When we get together, **ideas don't just add up —**

ideas multiply

PROGRAM BOOK

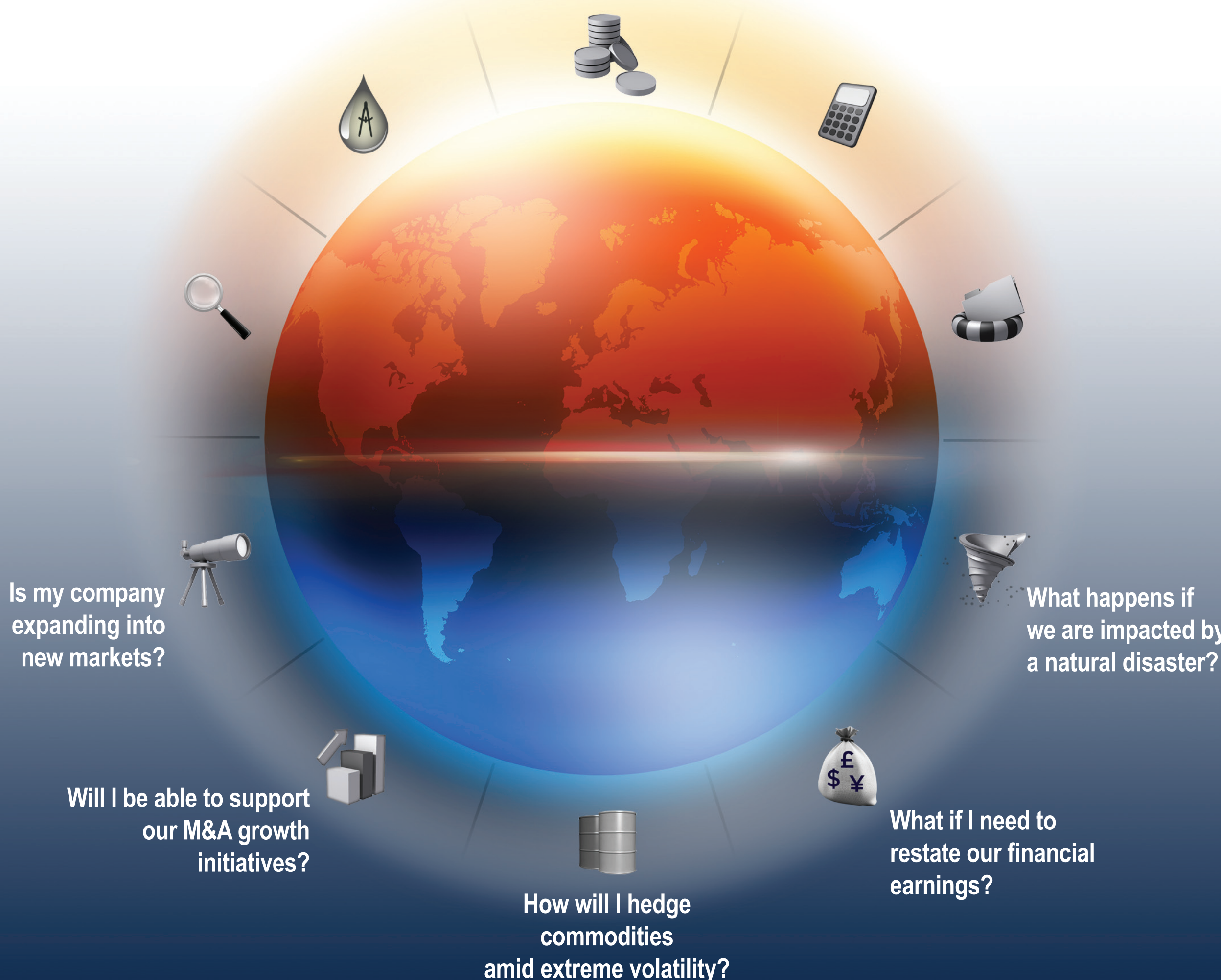
AFP®
Annual Conference

Association for Financial Professionals®

OCTOBER 27–30, 2013 | LAS VEGAS

ORIGINAL→ESSENTIAL→UNBIASED→**INFORMATION**

DO YOU SEE TREASURY CHANGE ON THE HORIZON?



IF SO, YOU MAY BE WONDERING HOW FUTURE-PROOF YOUR TREASURY IS.

Staying ahead of challenges known today and those yet to be uncovered requires transparency into all aspects of cash, liquidity and risk. It requires a long-term vision that will enable treasury to work seamlessly across the enterprise regardless of function, location, time zone, now and in the future.

Leverage Reval's all-in-one SaaS solution for Treasury and Risk Management for sustainable success. For today, tomorrow, for evolving treasury needs, the answer is Reval.

LOOK INSIDE YOUR REGISTRATION BAG FOR A CHANCE TO WIN A TRAVEL UPGRADE. CHECK-IN AT REVAL BOOTH #525 TO CLAIM YOUR PRIZE.

TABLE OF CONTENTS

DEAR AFP ANNUAL CONFERENCE ATTENDEES:

When AFP members meet, ideas do not simply add up. They multiply. That is why, for the 2013 Annual Conference in Las Vegas, AFP has assembled a lineup of speakers who have never been short on big ideas.

The 2013 Annual Conference begins at Sunday's General Session, featuring keynote speaker General Colin Powell. For more than 50 years, General Powell has devoted his life to public service. He has held senior military and diplomatic positions across four presidential administrations, including National Security Advisor and chairman of the Joint Chiefs of Staff and Secretary of State.

Also this year, we are joined by former FDIC Chairman Sheila Bair, whose leadership helped us weather the storm of the 2008 financial crisis. She was adamant that the FDIC not turn to taxpayer borrowing and instead manage its losses and liquidity needs through its traditional industry-funded resources.

Featured speaker Nate Silver, founder of FiveThirtyEight.com, is certainly no stranger to big ideas. Recently named to Fast Company's list of the Most Creative People of 2013, Silver received worldwide acclaim for the accuracy of his predictions during the 2008 and 2012 presidential elections.

Liz Wiseman, president of the Wiseman Group, also knows a thing or two about ideas multiplying. In a special session Wiseman will discuss how leaders can become *Multipliers*—individuals who amplify the capabilities of those around them.

Speaker Stephen Few, founder and principal, Perceptual Edge, will demonstrate the power of data visualization for telling quantitative stories in clear and compelling ways.

The CTC Breakfast features speaker Jon Meacham, Pulitzer Prize-winning author and contributing editor of *Time Magazine.* And the Certification Luncheon welcomes Mark Zandi, chief economist and co-founder of Moody's Economy.com.

