



**100 women in
hedge funds®**

Finding Alpha in Film: The Alternative Alternative

March 25, 2010 at 6:30 PM
Beverly Hills, CA

Investors seeking alpha are looking into more and more diverse asset classes. Film and entertainment assets can offer that kind of diversification. Drawing from the rich resources of the Los Angeles entertainment community, panelists discuss the opportunities in investing in film from the insiders' perspective.

A film producer, packager, financier, and accounting specialist discuss and share their expertise, for the serious investor, on these topics:

- * Changing trends in financing, production, and distribution;
- * The asset class: Correlations with other assets;
- * Legal and accounting issues that can reduce risk;
- * Film investing: business models;
- * Risks: investment; operational;
- * Benchmarking.

Participants

Gail Mutrux, PRETTY PICTURES

Rena Ronson, UTA

Susanne Bohnet, Serafini Pictures

Mark C. Hutchison, CPA, Rothstein Kass

Cynthia Harrington, CFA, CFE, Moderator, Cynthia Harrington Coaching LLC

Event Details

Date: March 25, 2010

Time: 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails following session

Host: Rothstein Kass and Serafini Pictures

Location: Writers' Guild Theater

135 S Doheny Drive, **Beverly Hills**, CA 90211

Parking is free, in WGA lot at same address

RSVP: http://www.100womeninhedgefunds.org/pages/event_registration.php

This event is NOT FOR ATTRIBUTION.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to our 2010 beneficiary.

If you have no-show fees in arrears, the system cannot register you for an event. Fees can be paid online at: https://www.100womeninhedgefunds.org/pages/noshow_payment.php

Space is limited. No walk-ins will be permitted.

Biographies

Gail Mutrux, President and Owner, PRETTY PICTURES

Gail is currently producing THE DANISH GIRL, written by Lucinda Coxon, with Lasse Halstroem directing and Nicole Kidman and Gwyneth Paltrow to star. THE DANISH GIRL will go into production in spring 2010. Other projects for 2010 include NUMBER THIRTEEN, written and directed by Chase Palmer, starring Ewan McGregor, Geoffrey Rush and Dan Fogler, DEM, starring Ben Stiller, and THE CRADLE, to be written and directed by Academy Award Nominee Courtney Hunt.

Mutrux is a board member of Film Independent and member of the Producers and Foreign Films Executive Committees at the Academy of Motion Picture Arts and Sciences. Mutrux studied art history at UCLA and, upon graduating, began her career in the film business.

Rena Ronson, Co-Head of UTA's Independent Film Group, UTA

Rena is one of the pre-eminent packaging and finance executives in independent film, and brings with her 23 years of experience in the global marketplace, including a 12 year career in foreign sales, production and co-production where she cultivated and continues to nurture relationships with the top distributors overseas. Ronson helped secure financing and distribution for more than 150 films and has been involved in over 500 titles in her career, including library packages, feature films and documentaries.

In 2006, Ronson received "The Independent Hero Award" by the Creative Coalition, and in 2008, she was honored by Women In Film (WIF) and presented with "The Business Leadership Award." Ronson received an M.A. in International Educational Development and Media Studies at Columbia University.

Susanne Bohnet, CEO, Serafini Pictures

Susanne was previously heading the U.S office of Equity Pictures (Equity Pictures has been the second largest film fund in Germany) where she initiated strategic partnerships with U.S producers, negotiated deals with financiers and talent, oversaw production and handled the day to day operations on behalf of the company. During her time with Equity Pictures, the company's annual investments grew from USD \$30 million in 2002 to USD \$100 million in 2004.

Prior to managing funds with Equity Pictures Ms. Bohnet was S.V.P of Cinemedia KG, for whom she created a presence in the US. Cinemedia is a German company, which was very active in acquiring film rights for the German market as well as investing equity capital into major U.S. films. "What Women Want" starring Mel Gibson and Helen Hunt, became, under the guidance of Ms. Bohnet, the company's most successful Hollywood endeavor generating well over USD \$300 million of box office and ancillary revenue.

Ms. Bohnet actively consults for various domestic and international financing and film entities and equity groups. She holds a master's Degree in Media Economics from the Cologne Media Academy, and a BA in Film, from her studies at the Tisch School of Film in New York City and University of Communication in Dortmund, Germany.

Mark C. Hutchison, CPA, Tax Principal, Rothstein Kass in the Beverly Hills office

Mark has over 18 years of experience at the tax partner level. He specializes in entertainment industry taxation, real estate and personal financial planning for owners and executives of closely-held businesses. Mark built his career over the course of more than 25 years while working for “Big Four” accounting firm, KPMG. His experience covers a broad range of tax matters including federal taxation for service, production and distribution companies in the entertainment industry.

Mark earned a Bachelor of Arts degree in accounting from California State University at Northridge and received his Master of Science degree in taxation from Golden Gate University in San Francisco. Mark is a member of the Motion Picture and Television Tax Institute and the co-author of a book titled, Film Financing and Television Programming: A Taxation Guide.

Cynthia Harrington, CFA, CFE, Principal, Cynthia Harrington Coaching LLC

Cynthia is principal and founder of the executive coaching firm and has thirty years experience in asset management and investment counsel. As an executive coach, she specializes in behavioral decision making, focusing primarily on high-performance individuals in both conventional and alternative asset management, as well as entrepreneurs in fast growth trajectories.

An award winning journalist, over four hundred of her articles on investment theory, quantitative and fundamental analysis, appear in publications such as CFA Magazine, Fraud Magazine, Accounting Today, Financial Engineering News, and Journal of Accountancy. She is co-author of the CFA Program textbook Corporate Finance.

About Rothstein Kass and Serafini Pictures

Rothstein Kass is a premier public accounting firm that has served privately held and publicly traded companies, high net worth individuals, and families for over 50 years. Beyond audit and tax services, the firm provides a full array of integrated professional services, including strategic business counseling, regulatory compliance and SEC advisory services, insurance and risk management consulting and family office services.

Rothstein Kass' commercial services group works with a wide range of entertainment and movie production companies at various stages of their lifecycle. Specific to financial services, Rothstein Kass' was recently ranked as the top CPA firm to the alternative investment industry by Institutional Investor Magazine.

Serafini Pictures is a worldwide theatrical motion picture finance and production company. Helmed by by seasoned industry veteran Susanne Bohnet, former US topper of the Equity Pictures film fund in Germany, Serafini Pictures represents equity financing for the production of quality, commercially viable feature films in the \$8-30M budget range, targeted principally towards international, mainstream, and family markets.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 160 events globally, connected more than 150 senior women through Peer Advisory Groups and raised in excess of \$17 million for philanthropic causes in the areas of women's health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit www.100womeninhedgefunds.org.

Give Back

100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit http://www.100womeninhedgefunds.org/pages/give_back.php today and tell us how you can help.

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Have you paid your access fee? If not please go to

https://www.100womeninhedgefunds.org/pages/member_payment.php. We appreciate your continued support!