We Place Education First℠

For Immediate Release

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Alliance U Announces Fall Line-Up
Applications Now Being Accepted

Wheaton, Ill., August 18--Alliance University today announced its Fall Session line-up, including the application process, initial curriculum, faculty, facilities, and tuition. Alliance U is a new education organization recently launched by The Family Wealth Alliance to address professional training needs in the family office industry. All details and more can be found on its website: www.TheAllianceU.com.

Students will have a choice of four identical opening sessions. The first two are being held at the University of Chicago's Gleacher Center, an impressive education facility located in the heart of Chicago's downtown and home to the Booth School of Business. Students must first apply and a limited number will be accepted for the three-day residency programs October 26-28 and November 10-12. The final two sessions will be repeated in the First Quarter 2010.

"We decided to put together a high-quality educational experience by limiting the class size to 24 per session," said Charles Meek, project manager at Alliance U and Senior Managing Director of The Family Wealth Alliance. "This not only allows us to be selective, it also enhances the interaction, intimacy, and networking among the students and faculty.

One of the faculty members is attorney Thomas J. Handler, Chairman of Handler Thayer, LLP in Chicago. "Alliance University represents a significant and vital service which will ultimately help family offices deliver greater value to the families they serve," he said. "It will be a pleasure to give back to an industry in which we have all benefited."

Based upon its own research as well as its constituents asking for this type of program, Alliance U is confident the demand is there. "Finding experienced relationship managers is a challenge for us," said Marianne Wilder Young, President of Market Street Trust Company in Corning, New York. "Because family offices uniquely serve their client families by providing integrated financial services in a high-touch manner, many offices end up hiring raw talent and training these individuals internally." A formal training program could greatly facilitate this process and provide an excellent opportunity for these individuals."

Students finishing one of the four opening sessions will be awarded a certificate of completion and be included in subsequent press releases. They will also be eligible to apply for the in-depth, multi-disciplinary program lasting approximately two years. This in-depth program is expected to commence in 2010 and would conclude with the granting of a professional designation in family office relationship management to successful graduates.

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About The Family Wealth Alliance

The Alliance is known for innovation and adherence to its core value, "We Place Families First." An independent advocate and objective resource for private families and the firms that serve them, the firm helps private families find best-in-class multifamily offices throughout North America, as well as consults with single-family office firms on their strategic alternatives. The Alliance also formulates standards, conducts, publishes and distributes its research, and serves as an advocate to further the body of knowledge in this nascent field.

In addition to launching Alliance University in 2009, the firm also hosted the first-ever 40minus Leadership Summit, which recognized rising stars under the age of 40, and is kicking-off its inaugural Private Client Study, which is another industry-first endeavor. This year also marks the release of its 6th Annual Multifamily Office Study and its 2nd Annual Single-Family Office Study.

In 2005 the firm released the first-ever published Multifamily Office Standards, in 2004 it published the first listing of MFOs in conjunction with Bloomberg Wealth Manager, and in 2003 it hosted the first-ever conference dedicated to Strategic Outsourcing.

The Family Wealth Alliance is based in Wheaton, Illinois, USA. To learn more about its continued innovation in research and consulting, Calendar of Events, Involvement Offering and other information, go to the firm's websites: www.FWAlliance.com and www.TheAllianceU.com.

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