



Crane's

# Money Fund University

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



Jan. 19-20, 2017 • The Westin Jersey City Newport • Jersey City, N.J.

## Join Us for Money Fund University 2017

Dear Money Market Fund & Cash Investing Professional:

Please join me for **Crane Data's 7th annual Money Fund University**, an educational conference on money market mutual funds, Jan. 19-20, 2017, at The Westin Jersey City Newport in Jersey City, N.J. **Money Fund University** offers attendees an affordable and comprehensive day-and-a-half, "basic training" course on money market mutual funds.

We cover the basics and history of money funds; the Fed; Rule 2a-7; ratings; rankings; money market instruments, such as CDs, CP, ABCP and repo; portfolio construction and credit analysis. This year's **MFU** will also review the most recent round of reforms, MMF alternatives and data disclosures. New portfolio managers, analysts, investors, issuers, service providers, and anyone interested in expanding their knowledge of cash investing should benefit. **Registration is \$500. I hope to see you in Jersey City!** Sincerely, *Peter G. Crane, President, Crane Data*

## Crane's Money Fund University Conference Agenda

### Thursday, Jan. 19

9:15-10:00 am. **Welcome to Money Fund University, History & Current State of Money Funds**

*Peter Crane, President & Publisher, Crane Data*

10:00-10:45 am. **The Federal Reserve & Money Markets**

*Joseph Abate, Director F-I Strategy, Barclays*

*Mark Cabana, Director, Bank of America Merrill Lynch*

10:45-11:10 am. **Refreshment Break**

sponsored by *J.P. Morgan Asset Mgmt.*

11:10-11:50 am. **Interest Rate Basics & Money Fund Math**

*Mark Cabana, Director, Bank of America Merrill Lynch*

*Phil Giles, Adjunct Professor, Columbia University*

11:50-12:30 pm. **Ratings, Monitoring & Performance**

*Greg Fayvilevich, Director, Fitch Ratings*

*Michael Masih, Associate Director, S&P Global Ratings*

*Rochelle Genetti, Managing Director, First American Funds*

12:30-1:30 pm. **Lunch** sponsored by *Fitch Ratings*

1:30-1:50 pm. **Instruments of the Money Markets Intro**

*Teresa Ho, Executive Director, J.P. Morgan Securities*

1:50-2:15 pm. **Instruments: Repurchase Agreements**

*Teresa Ho, Executive Director, J.P. Morgan Securities*

*Tyler Williams, Associate, J.P. Morgan Securities*

2:15-2:45 pm. **Instruments: Treasuries & Govt Agencies**

*Sue Hill, Senior Portfolio Manager, Federated Investors*

*Mike Watt, Senior MD, INTL FCStone Partners*

2:45-3:10 pm. **Instruments: Tax-Exempt Securities & VRDNs**

*Shaloo Savla, Research Analyst, Fidelity Investments*

3:10-3:35 pm. **Refreshments**

sponsored by *Dreyfus/BNY Mellon*

3:35-4:05 pm. **Instruments: Commercial Paper & ABCP**

*Rob Crowe, Managing Director, Citi Global Mkts.*

*Jean-Luc Sinniger, Director Money Mkts, Citi Global Mkts.*

4:05-4:35 pm. **Instruments: CDs, TDs & Bank Debt**

*Vanessa Hubbard, Vice President, Wells Fargo Securities*

*Marian Trano, Sr. VP & Treasurer, Bank Hapoalim*

4:35-5:10 pm. **Credit Analysis & Portfolio Management**

*Adam Ackermann, VP & Portfolio Manager, J.P. Morgan A.M.*

5:10-6:10pm. **Opening Reception**

sponsored by *BlackRock*

### Friday, Jan. 20

8:00-9:00 am. **Breakfast**

sponsored by *Standard & Poor's*

9:00-10:00 am. **Money Fund Regulations: 2a-7 Basics & History**

*Joan Swirsky, Of Counsel, Stradley Ronon*

*Jack Murphy, Partner, Dechert LLP*

*Stephen Keen, Senior Counsel, Perkins Coie LLP*

10:00-10:40 am. **Reform Issues: Boards, Alternatives, Europe**

*Stephen Keen, Senior Counsel, Perkins Coie LLP*

*Jack Murphy, Partner, Dechert LLP*

*John Hunt, Partner, Sullivan & Worcester LLP*

10:40-11:15 am. **Refreshments**

sponsored by *INTL FCStone*

11:15-12:00 pm. **Bond Fund University: Ultra-Shorts**

*Peter Crane, President & Publisher, Crane Data*

*TBD*

12:00-12:30 pm. **Disclosures, Data & Benchmarking**

*Peter Crane, President & Publisher, Crane Data*

12:30-12:40 pm. **Graduation**

**\*\* CONFERENCE END \*\***

## Crane's Money Fund University 2016 Sponsors

*BlackRock, Fitch Ratings, Dreyfus/BNY Mellon CIS, Federated, J.P. Morgan, Standard & Poor's, INTL FCStone, Dechert, First American Funds/US Bank, Fidelity, Morgan Stanley, SSgA, Crane Data*



Crane's

# Money Fund University

An educational event for money market mutual fund professionals and investors



Jan. 19-20, 2017 • The Westin Jersey City Newport • Jersey City, N.J.

## Crane's Money Fund University Exhibit & Sponsorship Opportunities

### Exhibitor - \$2,000

- Recognition in conference brochure, website and program.
- Tabletop exhibit space, includes 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 exhibit space, includes 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 or other available segment.
- 2nd selection of tabletop exhibit space, includes table, 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.
- 1st selection of tabletop exhibit space, included table, chairs.
- Includes five conference registrations.
- Includes list of attendees with detailed contact information, plus a briefing on conference feedback.

**Crane's Money Fund Symposium 2017**  
Atlanta Hyatt Regency June 21-23, 2017

## Crane's Money Fund University Thanks Our 2016 Sponsors!

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### 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.*

### Crane Data LLC

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## About The Westin Jersey City

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. Call the **Westin** at **1-201-626-2900** in order to secure the **conference rate of \$199** (plus tax) or click here. Reservations must be made before our block is sold out or **Dec. 22**. For more information, visit the website [www.moneyfunduniversity.com](http://www.moneyfunduniversity.com) or contact **Peter Crane** (508-439-4419 or [pete@cranedata.com](mailto:pete@cranedata.com)) or **Devon Binder** at **Red Door Alliances** ([devon@reddooralliances.com](mailto:devon@reddooralliances.com) or 303-946-2522) with any questions or requests.

