

## Emerson's New Website

Dear Client,



Did you know that 6,571 people have viewed [Emerson's new website](#) since its launch? We set out to design a place where clients and prospective clients can go to not only learn *about* Emerson, but to continue learning *with* Emerson. We have been delighted with the positive reception.

We remain steadfast in our mission to communicate with and educate our clients and prospective clients. A section of our new website, titled the *Knowledge Center*, provides a forum for us to do this. **It is the hub of all educational and communications activity at Emerson.** It serves to deliver information about Emerson to prospective clients, and educate current clients on key issues surrounding the management of their total wealth picture. Below is a sampling of highlights we recommend you explore in the Knowledge Center:

**The Education Exchange:** Hear Emerson's team members discuss focused topics on investments and estate planning basics. For example, our Director of Equity Investments, Paul Tryon, CFA, discusses the outlook for equities in [Recovery & Balance: The Decade Ahead](#), a presentation from our 2010 Investment Summit. The collection of instructive mini-webinars will expand and change throughout the year, so visit periodically to learn about new wealth management topics and investment outlooks.

**Quarterly Commentary:** Each quarter Emerson produces a multi-page commentary that summarizes the collective thinking of the Investment Strategy Committee's decisions over the past three months. Additionally, we include a special insert related to a wealth management issue. This quarter's insert, [Mr. King Goes to Washington](#), was written by Managing Director K.C. King and discusses financial regulation and the important fiduciary responsibility.

**Market Insight from the ISC** (Investment Strategy Committee): Our team of investment professionals (the ISC) meets regularly and Market Insight is a summary of the topics and views discussed during those meetings. It is updated monthly so check back each month to view the latest edition.

**"Emerson Updates":** These email communications are authored by our team of professionals and sent out regularly. Topics are varied and include such subjects as recent investment decisions, news at Emerson, wealth management issues or thoughts relevant to current events in this global economic climate. All Emerson Updates are posted in the Knowledge Center the day they are emailed.

When germane, the Knowledge Center will also house invitations to upcoming events, special announcements and slides from conference calls, webinars and events. In short, the Knowledge Center is the "go to" place for information from Emerson.

I invite you (and encourage you!) to explore the offerings of our new website. We want [www.emersonim.com](http://www.emersonim.com) to be a place our clients visit regularly, so we welcome your suggestions for content on the website.

Best,

A handwritten signature in black ink, appearing to read 'mgtore'.

Meghan M. DeTore  
Manager of Communications & Business Development