This year's Executive Institute hosts two special luncheon speakers. On Monday, George Bodenheimer, executive chairman of ESPN, provides a look at why the best organizations focus on people over profits. And on Tuesday, Daniel L. Doctoroff, president and CEO of Bloomberg L.P., will discuss how companies must continuously reinvent themselves as situations change.

Conference attendees will also have an opportunity to give back to the Las Vegas community by volunteering with Opportunity Village, an organization that helps area residents with intellectual disabilities. Attendees will be able to decorate the Magical Forest at Opportunity Village, paint decorations, clean, organize items for the Santa Run and decorate a tree sponsored by BBVA and AFP.

Of course, as our "ideas multiply" theme suggests, this conference is also the perfect time to meet with your peers, ask questions, compare ideas and find solutions. With so many educational and networking sessions, you're sure to walk away with a multitude of new ideas for your business.

Jim Kaitz
President and CEO
Association for Financial Professionals

Susan Glass, CTP
Assistant Treasurer, Global Cash and Investments
Hallmark Cards, Inc.

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ABOUT AFP®

Headquartered outside Washington, D.C., the Association for Financial Professionals (AFP) is the professional society that represents finance executives globally. AFP established and administers the Certified Treasury Professional and Certified Corporate FP&A Professional credentials, which set standards of excellence in finance. The quarterly AFP Corporate Cash Indicators serve as a bellwether of economic growth. The AFP Annual Conference is the largest networking event for corporate finance professionals in the world.

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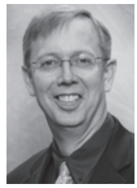

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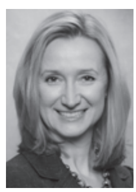

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AFP*Aware*

Workplace | Community | Environment

The Association for Financial Professionals proudly continues AFP*Aware* – a program that supports a healthier environment for its members, employees and communities. This year's Annual Conference includes practices to reduce unnecessary waste and positively impact the local community.

There are many ways to be AFP*Aware* at this year's Annual Conference.

- Volunteer with Opportunity Village—Las Vegas' favorite charity. *Sponsored by BBVA Compass.*
- Participate in a PaintFest in booth 1557. The murals for the PaintFest are pre-drawn by Foundation for Hospital Art artists and color coded. Attendees will have the opportunity to paint during the Opening Exhibit Hall Reception on Sunday, Exhibit Hall Hours on Monday, and Exhibit Hall hours on Tuesday – up until 2:00 p.m. *Sponsored by BBVA Compass.*
- Use the recycling receptacles throughout the convention center

COMMUNITY SERVICE PROJECT *Sponsored by BBVA Compass*

Give back to the city of Las Vegas and volunteer with Opportunity Village, an organization serving people with intellectual disabilities in the Las Vegas community. Projects include decorating the Magical Forest at Opportunity Village, painting decorations, cleaning, organizing items for the Santa Run and decorating a tree sponsored by BBVA and AFP.

Unable to volunteer, but want to give back? Consider making a donation to Opportunity Village. Opportunity Village relies on community support to continue providing programs and services for more than 1,600 men and women with intellectual disabilities on a daily basis. Visit www.opportunityvillage.org to make a donation.

We invite you to join us in this important endeavor.

5K FUN RUN/WALK *Sponsored by PNC*

Start your day with an invigorating 5K Fun Run/Walk down the Las Vegas Strip. Participants can run or walk with their colleagues on Las Vegas Boulevard, the holy grail for runners. The entire course takes place on the sidewalks that are parallel to each side of Las Vegas Boulevard. The event takes place on Tuesday, Oct. 29 from 6:30 a.m. – 7:30 a.m. Registrants should meet at the Mandalay Bay Convention Center near the Shark Reef. Pre-registrants only. This event is sold out.

FAQs

REGISTRATION HOURS

Q: What are the registration hours?

A: Registration hours—in the Mandalay Bay Convention Center:
Saturday, 8:00 a.m. – 4:00 p.m.
Sunday, 8:00 a.m. – 6:30 p.m.
Monday, 7:30 a.m. – 5:00 p.m.
Tuesday, 7:30 a.m. – 5:00 p.m.
Wednesday, 7:30 a.m. – 9:00 a.m.

CONFERENCE CENTER AND EVENTS

Q: When are the General Sessions? Who is speaking?

A: The Opening General Session takes place on Sunday, October 27, 4:00 p.m. – 5:30 p.m. in Mandalay Ballroom EFGH. The Keynote speaker is General Colin Powell, Former Secretary of State and Former Chairman, Joint Chiefs of Staff. The Tuesday General Session will take place on October 29, 3:15 p.m. – 4:30 p.m. in Mandalay Ballroom EFGH. Sheila Bair, Former FDIC Chairman and Senior Advisor of Pew Charitable Trusts will be the speaker.

Q: Where is the Exhibit Hall?

A: The exhibit hall is located in Shorelines AB on Level 2 of the Mandalay Bay Convention Center. See pages 102–103 for the map of the exhibit hall.

Q: When is the Exhibit Hall open?

A: Sunday, 5:30 p.m. – 7:00 p.m.
Monday, 8:30 a.m. – 4:00 p.m.
Tuesday, 8:30 a.m. – 5:30 p.m.

Q: Are meals provided during Conference?

A: Yes, AFP provides breakfast Monday through Wednesday and lunch on Monday and Tuesday.

Q: Is there a business center?

A: Yes. The business center is located on Level 1 of the Mandalay Bay Convention Center.

Q: Is there a bag and coat check?

A: Yes. It is located on Level 1 of the Mandalay Bay Convention Center.

Q: Is there wireless internet available in the Mandalay Bay Convention Center?

A: Yes, there is free wireless internet available throughout the Convention Center.

Q: How do I get to and from the Mandalay Bay Convention Center from my hotel?

A: All hotels, except for the Cosmopolitan, are within walking distance to the Mandalay Bay Convention Center. Limited shuttle service will be provided only to and from the Cosmopolitan Hotel. Shuttle pickup is at the Mandalay Bay Convention Center near the Shark Reef. Check in the Cosmopolitan lobby for shuttle details.

Q: Where are the special events taking place?

A: The Welcome Reception is taking place at the Mandalay Bay Beach on Sunday, October 27 from 7:00 p.m. – 9:00 p.m. The Tuesday Evening Entertainment is taking place at the House of Blues in the Mandalay Bay Hotel on Tuesday, October 29 from 8:00 p.m. – 9:30 p.m.

Q: Will dinner be served at the special events?

A: No, but there will be heavy hors d'oeuvres served during the Welcome Reception at the Mandalay Bay Beach.

Q: When is the 5K Fun Run/Walk?

