

Atlantic Canada CFA Society - Special Education Event

The Board of the Atlantic Canada CFA Society
Invites you to a Special Educational Event

Date: Tuesday, August 31, 2010

Location: Schooner Room, Casino Nova Scotia

We are honoured to have **Harry S. Marmer, CFA, MBA**
present on the following:

Why Is Everyone Calling It The New Normal If It Is Not Normal?

- The World As We Knew It.
- Is This the New Normal?
- What are the Investment Implications for Institutional Investors?

Institutional investors are still shell shocked from the "great credit crisis" that we recently underwent. This presentation will review our experiences in markets and discuss recent events from the perspective of capital market history including examining such questions as: What happened to traditional theory? What worked and did not work? Will these factors persist? It will then present strategies for the institutional investor to consider in the future including: Is it time to shift to Liability Driven Investing? How to capture the equity risk premium with less volatility? Is small cap dead?

(refer to speaker bio on page 2)

11:45am - 12:30pm Registration and buffet luncheon

12:30pm - 1:30pm Speaker presentation followed by Q & A

This is a special event being sponsored by CFA Institute Public Awareness Fund and the Atlantic Canada CFA Society.

There is no registration fee for attendees.

In order to help us prepare, we would ask that you RSVP by August 26, 2010 to cfaatlantic@cfaatlantic.com.

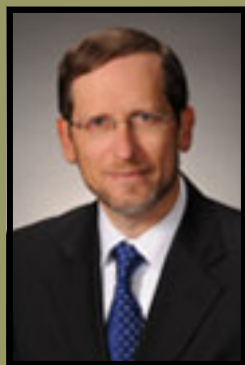
Confirmation of attendance for Professional Development purposes will be provided upon request. Please indicate if required when you RSVP.



Eligible for 1 CE credit hour

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BIOGRAPHICAL NOTES:

Harry S. Marmer, CFA, MBA
Hillsdale Investment Management Inc.

Harry Marmer is an Executive Vice President of Institutional Services at Hillsdale Investment Management Inc. Hillsdale is one of Canada's premier independent investment boutiques, providing a full range of traditional equity and alternative investment strategies to both institutional and individual investors. Prior to joining Hillsdale Investment Management, Mr. Marmer was a Senior Vice President in Institutional Investment Services at Franklin Templeton Investments, where he was responsible for Franklin's institutional business in Canada. Before this, Mr. Marmer was Director of Institutional Services with Frank Russell Canada, where he led the firm's institutional business in the Canadian market. Previously, he co-led the Mercer Investment Consulting Practice. Mr. Marmer is a frequent speaker and has authored more than 47 articles, the most recent being *The Times They Are A-Changin'*. Mr. Marmer's handbook, *Perspectives on Institutional Investment Management*, was published by Rogers Media in September 2002. He serves on the editorial advisory board of the Canadian Investment Review and has also served on the Canadian Advisory Board of IMCA. Mr. Marmer received the 2003-2004 volunteer of distinction award from the Toronto Society of Financial Analysts. Mr. Marmer holds a BBA and an MBA with a concentration in finance and investments from York University. He is a past president of the Toronto Society of Financial Analysts.