elevate 2024

Wealth Management Education Conference

HilltopSecurities

On behalf of everyone at HilltopSecurities, welcome to the 2024 Elevate Education Conference! The name of this conference, Elevate, is meaningful and purposeful. We have worked hard to continue to make this a valuable part of your practice. We are grateful that you have chosen to join us for what we are sure will be an informative and beneficial event. We have sessions to help you prioritize and maximize your time, improve your processes and give you insight into new or expanded products..

Our industry and economy are constantly changing. So too is this conference. We have made several changes to the conference such as the venue, the agenda and removing our correspondent firms so we can focus specifically on you, our wealth management associates. If we are going to help our customers maximize their success and reach their goals, we must anticipate coming trends and opportunities. That's our mission at HilltopSecurities. Through events like this, we can all work together to learn and share ideas for advancing our industry as partners.

We want to thank each of you for being here. The investment of your time and energy is appreciated. We, like you, are investing in our processes, people, and products to provide you with an industry leading Wealth Management suite of solutions to better serve you and your clients. We are proud to help you meet the needs of your clients and look forward to visiting with you in person in the days ahead. We also want to thank our sponsors who help make this conference possible. Their services and support are key to helping Elevate you above the competition. In the meantime, if there is anything you need while here, please do not hesitate to reach out to our events team listed in the back of this brochure.

Sincerely,

John Muschalek
Head of Wealth Management
HilltopSecurities

Agenda

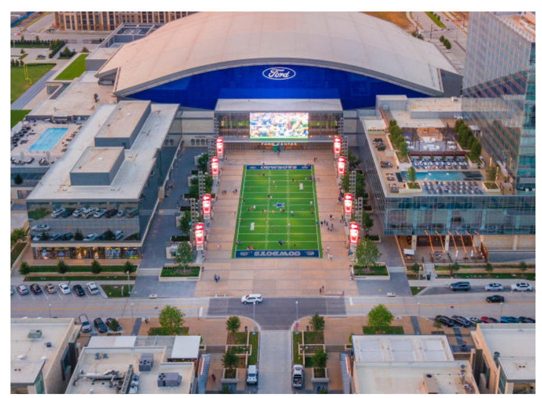
Sunday, August 18, 2024		**Location**
1:00 p.m. – 4:00 p.m.	Preconference Workshops	Wynee Ballroom A
12:00 p.m. – 6:00 p.m.	Registration	2nd Floor Foyer
6:00 p.m. – 6:15 p.m.	Opening Remarks - *John Muschalek*	Star Ballroom A&B
6:15 p.m. – 7:15 p.m.	Keynote Speaker Leadership: Taking Command *Admiral William H. McRaven*	Star Ballroom A&B
7:15 p.m. – 10:00 p.m.	Dinner & Cocktails	Cowboys Training Table

Monday, August 19, 2024		**Location**
7:00 a.m. – 8:30 a.m.	Registration	2nd Floor Foyer
7:00 a.m. – 8:00 a.m.	Market Hall Breakfast	Star Ballroom C&D
8:00 a.m. – 8:30 a.m.	HilltopSecurities Business Update *Brad Winges & John Muschalek*	Star Ballroom A&B
8:30 a.m. – 9:30 a.m.	The Washington Update - *Jeff Bush*	Star Ballroom A&B
9:30 a.m. – 10:00 a.m.	Product & Service Overview *Robert Morales*	Star Ballroom A&B
10:00 a.m. – 11:00 a.m.	The Productivity Paradox: Rethinking Human Performance in the Digital Age - *Patrick McAndrew*	Star Ballroom A&B
11:15 a.m. – 12:00 p.m.	Breakout Session 1	Various Rooms
11:15 a.m. – 12:00 p.m.	Fireside Chats	Ring of Honor, Alabaster, Cobalt
12:00 p.m. – 1:00 p.m.	Market Hall Lunch	Star Ballroom C&D
1:10 p.m. – 2:00 p.m.	Breakout Session 2	Various Rooms
1:10 p.m. – 2:00 p.m.	Fireside Chats	Ring of Honor, Alabaster, Cobalt
2:10 p.m. – 3:00 p.m.	Breakout Session 3	Various Rooms
2:10 p.m. – 3:00 p.m.	Fireside Chats	Ring of Honor, Alabaster, Cobalt
3:10 p.m. – 4:00 p.m.	Advisor Playbook - *Chris Jeppeson*	Star Ballroom A&B
4:00 p.m. – 4:30 p.m.	A Brand New You - *Scott McCaffrey*	Star Ballroom A&B
5:00 p.m. – 6:30 p.m.	MIN Social	Ring of Honor
6:30 p.m. – 8:30 p.m.	Market Hall Cocktails & Dinner	Star Ballroom C&D
8:30 p.m. – 11:00 p.m.	Monte Carlo Night	Star Ballroom A&B

