

FINANCIAL IMPACT OF EXTRA FINANCIAL INFORMATION

Deutsche Bank, 47th Floor, 60 Wall Street, NYC
Dec 14 2007

- 08:00-08:45 Sign in and Continental Breakfast
- 08:45-09:00 Welcome—*Nir Kossovsky, Executive Secretary, Intangible Asset Finance Society*
- 09:00-09:30 Meeting Goals — *Marc Lucier, Director, Deutsche Bank and Chair, IA Markets Committee, Intangible Asset Finance Society*
- 09:30-10:15 Ethics, Integrity and Intangible Asset Value.
Robert Rittereiser, Former CFO Merrill Lynch, CEO EF Hutton
- 10:15-10:30 Coffee Break
- 10:30-12:15 Panel Session I: Creating a Favorable Financial Impact with Extra Financial Information – Asset Value Management, Communication
Andy Gibbs, Chief Executive, Patent Café
Nancy Lintner, Chief Marketing Officer, United Technologies
Matt Preschem, Vice President SMB & EcoSystem Communications S&D, IBM
Thomas Kuh, PhD, Managing Director, KLD Indexes
Roland J. Burgman, President, AssetEconomics
- Lunch** 12:15-13:30
- 13:30-15:00 Panel Session II: Mitigating an Adverse Financial Impact with Extra Financial Information – Asset Value Risk, Risk Engineering, Risk Mitigation, Risk Transfer
Jay Eisbruck, Former Team Managing Director, Moody's Investor Services
Charles Hulten, PhD, Professor of Economics, University of Maryland
Pamela Newman, Executive Vice President, Aon Risk Services
Jon Low, Partner, Predictiv/Communications Consulting Worldwide
Robert Liscouski, President, Advisory, Steel City Re
- Keynote Address**
- 15h00-15h45 Divining Rod: Making Intangibles Tangible
The Honorable Cynthia Glassman, Under Secretary of Commerce for Economic Affairs and former SEC Commissioner
- 15h45 -16h45 Lightning Round – Panelists Closing Comments and Responses to Dr. Glassman
- 16h45-17h00 Recap and Summary – *Kenan Jarboe, President, Athena Alliance*
- 17h00 Adjourn - *Nir Kossovsky, Executive Secretary, Intangible Asset Finance Society*

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