



Crane's

Money Fund University

Affordable and comprehensive "basic training" on money market mutual funds.



Jan. 13-14, 2011 • The Westin • Jersey City, NJ

Announcing *Money Fund University*

Dear Student of Money Markets & Cash Investing:

I'm pleased to announce the launch of *Crane's Money Fund University*, an educational conference on money market mutual funds. *MFU* will be held **January 13-14, 2011**, at **The Westin Jersey City Newport**. Following the success of *Crane Data's* first two *Money Fund Symposium* conferences, we expect a robust turnout for this new event.

Money Fund University will offer attendees an **affordable and comprehensive two day, "basic training" course**

on money market mutual funds. We'll cover the history of money funds, interest rate math, Rule 2a-7, ratings, rankings, money market instruments such as CD, CP, ABCP and repo, plus portfolio construction and credit analysis. New portfolio managers, analysts, investors, issuers, service providers, and anyone interested in expanding their knowledge of "cash" should benefit from our comprehensive program.

Registration for Crane's Money Fund University is \$500 before Nov. 30 (and \$600 after). Exhibit space is \$2,000; sponsorships are \$3K, \$4K, \$5K, and \$7.5K.

I hope to see you in Jersey! Sincerely, *Peter G. Crane*

Crane's Money Fund University Conference Agenda

Thursday, Jan. 13

- 10:30-11:15 pm. **Welcome to Money Fund University & The History of Money Market Mutual Funds**
Peter Crane, President & Publisher, *Crane Data*
Sean Collins, Sr. Economist, *Investment Company Institute*
- 11:15-12:00 pm. **Interest Rate Basics & Money Mkt. Math**
Brian Smedley, U.S. Rates, *Bank of America Merrill Lynch*
Phil Giles, Adjunct Professor, *Columbia University*
- 12:00-1:00 pm. **Lunch**
sponsored by *Fidelity Investments*
- 1:00-1:45 pm. **The Federal Reserve & Money Markets**
Lou Crandall, Chief Economist, *Wrightson ICAP*
Joseph Abate, Director F-I Strategy, *Barclays Capital*
- 1:45-2:30 pm. **Money Fund Regulations: Rule 2a-7 Basics**
John Hunt, Partner, *Jenkins McLaughlin & Hunt LLP*
Stephen Keen, Partner, *Reed Smith*
- 2:30-3:00 pm. **Refreshments**
sponsored by *G.X. Clarke & Co.*
- 3:00-3:45 pm. **Money Fund Ratings & Surveillance**
Viktoria Baklanova, Senior Director, *Fitch Ratings*
Peter Rizzo, Senior Director, *Standard & Poor's*
- 3:45-4:15 pm. **Money Fund Performance & Rankings**
Peter Crane, President & Publisher, *Crane Data*
- 4:20-5:00 pm. **Crisis Review, Support & Reforms in MMFs**
Steffanie Brady, Fin. Specialist, *Federal Reserve of Boston*
Additional Speaker *TBD*
- 5:00-5:30pm **Opening Reception**
sponsored by *BofA Global Capital Management*

Friday, Jan. 14

- 8:00-9:00 am. **Breakfast**
sponsored by *Fitch Ratings*
- 9:00-9:15 am. **Instruments of the Money Markets Intro**
Alex Roever, Managing Director, *J.P. Morgan Securities*