A: The 5K Fun Run/Walk is taking place on Tuesday, October 29 at 6:30 a.m. The run/walk will start at the Mandalay Bay Convention Center near the Shark Reef; participants will run down the Las Vegas strip. Pre-registrants only. This event is sold out.

FAQs

MISCELLANEOUS

Q: Where and when is the AFP Annual Conference taking place next year?

A: Annual Conference will take place in Washington, DC, November 2–5, 2014.

Q: Where and when will the 2014 Booth Space Selection meeting take place?

A: The Booth Space Selection meeting for the 2014 AFP Annual Conference in Washington, DC will be held in Palm H on Monday, October 28 and Tuesday, October 29.

Q: How do I report my CE credits earned at the AFP Annual Conference?

A: Please see page 25 of the program book for all credit information.

Q: Are there any sessions or events that are not eligible for continuing education credits?

A: Yes, some sessions are not eligible. All sessions that are eligible for CCM/CTP or FP&A credits are marked in the program book with these icons.

Also, some sessions are marked as eligible for CTP/CCM Career Development Credits. In accordance with the recertification guidelines, continuing education credits earned under the career development topic category are limited to a maximum of three credits per renewal cycle.

Q: Where can I find the attendee list?

A: The attendee list can be found in the Conference Logistics e-mail sent October 18th. You can also access the attendee list through the AFP planner.

Q: I forgot my username and password for the online planner. How do I reset?

A: Visit www.AFPonline/password to retrieve your username and password.

Q: Where can I find the session handouts?

A: Access handouts with the AFP planner or app.

Q: Who can I talk to about finding a restaurant in Las Vegas?

A: Please check with your hotel concierge for restaurant recommendations.

Q: Is there an AFP Annual Conference app?

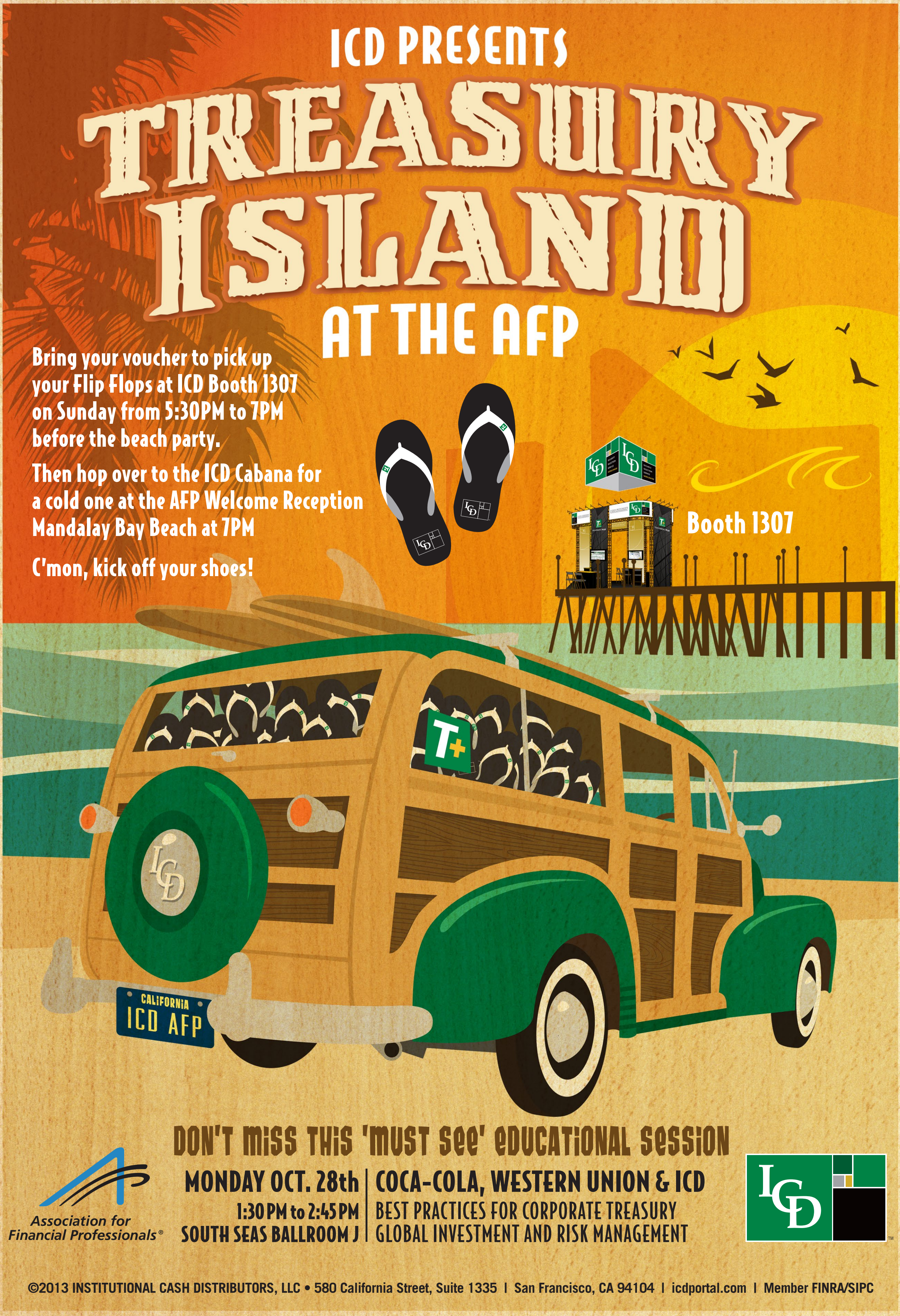
A: Yes. The AFP Annual Conference app lets you access your previously prepared Conference agenda or create a new one onsite through the iPhone, iPad, Android app or Blackberry (with limited features). Get started now at www.AFPconference.org/Apps.

conference resources

AFPAWARE

AFP proactively supports a healthier environment at Conference through conservation, community service and recycling. You can participate in AFP*Aware* events during this year's Conference, such as PaintFest in Booth 1557 or this year's community service activity, Opportunity Village. Sponsored by BBVA Compass.

THE MOST IMPORTANT EVENT FOR TREASURY AND FINANCE


ICD PRESENTS
TREASURY ISLAND
AT THE AFP
Bring your voucher to pick up your Flip Flops at ICD Booth 1307 on Sunday from 5:30PM to 7PM before the beach party.
Then hop over to the ICD Cabana for a cold one at the AFP Welcome Reception Mandalay Bay Beach at 7PM
C'mon, kick off your shoes!
Booth 1307
T+
ICD
CALIFORNIA
ICD AFP
DON'T MISS THIS 'MUST SEE' EDUCATIONAL SESSION
MONDAY OCT. 28th
1:30 PM to 2:45 PM
SOUTH SEAS BALLROOM J
COCA-COLA, WESTERN UNION & ICD
BEST PRACTICES FOR CORPORATE TREASURY
GLOBAL INVESTMENT AND RISK MANAGEMENT
Association for Financial Professionals®
ICD
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CONFERENCE SCHEDULE-AT-A-GLANCE

Schedule as of September 13, 2013. All events and meetings take place at the Mandalay Bay Convention Center unless otherwise noted.