Tuesday, August 20, 2024		Location
7:00 a.m. – 8:30 a.m.	Market Hall Breakfast	Star Ballroom C&D
8:30 a.m. – 9:30 a.m.	Use Delivery Advice in Challenging Markets - Market Update *Dana D' Auria*	Star Ballroom A&B
9:45 a.m. – 10:30 a.m.	Breakout Session 4	Various Rooms
9:45 a.m. – 10:30 a.m.	Fireside Chats	Ring of Honor, Alabaster, Cobalt
10:45 a.m. – 11:30 a.m.	Breakout Session 5	Various Rooms
10:45 a.m. – 11:30 a.m.	Fireside Chats	Ring of Honor, Alabaster, Cobalt
11:45 a.m. – 12:30 p.m.	Breakout Session 6	Various Rooms
11:45 a.m. – 12:30 p.m.	Fireside Chats	Ring of Honor, Alabaster, Cobalt
12:30 p.m. – 1:15 p.m.	Market Hall Lunch	Star Ballroom C&D
1:15 p.m. – 2:00 p.m.	Jeff Planning Fireside Chat	Star Ballroom A&B
2:00 p.m. – 3:00 p.m.	Compliance/Legal Hour	Star Ballroom A&B
3:00 p.m. – 3:15 p.m.	Closing Remarks *John Muschalek*	Star Ballroom A&B

Dallas Cowboys Training Table

There is no better way to experience a day in the life of a Dallas Cowboys player than to visit the The Training Table. The Training Table, a space filled with historic Cowboys memorabilia, is where the players, coaches, staff, and even Jerry Jones himself enjoy top quality cuisine for breakfast and lunch every day The venue is located just west of the Omni connected to the Cowboys Fit Club. Please follow the directional signage across the field just outside of the Omni.



Headshot Opportunity

Partners Interested in having a headshot taken should stop by Silver, located near the breakout rooms at the times listed below:

Monday Aug 19
12:00 - 1:00 p.m.
4:30 - 5:15 p.m.

Tuesday August 20
12:30-1:15 p.m.

Keynote Speaker

Admiral William H. McRaven

Retired U.S. Navy Four-Star Admiral and
the former Chancellor of the University of Texas System

Commander of U.S. Special Operations Command (2011-2014); Commander of U.S. Joint Special Operations Command (2008-2011); Commander of U.S. Special Operations Command Europe and Director of NATO Special Operations Forces Coordination Centre (2006-2008)

Admiral William H. McRaven is a retired U.S. Navy Four-Star admiral and the former Chancellor of the University of Texas System. During his time in the military, he commanded special operations forces at every level, eventually taking charge of the U.S. Special Operations Command. His career included combat during Desert Storm and both the Iraq and Afghanistan wars. He commanded the troops that captured Saddam Hussein and rescued Captain Phillips. McRaven is also credited with developing the plan and leading the Osama bin Laden mission in 2011.

