



FOR IMMEDIATE RELEASE

Media Contact

Irene Savage
irene.savage@falkmarquesgroup.com
781-652-0900

**FALK MARQUES GROUP PARTNERS WITH FAMILY OFFICE REVIEW TO PRODUCE
INVITATION-ONLY WORKSHOP AT WOMEN'S ALTERNATIVE INVESTMENT SUMMIT**

*Senior-Level Women in Private Equity Provide Keen Insight into the Benefits
and Challenges of Family Direct Investing*

Lexington, Mass., October 15, 2013 -- The [Falk Marques Group](#), founder and producer of the [Women's Alternative Investment Summit](#) and [Women's Private Equity Summit](#), is excited to announce its partnership with [Family Office Review](#), the news and information leader for the high net worth/family office/wealth management sectors. The two organizations have teamed up to produce a by-invitation-only workshop for single family offices – The Family Office: Finding Success in Private Equity – as part of the 2013 Women's Alternative Investment Summit, November 7 and 8, The Pierre, New York City.

The workshop is scheduled for Thursday, November 7, from 2:30 – 5:00 p.m. It features a notable group of panelists, including: **Candice Beaumont**, Managing Director, **L Investments**; **Wendy Craft**, Executive Vice President, General Counsel, **Fulcrum Equities**; **Sarah Overbay**, Director of Principal Investments, **Marron Capital**; **Beth Rahn**, Senior Associate, **McNally Capital**; **Jennifer W. Steans**, President, **Financial Investments Corporation**; and **Diane Sterthous**, Portfolio Manager, Private Assets, **Glenmede**.

“We are very excited to be partnering with such a respected news and information leader for single family offices. A growing number of family offices are seeing private equity as an investment area worth pursuing and they are exploring investing directly in funds or even directly in deals,” said Beth Falk, president, Falk Marques Group; founder and managing director, Women's Alternative Investment and Women's Private Equity Summits. “With this in mind, we have developed a specialized workshop that will provide single family offices with a rare glimpse into the private equity playing field and the opportunity to discover how leading institutional investors and general partners are deploying capital.”

(more)

Falk Marques Group/Family Office Review/page 2 of 4

The content-rich workshop will provide single family office attendees with 3 key takeaways:

- Clarity into how other families are approaching private equity;
- Honest feedback from experienced investors on where they see direct investing opportunities and where they see challenges; and
- Candid insight on how our expert panelists approach risk and the steps they take before investing in funds or doing deals.

“The Falk Marques Group and the Women’s Alternative Investment Summit have an outstanding reputation for bringing together the most senior-level women in private equity and alternative investments in an atmosphere that fosters honest conversation, powerful networking and the opportunity to do deals. We felt the Summit was the perfect environment for our single family offices to grow their knowledge of private equity investing and hot investment sectors,” said Steffi Claiden, founder and CEO, Family Office Review/Family Office Capital Network.

Family office representatives are being offered the special rate of \$890 to attend both the workshop on Thursday, November 7, and the Summit on Friday, November 8. Attending the specialized workshop and the Summit will provide the single family offices representatives with the rare opportunity to network with and learn from senior-level women in private equity and alternative investments – LPs, GPs and industry advisors – as well as receive keen perspectives from leading fund managers on such investment sectors as energy, health care, infrastructure, real assets, housing, emerging markets and debt.

The Summit’s outstanding speaker lineup – more than 70 leaders in private equity and alternatives – includes:

- **Madelyn Antoncic, PhD**, Vice President and Treasurer, **World Bank**
- **Janet Cowell**, State Treasurer, **North Carolina**
- **Sonia Gardner**, President and Co-Founder, **Avenue Capital Group**
- **Ann Huntress Lamont**, Managing Partner, **Oak Investment Partners**
- **Raquel Palmer**, Partner, **KPS Capital Partners**

Falk Marques Group/Family Office Review/page 3 of 4

For more information on the by-invitation-only workshop and the Women's Alternative Investment Summit, visit www.womensalternativeinvestmentsummit.com. To apply to attend, contact Lorelle Yee at lorelle.yee@falkmarquesgroup.com or 781-652-0900.

About the Women's Alternative Investment Summit

The 5th annual [Women's Alternative Investment Summit](http://www.womensalternativeinvestmentsummit.com) will be held November 7 and 8, 2013 at The Pierre, New York City. The Summit brings together an influential group of senior-level women involved in the private equity and alternative investment industry and enables them to build trusted networks and engage in candid discussions. This groundbreaking conference features pre-conference workshops, moderated panel discussions, facilitated roundtable conversations and keynote dialogues. Multi-session tracks address the many asset classes, including private equity, venture capital, hedge funds, real estate, real assets and infrastructure. The event also will feature insights on some of the key investment sectors, including energy, health care, emerging markets, the consumer, housing and water.

About Family Office Review

Family Office Review is a news and information source that serves the high net worth/family office/wealth management sectors, providing relevant, organized information on both financial and lifestyle issues. Through its Annual FOR Awards, it has created a major unifying point for the celebration of success in the North American family office community.

Family Office Review provides global coverage of the issues that concern families, wealth advisors and service providers. Its readers include family members, high net worth individuals, family office executives and owners, family business owners and executives, private bankers, lawyers, accountants, technologists, psychologists and other specialist advisors dedicated to working in this sector. It publishes a PDF magazine every other Thursday and updates its website twice weekly.

Its mission is to be the keeper of the intellectual and social capital for this global community, and serve as a "superconnector" to help families, family offices, wealth advisors and service providers create meaningful dialogue amongst themselves. Visit www.familyofficereview.com.



Falk Marques Group/Family Office Review/page 4 of 4

About the Falk Marques Group LLC

[Falk Marques Group](#) develops and produces professional conferences, insightful industry news and event content and unmatched networking opportunities for an international audience of senior-level decision makers in private equity and alternative investments. Its highly acclaimed Women's Private Equity Summit and Women's Alternative Investment Summit are the cornerstones of its success. These major industry events bring together institutional investors, fund managers and advisors to the industry for an honest exchange of business ideas and information, invaluable networking and unrivaled deal-making.

Led by a team of respected conference, event, editorial and communications professionals, Falk Marques Group prides itself on being an unbiased source of information and networking – identifying market needs and generating concepts and content focused solely on fulfilling the needs of its select target audiences.

#