Club
331 E. 4th Street, 2nd Floor, Cincinnati, Ohio, 45202

Free valet parking or self park at 303 Broadway Garage

Join us at the GCMFA Annual Dinner for an enlightening presentation by

Neil Bathon

Founder and Partner, FUSE Research Network LLC

The evening will begin with a **reception at 4:30 p.m.** and a sponsor **raffle of two (2) Kindle Fires** followed by dinner and GCMFA annual meeting, then our keynote speaker...



Industry and Distribution Trends by Neil Bathon

Previously:

- **Financial Research Corporation (FRC) 1987 – 2006**
Founder – Grew from a one person sales and market share reporting firm into one of the most well known and well regarded research and consulting groups serving the retail asset management industry. Particularly proud of the staff we assembled over the years (and what they have gone on to accomplish) and the depth of relationships we developed and maintained with clients.
- **Kemper Financial Services 1984 – 1987**
Product Development, Competitive Research, Statistician
- **Zacks Investment Research 1983 – 1984**
Earnings Estimate Entry Expert

Best Projects:

- Multiple post-acquisition product line consolidation projects (came to realize that acquisitions rarely live up to expectations)
- New distribution channel access in which I assisted in the tactical execution associated with designing product line, building the sales force and developing marketing support
- Strategic planning projects for large but often broken firm that wanted to set a new course for the future (developed a deep appreciation for “change management”)
- On several occasions I have had the pleasure of working jointly with McKinsey and learned to recommend channel segmentation and workforce realignment (with a 20% reduction)

Education & Other Experience:

- Marquette University in Milwaukee, Wisconsin (Business Administration - Finance)
- DePaul University in Chicago, Illinois (M.B.A.)
- 20 years of observing what does and does not work (and why) with re: the development and distribution of investment products
- Have come to realize that solid culture / strong brand is the only common thread of long-term successful organizations
- After working with 100s of firms over the years I have concluded that you have to both pay for it and measure it in order to make sure “it” happens

Interesting Notes

- Presentation style that successfully blends Steven Wright and Bob Newhart
- Known for my candor and ability to present bad news with empathy
- With three teenage boys, I expect to attend 157 combined football, lacrosse, hockey, fencing and piano events over the next 12 months
- Huge fan of Baltimore Orioles, Notre Dame Football and Marquette Basketball

Program & Dinner - \$65/person

Deadline for reservations: Tuesday, November 27, 2012



Greater Cincinnati Mutual Funds Association

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info@gcmfa.org

REGISTRATION FORM

Reservation Deadline 11/27/12

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Queen City Club (free valet parking or self park at 303 Broadway Garage)

\$65 per person

Company: _____

Name:

Email* Address:

**Confirmation emails will be sent with driving directions one week prior to event.*

Total Number Attendees	_____
Program Fee	x \$65
Amount of Remittance	\$ _____

To make a reservation:

1. Fax this form to **513-939-2653** or email to **info@gcmfa.org**

Note: A reservation is a financial commitment

2. Then mail your remittance **payable to GCMFA** at the above address **with a copy of this form**

Sorry, no credit cards accepted

Questions? Contact Jill Claire at 513-939-2652