As the Chancellor of the UT System, he led one of the nation's largest and most respected systems of higher education. As the chief executive officer of the UT System, McRaven oversaw 14 institutions that educated 220,000 students, and employed 20,000 faculty and more than 80,000 health care professionals, researchers, and staff.

McRaven is a recognized national authority on U.S. foreign policy and has advised Presidents George W. Bush, Barack Obama, and other U.S. leaders on defense issues. He currently serves on the Council on Foreign Relations (CFR), the National Football Foundation, and the Board of Directors of CoconoPhilips.

McRaven has been recognized for his leadership numerous times. In 2011, he was the first runner-up for TIME magazine's "Person of the Year." In 2012, Foreign Policy magazine named McRaven one of the nation's "Top 10 Foreign Policy Experts." In 2014, Politico magazine named McRaven one of the "Politico 50," citing his leadership as instrumental in cutting though Washington bureaucracy. In 2015, he received the Intrepid Freedom Award for his distinguished service in defending the values of democracy. In 2016, McRaven was named the recipient of the Ambassador Richard M. Helms Award by the CIA Officers' Memorial Foundation and in 2018, he received the Judge William H. Webster Distinguished Service Award for a lifetime of service to the nation.

McRaven graduated from The University of Texas at Austin in 1977 with a degree in Journalism, and received his master's degree from the Naval Postgraduate School in Monterey in 1991. He is the author of four books. He met his wife, Georgeann, while they were students at UT Austin, and they have three grown children. McRaven is now a leadership consultant and stays active with his writing, speaking, and board commitments.

Speaker Highlights

Jeff Bush

The Washington Update
Principal

In his Washington Update, Jeff Bush delivers a nonpartisan, comprehensive review of Washington DC legislation and regulation affecting investors, financial advisors, and business leaders built on his 30+ years of experience in the financial services and political analysis industries.

Early in 2024, Congress continues its struggle to pass a budget bill. To get this done, elements of funding for Israel, Ukraine, and Taiwan will have to pair with significant border security compromises by the White House. Jeff expects to see some narrow bi-partisan bills pass in 2024. Jeff predicts continued market volatility as Congress struggles with its basic budgeting function. There will be a more intentional focus on fiscal policy ahead of the 2024 election. This attuned focus will shade any legislative negotiations as our current fiscal situation is untenable. His presentation gives audiences a fuller understanding of this complex issue, including prospects for Social Security reform.

Patrick McAndrew

HARA
Founder & CEO

Patrick McAndrew, a global thought leader on productivity and performance, helps organizations break free from the “Productivity Paradox,” where busyness equates to progress. Through his work with leading organizations, Patrick teaches professionals how to reclaim their focus, skyrocket their productivity, and achieve extraordinary results. His organization, HARA, arms teams with practical tools to tame distractions, prioritize what matters most, and develop unshakable resilience. With a deep understanding of modern challenges, Patrick guides people to harness the power of focused attention for transformative growth and enduring success.

Chris Jeppesen

Senior Vice President
Chief of Advisor Consulting
First Trust

Chris is a Senior Vice President and Chief of Advisor Consulting. For more than 20 years, Chris has been giving financial professionals the tools to develop an efficient business model focused on building long-term client trust and loyalty. He is dedicated to finding and investing his efforts in creative ways to help financial professionals grow their practices. Chris has coached a select group of financial professionals and collaborates with business development areas of firms with long-standing relationships with First Trust.

Chris is also an industry author and has co-authored two books: The Advisor Playbook, and the recently released The Blue Square Method. These works are a culmination of his years of practice management in assisting financial professionals to achieve success through these proven methods and strategies.

Dana D’Auria, CFA

Co-Chief Investment Officer and Group President
Envestnet Solutions

As Group President, Envestnet Solutions and Co-Chief Investment Officer at Envestnet, Inc. (NYSE: ENV), Dana is responsible for wealth and asset management solutions across Envestnet’s ecosystem, including its research, overlay, portfolio management, direct indexing, sustainable investing and retirement services as well as partnerships with exchanges and other wealth solutions providers. Dana is also a chair of Envestnet | PMC’s Investment Committee.

