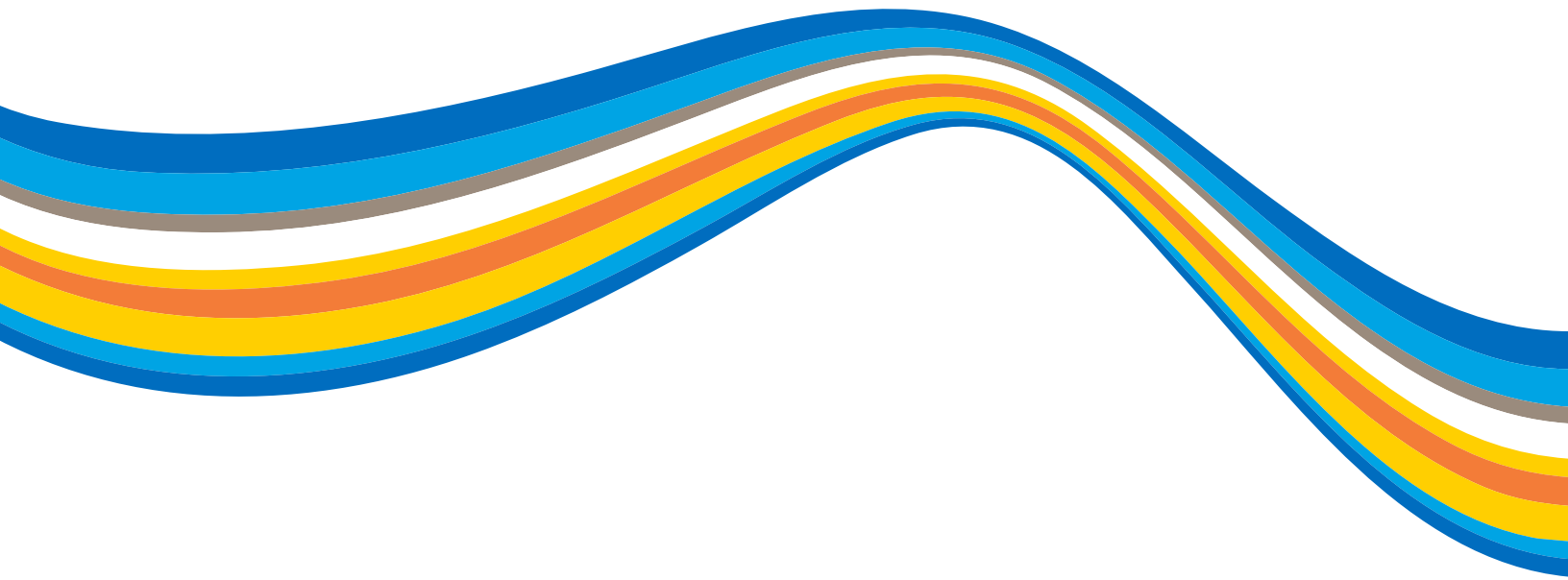


# FUEL THE MOVEMENT

November 1–4 | San Francisco, CA



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# FUEL THE MOVEMENT TO LEAD THE INDUSTRY

A growing industry needs smart leadership. As pioneers of the RIA industry, we are well placed to lead the conversation on evolving values, practices and standards. At IMPACT® 2011 we'll rally around the issues and harness our collective energy as a force for positive change. The brains are here, the tools are ready and the time is now.



## CONFERENCE HIGHLIGHTS

### Top 10 Things to Do at IMPACT® 2011

#### 1. Build Community

Unparalleled networking opportunities await you, including a women's reception, regional dinners, Advantage™ activities and special events for first-time attendees. Take advantage of the many scheduled events and unscheduled occasions because "who you know" matters.

#### 2. Hear from Charles R. Schwab

An industry visionary with four decades in the business, Charles Schwab shares his insights on the economy, investors and the guidance they need in a must-see conversation with Maria Bartiromo.

#### 3. Explore Education Sessions

Whether your firm is new, established or in transition, IMPACT education sessions cover such diverse topics as alternative investing, international markets, regulatory updates and Schwab technologies.

#### 4. Experience the Schwab Center

Learn from your Schwab hosts about the latest tools and best practices that are designed to help you work smarter.

#### 5. Learn about Schwab Intelligent Technologies™

Advisors are always looking for easier ways to integrate the different technologies they use in their offices—technologies that work for them and work together. Through our affiliate, Schwab Intelligent Technologies, experience newly introduced products from a variety of technology partners. Learn more through Schwab Center demonstrations, exhibitors, a special launch celebration and education sessions.

#### 6. Download the IMPACT 2011 Mobile App



The mobile app puts this year's event in the palm of your hand. To download it, point your mobile browser to <http://impact.schwab.com/mobile> or scan the QR code.

#### 7. Visit The Expo

It's the hub of the conference, with more than 300 exhibitors waiting to show you how you can strengthen client relationships, improve productivity and grow your firm. The Expo also offers a variety of convenient services.

