



## Hedge Funds' Impact on the Market

### *Hedge fund update by Rick Hanley, Chairman and CEO of Hanley and Associates*

DENVER, CO., March 2, 2009 - The Rocky Mountain Chapter of the National Investor Relations Institute (NIRI) announced today that its March 10th meeting will feature Rick Hanley, Chairman and CEO of Hanley & Associates, who will discuss the latest hedge fund trends, best practices for investor relations officers who work with hedge funds and strategies to target selected hedge funds as potential shareholders.

**Who:** Rick Hanley, Chairman and CEO of Hanley & Associates, has 22 years of institutional equities experience. He has spent time in equities research at both buy- and sell-side firms, over eight years as an institutional equity salesman, and five years in management of equity research, sales and capital markets functions in New York City. Most recently, Rick was a Managing Director of Deutsche Bank Securities, and directed management access, especially as it relates to hedge funds.

**What:** Among other topics, Mr. Hanley will discuss:

- The positive and negative implications for the practice of investor relations as a result of the decline in hedge funds and assets they manage
- Strategies to selectively identify and target appropriate hedge funds as potential shareholders
- Benchmarking your hedge fund targeting program and efforts versus your peers

Please click <http://niri.barkerdesign.com/> to register for the meeting.

**When:** Tuesday, March 10, 2009  
11:30 AM - Check-in  
Noon - 1:15 PM - Lunch and Presentation

**Where:** The Denver Athletic Club  
Denver, CO  
303-534-1211

**Cost:** NIRI Members - \$38  
Non-members - \$55

For members who are unable to attend the presentation, it will be available via a link on the home page of the Chapter's Web site ([www.rockyniri.org](http://www.rockyniri.org)) the following day. The presentation will be captured as a rich media recording courtesy of Boulder-based Catapult PR-IR ([www.catapultpr-ir.com](http://www.catapultpr-ir.com)). Just click on the link to play back automatically. All that is needed is a Windows Media Player and preferably high-speed Internet access. Please send your feedback to Terri Douglas, Catapult PR-IR at [tdouglas@catapultpr-ir.com](mailto:tdouglas@catapultpr-ir.com).

### **About NIRI and the Rocky Mountain Chapter**

With more than 4,300 members in 35 chapters around the country, the National Investor Relations Institute (NIRI) sets the highest standards in education designed to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The Rocky Mountain Chapter represents most of the major public companies in the Rocky Mountain region with a membership that includes over 100 corporate practitioners, IR consultants and IR-related service providers. The chapter holds regular monthly meetings and special events featuring experts on leading issues affecting publicly traded companies and the investor relations profession. For more information on the Rocky Mountain Chapter, please visit its Website at [www.rockyniri.org](http://www.rockyniri.org).

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