Prior to joining Envestnet, Dana was most recently a Managing Director at Symmetry Partners, where she also served as President and a Portfolio Manager of Symmetry Panoramic Mutual Funds, the firm’s multi-factor family of funds.

Dana is a frequent contributor on CNBC Squawk Box, Bloomberg TV and Radio, Fox Business News, Yahoo! Finance and Nasdaq TradeTalks.

Breakout Session Overview

Monday, August 19

11:15 AM Breakout Session 1 Options

Breakout Session 1A

Succession Planning Roundtable

Presented by: Jeff Stewart, Head of Business Development & Scott Wilson, Business Development Associate, HilltopSecurities

Jeff Stewart and Scott Wilson lead a roundtable discussion on trends and updates that we see with succession planning in financial services practices. Learn strategies and techniques to transition your practice, select a successor and improve the value of your practice.

Location: Wynee Ballroom A

Breakout Session 1B

Mastering Balance in a World of Uncertainty: Practical Tools for Staying Grounded

Presented by: Patrick McAndrew

Description: Learn how to maintain your equilibrium and resilience, even in the face of constant change and unexpected challenges.

In a world of constant change, staying balanced can be challenging. This workshop offers practical tools to help you regain your center when faced with unexpected disruptions. Through mindfulness and light physical exercises, you'll learn how to stay grounded in any situation—whether in a tense meeting, a difficult conversation, or during personal stress.

Location: Wynee Ballroom B

Breakout Session 1C

Affluent and Wealthy Client Expectations – How Elite Advisors Rarely Disappoint

Presented by: Phil Buchannon, Executive Chairman of the Board, Cannon Financial Institute

Drawing on decades of industry experience and current market research, Phil Buchanan of Cannon Financial will lead advisors through two interconnected sessions designed to boost productivity and enhance their practice. Session one Agenda:

- Quick look at the current challenges of the financial services industry and market trends
- The importance of a solid business plan and marketing plan
- The Six P's Essential to Your Investment Story
    - Profile
    - People
    - Philosophy
    - Process
    - Performance
    - Price

Location: Wynee Ballroom C

Breakout Session 1D

Merging Clients and Creating Reports

Presented by: Advisory Services Group Team, HilltopSecurities

Upgrade your Envestnet knowledge! This series will provide advisors with the best practices to efficiently use the Envestnet Tools.

Location: Five Points

Breakout Session 1E

First Trust Advisory Models - Invest with the Expertise

Presented by: Tyler Cockle, VP, Client Portfolio Manager, First Trust

First Trust's ETF Model Portfolios are designed to provide financial professionals with a foundation to build scalable asset allocation solutions for their clients. The models are the best way to access the investment views of First Trust, including Brian Wesbury, Chief Economist, Dave McGarel, Chief Investment Officer, and Bill Housey, Managing Director of Fixed Income. This presentation will provide an overview of First Trust's ETF models as well as commentary on current market views and model positioning.

Location: Jerral Board Room

1:10 PM Breakout Session 2 Options

Breakout Session 2A

The Wealth and Retirement Plan Convergence: Easily Offer Employer Plans to Grow Your Wealth Management Business

Presented by: Sean Powers, Envestnet Retirement Solutions

The Convergence of Wealth Advisors and Retirement Plan Advisors has continued at a strong clip this year, driven by new laws that help retirement savers and interest from clients. Bridging this gap presents an enormous opportunity for growth and new business for our industry. Join Envestnet Retirements to learn about this market trend, how to use it to grow, and the support available for advisors.