#### 8. Tour San Francisco

In Schwab's hometown, you can experience such sights as the Golden Gate Bridge and Alcatraz, sample San Francisco's finest cuisine at the Regional Dinners and hook into the vibe of the city during the Final Night Event in San Francisco.

#### 9. Tell Us What You Think

Help us improve IMPACT by completing the general conference evaluation online in one of the Cyber Stations. Complete education session surveys online or via the IMPACT mobile app.

#### 10. Help Us Be Green

Learn the six things you can do to help IMPACT reduce waste and recycle more.

Thank you to those advisors who have donated their conference gift.

## Special Events and Programs

### **SCHWAB INTELLIGENT TECHNOLOGIES™ LAUNCH CELEBRATION**

Join us on Tuesday at 5:45 p.m. in the Schwab Center to toast the launch of Schwab Intelligent Technologies. You'll also hear about new related offerings – Schwab OpenView Gateway™, Schwab OpenView Integrated Office™ and Schwab OpenView Workflow Library™ designed to integrate the different systems in your office and help you get the most out of your technology investments.

### **ADVANTAGE™ 2011**

Advantage offers exclusive retirement industry-only events and sessions, networking opportunities with investment advisors and access to IMPACT® education sessions.

### **WOMEN'S RECEPTION**

Network with your peers and Schwab executives at the Women's Reception. The event takes place on Thursday from 5:30 to 6:30 p.m. at the Press Club located within walking distance of The Moscone Center at 20 Yerba Buena Lane.

Sponsored by: Loomis, Sayles & Company, LP  
U.S. Global Investors, Inc.

### **STUDENT PROGRAM**

As part of a program to attract talent to the RIA industry and to encourage dialogue about the industry's future with the next generation of advisors, IMPACT welcomes college students who are pursuing finance careers. During regional dinners and other events, meet a select group of students from top financial-planning programs. Contact your Schwab Relationship Manager if you're seeking candidates for internships or other job opportunities.

### **IMPACT ORIENTATION**

If this is your first IMPACT conference, find out how to optimize your experience by attending the 30-minute orientation on Tuesday at 3:00 p.m.



Schwab is proud to have CNBC participate as its official broadcaster network for the second year in a row. Be sure to visit the CNBC booth on The Expo floor in between the live broadcasts.

## KEYNOTE SPEAKERS

### A VISIONARY'S VIEW

Thursday, November 3, 8:00 a.m.  
Morning General Session



### Maria Bartiromo

Anchor, CNBC's *Closing Bell*, and host/managing editor of *Wall Street Journal Report*

Maria Bartiromo is the anchor of CNBC's *Closing Bell* and the host and managing editor of the nationally syndicated *Wall Street Journal Report*, recently rated the most-watched financial news program in America.

In 1995 Ms. Bartiromo became the first journalist to report live from the floor of the New York Stock Exchange on a daily basis, where she covered breaking news for *Squawk Box*. She joined CNBC in 1993 after five years as a producer and an assignment editor with CNN Business News.

Ms. Bartiromo has received numerous prestigious awards, including a 2008 News and Documentary Emmy for "Bailout Talks Collapse" and a Gracie Award for "Greenspan: Power, Money & the American Dream." She was featured in the *Financial Times* as one of the "50 Who Shaped the Decade" and was inducted into the Cable Hall of Fame Class of 2011, acknowledging her dedication to and impact on the cable industry. Ms. Bartiromo has published two books, *The 10 Laws of Enduring Success* and *The Weekend That Changed Wall Street*.

She graduated from New York University with a bachelor's degree in journalism and a minor in economics.

### A VISIONARY'S VIEW

Thursday, November 3, 8:00 a.m.  
Morning General Session



### Charles R. Schwab

Chairman of the Board, The Charles Schwab Corporation

As a leader of the discount brokerage business, Charles R. Schwab has spent 40 years at the helm of the corporation that now bears his name. He serves as chairman of the board of The Charles Schwab Corporation and Charles Schwab Bank®. Mr. Schwab is also a trustee of The Charles Schwab Family of Funds, Schwab Investments, Schwab Capital Trust and Schwab Annuity Portfolios. Previously, he served as chief executive officer and co-chief executive officer of the corporation. In 1975 Schwab began offering lower negotiated commission fees, a strategic move that enabled the firm to become the nation's largest discount brokerage.

Since 2008 Mr. Schwab has served as chairman of the President's Advisory Council on Financial Literacy. He has authored several books on financial investing, is co-founder and chairman of the Charles and Helen Schwab Foundation and serves as chairman of the San Francisco Museum of Modern Art.

He holds a bachelor's degree in economics and a master of business administration degree from Stanford University.



