



Setting a higher standard for the San Diego investment community

THE CFA SOCIETY OF SAN DIEGO
PRESENTS THE

2010 ANNUAL FORECAST DINNER

FEATURING



CHRIS THORNBERG
Founding Principal
Beacon Economics

FEATURING



THOMAS J. LEE, CFA
Managing Director,
Chief US Equity
Strategist
JPMorgan

FEATURING



DAVID GOERZ
SVP, Chief Investment
Officer
HighMark Capital
Management

MODERATED BY



JANE WELLS
Reporter, CNBC



The Estancia
La Jolla Hotel

THURSDAY
MARCH 4, 2010
5:30 PM TO 9:00 PM

9700 N. Torrey Pines Road,
La Jolla, CA 92037

PROGRAM AGENDA

- ◆ 5:30 p.m. - 6:45 p.m. ~ Registration and Cocktails
- ◆ 6:45 p.m. ~ Dinner
- ◆ 7:30 p.m. - 8:30 p.m. ~ Presentations by Speakers
- ◆ 8:30 p.m. ~ Speaker Panel Q&A
- ◆ 9:00 p.m. ~ Conclusion of the 2010 Forecast Dinner

**CHRISTOPHER THORNBERG**
PRINCIPAL, BEACON ECONOMICS

Christopher Thornberg is a founding principal of Beacon Economics and one of California's leading economic forecasters. An expert in the economic forecasting, regional development, real estate dynamics, and labor markets, he was one of the earliest predictors of the housing market crash and of the economic recession that has followed. In 2008 he became the chief economist for California State Controller John Chiang and was appointed Chair of the Controller's Council of Economic Advisors. He also serves on the advisory board of Paulson & Co. Inc., one of Wall Street's most successful hedge funds.

Widely quoted in the media, Dr. Thornberg has appeared on NBC's The Today Show, ABC's Nightline, CNN, FOX News Channel, MSNBC, NPR, and is regularly quoted in major national and California dailies including the Wall Street Journal, New York Times, Washington Post, and the Los Angeles Times. Additionally, he serves on the editorial board of Pepperdine University's Graziadio School of Business and Management's Graziadio Business Report -- quarterly peer-reviewed publication.

A highly sought-after speaker, Dr. Thornberg regularly presents to leading business, government, and nonprofit organizations. These groups include REOMAC, the California State Association of Counties, and the California and Nevada Credit Union League, among many others. Recently, he testified before the U.S. Congress House Committee on Financial Services on municipal debt issues. Dr. Thornberg has been involved in a number of special studies measuring the effect of important events on the economy, including the NAFTA treaty, the California electricity crisis, port security, California's water transfer programs, and the terrorist attacks of September 11, 2001.

Prior to launching Beacon, Dr. Thornberg was an economist with UCLA's Anderson Forecast where he regularly authored economic outlooks for California, Los Angeles, and the East Bay. He also developed a number of specialized forecasts for various regions and industries. Previously he has taught in the MBA program at UC San Diego's Rady School of Business, at Thammasat University in Bangkok, Thailand, and has held a faculty position in the economics department at Clemson University.

Originally from upstate New York, Dr. Thornberg holds a Ph.D in Business Economics from The Anderson School at UCLA, and a B.S. in Business Administration from the State University of New York at Buffalo.

**SPEAKER
BIOGRAPHIES****THOMAS J. LEE, CFA
MANAGING DIRECTOR AT JPMORGAN
CHIEF US EQUITY STRATEGIST**

Thomas Lee, a Managing Director at JPMorgan, is the Chief US Equity Strategist since 2007. Recently, has was ranked Runner-up in the 2009 Institutional Investor All-America Research Poll. Prior to that Mr. Lee was the SMid Equity Strategist (2004 to 2007) and Wireless Services Analyst (1993 to 2007). During that time, he has received professional recognition consistently.

Since 1998, in the Institutional Investor All-Star Poll, he has been ranked #1, #2 or #3 or R/U every year in the category of Wireless Services. Mr. Lee has been with JPMorgan since late 1999.

Prior to joining J.P. Morgan, Mr. Lee was a Managing Director at Salomon Smith Barney (March 1997 to December 1999). Previous analyst roles included Wireless and Telecommunications coverage at Oppenheimer and Kidder, Peabody as well as public accountancy at Price Waterhouse.