SATURDAY, OCTOBER 26

8:00 a.m. – 4:00 p.m.	**Registration @ Convention Center**	Mandalay Bay Foyer
8:00 a.m. – 4:00 p.m.	**CTC Executive Institute Lounge** *(Restricted Attendance)* *Sponsored by PNC*	Reef EF
8:00 a.m. – 4:00 p.m.	**Cash Management Fundamentals Seminar — Day 1 of 2**	Breakers J
8:00 a.m. – 4:00 p.m.	**CTP® Exam Review Course — Day 1 of 3**	Breakers H
8:00 a.m. – 4:00 p.m.	**Pre-Conference Workshops**	Breakers C, D, E, F, K, L

SUNDAY, OCTOBER 27

8:00 a.m. – 6:30 p.m.	**Registration @ Convention Center**	Mandalay Bay Foyer
8:00 a.m. – 8:30 a.m.	**AFP Annual Meeting**	Breakers K
8:00 a.m. – 6:30 p.m.	**CTC Executive Institute Lounge** *(Restricted Attendance)* *Sponsored by PNC*	Reef EF
8:00 a.m. – 4:30 p.m.	**Team Lounge** *(Restricted to Registered Teams)*	Lagoon G
8:30 a.m. – 1:00 p.m.	**AFP*Aware* Community Service Project** *Sponsored by BBVA Compass*	Surf E
8:00 a.m. – 3:00 p.m.	**Pre-Conference Workshops**	Breakers C, D, E, F, L
8:00 a.m. – 3:00 p.m.	**Cash Management Fundamentals Seminar — Day 2 of 2**	Breakers J
8:00 a.m. – 3:00 p.m.	**CTP® Exam Review Course — Day 2 of 3**	Breakers H
11:00 a.m. – 11:30 a.m.	**AFP of Canada Annual Meeting**	Breakers K
1:00 p.m. – 2:30 p.m.	**Payments Roundtable** *(Pre-registration Required)* *(Restricted Attendance)* *Sponsored by Bank of America Merrill Lynch*	South Seas Ballroom C
2:30 p.m. – 3:30 p.m.	**Payments Reception** *(Restricted Attendance)* *Sponsored by Bank of America Merrill Lynch*	South Seas Ballroom D
2:30 p.m. – 3:30 p.m.	**CTC Reception** *(Restricted Attendance)* *Sponsored by Reval*	Mandalay Bay Foyer
4:00 p.m. – 5:30 p.m.	**Opening General Session** **featuring General Colin Powell** *(Doors open at 3:30 p.m.)*	Mandalay Bay Ballroom EFGH
5:30 p.m. – 7:00 p.m.	**Exhibit Hall Grand Opening Reception**	Shorelines AB
5:30 p.m. – 7:00 p.m.	**AFP of Canada Chairman's Reception** *(Restricted Attendance)* *Sponsored by BMO Financial Group and Scotiabank*	Booth 1757
7:00 p.m. – 9:00 p.m.	**Welcome Reception** *Co-Sponsored by ICD, LLC*	Mandalay Bay Beach

MONDAY, OCTOBER 28

7:30 a.m. – 5:00 p.m.	**Registration @ Convention Center**	Mandalay Bay Foyer
7:30 a.m. – 5:00 p.m.	**CTC Executive Institute Lounge** *(Restricted Attendance)* *Sponsored by PNC*	Reef EF
7:30 a.m. – 5:00 p.m.	**Team Lounge** *(Restricted to Registered Teams)*	Lagoon G
7:30 a.m. – 8:30 a.m.	**Attendee Breakfast**	Shorelines B
8:00 a.m. – 9:30 a.m.	**CTC Breakfast for Treasury & Finance Leaders** *(Restricted Attendance) Sponsored by RBC Royal Bank*	Mandalay Bay Ballroom IJ
8:30 a.m. – 9:30 a.m.	**Concurrent Educational Sessions**	See pages 43–48
8:30 a.m. – 4:00 p.m.	**Exhibit Hall Open**	Shorelines AB
8:30 a.m. – 5:00 p.m.	**CTP® Exam Review Course — Day 3 of 3**	Breakers H
9:30 a.m. – 10:30 a.m.	**Exhibit Hall Refreshment Break**	Shorelines AB
10:30 a.m. – 11:45 a.m.	**Concurrent Educational Sessions**	See pages 48–52
12:00 p.m. – 1:00 p.m.	**Attendee Lunch**	Shorelines B

CONFERENCE SCHEDULE-AT-A-GLANCE

Schedule as of September 13, 2013. All events and meetings take place at the Mandalay Bay Convention Center unless otherwise noted.

MONDAY, OCTOBER 28 *(continued)*

12:00 p.m. – 1:15 p.m.	**Industry Roundtables Luncheon** *(Restricted Attendance)* *Sponsored by Fifth Third Bank*	Breakers A, B, C, D, E, F, K, L
12:00 p.m. – 1:15 p.m.	**CTC Executive Institute Luncheon** *(Restricted Attendance)* *Sponsored by PNC*	Mandalay Bay Ballroom IJ
12:45 p.m. – 1:30 p.m.	**Exhibit Hall Dessert Reception**	Shorelines AB
1:30 p.m. – 2:45 p.m.	**Concurrent Educational Sessions**	See pages 53–59
1:30 p.m. – 5:00 p.m.	**CTC Executive Institute** *(Restricted Attendance)* *Sponsored by PNC*	Mandalay Bay Ballroom KL
3:00 p.m. – 4:00 p.m.	**Exhibit Hall Refreshment Break** *Sponsored by Peloton Group*	Shorelines AB
4:00 p.m. – 5:00 p.m.	**Concurrent Educational Sessions**	See pages 60–64
5:00 p.m. – 6:30 p.m.	**FP&A Reception** *(Restricted Attendance)* *Sponsored by Planview*	Mandalay Bay Foyer

