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## Tiger 21 Looking To Expand, Hold Inaugural Annual Meeting in 2010

Charles Paikert

Editor in New York - Family Wealth Report

New branches in new cities and a first-ever annual meeting are high on the agenda for Jonathan Kempner's first full year as president of Tiger 21, the influential peer-to-peer networking organization for ultra-high net worth investors based in New York.

Mr. Kempner, who became Tiger 21 president last fall after stints heading the Mortgage Bankers Association and the National Multihousing Council, told this publication that he hopes to open up branches in Chicago, Washington, DC and Boca Raton this year.

Seattle, Boston and Houston are "strong candidates" for the organization to have branches in the future, Mr. Kempner said, joining existing Tiger 21 offices in Miami, Dallas, San Diego, Los Angeles and San Francisco.

The organization has 140 members with over \$10 billion in investable assets, Mr. Kempner said. In addition, Tiger 21 will hold an annual meeting for the first time this year to bring all members together, Mr. Kempner said, although a date and location are yet been determined.

The organization also hopes to have more "cross-pollination" events this year, he said.

For example, tomorrow Tiger 21 will hold an event in Los Angeles bringing together members and film industry executives to discuss investing in films.

Mr.. Kempner also wants to expand the organization's "portfolio defense" program, where members discuss each other's portfolio and asset allocation choices, and enlarge the concept to include estate planning and philanthropy.

After the events of the last 16 months, wealthy individuals are increasingly looking to their peers for feedback and to help them vet advisors, according to Mr.. Kempner.

"After losing 30 per cent to 40 per cent of their assets, they figure they could only do better if they educate themselves and get advice from their peers," he said.

When ultra high net worth investors do look for a new financial advisor or wealth manager, objectivity is now the most critical requirement, Mr. Kempner said.

"Cost is very important," he said, "but it's second to trust and objectivity."

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