Mr. Lee is a Chartered Financial Analyst and a member of the New York Society of Security Analysts.

He received his B.S.E. in Economics from the Wharton School at the University of Pennsylvania with dual concentrations in Finance and Accounting in 1991. Mr. Lee is married and has three children.

**SPEAKER
BIOGRAPHIES**

DAVID GOERZ
SENIOR VICE PRESIDENT, CHIEF INVESTMENT OFFICER
HIGHMARK CAPITAL MANAGEMENT

David Goerz, Senior Vice President, Chief Investment Officer, joined HighMark Capital in 2003. As CIO, Mr. Goerz provides leadership to all of HighMark's investment activities of \$17 billion in assets. He chairs the firm's Investment Policy Committee and Asset Allocation Committee, as well as being a member of the Executive Committee and Board of Directors of HighMark Capital Management.

Mr. Goerz has more than 20 years of investment management experience. Prior to joining HighMark, he was Chief Investment Officer of mPower Advisors and Morningstar Associates, subsequent to acquisition. Previously, he was Director of Global Asset Allocation Research and Portfolio Manager, as well as serving as Chairman of the Asset Allocation Strategy Group for Wellington Management Company. He also held portfolio management and senior investment research positions with TSA Capital Management and ARCO Investment Management.

Mr. Goerz regularly appears on CNBC, Fox Business News, as well as Bloomberg TV and Radio. He also is quoted frequently in various investment periodicals. He also serves on the Board of Directors for Axioma, Inc., an investment software company.

Mr. Goerz received his BS from UCLA in Applied Mathematics and a Masters in Operations Research Engineering from Stanford.

SPEAKER BIOGRAPHIES



JANE WELLS
REPORTER, CNBC

Jane Wells is currently a CNBC business news reporter, based in Los Angeles, covering the defense and technology industries. Wells came from CNBC's "Upfront Tonight" where she was senior correspondent.

Wells joined CNBC in 1996, providing special coverage of the O.J. Simpson civil case for "Rivera Live." Prior to joining CNBC, she was a correspondent for the Fox News Channel and Los Angeles reporter for NBC's flagship television station, WNBC, New York. Her television news career includes reporter positions with KTTV, Los Angeles; WTVJ, Miami; and, KOB, Albuquerque. She has also contributed international reports for CNN.

Wells has received numerous honors for her work including a 1992 Peabody Award and DuPont Award for her role in the live coverage of the Rodney King Trial. That same year, she earned a Los Angeles Emmy Award for her investigative reporting. She has also received UPI, Press Club and Emmy Awards for feature reporting, three Florida Emmy Awards for news reporting, and the Investigative Reporters and Editors Award for team reporting.

Wells holds bachelor's degrees in broadcast journalism and philosophy from the University of Southern California, where she graduated with honors. She and her husband have two children and live in Los Angeles.



CFASSD ANNUAL FORECAST DINNER

ABOUT THE CFA SOCIETY OF SAN DIEGO

OUR MISSION

The mission of the CFASSD is to serve the needs of professionals in the investment decision making process by providing a forum for the exchange of information and ideas among its members, by enhancing members' investment knowledge, and by encouraging high ethical standards and professional conduct among all participants in the investment industry.

WHO WE ARE

The CFA Society of San Diego was founded in 1962 as the Financial Analysts Society of San Diego, Inc. to promote a high standard of ethics and sound professional standards of investment management and research, and to enhance professional knowledge and skills. The Society was admitted to the Association for Investment Management and Research (AIMR) on November 4, 1963. In May 2004, AIMR became CFA Institute and in May 2005, the Society changed its name to CFA Society of San Diego (CFASSD), in order to more closely align with the CFA Institute and the Chartered Financial Analyst (CFA®) designation.

There are approximately 400 members of the CFASSD, including security analysts, portfolio managers, bankers, and other investment professionals. Approximately 330 CFASSD members hold the Chartered Financial Analyst designation, and many others are currently candidates for this professional designation.

