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March 31, 2010

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On behalf of the Officers and Board of Directors of the Kansas City Securities Association I cordially invite you to our 30th annual Spring Outing on Thursday, May 6, 2010.

This year our business event will be held at the Kansas City Hilton President Hotel with a performance by the Marching Cobras and dinner at Howl at the Moon in the Kansas City Power and Light District.

This is your opportunity to be part of our 30th year presenting academic scholarships benefiting members of the Boys & Girls Club of Greater Kansas City, the Marching Cobra's, The Negro League Baseball Museum, University Academy, and University of Missouri – Kansas City.

If you are interested in sponsoring the event please let us know.

We look forward to seeing you on May 6th!

Sincerely,

Kelli Springer
President, KCSA



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ANNUAL SPRING OUTING 2010 Agenda

Hilton President Hotel Kansas City

Howl at the Moon, Kansas City Power & Light District

Thursday, May 6

- | | |
|--------------|--|
| 11:00 – 4:00 | Registration - Hilton President Hotel Lobby |
| 1:00 – 3:00 | Business Meeting – Aztec Ball Room |
| | Tom Hoenig, President
Federal Reserve Bank of Kansas City |
| | David Franasiak, Partner
Head of the Financial Services Practice
William & Jensen, PLLC |
| 5:00 – 9:00 | Howl at the Moon
Kansas City Power & Light District |
| | Welcome Reception
Marching Cobras Performance
Dinner
Scholarship Presentation
Mark Collins – former Kansas City Chiefs and
New York Giants cornerback and safety
Howl at the Moon Band |
| 9:00 | Afterhours - Kansas City Power & Light District |





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KCSA Annual Spring Outing- Registration Form May 6, 2010

Name _____
Last First Middle

Spouse/Guest _____

Firm Name _____

Firm Address _____

City _____ State _____ Zip _____

Office Telephone _____

E-MailAddress _____

Enclosed is my registration for \$ _____

- _____ \$150.00 - Members of KCSA
- _____ \$250.00 - Non - Members
- _____ \$100.00 - Spouse/Guest

Register online at www.kansascitytraders.org/events.htm

If you want to pay by check, make it payable to:

KCSA, Inc.
P.O. Box 30065
Kansas City, MO 64112

If paying by credit card please fax this form with your information below to
816-932-7035 ATTN: Sandy Chism.

____ Visa ____ Mastercard ____ American Express

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If you have questions, please contact either Kelli Springer or Sandy Chism at 816-932-8015



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Conference and Lodging Hilton President Hotel

1329 Baltimore Avenue
Kansas City, Missouri, 64105
Phone: 816-221-9490 Fax: 816-221-9422
www.presidentkansascity.hilton.com

Mention that you are with the Kansas City Securities Association to receive the discounted \$139/night room rate.





Conference Speakers

Tom Hoenig, President, Federal Reserve Bank of Kansas City

Tom Hoenig is president and chief executive officer of the Federal Reserve Bank of Kansas City. The Bank is one of 12 regional Banks in the Federal Reserve System, with responsibilities that include participating in setting national monetary policy, supervising and regulating commercial banks and bank holding companies, serving as the bank for the U.S. Government and for commercial banks, and providing other payments services to depository institutions.

Mr. Hoenig directs Federal Reserve activities in the Tenth Federal Reserve District -- an area that includes Colorado, Kansas, Nebraska, Oklahoma, Wyoming, the northern half of New Mexico, and the western third of Missouri. He is also a member of the Federal Reserve System's Open Market Committee, the key body with authority over monetary policy.

Mr. Hoenig received his doctorate in Economics from Iowa State University. He joined the Federal Reserve Bank in 1973 as an economist and was a senior officer in banking supervision during the banking crisis of the 1980s. He assumed the role of president on Oct. 1, 1991.

David Franasiak, Partner, Head of the Financial Services Practice William & Jensen, PLLC

David Franasiak became a Principal of Williams & Jensen in 1992. Mr. Franasiak specializes in a legislative and administrative practice focused on tax, securities, financial institutions and natural resource. Mr. Franasiak has over twenty-five years of experience working on public policy issues with corporate executives, not-for-profit organizations, accounting firms, broker dealers, hedge funds, financial institutions, and associations.

Prior to joining Williams & Jensen, he was a Principal in the Office of the Chairman at Ernst & Young. From 1984 to 1987, he worked for British Petroleum and was Director of Tax at the U.S. Chamber of Commerce from 1981 to 1984. Previous to this position, he served as Staff Director to the Tax Oversight Subcommittee of the U.S. House of Representatives Small Business Committee.

Scholarship Awards Dinner Speaker

Mark Collins, former National Football League cornerback and safety

Mark Collins was drafted by the New York Giants in the second round of the 1986 NFL Draft. Collins also played for the Kansas City Chiefs, Green Bay Packers, and Seattle Seahawks and retired from the NFL with the New York Giants in 1999. He was a two-time Super Bowl champion while with the Giants. Collins played college football at Cal State-Fullerton and his name was inducted into the Cal State Fullerton Hall of Fame in 2007.

Mark Collins is currently President and CEO of 2XChamp Sports, LLC. A company he created to help student athletes that have either fallen through the cracks and/or are not highly recruited find potential scholarship opportunities through his website www.2xchampsports.com. He is also a high school coach and educator.