Location: Wynee Ballroom A

Breakout Session 2B

Affluent and Wealthy Client Expectations – How Elite Advisors Rarely Disappoint

Presented by: Phil Buchannon, Executive Chairman of the Board, Cannon Financial Institute

Drawing on decades of industry experience and current market research, Phil Buchanan of Cannon Financial will lead advisors through two interconnected sessions designed to boost productivity and enhance their practice.

Session 2 Agenda:

- Essential Client Connection Skills
- Communication
- Framing
- Bridging
- Languaging
- Conversational Questioning Skills
- Asking Deeper/Provoking Questions
- Fact/Consequence/Concern
- Reposition With Comprehensive Wealth Management
- Introducing the 13 Wealth Management Issues Document

Location: Wynee Ballroom B

Breakout Session 2C

Keep Organized with Workflows, Templates, and More!

Presented by: Tony Donato, Redtail, Account Executive

Learn how to organize your days with Redtail. Our Redtail trainer will show you the tricks and tools in Redtail tail that can get you started using the powerful Workflow and Template tools in Redtail and answer the questions that you have on this robust Contact Management System.

Location: Wynee Ballroom 5

Breakout Session 2D

Using Tasks/Trade Instructions and Service Requests

Presented by: Advisory Services Group Team, HilltopSecurities

Upgrade your Envestnet knowledge! This series will provide advisors with the best practices to efficiently use the Envestnet Tools.

Location: Five Points

Breakout Session 2E

Resilience Under Pressure (2024 Mid-Year Outlook)

Presented by: State Street

While investors were obsessing about the timing and number of Fed rate cuts this year, the economy surprised and stuck the long-anticipated soft landing. But with early gains likely in the rearview mirror, risks are now skewed to the downside. Join State Street Global Advisors as they explore strategies for the second half of 2024.

Location: Jerral Board Room

2:10 PM Breakout Session 3 Options

Breakout Session 3A

Fully Paid Lending

Presented By: Lana Calton, Head of Clearing Services and Stock Loan, HilltopSecurities

The HilltopSecurities Fully Paid Lending Program allows eligible clients the opportunity to earn additional income by lending securities they already own in their portfolios when there is demand for them in the securities lending market. Clients continue to maintain full ownership, can sell their loaned shares at any time, and there are no fees associated with the program.

Location: Wynee Ballroom A

Breakout Session 3B

The Value of an Advisor

Presented by: Michael Montemayor, Regional Director, Russell Investments

Join us at Elevate where we unveil the latest insights from Russell Investments' Value of an Advisor Study. In 2024, the data reveals that the value of an advisor in the U.S. stands at a significant 5.00%. This marks the 11th edition of our annual study, highlighting the increasing significance of financial advisors in today's landscape. During this breakout, our experts will delve into the multifaceted role of advisors and the tangible benefits they bring. Be among the first to gain access to:

- The full 2024 report
- A simple formula, derived from rigorous research and real-world practice, to showcase the comprehensive value of your services: A+B+C+T
- Client-ready resources to help you effectively communicate your value proposition to investors

Location: Wynee Ballroom B

Breakout Session 3C

What's the Plan?

Presented by: Scot Macfarland, Retirement Consulting and Advanced Planning Manager, HilltopSecurities - Sponsored by Inland

Hear from the Herd about how HilltopSecurities and Momentum Advisors use financial planning and MoneyGuide Pro to improve client outcomes, simplify the annual review process, and grow their practice.

Location: Wynee Ballroom C

Breakout Session 3D

Trading Co-Pilot

Presented by: Advisory Services Group Team, HilltopSecurities

Upgrade your Envestnet knowledge! This series will provide advisors with the best practices to efficiently use the Envestnet Tools. In this session, the ASG team will go through Co-Pilot Trading on Envestnet.

