

# Raising Capital through Marketing and Brand Awareness

## *Using Compliance as an Offensive Weapon*

The hedge fund environment is changing rapidly. Join us for an educational forum on the latest trends impacting our industry.

Tuesday, May 19th, 2015 | 5:30 - 7:30pm  
L'Escale Restaurant | 500 Steamboat Rd., Greenwich, CT  
(203) 661-4600  
Drinks and Networking

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### **Market Your Fund with the Media Raising Capital with Investors**

Speaker: Mark Macias

**Mark Macias**, has worked inside the newsrooms of NBC, CBS and American Journal. He has experience getting portfolio managers in front of the most influential news organizations in the world, including Bloomberg, CNBC, WSJ, Institutional Investor Magazine. As former Executive Producer in New York, Macias understands how the media works from the inside.

*[mark@maciaspr.com](mailto:mark@maciaspr.com)*



### **Moderator**

Speaker: Paul Marino, Marino Partners LLP

**Paul J. Marino** concentrates his practice on fund formation, structuring of pooled investments and assisting in regulatory and compliance matters for investment managers. In addition, his focus is on the transactional and corporate areas of law, including negotiating and drafting commercial and private lending arrangements and creating structured finance products.

*[pmarino@marinollp.com](mailto:pmarino@marinollp.com)*



### **Value of an Audit The Importance of a Track Record**

Speaker: Jeffrey Parker

**Jeffrey Parker** is a Tax Partner with more than 20 years of experience. He provides guidance on complex tax questions for clients in the financial services industry. He specializes in tax services for investment partnerships, funds of funds, and MLP Funds, including structuring and compliance.

*[jeffrey.parker@eisneramper.com](mailto:jeffrey.parker@eisneramper.com)*



### **Compliance as an Offensive Weapon**

Speaker: Greg Farrington

**Greg Farrington** has focused his efforts directing teams on buy side due diligence, regulatory and compliance requirements, operational assessments, internal controls, and working with traditional and alternative investment management clients and their institutional allocators.

*[gfarrington@constellationinvest.com](mailto:gfarrington@constellationinvest.com)*

**Please RSVP at [fbruno@marinollp.com](mailto:fbruno@marinollp.com) by May 15th**