



**100 women in  
hedge funds®**

### By Invitation Only Senior Practitioners Event

#### Teach a Person to Fish: What Microfinance Offers in Investments, Social Impact and Careers

June 21, 2010 at 6 PM  
New York

Who can resist the lure of microfinance -- doing good work for humanity and doing well on returns. The opportunity to help women (and men) create businesses with minimal funds, engage their village neighbors in production and produce income that supports their families and improves the lives of the next generation has considerable appeal.

Our panel will discuss social and investing aspects of microfinance, along with the typical options for funding growth- donated funds, debt and equity capital. They will also review career prospects in microfinance.

#### Participants

Jenny A. Hourihan, Pro Mujer  
Peter H. Johnson, Developing World Markets  
Gail Landis, *Moderator*, Evercore Asset Management

#### Event Details

**Date:** June 21, 2010

**Time:** 5 PM Registration.

We will begin *promptly* at 6 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.

**Host:** Wells Fargo

**Location:** Wells Fargo - Large Conference Room

375 Park Avenue, New York, NY 10152

**RSVP:** [http://www.100womeninhedgefunds.org/pages/event\\_registration.php](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 Big Brothers Big Sisters, the 2010 beneficiary of 100WHF's US philanthropic initiatives.

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](https://www.100womeninhedgefunds.org/pages/noshow_payment.php)

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

## Biographies

### **Jenny A. Hourihan, CFO, Pro Mujer**

Jenny A. Hourihan, Chief Financial Officer of Pro Mujer, brings a diverse financial management background to Pro Mujer, having been an investment banker for over two decades with advisory and transaction experience in both US and international equity and debt capital markets, mergers and acquisitions and corporate restructurings across a variety of industries as well as private and public sector clients. Most recently, Ms. Hourihan was Managing Director and Sector Head...quot;Paper and Forest Products Group for Bank of America, and held similar positions at Merrill Lynch and the Salomon Smith Barney unit of Citigroup, where she led global teams in North America, Latin America, Europe and Asia. She is a graduate of Swarthmore College with an Honors BA in Economics, where she was a Thomas B. McCabe Scholar, and a Harry S. Truman Congressional Scholar.

### **Peter H. Johnson, Founding Partner, Developing World Markets**

Peter H. Johnson, founding partner of Developing World Markets, an investment banking and investment management firm specialized in microfinance and other social positive investments in the developing world. DWM is the largest source of cross border institutional capital for microfinance institutions (over US\$800 million) and, at the same time, manages more than US\$650 million in institutional assets in microfinance. Prior to DWM, Mr. Johnson spent 14 years with Bankers Trust, focused exclusively on emerging markets. As an investment banker in London with Middle Eastern institutional clients, he helped restructure their direct investments in Asia, Latin America, and Eastern Europe. In New York, Mr. Johnson conceived and executed multiple restructurings with commercial bonds of US\$14 billion of Foreign Military Sales (FMS) Program debts to the U.S. government by Turkey, Israel, Jordan, Pakistan, Morocco, Tunisia and Oman. In Cairo, he opened and managed Bankers Trust's Egypt office and negotiated Bankers Trust's first debt for equity swap (the Sudan). He has an MALD from the Fletcher School of Law and Diplomacy at Tufts University and a BSFS from the School of Foreign Service at Georgetown University. Board of Directors, Pro Mujer and Honorary Past President of the Board.

### **Gail Landis, Co-Founder, Evercore Asset Management**

Gail Landis, Chair of the Pro Mujer Board of Directors, is a co-founder of Evercore Asset Management, an institutional asset management firm specializing in high-conviction value investing. Prior to forming EAM in 2005, Ms. Landis was a Managing Director and Head of Americas Distribution at Credit Suisse Asset Management. Before joining CSAM, Ms. Landis spent 21 years at Sanford C. Bernstein & Co., Inc. where she held a variety of investing and business roles, most recently as Managing Director leading the firm's global institutional marketing and consultant development activities. She earned a B.A. in East Asian Studies from Boston University and an M.B.A. from New York University. In addition to Pro Mujer, she is a member of the Investment Committee of the Board of Trustees of St. Mark's School.

### **About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://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 200 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](http://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](http://www.100womeninhedgefunds.org/pages/give_back.php) today and tell us how you can help.

### **100WHF Connect!**

Get *Connected* today! Visit [http://www.100womeninhedgefunds.org/pages/membership\\_connect.php](http://www.100womeninhedgefunds.org/pages/membership_connect.php) for details and to sign up.

### 100WHF Access Fee

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

[https://www.100womeninhedgefunds.org/pages/member\\_payment.php](https://www.100womeninhedgefunds.org/pages/member_payment.php). We appreciate your continued support!

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