TUESDAY, OCTOBER 29

6:30 a.m. – 7:30 a.m.	**5K Fun Run/Walk (***Pre-registrants only. Event is sold out.)* *Sponsored by PNC*	Convention Center Entrance near Shark Reef
7:30 a.m. – 5:00 p.m.	**Registration @ Convention Center**	Mandalay Bay Foyer
7:30 a.m. – 8:30 a.m.	**Attendee Breakfast**	Shorelines B
7:30 a.m. – 5:00 p.m.	**CTC Executive Institute Lounge** *(Restricted Attendance)* *Sponsored by PNC*	Reef EF
7:30 a.m. – 5:00 p.m.	**Team Lounge** *(Restricted to Registered Teams)*	Lagoon G
8:30 a.m. – 9:30 a.m.	**Concurrent Educational Sessions**	See pages 69–74
8:30 a.m. – 11:45 a.m.	**CTC Executive Institute** *(Restricted Attendance)* *Sponsored by PNC*	Mandalay Bay Ballroom KL
8:30 a.m. – 5:30 p.m.	**Exhibit Hall Open**	Shorelines AB
9:30 a.m. – 10:30 a.m.	**Exhibit Hall Refreshment Break**	Shorelines AB
10:30 a.m. – 11:45 a.m.	**Concurrent Educational Sessions**	See pages 74–79
12:00 p.m. – 1:15 p.m.	**Attendee Lunch**	Shorelines B
12:00 p.m. – 1:15 p.m.	**FP&A Roundtable** *(Limited Attendance)* *Sponsored by Peloton Group*	Breakers L
12:00 p.m. – 1:45 p.m.	**Certification Luncheon** *(Restricted Attendance)* *Sponsored by PNC*	Mandalay Bay Ballroom EFGH
12:00 p.m. – 1:45 p.m.	**CTC Executive Institute Luncheon** *(Restricted Attendance)* *Sponsored by PNC*	Mandalay Bay Ballroom IJ
1:15 p.m. – 1:45 p.m.	**Exhibit Hall Dessert Reception**	Shorelines AB
2:00 p.m. – 3:00 p.m.	**Concurrent Educational Sessions**	See pages 80–85
3:15 p.m. – 4:30 p.m.	**General Session** **featuring Sheila Bair, Former FDIC Chairman**	Mandalay Bay Ballroom EFGH
4:30 p.m. – 5:30 p.m.	**Exhibit Hall Closing Reception**	Shorelines AB
8:00 p.m. – 9:30 p.m.	**Tuesday Evening Event & Reception** **Featuring Zowie Bowie** *(Limited Attendance)*	House of Blues in Mandalay Bay Hotel

WEDNESDAY, OCTOBER 30

7:30 a.m. – 8:30 a.m.	**Attendee Breakfast**	Shorelines B
7:30 a.m. – 9:00 a.m.	**Registration**	Mandalay Bay Foyer
7:30 a.m. – 11:00 a.m.	**Team Lounge** *(Restricted to Registered Teams)*	Lagoon G
8:30 a.m. – 9:30 a.m.	**Concurrent Educational Sessions**	See pages 90–92
9:45 a.m. – 10:45 a.m.	**Concurrent Educational Sessions**	See pages 93–95

REGISTRATION

GENERAL INFORMATION

Registration is located in the Mandalay Bay Foyer. Full Conference registration is required for admission to all Conference activities. No one under the age of 21 is permitted to attend any Conference functions or enter the AFP Exhibit Hall.

REGISTRATION HOURS

Saturday, October 26	8:00 a.m. – 4:00 p.m.
Sunday, October 27	8:00 a.m. – 6:30 p.m.
Monday, October 28	7:30 a.m. – 5:00 p.m.
Tuesday, October 29	7:30 a.m. – 5:00 p.m.
Wednesday, October 30	7:30 a.m. – 9:00 a.m.

BADGES

The AFP Annual Conference badge represents an admission contract between the attendee and AFP. Attendees must display their badges in the official Conference badge holder while at the Convention Center (Opening General Session, Exhibit Hall, Tuesday Night Entertainment or networking events) and at all off-site Conference events. Conference attendees may be asked to present photo identification that corresponds to the name on the badge for admission to Conference events. Switching or transferring badges violates the admission contract and subjects the badge to confiscation.

BADGE REPLACEMENT

Lost badges may be replaced at Registration for a $50 processing fee and photo identification. Processing fees cannot be refunded, discounted or waived if the original badge is recovered.

RIBBONS

Additional badge ribbons can be obtained at the Special Services counter in the Registration area. (Subject to eligibility.)

REGISTRATION SUBSTITUTIONS

Pre-registered attendees may substitute another person from the same company prior to Conference.

A badge cannot be substituted once it has been picked up onsite. All substitution requests must be made in writing accompanied by a completed registration form and a $100 processing fee.

Additional fees may apply based on the replacement attendee's membership status.

SPOUSE/PARTNER REGISTRATION

Spouse/Partner registration is $250 and includes admission to the AFP Exhibit Hall, the AFP Opening General Session, meals and social events including the Welcome Reception and Tuesday Night Entertainment. Spouse/Partner registration does not include educational sessions. Individuals attending under Spouse/Partner registration cannot be a practicing finance professional, a seller/provider of treasury management services, employed by a company in the industry or an industry consultant.

PERMISSIONS PHOTOGRAPHS, AUDIO AND/OR VIDEO

Photographs, audio and/or video recordings may not be taken without prior permission from AFP.

Attendees' Conference registration provides AFP the irrevocable right to use likeness for AFP advertising, trade and promotion.

SESSION DETAILS AND RESOURCES

SESSION DETAILS

ATTENDANCE

Attendees should arrive at their chosen session room early and sit as close to the front as possible to prevent the room from appearing full when seats are available. If all seats are occupied, please attend another session; overcrowded meeting rooms are uncomfortable, distracting for the audience and speaker and can create safety issues.

SESSION HANDOUTS

Access session handouts with the AFP Planner or App.

www.AFPconference.org/Apps

RECOMMENDED ATTIRE

Business casual attire is appropriate for all Conference events.

RESOURCES

HAVE A QUESTION?

The AFP Staff is ready to assist you with any of your Conference needs. Staff is stationed throughout the Convention Center and can be identified by the "AFP Staff" badge holder.

CONFERENCE CONNECT

Sponsored by gtnews and located in the Mandalay Bay Foyer, Conference Connect is a place to meet up with your colleagues and discover the ways that AFP can keep you connected all year long.

CONFERENCE DAILY NEWS

Be informed of event updates, location changes and industry news. The publication is electronically sent to all attendees each morning.

INFORMATION KIOSK

An AFP-staffed kiosk is located in the Registration area on Saturday–Wednesday. Our knowledgeable staff can assist attendees with navigating the conference schedule, identifying session room locations and providing answers to general Conference questions.

CYBER CAFÉ

The Cyber Café is located in the Exhibit Hall in Booth 1139 and is open during regular Exhibit Hall hours.

