



Press Release

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**PRESIDENT OF FEDERAL HOME LOAN BANK
OF SAN FRANCISCO TO ADDRESS DIRECTIONS 2010**

Annual Reno-Sparks Chamber of Commerce event to focus on 2010 economic outlook

(Reno, Nev.)—Dean Schultz, the highly respected president of the Federal Home Loan Bank of San Francisco, will speak at Directions 2010, set for Wednesday, February 10 at the Reno-Sparks Convention Center in Reno, Nevada.

Hosted by the Reno Sparks Chamber of Commerce, northern Nevada's largest business group, Directions is the region's premier annual economic forum. Schultz's topic will be: "The Financial Health of Lending Institutions in the Western Region and the Work of the Federal Home Loan Bank of San Francisco."

"Lending will be a critical part of the equation for our economic recovery," said Chamber CEO Doug Kurkul. "Dean and his bank have jurisdiction over the states of Nevada, California, and Arizona, making his observations particularly relevant to the Reno-Sparks area." Today, some 8,000 financial institutions rely on the nation's 12 federal home loan bank branches for low-cost liquidity.

The public can purchase Directions 2010 tickets at an early-bird discount through Nov. 30 by visiting <http://renosparkschamber.org/events>.

Each year, Directions is attended by more than 750 business and civic leaders, elected officials, students, and others interested in the economic vitality of the region. Other announced speakers for Directions 2010 include Stephen Moore, senior economic writer for the Wall Street Journal and frequent news commentator on Fox News and CNBC.

Sponsors for Directions 2010 include NV Energy, Wells Fargo, the RSCVA, the Glenn Group and Channel 2 News. Sponsorships and exhibit opportunities are available by contacting Nancy Pulliam at (775) 337-3030, ext. 3057.

About the Reno Sparks Chamber of Commerce: The Reno Sparks Chamber of Commerce is the largest business organization in northern Nevada. It advances the success of local businesses, advocates for the

region's economic vitality, develops local leaders, and promotes the region and its quality of life. For more information, visit www.renosparkschamber.org or call 775-337-3030, ext. 0.