



NEW YORK 2010 CASH EXCHANGE

A TREASURY MANAGEMENT CONFERENCE
HILTON NEW YORK – NEW YORK CITY
JUNE 2 – 4, 2010

KEYNOTE SPEAKERS



LUNCHEON SPEAKER – WEDNESDAY, JUNE 2ND

Frederic Mishkin

Former Member of the Board of Governors of the Federal Reserve System

Frederic Mishkin is the Alfred Lerner Professor of Banking and Financial Institutions at the Graduate School of Business, Columbia University. He is also a Research Associate at the National Bureau of Economic Research, and from September 2006 to August 2008 was a Member of the Board of Governors of the Federal Reserve System. He has also been a Senior Fellow at the FDIC Center for Banking Research, and past President of the Eastern Economic Association. Since receiving his Ph.D. from the Massachusetts Institute of Technology in 1976, he has taught at the University of Chicago,

Northwestern University, Princeton University and Columbia. He has also received an honorary professorship from the Peoples (Renmin) University of China. From 1994 to 1997 he was Executive Vice President and Director of Research at the Federal Reserve Bank of New York and an associate economist of the Federal Open Market Committee of the Federal Reserve System.

Professor Mishkin's research focuses on monetary policy and its impact on financial markets and the aggregate economy. He is the author of *The Economics of Money, Banking and Financial Markets*, 8th Edition (Addison Wesley Longman, 2007), the number one selling textbook in its field. In addition he is the author of more than fifteen other books, including *Financial Markets and Institutions*, 6th edition (Pearson, 2009).

Professor Mishkin has served as the editor of the Federal Reserve Bank of New York's Economic Policy Review. He has been a consultant to the Board of Governors of the Federal Reserve System, the World Bank, the Inter-American Development Bank and the International Monetary Fund, as well as to numerous central banks throughout the world. He was also a member of the International Advisory Board to the Financial Supervisory Service of South Korea and an advisor to the Institute for Monetary and Economic Research at the Bank of Korea.

LUNCHEON SPEAKER – THURSDAY, JUNE 3RD

Tracy Byrnes

Anchor, Fox Business Network



A reporter and anchor for the FOX Business Network (FBN), Tracy Byrnes is one of America's go-to voices for analysis of the American economy. She can be seen daily on *Varney & Co.* which airs as the market opens. She also co-hosts FOXBusiness.com LIVE every day at noon. She can also be seen reporting live from the New York Stock Exchange and covering business news with a specialization in tax and accounting issues.

In addition, she appears weekly on the FOX News Channel (FNC)'s *Cashin' In*, which is part of the channel's Saturday morning business block.

Prior to joining FBN in October 2007, Tracy was a recurring guest on FNC, appearing on *Cavuto on Business*, *Bulls and Bears*, and *Your World with Neil Cavuto*. She was also a weekly morning business correspondent for FOX News major affiliates.

Tracy is the recipient of the Newswomen's Club of New York Internet Breaking Business News Award and the NY State Society of CPAs award for Online Excellence in Journalism.

With straight-talk, smarts, and humor, her presentation will shed light on the financial climate of the United States showing businesses what they can do to stay afloat in turbulent times.