Sponsored by BNY Mellon, the Cyber Café has complimentary coffee and plenty of computers to keep attendees connected to the office, news or colleagues during the conference.

BUSINESS CENTER

The business center is located on Level 1 of the Mandalay Bay Convention Center and offers computers, copiers and fax machines, along with shipping supplies and other services.

FIRST AID STATION

The First Aid Station is located on Level 1 of Mandalay Bay Convention Center and is open during official Conference hours. It offers emergency medical assistance during Conference.

LOST AND FOUND

The Lost and Found is located in Jasmine D and is open during official Conference hours.

SPEAKER READY ROOM

Located in Room Reef C, the room is equipped with computers for Conference speakers to review and update their presentations. Staff is available to assist.

TEAM LOUNGE

Available exclusively to Conference Team Registrants, the Team Lounge is located in Lagoon G and is open during official Conference hours. Registered teams can use the lounge to strategically divide the three days of more than 140 sessions and networking events.

POST-CONFERENCE SURVEY —Tell Us

Your opinions are invaluable to us. Shortly after you return from Conference, you will receive an e-mail requesting participation in our online Conference survey. Your honest and thoughtful responses to this survey help ensure that next year's AFP Annual Conference offers the speakers, sessions and workshops most relevant to you.

EXHIBIT HALL DETAILS AND RESOURCES

GENERAL INFORMATION

The Exhibit Hall opens at 5:30 p.m. on Sunday, October 27. Many Conference events take place within the Exhibit Hall, including refreshment breaks. Attendees are encouraged to use the daily schedule to assist in planning Exhibit Hall visits. The Exhibit Hall closes on Tuesday, October 29 at 5:30 p.m.

EXHIBITS

Attendees consistently cite the Exhibit Hall as one of the top Conference features. The AFP Exhibit Hall hosts more than 260 companies, each showcasing their latest products and services. This is a once-a-year opportunity to speak with representatives, view product demonstrations and learn of new Innovations and technologies in the finance industry. Refer to the Exhibitors and Sponsors section for a full list.

AFP MEMBERSHIP CENTER

The AFP Membership Center is located in Booth 539 and is open during regular Exhibit Hall hours. When you're exploring more than 260 product and service vendors on the show floor, make sure to stop by the AFP Membership Center. While you're there, learn about AFP's latest membership benefits, the new FP&A certification, the CTP® Certification and meet the AFP Staff. Renew your AFP membership and receive General Colin Powell's book, *It Worked for Me*. AFP will also make a $5 donation to General Colin Powell's charity, America's Promise Alliance for every membership renewal placed on site.

AFP OF CANADA

Attention: Treasury and Finance Professionals from Canada

Make sure to stop by the AFP Membership Center to learn more about AFP of Canada and The Society of Canadian Treasurers. AFP of Canada offers all the benefits of AFP membership in addition to products and services unique to the Canadian finance and treasury profession.

REGIONAL ASSOCIATIONS

Regional finance and treasury management associations are featured in Booth 138. A full schedule of all regional associations participating in this year's Conference is posted in AFP Conference Daily News and at the Regional Association booth.

BOOK SIGNING SCHEDULE AFP MEMBERSHIP CENTER

Browse and purchase publications by this year's featured speakers at the AFP membership center Booth 539. Renew your AFP membership and receive General Colin Powell's book, *It Worked for Me*. AFP will also make a $5 donation to General Colin Powell's charity, America's Promise Alliance for every membership renewal placed on site.

MONDAY, OCTOBER 28

Liz Wiseman

Multipliers: How the Best Leaders Make Everyone Smarter

9:45 a.m. – 10:15 a.m.

Stephen Few

Show Me the Numbers: Designing Tables and Graphs to Enlighten

3:00 p.m. – 3:30 p.m.

TUESDAY, OCTOBER 29

Nate Silver

The Signal and the Noise: Why Most Predictions Fail-But Some Don't

9:45 a.m. – 10:15 a.m.

Sheila Bair

Bull by the Horns

4:45 p.m. – 5:15 p.m.

AFP ANNUAL CONFERENCE APP

This intuitive app lets you access your previously pre-pared Conference agenda or create a new one onsite through the iPhone, iPad, Android app or Blackberry (with limited features).

Get started now at www.AFPconference.org/Apps.

EXHIBIT HALL SCHEDULE

EVENTS IN THE EXHIBIT HALL

All of the events listed below take place in the Exhibit Hall. The Exhibit Hall will open Sunday at 5:30 p.m. Tuesday from 4:30 p.m. to 5:30 p.m. marks the Exhibit Hall's closing and the end of a successful Conference. For additional information about these events, please see the tabbed sections for each day.