Location: Five Points

Breakout Session 3E

Leading Through Change: Guiding Investors Through the Election, Fed Policy, and the Yield Curve

Presented by: Jonathan Bernstein, Principal, Director of Sales and Marketing, Stringer Asset Management

Gary Stringer and Jonathan Bernstein will help equip Financial Advisors to guide their clients through the coming months of uncertainty and beyond. Successful Advisors need an enduring investment management process and an understanding of the economic and financial market impacts of the upcoming election, Federal Reserve policy shifts, and the eventual normalization of the yield curve. Most importantly, we will discuss the talking points that Advisors can use to help guide their clients through the uncertainties ahead and prepare them to thrive in the changing landscape.

Location: Jerral Board Room

Tuesday, August 20
9:45 AM Breakout Session 4 Options

Breakout Session 4A

Driving Growth with AdvisorStream Automated Marketing

Presented by: Tyson Johnston, Sr. Director, Investor Communications, Broadridge Advisor Stream

Join Broadridge for an informative session on how advisors can drive growth and client retention with AdvisorStream's investor-centric approach to digital marketing.

You will learn how AdvisorStream helps you:

- Stand out with timely client-focused communications (social, email, newsletters and more)
- Create curiosity with fresh content licensed from world-class publishers
- Attract leads with optimized landing pages designed to convert
- Save time with flexible automation you control
- Drive growth with AI-powered client insights and content recommendations

Location: Wynne Ballroom A

Breakout Session 4B

The Big Miss: Common Mistakes in Fixed Income Investing

Presented by: Chris Nicholl, Managing Director, Sr. Portfolio Manager, HilltopSecurities

Fixed income is generally the portion of an investor's portfolio where mitigating risk is of paramount importance. It's not intended to be the octane in an investor's portfolio. Rather, it's supposed to provide predictable income streams in exchange for lower volatility than other asset classes. But many investors, in search of squeezing out a bit of extra yield, take on additional risk in their fixed income portfolios – sometimes risk that they don't even recognize. This session will highlight some of the most common investment dilemmas and scenarios where sub-optimal decision-making can emerge, so that investors can recognize the risks and take additional time and consideration in their investment decisions.

Location: Wynee Ballroom B

Breakout Session 4C

Retirement Plan Roundtable

Presented by: Scot Macfarland, HilltopSecurities, Retirement Consulting and Advanced Planning Manager

Ever wondered about working with small business retirement plans? Hear from advisors that have found success working with small business owners and their retirement plans. In this setting we will have a few advisors discuss their experience and strategies for working in this fast-growing segment.

Location: Wynee Ballroom C

Breakout Session 4D

Creating Proposals and Goal Modifications

Presented by: Advisory Services Group Team, HilltopSecurities

Upgrade your Envestnet knowledge! This series will provide advisors with the best practices to efficiently use the Envestnet Tools. Join the ASG team to learn about Goal Modifications and Proposals. Find out how to create each report, when to use the right document with you client, and how to avoid common mistakes.

Location: Jerral Boardroom

Breakout Session 4E

Securities Based Lending and How it Increases The Value of Your Practice

Presented by: Rich Boyd, Sr Vice President and National Sales Manager, Broker/Dealer Sales, Tri State

This session will offer a comprehensive overview of how leveraging securities-based loans (SBLs) can enhance the value of advice and advisory practices. Rich will review the fundamentals of securities-based lending, which involves borrowing against a client's investment portfolio without needing to liquidate their assets. Attendees will learn how to identify suitable candidates for SBL, understand the mechanics of setting up these loans, and navigate the associated risks and regulatory considerations. By integrating securities-based lending into their service offerings, financial advisors can provide clients with flexible liquidity solutions for various needs, such as business investments, real estate purchases, or personal expenses, while maintaining their investment strategies. This session will demonstrate how these loans can lead to increased client satisfaction and retention, thereby enhancing the overall value and competitiveness of an advisory practice. Through case studies and expert insights, participants will gain practical knowledge on implementing SBL to drive growth and deliver more comprehensive financial solutions to their clients.

