Public Treasury Institute of North America

INVITES YOU AND YOUR STAFF TO

THE POLITICS OF PUBLIC FUND INVESTING
COURSE 1: CREATING AN INVESTMENT PLAN

NOVEMBER 2, 2006
ROCKLIN, CA

DECEMBER 12, 2006
SAN ANTONIO, TX

FEBRUARY 8 , 2007
CHESTERFIELD, MO

FEBRUARY 23, 2007
WEST PALM BEACH, FL

MARCH 21, 2007
LAS VEGAS, NV

MAY 8, 2007
ARLINGTON COUNTY, VA

JULY 10, 2007
SEATTLE, WA

AUGUST 20 & 21, 2007
SAN CLEMENTE, CA

PARTICIPANTS RECEIVE

- ★ In-Depth Training
- ★ Suite of software applications
- ★ Textbook
- ★ Investment Plan Workbook
- ★ Certificate of Completion
- ★ **Class size: 20 Persons**

Who Should Attend

This unique investment course is geared to treasurers, finance and investment directors, cash managers and auditors. ★

About the Course

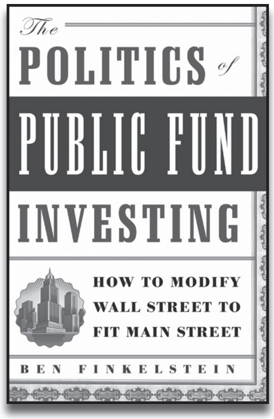
Creating An Investment Plan is the first in a series of courses based on **The Politics of Public Fund Investing:** *How to Modify Wall Street to Meet Main Street*, which offers public funds a method to ensure that investment practice follows investment policy. Each participant receives a spreadsheet toolkit to create their own investment plan which includes: liquidity spreadsheet, interest rate evaluator, investment plan sector models, portfolio enhancement tables and market rate of return forecast. ★

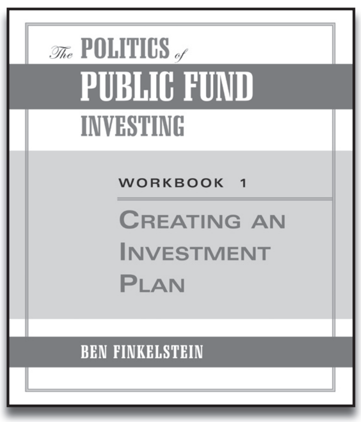
Learning Objectives

PARTICIPANTS WILL LEARN:

- What differentiates Main Street from Wall Street
- Why an Investment Policy is not an Investment Plan
- How to ensure investment practice follows investment policy
- Why a legal portfolio may not be a suitable portfolio
- How to identify and support the appropriate liquidity, interest rate risk, and sector allocation for portfolio.
- Why stewardship and suitability are the superior performance measurement framework
- Why peer group comparison and total return may not be the most appropriate performance measurement methodology
- How a public fund with limited time resources and staff can professionally manage their portfolio ★

“A unique opportunity to participate in an interactive investment course!”





Course Materials

- Course Textbook: **The Politics of Public Fund Investing**, published by Simon & Schuster
- **Workbook I: Creating an Investment Plan** written by Ben Finkelstein
- Suite of software applications to create investment plan
- Laptops provided for classroom training
- Certificate of Completion

About the Trainer

Ben Finkelstein is Senior Managing Director of Public Funds for Stanford Group Company. He has spent more than a decade developing training programs specifically for public fund investment professionals. In addition, he is a nationally recognized consultant, lecturer, and published author in the public funds investment community.

Mr. Finkelstein holds the Chartered Financial Analyst designation and is an active member in the Houston Society of Financial Analysts as well as the CFA Institute. ★

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Public Treasury Institute of North America

Offering in-depth training to treasury and finance officials throughout North America.

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