SUNDAY, OCTOBER 27

5:30 p.m. – 7:00 p.m.	**Exhibit Hall Grand Opening Reception**

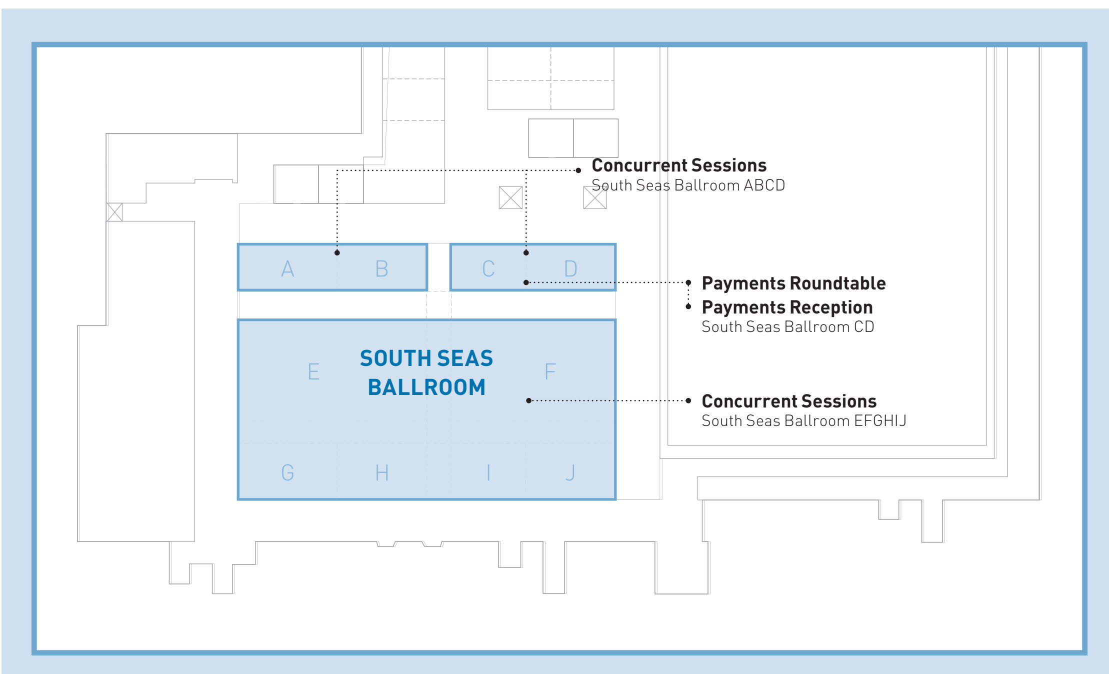
MONDAY, OCTOBER 28

8:30 a.m. – 4:00 p.m.	**Exhibit Hall Open**
9:30 a.m. – 10:30 a.m.	**Refreshment Break**
12:00 p.m. – 1:00 p.m.	**Lunch in the Exhibit Hall**
12:45 p.m. – 1:30 p.m.	**Exhibit Hall Dessert Reception**
3:00 p.m. – 4:00 p.m.	**Refreshment Break** *Sponsored by Peloton Group*

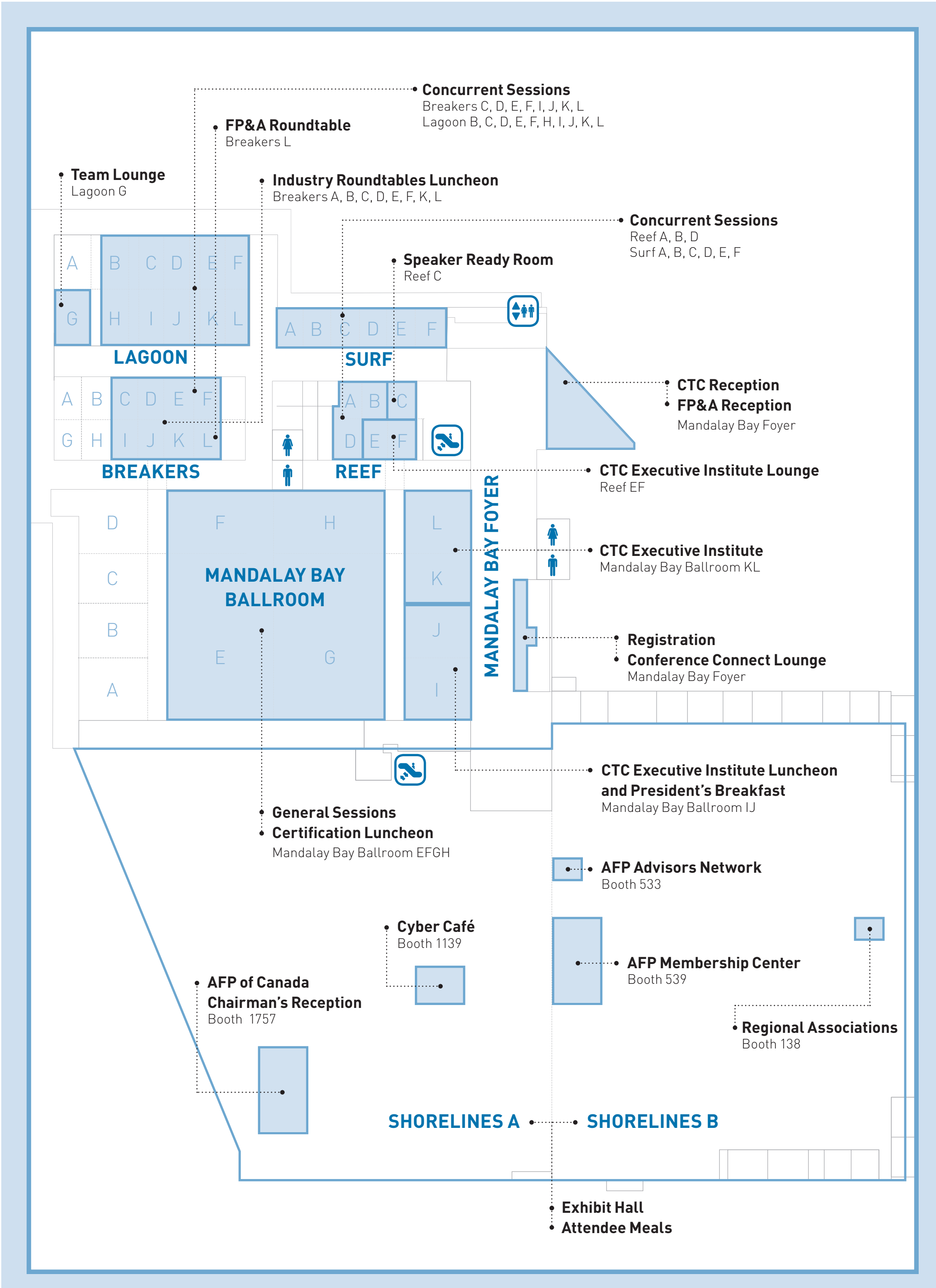
TUESDAY, OCTOBER 29

8:30 a.m. – 5:30 p.m.	**Exhibit Hall Open**
9:30 a.m. – 10:30 a.m.	**Refreshment Break**
12:00 p.m. – 1:15 p.m.	**Lunch in the Exhibit Hall**
1:15 p.m. – 1:45 p.m.	**Exhibit Hall Dessert Reception**
4:30 p.m. – 5:30 p.m.	**Exhibit Hall Closing Reception**

MANDALAY BAY CONVENTION CENTER | Level 3



MANDALAY BAY CONVENTION CENTER | Level 2



CERTIFICATION EVENTS AND RECERTIFICATION CREDITS

AFP CERTIFICATION LUNCHEON

Sponsored by PNC

Tuesday, October 29
12:00 p.m. – 1:45 p.m.

Celebrate being a certified professional at this exclusive luncheon. Share and exchange tips with your peers on how to keep your credits up-to-date and how AFP's credentials benefit you. Hear from special keynote, Mark Zandi, Chief Economist and Co-Founder of Moody's Economy.com.

(Limited to CTPs, CTP(CD)s, CCMs and FP&A volunteers.)

CTP/CCM RECERTIFICATION CREDITS

The 2013 AFP Annual Conference, including pre-conference program offerings, is approved for up to a maximum of 31.3 continuing education credits.

To earn the maximum number of credits, the CTP/CTP(CD)/CCM must attend:

— A full day Pre-Conference seminar on both Saturday and Sunday

— General Session Sunday afternoon

— Nine Concurrent Sessions

— Industry Roundtables Luncheon on Monday *(Corporate Practitioners only)*

— The Certification Luncheon Address on Tuesday

— General Session Tuesday afternoon

If you do not attend any pre-conference programs, you can earn a maximum of 16.9 credits.

