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## Thank You To Our Sponsors!



## Seminar Topic

Finding Alpha in a Low Growth Environment Using  
Nondirectional "Absolute" Return Strategies

**Friday, November 20, 2015**

8:30 am-12:00 pm

L.V. Eberhard Center GVSU

301 Fulton W, Grand Rapids, MI 49504

## Speakers



**Neal A. Graziano**-- Director of Investments,  
W.K. Kellogg Foundation

Neal A. Graziano is Director of Investments at the W.K. Kellogg Foundation in Battle Creek, Michigan. He is responsible for managing the investments of the foundation's savings and pension plans. His duties include researching investment opportunities, implementing and monitoring investment strategies and evaluating investment managers.



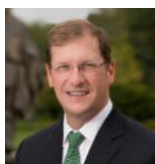
**Michael R. Haessler** -- Manager of Investments,  
University of Michigan

Michael Haessler is a Manager of Investments at the University of Michigan with responsibility for the public equity, absolute return and fixed income portfolios. He joined the investment office in 2001 as a Private Equity analyst. Mr. Haessler earned his BA in Economics and an MBA from the University of Michigan.



**Mary McLean**-- Chief Investment Officer,  
Ewing Marion Kauffman Foundation

Mary McLean is Chief Investment Officer for the Ewing Marion Kauffman Foundation. She leads the team that oversees the Kauffman Foundation's globally diversified \$1.8 billion portfolio. McLean's affiliation with the Kauffman Foundation dates back to 1996. Before being named CIO she served as Managing Director of Investments. She was introduced to endowment investing in the mid-1990s as a senior associate with the Yale University Investments Office. Earlier in her career, she spent several years at Morgan Stanley.



**Philip Zecher, Ph.D.** -- Senior Advisor to the President for  
Investments, Michigan State University

Philip Zecher is Senior Advisor to the President for Investments at Michigan State University and Executive in Residence and Professor of Finance in the Eli Broad College of Business. For the past five years Dr. Zecher has been on the Board of Directors of MSU Foundation and on the Investment Advisory Subcommittee of the Board of Trustees. He joined the university staff in January of 2015 to assist the president and trustees full time in developing an investment office to manage the university's \$2.4 billion endowment.

## Keynote



**Todd Buys**-- Managing Director-Private Client Practice,  
Cambridge Associates

Todd is a Managing Director and a member of the Private Client Practice at Cambridge Associates. Based out of the Boston office, He advises private and institutional investors on asset allocation strategy, tactical asset allocation, manager selection, and investment program evaluation. His clients' portfolios range in size from \$50 million to over \$2 billion.

## Moderator



**John Kerschen**-- Managing Director,  
Charter Capital Partners

John Kerschen has more than 25 years of financial experience in commercial banking, merger and acquisition advisory, and private capital investment. Since joining Charter in 1996, he has been responsible for more than 85 acquisition transactions with aggregate value of more than \$500 million. John's significant banking and financial background combined with his strong transaction management skills have been instrumental to Charter's success over the years.

## Schedule

8:30a-9:00a

### Breakfast and Registration

9:00a-9:15a

### Welcome & Introductions

Diana R. Lawson, Ph.D. -Dean of the Seidman College of Business  
John Kerschen-Managing Director at Charter Capital Partners  
Jim Brooks-Brooks Capital Management

9:15a-9:30a

### Topic overview

Todd Buys-Cambridge Associates

9:30a-10:45a

### Panel Discussion

Neal A. Graziano-W.K. Kellogg Foundation  
Michael R. Haessler-University of Michigan  
Mary McLean-Ewing Marion Kauffman Foundation  
Philip Zecher-Michigan State University

10:45a-11:15a

### Networking Break

11:15a-12:00p

### Panel Discussion with Q&A

12:00p

### Closing Remarks