

LAKEFRONT DATA CONFERENCE:

## The New Age of Data Management

**Friday, April 4th, 2008** – Yale Club of NYC - 50 Vanderbilt Avenue  
(between 44th and 45th - across from Grand Central Station)

<p><b>7:15 – 8:30am</b></p>	<p><b>Continental Breakfast</b></p> <p><b>Welcome &amp; Opening Remarks</b> Dale Richards, CEO &amp; Managing Partner, LakeFront Data Ventures</p>
<p><b>8:30 – 9:00am</b></p>	<p><b>Keynote Presentation:</b> <a href="#">A View to the Future of Data in Competitive Financial Markets</a> Steve Silberstein, Managing Partner, Coastal Partners, LLC</p>
<p><b>9:00 – 9:30am</b></p>	<p><b>The New Case for Data Management</b> – Measurable Incremental Benefits, Competitive Transformation, Cost &amp; Quality Management, Service Architecture &amp; Data Management Models Ed Ventura &amp; Marc Odho, LakeFront Data Ventures</p>
<p><b>9:30 – 10:15am</b></p>	<p><b>Industry Case Studies</b> – Implementing Successful Holistic EDM program:</p> <p>a) <b>Canada Pension Plan Investment Board</b> Get it Right the First Time: Firm-wide Data Strategy, Technology, Business &amp; Organizational Models Jennifer Thompson, Vice-President &amp; Head of Information Services, CPPIB</p> <p>b) <b>Fitch Ratings</b> Measure Twice, Cut Once: A Model for Research, Risk and Analytics: Rapid Implementation &amp; Agility using Services Architecture for a Federated Organizational Model Tony Maceroli, Managing Director, IT, Fitch Ratings</p>
<p><b>10:15 – 10:30am</b></p>	<p><b>Coffee Break</b></p>
<p><b>10:30 – 11:30am</b></p>	<p><b>Panel Discussion</b> Now that you Have the Data - How do you Enrich, Transform, and Control it and Deliver it in the Way it's Needed? Moderator: Mike Atkin, Managing Director, EDM Council</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• David Hirschfeld, MD &amp; COO, Modelware, Morgan Stanley</li> <li>• Jacob Abraham, Global Head of Product Pricing Data, Merrill Lynch</li> <li>• Predrag Disdarevic, Independent Consultant</li> <li>• Garry Wright, Partner, ReferenceDataFactory LLC</li> </ul>
<p><b>11:30 – 12:00pm</b></p>	<p><b>SOA in Enterprise Data Management: Trends and Industry Perspectives</b> James Hartley, Vice-President, Research, A-Team Group</p> <p><b>Closing Comments</b> – Dale Richards</p>
<p><b>12:15 – 1:30pm</b></p>	<p><b>Networking and Buffet Lunch</b></p>