ENGAGE 2024
Engaging Women in Financial Services through MENTORSHIP, EDUCATION, and SUPPORT

RIVERFRONT INVESTMENT GROUP

RiverFront ENGAGE 2024 Women's Conference Agenda

The Jefferson Hotel, 101 W. Franklin Street, Richmond, VA 23220

September 11-13, 2024

Wednesday, September 11, 2024

2:00 PM – 4:00 PM

Registration

Sponsor: Vanguard

Mezzanine C

4:00 PM

Welcome & Introduction

Pete Quinn, President & CEO | RiverFront Investment Group

Grand Ballroom

4:15 PM

Kickoff Keynote: brainSHIFT for Women Leaders

Dr. Romie Mushtaq | Brain Doctor, Chief Wellness Officer, Mindful Leadership Expert

Grand Ballroom

Dr. Romie is a triple board-certified physician, award-winning speaker, & national media expert. She currently serves as Chief Wellness Officer at Evolution Hospitality, where she has scaled a mindfulness and wellness program for over 7000 employees. Dr. Romie's expertise is routinely featured in the national media, and on global stages for corporations, athletes, and professional associations. She mixes her unique authority in neurology, integrative medicine, and mindfulness to transform cultures and teams through the busy brain cure, "brainSHIFT". Get ready to break your stress cycle and brainSHIFT to uplevel your performance and leadership.

Sponsor: Goldman Sachs Asset Management

5:30 PM

Transportation to Welcome Reception

Meet at 1st Floor Main Street Entrance

Main Street Entrance

1st Floor off Rotunda
Jefferson Hotel

6:00 PM – 9:00 PM

Welcome Reception w/ Dinner & Networking

Return Transportation to Jefferson Hotel between 8:00 PM – 9:00 PM

Bolling Haxall House

Thursday, September 12, 2024

8:00 AM – 9:00 AM

Networking Breakfast

Sponsor: GlobalX

Grand Ballroom

9:00 AM

Keynote Workshop: Creating a Unique Client Experience (workshop)

Dennis Mosely-Williams | Co-Founder & CEO, Strategic Consulting

Grand Ballroom

Dennis Moseley-Williams is an expert in customer experience, which is the predominant economic offering in the world today. He delivers captivating presentations that teach organizations how to create transformative experiences for clients, customers, and employees.

Dennis is the founder of Dennis Moseley-Williams Strategic Consulting and co-founder of the Serious Shift Community for financial advisors. He's a pioneering member of The World Experience Organization and a contributor to several online experience design courses for advisors.

Dennis is also the author of Serious Shift: How Experience Staging Can Save Your Practice, a guidebook on how the experience economy can be adapted specifically to the financial services industry.

Sponsor: iShares by Blackrock

10:30 AM Grand Ballroom

Break

Sponsor: GlobalX

10:45 AM Grand Ballroom

The Next Generation: Getting It Right – Advisor Panel Discussion

Moderator: Kaetlin Collins, CFA®, Associate Portfolio Manager | RiverFront Investment Group
Kara Endres, CFP®, Vice President, PWM Financial Planner | Robert W. Baird & Co
Kelly Frohsin, CFP®, CIMA®, Financial Advisor | Raymond James
Haley Culp, Financial Advisor | Janney Montgomery Scott
Lisa Howland, CFP®, Financial Advisor | Robert W. Baird & Co

11:30 AM Grand Ballroom

Practice Management: Voice of the Client

Loretta Charron, CFP, CIMA®, Director, Business Development Consultant | Robert W. Baird & Co.
Brittany Riesenbeck, PWM Wealth Solutions Marketing Manager, Vice President | Robert W. Baird & Co.

