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A Message from Claire Sonnenberg, Consultant Insight Director

The holidays are upon us and we've just wrapped up our final edition of the Consultant 360 newsletter. Our latest delivery brings to you a package full of insight including:

- Chief Economist Dick Hoey's [latest update](#) on the world economy and the Eurozone.
- A [replay](#) of our recent Securities Lending teleconference - hear what our cast of experts have to say about cash investment strategies.
- Stats, facts and news about BNY Mellon through our latest [At-A-Glance](#) publication. Did you know BNY Mellon has been servicing clients for over 225 years?
- And of course, several [thought leadership](#) perspectives that will surely impact your thinking on behalf of your clients for the year to come.

The Consultant Insight team and I want to thank you all for your continued readership and to send our best wishes to you for a very merry holiday season!

Claire

Have You Saved The Date?

Strength. Strategy. Leadership.

2012 Consultants Forum
April 2 & 3

Four Seasons Hotel, Boston, MA



Thought Leadership

Grasping the New Global Standards
GIPS underwent major revisions in 2011. Bruce Feibel shares a perspective on the impact of the changes and how these revisions help investment managers transparently present and communicate performance information to prospective investors. [More »](#)

Doing More with Less: A Trend That's Here to Stay

Learn how mutual fund companies can drive up their fund accounting ratios and grow operations without increasing staff through exception-based processing. [More »](#)

Genesis For Growth: Prime Custody

Brian Ruane, CEO of BNY Mellon Alternative and Broker-Dealer Services, discusses the evolution of the prime custody model both in the U.S. and Europe. [More »](#)

Rays of Hope: Pleasing Investors & Regulators

Marina Lewin talks about investor demands, evolving regulation consolidation in the fund administration sector and the opportunities that exist despite the environment.

[More »](#)

Industry News

- BNY Mellon to Provide Mutual Fund Services to Touchstone Investments [More »](#)
- BNY Mellon Awarded Global Custody Mandate for Fortune SG Fund Management Co. Ltd's Latest QDII Fund [More »](#)

Consultant 360 is designed to provide the consultant community with insight on events impacting the market and BNY Mellon Asset Servicing. If you have any suggestions for future topics, please let us know.

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