

**Shay Financial Services, Inc.  
17<sup>th</sup> Annual Investment Conference  
Making Money in Chaos**



**Hilton Clearwater Beach Resort  
Clearwater Beach, Florida  
March 22 – 24, 2009**

### **Sunday, March 22**

10:00 am – 12:00 pm	Registration Desk Open
12:00 pm – 6:00 pm	Golf Tournament – Bus leaves at 12:00 pm
1:00 pm – 5:00 pm	Fishing Trip
4:00 pm – 6:00 pm	Registration Desk Open
7:00 pm – 10:00 pm	Welcome Reception and Dinner – Hilton Clearwater Beach Resort

### **Monday, March 23**

7:00 am – 4:00 pm	Registration Desk Open
7:30 am – 8:30 am	Pre-Conference Workshop
8:30 am – 9:00 am	Welcome and Introduction
9:00 am – 11:00 am	General Session
11:00 am – 12:00 pm	Concurrent Sessions
12:00 pm – 1:30 pm	Lunch with Guest Speaker
1:30 pm – 2:30 pm	Concurrent Sessions
2:30 pm – 4:30 pm	General Session
6:00 pm – 9:00 pm	Dinner and Casino Party aboard Starlight Majesty

### **Tuesday, March 24**

8:00 am – 9:00 am	Concurrent Sessions
9:00 am – 12:00 pm	General Session
12:00 pm – 1:00 pm	Lunch

# Conference Schedule

## Monday, March 23

7:30 am – 8:30 am

### **Investments 101: Understanding the Basics**

Roy Hingston, Chief Balance Sheet Strategist, Shay Financial Services, Inc.

8:30 am – 9:00 am

### **Welcome and Introduction**

Rodger Shay, Jr., President, Shay Financial Services, Inc.

9:00 am – 10:00 am

### **Making Money in Chaos: Active Portfolio Management**

Roy Hingston, Chief Balance Sheet Strategist, Shay Financial Services, Inc.

10:00 am – 11:00 am

### **A Mortgage and Housing Update**

Speaker: TBD

## **Concurrent Session I**

11:00 am – 12:00 pm

### **A Look at Capital Markets and Capital Alternatives**

Russell Hunt, Chief Executive Officer, KendrickPierce and Company

### **A Credit Union Regulatory Update**

Invited Speaker: Larkin Bailey, NCUA Capital Markets

12:30 pm – 1:30 pm

### **Luncheon Speaker**

### **What is Happening to Banking in Washington, and Why**

Bert Ely, President, Ely and Company, Inc.

## **Concurrent Session II**

1:30 pm – 2:30 pm

### **Asset Management Fund Update**

Kevin Blaser, Portfolio Manager, Shay Assets Management, Inc.

### **Credit Union: Investments vs. Indirect Lending**

Mitch Glass, Vice President, Shay Financial Services, Inc.

Rick Weiss, Director/Finance and Treasury, Addison Avenue Federal Credit Union

### **Long Term Planning from the Board Perspective**

Speaker: TBD

# Conference Schedule

## Monday, March 23

2:30 pm – 3:30 pm

### **Understanding Accounting and Other than Temporary Impairment Issues**

Roy Hingston, Chief Balance Sheet Strategist, Shay Financial Services, Inc

3:30 pm – 4:30 pm

### **Building Personal Sales Success with Style**

Ellen Schlafer, President and CEO, Electrum Marketing

## Tuesday, March 24

### **Concurrent Session III**

8:00 am – 9:00 am

### **ALCO Function at the Board Level**

Speaker: TBD

### **Investments 201**

Roy Hingston, Chief Balance Sheet Strategist, Shay Financial Services, Inc.

9:00 am – 10:00 am

### **Leverage Strategies**

Roy Hingston, Chief Balance Sheet Strategist, Shay Financial Services, Inc.

Sarah Robinson, Assistant Vice President, Shay Financial Services, Inc.