Sponsor: Baird

12:00 PM Grand Ballroom

Break & Pick Up Lunch

12:20 PM Grand Ballroom

Lunch & Market Outlook with RiverFront Portfolio Manager Panel

Moderator: Rebecca Felton, Senior Market Strategist | RiverFront Investment Group
Chris Konstantinos, CFA®, Managing Partner | Chief Investment Strategist
Adam Grossman, CFA®, Global Equity CIO | Partner
Kevin Nicholson, CFA®, Global Fixed Income CIO | Partner
+ APMs

Sponsor: JP Morgan

1:20 PM – ***Short Break***

1:30 PM Grand Ballroom

Workshop: Commanding a Seat at the Table

Danessa Knaupp | CEO, Executive Coach, Best-Selling Author

Danessa is a CEO, executive coach, and best-selling author shifting the global conversation on leadership. She has coached hundreds of executives across every major industry and has developed a reputation as a candid, compassionate and courageous leadership partner. She is the author of the best-selling leadership manual, Naked at Work: A Leader's Guide to Fearless Authenticity and regularly addresses C-suite audiences on how to harness the power of real authenticity (not #authenticity) to drive measurable business results.

Known for her unique ability to drive new levels of engagement and performance with key leaders, Danessa is a fresh, positive voice on leadership and executive team effectiveness. She has coached CEOs, boards, and C-suite teams on issues related to leadership effectiveness, succession planning, M&A integration, and conflict intervention. Her clients have included Anthem, BMW, AmerisourceBergen, Capital One, Comcast, Genworth, Hilton, KPMG, Mastercard, and more.

Danessa earned her executive coaching credentials from Georgetown University, and a BA in Psychology and Sociology from the College of William and Mary. She spent more than 20 years as an entrepreneur and a senior executive and ultimately, CEO.

2:30 PM - ***Break***

2:45 PM Grand Ballroom

Confronting Stereotypes and Forging Your Own Path – Panel Discussion

Moderator: Andrea Lisher, Managing Director, Head of Americas Client | JP Morgan
Candice N. Tse, Managing Director, Global Head of Strategic Advisory Solutions | Goldman Sachs
Courtney Duphorne, Senior Managing Director, Complex Director | RBC Wealth Management
Amanda Rebello, CFA®, CESGA®, Managing Director, Head of Xtrackers Sales, US Onshore | DWS

3:45 PM — Grand Ballroom

Q& A with Lorraine Wang: Tax Managed Investing/Direct Indexing

Moderator: Karrie Southall, Chief Operating Officer, Partner | RiverFront Investment Group

Lorraine Wang, Founder | GAMMA Investing

4:05 PM — Grand Ballroom

Leveraging RiverFront in Your Business

Sierra Jones, CFP®, Senior Regional Director, Western Plains | RiverFront Investment Group

Rebecca Felton, Senior Market Strategist | RiverFront Investment Group

5:00 PM — Flemish Room

Happy Hour

Sponsor: Hartford

6:00 PM – 9:00 PM — Empire Ballroom

Dinner & Dancing

Friday, September 13, 2024

8:30 AM – 10:00 AM — Rotunda

Farewell Networking Breakfast

Sponsor: State Street Global Advisors

**Please Note: This agenda is subject to change*

Thank you to our *Sponsors:*

Baird Private Wealth Management · iShares by BlackRock · Goldman Sachs Asset Management · Hartford Funds · J.P.Morgan Asset Management · Vanguard · Global X by Mirae Asset · State Street Global Advisors SPDR · GAMMA Investing

About ENGAGE:

RiverFront founded Engage in 2019 with the goal of changing and improving the experience for women in financial services. The mission of Engage is to engage women in our industry through mentorship, education, and support. The Engage initiative also recognizes the importance of instilling confidence in women as investors. Our goal is to work with advisors to provide meaningful communication strategies to ensure we are reaching women investors. We work with advisor teams across the country to highlight how women's natural strengths provide advantages in investing and work to instill confidence in their female clients.

Guest Speakers:

Loretta Charron, CFP, CIMA®, Director, Business Development Consultant | Robert W. Baird & Co.