ABOUT THE CFASSD FORECAST DINNER

This year marks our third annual CFASSD Forecast Dinner. As the Society has grown into a larger local society, we anticipate the event will draw an estimated 250-350 attendees and guests. Most of the attendees will include professional money managers, investment consultants, plan sponsors, financial planners and financial advisors from San Diego and Southern California.

The 2010 Forecast Dinner will consist of a cocktail hour, dinner, two twenty-five minute presentations from speakers sharing unique perspectives on the market, and a thirty-minute Q&A speaker panel discussion led by CNBC business reporter Jane Wells. Each attendee will enjoy a cocktail reception and an exceptional three-course meal accompanied by wine at The Estancia La Jolla Hotel. Tickets are \$95 for individuals. Standard Tables seating 10 persons are \$900, and Patron Tables are \$1050.



**UNDERWRITING
OPPORTUNITIES**

The Forecast Dinner is a unique opportunity for San Diego investment professionals to gather and discuss their thoughts for economy and financial markets. We hope your firm will join us for this special occasion and support us at a level commensurate with your vision for our organization. Your pledge of support will assist the CFASSD in its ongoing effort to provide high quality programming to its members. It will also identify your firm as one that understands the need to support the highest standards in the financial services industry by endorsing a professional investment organization such as the CFASSD.

UNDERWRITING OPPORTUNITIES	PRICE	NUMBER AVAILABLE
♦ Cocktail Reception Firm logo on signage at reception and cocktail napkins	\$2,500 each	2
♦ Cocktail Appetizers Firm logo on signage at cocktail reception	\$2,000 each	2
♦ Dinner Wine Firm name on card at each seat	\$3,000 each	1
♦ Dinner Flowers Firm name on card at each seat	\$2,000 each	1
♦ Musicians Firm name on signage at reception	\$1,500 each	1
♦ Parking for Attendees Firm name on card at each seat	\$1,800 each	1
♦ Program Printing Firm name on back cover of program	\$1,000 each	1

Each underwriting opportunity includes two tickets to the event.

If your firm is interested in a more comprehensive sponsorship opportunity as one of our Platinum, Gold, or Silver partners, please see our CFASSD Corporate Sponsorship Brochure at www.cfasd.org. Alternatively you may email president@cfasd.org or programs@cfasd.org.



REGISTRATION FORM

UNDERWRITING OPPORTUNITIES:

- \$2,500 Cocktail Reception
- \$2,000 Cocktail Appetizers
- \$3,000 Dinner Wine
- \$2,000 Dinner Flowers
- \$1,500 Musicians
- \$1,800 Parking
- \$1,000 Program Printing

ATTENDEE RESERVATIONS:

	# Requested	Total \$ Amount
<input type="checkbox"/> Patron Table	at \$1050 for
<input type="checkbox"/> Standard Table	at \$900 for
<input type="checkbox"/> Individual	at \$95 for
		Total

PAYMENT OPTIONS:

- Check (Payable to CFA Society of San Diego)
- Credit Card – MasterCard/Visa (circle)
 - Total Amount: \$
 - Credit Card #:
 - Credit Card Expiration Date:
 - Credit Card 3 or 4 digit security code:
 - Cardholder Signature:
 - Cardholder Name:

If you have additional questions regarding CFASSD sponsor opportunities please contact: president@cfassd.org or programs@cfassd.org

Please fax form to (619) 684-6228 or mail to: CFASSD
 P.O. Box 928456, San Diego, CA. 92192-8456
 Website: <http://www.cfassd.org>

*All ticket and Table reservations are nonrefundable beginning February 26, 2010. Sponsorships are nonrefundable.



TABLE GUEST LIST

FOR SPONSOR/TABLE RECOGNITION, PLEASE PRINT YOUR NAME AS YOU WISH TO BE RECOGNIZED:

- Name and Title:
Company:
Address:
Telephone:
Email:

If you have additional questions regarding CFASSD sponsor opportunities please contact: president@cfassd.org or programs@cfassd.org

GUEST NAMES (PLEASE PRINT CLEARLY):

- 1.
2.
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Guest list is optional at time of reservation. However, CFASSD will need your guests names by Friday, February 26, 2010.

Please fax form to (619) 684-6228 or mail to: CFASSD
P.O. Box 928456, San Diego, CA. 92192-8456
Website: http://www.cfassd.org