Location: Five Points

10:45 AM Breakout Session 5 Options

Breakout Session 5A

Back to the Future Part II

Presented by: Jerome Gaudry, Senior Managing Director, Head of Commodities Sales & Trading, HilltopSecurities

HilltopSecurities' commodities team wants to help you go deeper with your clients by providing tailored advice and access to the futures markets. Our team specializes in futures hedging and trading strategies for agriculture, metals, and energy, as well as interest rates and equity indices. With the full understanding that opening a futures and options account might not be suitable for every client, the team is launching a multi-manager fund that should be more accessible to your clients (designed for Accredited Investors with a minimum $50k investment). The fund, an ideal candidate for most clients' Alts investments portfolio sleeve, has an initial allocation to six Commodity Trading Advisors. It is designed to bring built-in diversification, a controlled risk profile, and low correlation to other asset classes.

Location: Wynne Ballroom A

Breakout Session 5B

Tax Planing and Beyond

Presented by: Hank Kulik, CFP®, Trust Investment Officer SEI

Taxes may be one of life's certainties, but a proactive approach that seeks to systematically mitigate tax consequences can make a difference in your portfolio's net (after-tax) returns over the long haul. Tax-smart solutions can be automated and implemented across your entire portfolio or targeted to specific areas. Join SEI for this breakout session to create opportunity through action and hear our 5 Top Ideas for Tax Planning. Offers 1 CE Credit

Location: Wynne Ballroom B

Breakout Session 5C
Managing Trust Assets
Presented by: Aaron Roby, Business Development Representative, Wealth Advisor Trust Company
In a roundtable session moderated by Aaron Roby from Wealth Advisor Trust, you will learn how advisors have used corporate trustees manage Accounts for high net worth and ultra-high net worth Relationships.
Location: Wynee Ballroom C

Breakout Session 5D
A "Portal" to Your Clients Finances
Presented by: Advisory Services Group Team, HilltopSecurities
Upgrade your Envestnet knowledge! This series will provide advisors with the best practices to efficiently use the Envestnet Tools. Join the ASG team to learn to use the Client Portal to engage your clients and become their "go-to" Financial Resource! Attendees will learn:

- How to sign up clients for the Client Portal
- How to integrate outside investments
- How to share MoneyGuide Pro plans

Location: Wynee Ballroom A

Breakout Session 5E
When Clients Want to Invest with Their Values – What You Need to Know!
Presented by: Tanvi Pradhan, Director, Global Product Solutions, BlackRock, Guillermo Cano, Executive Director, MSCI Research, Erik Preus, Group Head, Investment Solutions, Envestnet Tushar Yadava, Director, Multi-Asset Strategies and Solutions, BlackRock
The range of investment options for clients to invest in a way that aligns with their values has ballooned over the past decade, ranging from sustainable, to religious values, to social impact – clients have a multitude of choices available to them. As an advisor, clients turn to you to help them navigate these investments. Join MSCI, BlackRock, and Envestnet to learn about the range of options clients have, and the opportunities and risks that accompany them. We will simplify and de-mystify investment choices, explain how to navigate this space, and share some critical resources to help in your next client conversation.
Location: Five Points

11:45 AM Breakout Session 6 Options

Breakout Session 6A
Creative Insurance Solutions with Strong Marketplace Adoption
Presented by: Mark Woods, CFP®, CLU®, ChFC® & Sheldon Harden, HilltopSecurities
Today's clients have many competing financial needs, but managing financial risk remains a constant. Sheldon Harden and Mark Woods will share some of the more creative and compelling insurance solutions they have been involved in that can be effectively delivered for your clients.
Location: Wynne Ballroom A

Breakout Session 6B
Resilience Under Pressure (2024 Mid-Year Outlook)
Presented by: State Street
While investors were obsessing about the timing and number of Fed rate cuts this year, the economy surprised and stuck the long-anticipated soft landing. But with early gains likely in the rearview mirror, risks are now skewed to the downside. Join State Street Global Advisors as they explore strategies for the second half of 2024.
Location: Wynne Ballroom B