Practice Management: Voice of the Client

Loretta joined Baird in 2011 as a Business Development Consultant responsible for driving growth initiatives with the firms Branch Managers and Financial Advisors. Efforts focus on coaching advisors to develop a wealth management practice in the "4 Rooms of the House" (client service, practice management, wealth solutions and new business development) in partnership with her Wealth Center colleagues.

Haley Culp, Financial Advisor | Janney Montgomery

Panel Discussion: The Next Generation: Getting It Right

Coming from a small investment advisory and tax planning firm, Haley joined Janney in July of 2023. She became part of a team in Aiken, SC earlier this year with a focus on insurance. Prior to entering financial services, she was in the media industry at local television and newspaper outlets in her region. She is active in her community through her church and volunteering at various non-profit organizations.

Courtney Duphorne, CFP®, Senior Managing Director | RBC Wealth Management

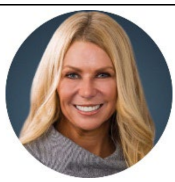
Panel Discussion: Confronting Stereotypes and Forging Your Own Path

Courtney has been in the financial services industry since 1993 and was named the Texas North Complex director in November of 2023. Previously, she served as a wealth management consultant supporting RBC financial advisors in all stages of their careers and was instrumental in creating new opportunities for Next Gen financial advisors to connect.

Kara Endres, CFP®, Vice President, PWM Financial Planner | Robert W. Baird & Co.

Panel Discussion: The Next Generation; Getting It Right

Kara started her career in wealth management in 2010 after spending several years as an elementary teacher in Washington, DC. Prior to her current role, Kara served as Regional Financial Planner for Baird. Helping her clients navigate financial decisions and the progression from one stage of life to the next is what Kara enjoys most about her work as a planner.



Kelly Frohsin, CFP®, CIMA® Financial Advisor | Raymond James

Panel Discussion: The Next Generation: Getting It Right

Kelly has over 25 years of experience in the financial services industry. She is part of a team at Raymond James and focuses on financial and estate planning. She has been a Junior Achievement teacher and volunteer for 23 years with a passion for financial education.

Lisa Howland CFP®, Financial Advisor | Robert W. Baird & Co.

Panel Discussion: The Next Generation: Getting It Right

Lisa has been in the financial services industry for more than 30 years. She specializes in financial, retirement, education, and insurance planning. She volunteers at the Meyer May House in Grand Rapids which is one of Frank Lloyd Wright's Prairie residences.

Andrea Lisher, Managing Director, Head of Americas Client | JP Morgan

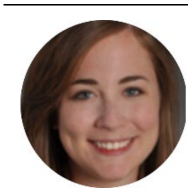
Panel Discussion: Confronting Stereotypes and Forging Your Own Path

Andrea has been with J.P. Morgan since 1996. In her current role she oversees the client businesses which serve both financial intermediaries and institutions in North America and Latin America. Additionally, she sits on the Executive Committee for J.P. Morgan Chase's Women on the Move (WOTM). She is also the Executive Sponsor for J.P. Morgan Asset & Wealth Management's WOTM Affinity Group.

Amanda Rebello, CFA®, CESGA®, Managing Director, Head of XTrackers Sales, US Onshore | DWS

Panel Discussion: Confronting Stereotypes and Forging Your Own Path

Based in New York, Amanda is the head of Xtrackers sales for US Onshore. She joined DWS in 2015 from BlackRock where she was a senior salesperson working with UK and European institutional investors in the iShares business. She is a former Board Director for Magpie Dance in London which is the UK's leading dance charity for people with learning disabilities such as autism and Down's syndrome.



Brittany Riesenbeck, PWM Wealth Solutions Marketing Manager | Robert W. Baird & Co.

Practice Management: Voice of the Client

In her role, Brittany supports the growth for Baird's Private Wealth Management business by overseeing its omni-channel content strategy, focused on deepening relationships between advisors and clients, and connecting with prospective audiences. Before joining Baird, Brittany held various marketing roles at Children's Hospital of Wisconsin, eventually leading the local and national marketing of the world-class Herma Heart Institute, which was ranked #6 nationally at the time.

