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# Top Advisers 2008

*Gala Dinner*

## Guest Speaker

**John Zogby**, President of Zogby International in New York, NY



John Zogby, President and CEO of Zogby International, remains by all accounts the hottest pollster in the United States today.

"All hail Zogby, the maverick predictor who beat us all," proclaimed the Washington Post in November 1996 after Zogby alone called that presidential election with pinpoint accuracy. In the recent razor-thin 2000 elections, daily national tracking polls conducted by Zogby International in the last few weeks foretold a tightening of the race for president while nearly all other polling

firms projected an easy victory for Gov. George W. Bush.

Since 1996, Zogby has polled for Reuters News Agency, the largest news agency in the world, and in 2000 to 2004, polled for NBC News, the network news watched by most Americans. His many clients include MSNBC, CNBC, the New York Post, Fox News, Knight-Ridder Newspapers and Gannett News Service, as well as television stations throughout the U.S.

Zogby regularly appears on all three nightly network news programs plus NBC's "Today Show," ABC's "Good Morning America" and is a frequent guest for Fox News and MSNBC special programs, along with CNBC's "Hardball with Chris Matthews. He is the author of a forthcoming portrait of the new American consumer, which will be published by Random House in 2008.

Zogby holds degrees in history from Le Moyne College and Syracuse University. He has taught history for 25 years. In addition he is a member of the Board of Trustees of Le Moyne College. He received the distinguished Alumni Award in June 2000, and In 2005, he was awarded Honorary Doctorate Degrees from State University of New York and the Graduate School of Union University. Mr. Zogby is also a Senior Advisor at the Kennedy School of Government at Harvard.

## Evening Agenda

6:15pm-7:00pm

Cocktail reception: Lounge – 9th floor

7:00pm-10:15pm

Dinner: Main dining room – 11th floor

## Dinner Program

7:15pm-7:30pm

Welcome

7:30pm-8:15pm

Guest speaker: John Zogby

8:15pm-9:15pm

Dinner served

9:15pm-9:45pm

Community service recognition

9:45pm-10:15pm

Coffee and dessert

## Menu

Field greens and endive salad with creamy chive and buttermilk dressing

Stuffed breast of chicken with asparagus, fontina and roasted pepper, fennel cream

Espresso chocolate granache cake

Coffee and tea

## Community Service Recognition

The Reuters AdvicePoint Community Service Awards recognize financial advisers who have demonstrated extraordinary individual dedication to non-profit organizations in their local communities. The key characteristics that are sought are individual involvement, community-based service and high impact in bettering the lives of those in challenging life situations.

**Barry Glassman** is a financial adviser at Cassaday & Co. in McClean, VA.

Barry was the driving force behind the Race for Hope, which has become the largest gathering of brain tumor patients and their families in the world. Race for Hope now attracts over 6000 supporters and over 200 volunteers from across the country and has raised over \$5.4 million to benefit brain tumor research and to support brain tumor patients.

**Stephen Cohn** is a partner with Sage Financial Group in Conshohocken, PA.

Stephen is a board member of Alex's Lemonade Stand Foundation. The Foundation's mission is to raise money and awareness for pediatric cancer causes. Before she lost her own fight with childhood cancer, Alex took the very simple idea of a lemonade stand and combined it with the cause of pediatric cancer. Alex's spirit has inspired over 8,000 Alex's Lemonade Stands across the country and raised over \$12 million for pediatric cancer research.

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