## INSIDE CHINA

Thursday, November 3, 4:15 p.m.  
Afternoon General Session



**Joshua Cooper Ramo**  
Managing Director, Kissinger Associates

Joshua Cooper Ramo is the youngest managing director in the history of Kissinger Associates, a strategic advisory firm founded by former Secretary of State Henry Kissinger. He has written numerous papers on China's development that have been distributed worldwide and is the author of the bestseller *The Age of the Unthinkable*, which offers a new model for thriving in an era of high unpredictability.

Prior to Kissinger Associates, Mr. Ramo was a journalist for *TIME*, where he served as senior editor and foreign editor. He wrote several stories on U.S.–China relations, covered now-former Intel Chief Executive Andy Grove as the *TIME* Man of the Year and profiled Kofi Annan, who later won the Nobel Peace Prize. He also served as an analyst for NBC during the 2008 Summer Olympic Games in Beijing.

Mr. Ramo is trained as an economist and holds degrees from the University of Chicago and New York University. He is a member of several organizations, including the Henry Crown Fellowship Program at the Aspen Institute, the Council on Foreign Relations and the World Economic Forum.

## REIGNITING AMERICA'S SPIRIT

Friday, November 4, 10:15 a.m.  
Closing General Session



**Captain Mark Kelly**  
Astronaut and U.S. Navy Captain

An American hero and icon, Captain Mark Kelly was an astronaut on four space shuttle missions between 2001 and 2011, including one as the leader of *Discovery* and another as the commander of the final flight aboard *Endeavour* in May of this year. During that historic mission, he successfully delivered a spectrometer to the International Space Station, where it will help researchers study the formation of the universe and search for evidence of dark matter and antimatter. He is one of only two people to have visited the International Space Station on four different occasions.

Captain Kelly is married to Congresswoman Gabrielle Giffords, who was the target of an assassination attempt in January 2011. They co-wrote a book about their inspiring story of hope and resilience that is due to be released in November.

He is also a U.S. Navy captain and, with 6,000 flight hours in more than 50 different aircraft, is one of America's most experienced pilots. Captain Kelly has flown a variety of missions, including many during Operation Desert Storm, and has won numerous awards, including the Defense Superior Service Medal and the Distinguished Flying Cross.

He has a bachelor's degree in marine engineering and nautical science from the United States Merchant Marine Academy and a master's degree in aeronautical engineering from the United States Naval Postgraduate School.



The mobile app puts the conference literally at your fingertips. Customize your conference experience using your smartphone or other web-enabled mobile devices to get instant access to all conference-related information, including your reserved education sessions.

Special features allow you to adjust your session schedule and provide feedback to Schwab.

## Get Started with the IMPACT® 2011 Mobile App

### HOW TO ACCESS

If you have an Android, a BlackBerry or an iPhone smartphone, you may download a native app. For iPads and other devices, attendees will be redirected to a mobile-optimized, web-based version of the app.

There are two options for accessing the app:

- 1) Point your mobile browser to <http://impact.schwab.com/mobile> (easiest and fastest). Doing so sends you to a web page that provides links to the Apple, Android and BlackBerry app stores and to the web-based version of the app.
- 2) Or if your smartphone has a QR reader app, scan the mobile app QR code located throughout this guide and on the back cover. This sends you to a web page that provides links to the app stores and to the web-based version of the app.

If you do not have a QR reader: Please search your app store or conduct a general online search using the terms “QR reader” or “QR scanner” and the name of your mobile device.



### LOGGING IN

Logging in to the mobile app provides additional features.

To log in, use the same username and password that you use to access My IMPACT and Schedule Builder.



## Key Features

### LOGIN REQUIRED



**My Schedule:** Check your schedule and add or subtract sessions.

**What's On Now:** See what's next on your personal schedule at the top of your mobile device screen.



**Surveys:** Provide feedback on education sessions to help us improve. Surveys will be accessible once a session has been completed. Click on the Surveys button to retrieve a list of available education session surveys. If you scan an education survey QR code, you will be directed to a web-based version of the app and will be required to log in with your credentials.

### LOGIN NOT REQUIRED



**Agenda:** View the overall IMPACT® conference agenda for listings and descriptions of events.



**Advantage™ Agenda:** View the Advantage agenda for listings and descriptions of specific Advantage sessions.



**Exhibitors & Sponsors:** Find company-related information and booth numbers.



**Expo & Venue Maps:** Find the locations of all IMPACT-related events and exhibitors.



**Session Catalog:** Browse sessions by day, type or track, and view description and speaker details.



**Speakers:** Learn more about session and keynote speakers.



**Twitter:** View conference-related tweets.



### WIFI ACCESS

To access the mobile app via your mobile device inside The Moscone Center, you may use either the free IMPACT 2011 wireless network or a non-3G network. For assistance please visit the Social Media and Mobile Lounge located in The Expo.

### NEED MORE HELP?

Visit us in the Social Media and Mobile Lounge on The Expo floor, email us at [impactmobilesupport@schwab.com](mailto:impactmobilesupport@schwab.com) or ask one of our IMPACT Ambassadors roaming the floor. You may also select the Settings and Support button on the app for more information.