Breakout Session 6C
The Art of the One Meeting Close
Presented by: Cole Kelly, Internal Wealth Specialist, Capital Group
With greater insight and the right support and tools, prospecting for new retirement plan business need not be complicated or time-consuming. Many plan sponsors often are looking for two things above all else:

- A low-cost target date series with a history of superior investment results
- A low-cost, high-quality recordkeeping solution

Location: Wynne Ballroom C

Breakout Session 6D
Organizing Your Book with Envestnet Analytics
Presented by: Advisory Services Group Team, HilltopSecurities
Upgrade your Envestnet knowledge! This series will provide advisors with the best practices to efficiently use the Envestnet Tools. In this session, you will learn techniques that will transform the way you uncover growth opportunities with Envestnet Analytics. Bring your laptop, to work with our experts in real time.
Location: Five Points

Breakout Session 6E
Leading Through Change: Guiding Investors Through the Election, Fed Policy, and the Yield Curve
Presented by: Jonathan Bernstein, Principal, Director of Sales and Marketing, Stringer Asset Management
Gary Stringer and Jonathan Bernstein will help equip Financial Advisors to guide their clients through the coming months of uncertainty and beyond. Successful Advisors need an enduring investment management process and an understanding of the economic and financial market impacts of the upcoming election, Federal Reserve policy shifts, and the eventual normalization of the yield curve. Most importantly, we will discuss the talking points that Advisors can use to help guide their clients through the uncertainties ahead and prepare them to thrive in the changing landscape.
Location: Jerral Boardroom

THANK YOU TO OUR SPONSORS

Platinum Sponsors

ENVESTNET

First Trust

Gold Sponsors

Inland Securities Corporation

BlackRock

STRINGER ASSET MANAGEMENT

Silver Sponsors

A·A·M ADVISORS ASSET MANAGEMENT

Alley Company Separate Account Investment Management

Allianz

BLUEROC

CAPITAL GROUP | AMERICAN FUNDS

Delaware Life

EAGLELIFE INSURANCE COMPANY

iCapital

JACKSON

MORNINGSTAR

PCN Life just got Easier.

R&T DEPOSIT SOLUTIONS

Sammons FINANCIAL

Tradeweb direct

TRISTATE CAPITAL

Dreyfus

Event Map

Wealth Management Leadership Team

John Muschalek
Executive Managing Director
Head of Wealth Management
john.muschalek@hilltopsecurities.com

Robert Morales
Managing Director
Head of Advisory Services and Products
robert.morales@hilltopsecurities.com

Scott McCaffrey
Managing Director
Head of Momentum Independent Network
scott.mccaffrey@hilltopsecurities.com

Jeff Stewart
Managing Director
Head of Business Development
Wealth Management
jeff.stewart@hilltopsecurities.com

Peter Cappos
Senior Managing Director
Regional Head of Wealth Management
peter.cappos@hilltopsecurities.com

Steve Jones
Senior Managing Director
Regional Head of Wealth Management
steve.jones@hilltopsecurities.com

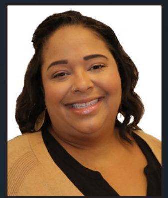
Todd Owen
Head of Advisor Transitions
Wealth Management
todd.owen@hilltopsecurities.com

Matt Rupert
Head of Supervision – Wealth Management
matt.rupert@hilltopsecurities.com

HilltopSecurities Business Development and Events Team

Briana Lemos
Assistant Vice President
Business Development and Events Manager

469.988.9661

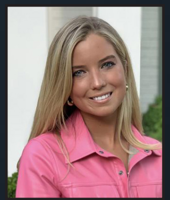


Mya Jones
Event Coordinator

972.366.0940

Kayley Lantrip
Business Development and Events Associate

469.677.8335



Betty Jane Thomas
Intern

214.831.7900

Hilltop Securities
Investment Banking Solutions