Friday, Jan. 14

- 9:15-10:00 am. **Instruments: Commercial Paper & ABCP**
Rob Crowe, Director, *Citi Global Mkts.*
Stephanie Gentile, Director, *Credit Suisse*
- 10:00-10:45 am. **Instruments: CDs, TDs & Bank Debt**
Garret Sloan, F-I Strategist, *Wells Fargo Securities*
Barry Weiss, Director of Research, *Arrowhead Research*
- 10:45-11:15 am. **Coffee** sponsored by *TBD*
- 11:15-12:00 am. **Treasuries, Govt Agencies & Repo**
Sal Ursida, Partner, *G.X. Clarke & Co.*
Joe Tarditi, Managing Director, *Jefferies & Co.*
- 12:00-12:30 pm. **Innovation, Structured & New Securities**
Stephen Keen, Partner, *Reed Smith*
Additional Speaker *TBD*
- 12:30-1:30 pm. **Lunch**
sponsored by *Morgan Stanley*
- 1:30-2:15 pm. **Instruments of the Money Markets: Tax-Exempt Securities, VRDNs, TOBs & Muni Bonds**
Colleen Meehan, Portfolio Manager, *Dreyfus*
Susan Dushock, Director, *BofA Global Capital Mgmt.*
- 2:15-3:00 pm. **Portfolio Construction Strategies**
Martin Hanley, Portfolio Manager, *Western Asset*
Joseph Tully, Portfolio Manager, *formerly of Prudential*
- 3:00-3:30 pm. **Refreshment Break**
sponsored by *Citi*
- 3:30-4:15 pm. **Credit Analysis & Approved Lists**
Louis Geser, Senior Director, *Dreyfus*
Jacob Weinstein, Sr. Portfolio Analyst, *Fidelity*
- 4:15-5:00 pm. **Hot Topics: FDIC, Portals, Offshore**
Mark Brooks, Senior MD, *Promontory Interfinancial*
Greg Fortuna, MD, *State Street's Fund Connect*
Tom Cameron, MD, *UBS*
- 5:00-5:15 pm. **Q&A, Open Discussion, Graduation**
Peter Crane, President & Publisher, *Crane Data*

Sponsors: BofA Global Capital Mgmt., Fidelity Investments, Morgan Sta, Fitch Ratings, Citi, G.X. Clarke



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Money Fund University

An educational event for money market mutual fund professionals and investors



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Below are our sponsorship packages and exhibitor information for Crane's Money Fund University. We're happy to discuss other customized options, though, so feel free to call Pete @ 508-439-4419.

Crane's Money Fund University Exhibit & Sponsorship Opportunities

Exhibitor - \$2,000

- * Recognition in conference brochure, website and program.
- * Tabletop booth space, including table and chairs.
- * Includes two conference registrations.
- * Includes list of attendees.

Bronze Sponsor - \$3,000

- * Recognition in conference brochure, website and program.
- * Includes sponsorship of coffee or afternoon break and recognition during the break.
- * Tabletop booth space, including table and chairs.
- * Includes three conference registrations.
- * Includes list of attendees.

Silver Sponsor - \$4,000

- * Recognition in conference brochure, website, program and during the conference.
- * Includes sponsorship of breakfast, gift or other available segment.
- * Second selection of tabletop booth space, including table and chairs.
- * Includes four conference registrations.
- * Includes list of attendees with contact information.

Gold Sponsor - \$5,000

- * Highest level of recognition in conference brochure, website, program and during the conference.
- * Includes sponsorship of lunch, cocktails, or other available.
- * First selection of tabletop booth space, including tables and chairs.
- * Includes five conference registrations.
- * Includes list of attendees with detailed contact information, plus a briefing on conference feedback.

Platinum Sponsor - \$7,500

- * Includes sponsorship of dinner or other available segment.
- * Highest level of recognition in conference brochure, website, program and during the conference.
- * First selection of tabletop booth space, including tables and chairs.
- * Includes eight conference registrations.
- * Includes list of attendees with detailed contact information, discussion of conference feedback and demographics.

Money Fund Symposium Sponsors

*Watch for sponsorship information on our upcoming **Crane's Money Fund Symposium** in Philadelphia, June 22-24, 2011.*

Crane's Money Fund Symposium 2011 Philadelphia, Pa. June 22-24, 2011



Crane Data LLC

measures money and provides competitive intelligence on **money markets & mutual funds**. Crane Data was founded by money fund expert **Peter G. Crane** and computer & statistics guru **Shaun Cutts**. *Our mission is faster, cheaper, and cleaner market information.*

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About The Westin Jersey City Newport

The **Westin Jersey City Newport** is located minutes from Newark Airport, just west of Wall Street and Manhattan's World Financial Center; Midtown Manhattan, and Times Square. Our hotel is just one block from the Newport PATH station and adjacent to the Newport Centre Mall. **To secure our conference room rate of \$169/night, hotel reservations must be made through our website: www.moneyfunduniversity.com.** For more info, contact **Devon** at **Kinsley & Associates** (1-303-798-3664; devon@kinsleyassociates.com).