Candice Tse, Managing Director, Global Head of Strategic Advisory Solutions | Goldman Sachs

Panel Discussion: Confronting Stereotypes and Forging Your Own Path

As the global head of Goldman's Strategic Advisory Solutions team, Candice focuses on global capital market research, macroeconomic strategy, portfolio construction and client engagement. In additional, Candice developed the firm's *EMPOWER the Investor* framework, which guides Asian, Black, female, Hispanic/Latinx and LGBTQ+ investors toward greater financial success.

Lorraine Wang, CFA®, Founder | GAMMA Investing

Tax Managed Investing/Direct Indexing Discussion

Lorraine Wang is the founder and CEO of GAMMA Investing. She is a 30-year industry veteran with over two decades of institutional asset management experience. She has successfully grown an ETF startup to a $300 billion franchise in 14 years through product innovation and the successful commercialization of a unique product range. Previously, Lorraine was the Global Head of ETF Products & Research at Invesco PowerShares.

RiverFront Speakers:

Taylor Bryan, CFA®, Associate Portfolio Manager

Portfolio Manager Panel

Taylor joined the firm in 2018 and serves as an Associate Portfolio Manager at RiverFront. In this role she is responsible for contributing general market and sector-specific research, portfolio analytics, and stock selection. Her sector responsibilities include information technology and consumer staples. Taylor is also part of the Custom Portfolio Solutions team. In addition, Taylor is a member of the ENGAGE leadership team.

Kaetlin Collins, CFA®, Associate Portfolio Manager

Moderator, Advisor Panel Discussion; Portfolio Manager Panel

Kaetlin is an Associate Portfolio Manager and joined the RiverFront team in 2018. In this role she is responsible for contributing general market and sector-specific research, portfolio analytics, and stock selection. Her sector responsibilities include consumer discretionary and financial services. She is currently serving on the firm's Justice, Equity, Diversity, and Inclusion Committee.

Rebecca Felton, Senior Market Strategist

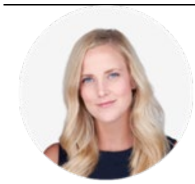
Panel Discussion Moderator; Leveraging RiverFront in Your Business

Rebecca serves as Senior Market Strategist and brings over 40 years of industry experience to her role. For the past several years, she has been part of the group responsible for external communications of our investment strategy and has appeared on financial news channels including CNBC, Bloomberg, and Yahoo Finance. Since 2019, she has been actively focused on RiverFront's Engage initiative through speaking at client events and developing written content. She is a member of the firm's Investment Committee and the Engage Committee.

Adam Grossman, CFA®, Global Equity CIO | Partner

Portfolio Manager Panel

Adam serves as the Global Equity CIO and Co-Head of the Investment Committee, responsible for the investments of the US Equity and International Equity teams. In addition, he serves as the Co-Head of the Investment Committee and serves on the firm's Leadership Team. In that role, he is responsible for higher growth initiatives at the firm, including Custom Portfolio Solutions. He brings over 20 years' worth of industry experience in quantitative risk management and portfolio analytics to his role. Additionally, he is also a member of the firm's LIFE Steering Group.



Sierra Jones, CFP®, Senior Regional Director, Western Plains

Leveraging RiverFront in Your Business

Sierra serves as Regional Director for the Southwest Region. Prior to joining RiverFront in November of 2019, Sierra served as a Business Development Associate for Northern Trust, focusing on growing the FlexShares ETF business and enhancing and growing advisor relationships in the Southwest Region. Sierra also worked as a Client Specialist for a Private Wealth Management team at Robert W. Baird in Phoenix, AZ.

Chris Konstantinos, CFA®, Managing Partner| Chief Investment Strategist

Portfolio Manager Panel

Chris serves as Managing Partner and Chief Investment Strategist with about a quarter-century of experience as an equity sector analyst, portfolio manager, portfolio risk manager and strategist across domestic and international markets. As Chief Investment Strategist, Chris is responsible for leading and communicating the firm's macro research efforts. In addition, he serves as one of the firm's five Strategy leads, helping to set corporate strategy direction. He serves on the Investment Committee and RiverFront's Board of Directors.