10:00 am – 11:00 am

### **Trader Talk: A Panel Discuss with a question and answer session**

Moderator: Rodger D. Shay, Jr., President, Shay Financial Services, Inc.

11:00 am – 12:00 pm

### **Economic Update**

John McCabe, Senior Vice President, Shay Financial Services, Inc.



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**Learning Objectives:**

- \* Recognize the impact of the current economic market on the institution
- \* Examine financial reports to gain insight into the strengths and weaknesses of the institution
- \* Introduce concepts that will allow recognition of optionality/risks in the investment portfolio

**Recommended****CPE Hours:** 12**Prerequisites:** None**Advance****Preparation:** None**Delivery Method:** Group – Live**Program Level:** Intermediate

For more information regarding refund, complaint and program cancellation policies, please contact our offices at 800-442-9825.

### **Golf Tournament at Innisbrook Golf Club**

Innisbrook Resort and Golf Club has long been regarded as one of America's most celebrated golf resorts in Florida. This course consistently receives many top accolades including Golf Magazine's "Top 100 You Can Play," and Golf Digest's "Top 75 Golf Resorts in America."

It is home to four outstanding layouts including the top-rated Copperhead course which hosts the world's finest players when the PGA TOUR visits Innisbrook each March.



### **Fishing Trip**

Join us for a half-day fishing excursion aboard the Super Queen. Once at the fishing area, the boat will make between one and three stops, depending on how the fish are cooperating. So you can expect approximately 2 hours of fishing time. The typical catch is grunts (snapper family), some sea bass, and an occasional grouper and/or kingfish as well as various species of shark.



### **Starlight Majesty Dinner Cruise**

Experience a soft breeze, beautiful views and a spectacular sunset over the Gulf of Mexico as the vessel slowly cruises the bay waters. Join us as we cruise the intercoastal waterway while enjoying dinner, music and casino games. Be sure to bring your camera as we take in the sights through large picture windows or from one of the ship's observation decks.



# Hotel

## Hotel Accommodations

### Hilton Clearwater Beach Resort

400 Mandalay Avenue  
Clearwater, FL 33767

**Main Phone:** 727-461-3222

**Reservation Phone:** 800-753-3954

Located on 10 beautiful acres of white sandy beach, Hilton Clearwater Beach Resort overlooks the picturesque Gulf of Mexico. Experience one of the best Clearwater Beach resorts - just a short drive from Tampa International and St. Petersburg / Clearwater Airports. Relax within this stunning and unique atmosphere while lounging in your private beach cabana.

**Room Rates:** \$219 plus applicable taxes

### Reservation Deadline

February 20, 2009

Contact the hotel directly via the reservation line and mention Shay Financial to obtain the conference rate or use the web link below to make your reservation.

### Reservation Website

<http://www.hilton.com/en/hi/groups/personalized/PIECBHF-SHAYGC-20090321/index.jhtml>



## 17<sup>th</sup> Annual Shay Investment Conference March 22 – March 24, 2009 Hilton Clearwater Beach Resort

*Please type or print clearly. Please copy this form for additional registrants.*

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Name

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Badge Name

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Title

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Institution

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Mailing Address

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Zip

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Fax

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Guest Name

\_\_\_\_\_  
Registrant Email

### Conference Events

Please indicate the number of guests to be attending each event.

\_\_\_ Golf                      Handicap \_\_\_                      Golf Clubs \_\_\_ Right \_\_\_ Left  
**Calloway golf clubs will be provided free of charge.**

\_\_\_ Fishing Trip

\_\_\_ Sunday Opening Dinner at Hilton Clearwater Beach Resort

\_\_\_ Monday General Session

\_\_\_ Monday Lunch

\_\_\_ Monday Dinner and Casino Party aboard the Starlight Majesty

\_\_\_ Tuesday General Session

\_\_\_ Tuesday Lunch

**Please return form by February 20, 2009 to Michelle Garrison at (972) 929-5161 or email to [mgarrison@shay.com](mailto:mgarrison@shay.com). Any questions, please call 800-442-9825.**