

NEWS

Press Release

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Charlotte, North Carolina July 21, 1997 "A little booklet published by Charlottean Mary Brookhart is just the answer for bankers grappling with asset/liability management basics. What is asset/liability management? Brookhart's 70-page pocket guide defines it: 'The process of managing interest rate risk based on the characteristics of the financial assets and liabilities the bank will own or owe at any particular time, specifically yield, maturity, and risk.' You'd expect bankers to know all about that. But according to Brookhart, they're always hungry for more. She sends a monthly newsletter called Bank Asset/Liability Management to about 1,200 bankers worldwide, mostly chief financial officers. It costs \$385 a year. Articles are written by experts including the newsletter's editorial board members, among them Dr. David Easton, senior vice president of balance sheet management at Bank of America. Newsletters and booklets represent about half of Brookhart's business, called Southeast Consulting, Inc. She also helps non-profit organizations find funding and consults on technology, strategic planning and bank asset/liability issues. A computer expert and information analyst, Brookhart began the company in 1992."



Established in 1992 and headquartered in Charlotte, NC, Southeast Consulting, Inc. is a financial and technology consultancy whose primary mission is to assist clients in the solution of complex financial, business and technology problems through the use of advanced financial management techniques and the application of state-of-the-art technology and security practices. From a strategic standpoint, **SCI** continues to expand the company's client base and market presence while enhancing the corporation's reputation as a world-class consulting firm. **SCI's** founding vision and philosophy is to *maintain a business partner relationship with key clients by providing high quality, cost efficient world-class publishing and consulting services.*

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