Diego Marti, CFA®, Associate Portfolio Manager

Portfolio Manager Panel

Diego serves as an Associate Portfolio Manager and is responsible for contributing general market and sector-specific research, portfolio analytics, and stock selection. His sector responsibilities include health care and communications services. Additionally, Diego serves on the Custom Portfolio Solutions team. He is currently on the firm's Justice, Equity, Diversity, and Inclusion Committee.

Kevin Nicholson, CFA®, Global Fixed Income CIO | Partner

Portfolio Manager Panel

Kevin joined RiverFront in 2010 and serves as the Global Fixed Income CIO and Co-Head of the Investment Committee. In addition, Kevin serves on the firm's Leadership Team, helping to set corporate strategy direction. Kevin's career has spanned more than 30 years and during that time he has served in various capacities in trading, portfolio management, and risk management. He is also a regular guest on financial news channels such as CNBC, Bloomberg, and Yahoo Finance.

Karrie Southall, CIPM, Chief Operating Officer | Partner

Tax Managed Investing/Direct Indexing Discussion

Karrie serves as RiverFront's Chief Operating Officer and brings over 24 years of experience to her role directing the portfolio administration, trading, compliance, human resources, and finance functions of the firm. She is also a member of the firm's Leadership Committee. She also serves on the Board of Directors for RiverFront and the Board of Directors for GAMMA Investing. Additionally, she is currently a member of the firm's REACH Charitable Giving Committee.

Dan Zolet, CFA®, Associate Portfolio Manager

Portfolio Manager Panel

Dan joined RiverFront in 2018 and serves as an Associate Portfolio Manager. He is responsible for contributing general market and sector-specific research, portfolio analytics, and stock selection. His sector responsibilities include industrials and materials. Additionally, he is a member of the Custom Portfolio Solutions team.

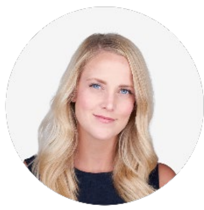
ENGAGE Conference Committee:

Tori Bryant
DIRECTOR, BUSINESS DEVELOPMENT RIVERSHARES

Rebecca Felton
SENIOR MARKET STRATEGIST

Julie Gibbs
CHIEF COMPLIANCE OFFICER

Stephanie Hathaway
SENIOR MARKETING COORDINATOR



Sierra Jones, CFP®
SENIOR REGIONAL DIRECTOR WESTERN PLAINS

Cheron Smalls, SHRM-SCP, SPHR
DIRECTOR OF HUMAN RESOURCES & TALENT MANAGEMENT

Karrie Southall, CIPM
CHIEF OPERATING OFFICER | PARTNER

Important Disclosure Information
RiverFront Investment Group, LLC ("RiverFront"), is a registered investment adviser with the Securities and Exchange Commission. Registration as an investment adviser does not imply any level of skill or expertise. Any discussion of specific securities is provided for informational purposes only and should not be deemed as investment advice or a recommendation to buy or sell any individual security mentioned. RiverFront is affiliated with Robert W. Baird & Co. Incorporated ("Baird"), member FINRA/SIPC, from its minority ownership interest in RiverFront. RiverFront is owned primarily by its employees through RiverFront Investment Holding Group, LLC, the holding company for RiverFront. Baird Financial Corporation (BFC) is a minority owner of RiverFront Investment Holding Group, LLC and therefore an indirect owner of RiverFront. BFC is the parent company of Robert W. Baird & Co. Incorporated, a registered broker/dealer and investment adviser. RIHG and BFC are minority owners of Gamma Investing, LLC and therefore Gamma, Baird, BFC, RiverFront and RIHG are all affiliated entities. RiverFront is operationally independent of GAMMA.
To review other risks and more information about RiverFront, please visit the website at www.riverfrontig.com and the Form ADV, Part 2A.