Also, some sessions are marked as eligible for CTP/CCM career development credits. In accordance with the recertification guidelines, continuing education credits earned under the career development topic category are limited to a maximum of three credits per renewal cycle.

CALCULATING CREDITS EARNED

AFP Annual Conference CE credits are earned at the rate of one (1) credit per 50 minutes of instruction, including Q&A. To determine the total number of credits earned, calculate the sum of the number of minutes of instruction across all days of Conference, divide by 50. Please note: A few sessions offered at this year's conference do not qualify for continuing education credits, as the topics are unrelated to treasury and finance subjects, or are fundamental in scope. Sessions that are eligible for CE credits are marked with a CTP logo.

REPORTING CTP/CCM AND CE CREDITS FOR PRE-CONFERENCE SESSIONS, CONCURRENT SESSIONS, EXECUTIVE INSTITUTE SESSIONS OR INDUSTRY ROUNDTABLES

Sessions for which you complete and submit an evaluation form will be automatically uploaded to your Online Recertification Credit Tracking record by December 31, 2013, if you include the customer ID number from your badge on the form. If you participate in any of these sessions but do not complete and submit an evaluation form, your attendance will not be automatically recorded and you will need to manually enter that information into your Online Recertification record at www.AFPonline.org/recert.

REPORTING CTP/CCM OR CE CREDITS FOR THE SUNDAY AND TUESDAY GENERAL SESSIONS AND CERTIFICATION LUNCHEON SPEAKER

Evaluation forms are not provided for the general sessions and the certification luncheon speaker so you will need to manually enter your attendance at those sessions into your Online Recertification record at www.AFPonline.org/recert.

MAINTAINING DOCUMENTATION OF ATTENDANCE

It is the responsibility of each CTP, CTP(CD) and CCM to maintain records documenting continuing education activities for up to two years after the close of your recertification reporting cycle. A copy of your 2013 AFP Annual Conference Program Book with attended sessions accordingly marked will be adequate documentation for this activity. Alternatively, a copy of your registration confirmation e-mail and a copy of the schedule (downloaded from the AFP Website at www.afpconference.org/planner) with the sessions you attended marked accordingly will also serve as adequate documentation.

FP&A RECERTIFICATION CREDITS

The 2013 AFP Annual Conference, including pre-conference program offerings, is approved for up to a maximum of 30.3 continuing education credits for AFP's new Certified Corporate Financial Planning & Analysis Professional (FP&A) credential.

The first FP&A credentials will be awarded following the February–March 2014 Beta Examination. Sessions eligible for FP&A recertification credits are marked as such in order to familiarize FP&A candidates with the qualifying activities.

CPE CREDITS

CPE CREDITS

Individuals can earn up to 32 CPE credits, based on one credit per 50 minutes, rounded down to the nearest half unit. Credits are awarded by field of study.

Pre-Requisites and fields of study: See individual sessions on CPE credit form.

Instructional Method: Group-live

To obtain CPE credit, please fill out and return the CPE credit form located on the AFP Website at www.AFPonline.org/CPA.

Be sure to make note of the CPE confirmation codes provided at the end of each session and listed on your course evaluation. You must provide this unique code proving your attendance to receive credit for each session. Forms without CPE codes will not be accepted.

The Association for Financial Professionals is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing education on the National Registry of CPE Sponsors.

State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. www.nasba.org

Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219.

THE CTC EXECUTIVE INSTITUTE | Sponsored by PNC

What does it take to build a world-class treasury? You need the right people, structures and systems in place to grow your organization successfully. Be part of the discussion at two networking luncheons with highly distinguished presenters and a number of insightful sessions.

This complimentary event is open to executive-level corporate practitioners to exchange strategic information on key issues and topics.

CTC EXECUTIVE INSTITUTE SCHEDULE-AT-A-GLANCE | (Schedule as of 9/13/13)

MONDAY, OCTOBER 28

12:00 p.m. – 1:15 p.m.
LUNCHEON ADDRESS
Mandalay Bay Ballroom IJ

1:30 p.m. – 5:00 p.m.
EDUCATIONAL SESSIONS
Mandalay Bay Ballroom KL

TUESDAY, OCTOBER 29

8:30 a.m. – 11:45 a.m.
EDUCATIONAL SESSIONS
Mandalay Bay Ballroom KL

12:00 p.m. – 1:45 p.m.
LUNCHEON ADDRESS
Mandalay Bay Ballroom IJ

CTC EXECUTIVE LOUNGE

Executive-level corporate practitioners are invited to network with their peers, refresh before the next round of sessions, exhibits or meetings or just take a break from the crowd. The Executive Lounge is located in Reef EF.

Saturday, October 26	8:00 a.m. – 4:00 p.m.
Sunday, October 27	8:00 a.m. – 6:30 p.m.
Monday, October 28	7:30 a.m. – 5:00 p.m.
Tuesday, October 29	7:30 a.m. – 5:00 p.m.

MONDAY, OCTOBER 28

CTC EXECUTIVE INSTITUTE LUNCHEON: BUILDING A GREAT ORGANIZATION: FOCUSING ON PEOPLE BEFORE PROFITS

12:00 p.m. – 1:15 p.m.
Mandalay Bay Ballroom IJ

George Bodenheimer
Executive Chairman
ESPN

Many corporate leaders believe that growth comes from focusing on the bottom line, but George Bodenheimer believes that great organizations become that way when they focus on people before profits. As the longest-serving leader of ESPN, one of the most recognized media companies in the world, Bodenheimer has nurtured and sustained a strong organizational culture built around trusting employees, giving them the tools they need to do their jobs and empowering them to innovate.

DEVELOPING EXTRAORDINARY LEADERS

1:30 p.m. – 2:45 p.m.
Mandalay Bay Ballroom KL

CTP

Joe Folkman
Co-Founder and President
Zenger Folkman

Jordan Krugman
Treasurer
Invesco

There is a difference between someone who does their job well and a leader. The question is: How do you develop extraordinary leaders? Research would say that the difference can be found in 16 different competencies and that if a person is in the 75th to 90th percentile in at least three competencies, then he or she has the potential to be a great leader. Find out what those competencies are and how you can achieve that high level of performance.

CLOSING THE BOARD AND C-SUITE RISK COMMUNICATION GAP

4:00 p.m. – 5:00 p.m.
Mandalay Bay Ballroom KL

Alex Wittenburg
Partner
Oliver Wyman, Inc.

Kevin S. Boyle
Chief Financial Officer
Sigma 3 Integrated Reservoir Solutions, Inc.

Developing a sustainable competitive advantage in an uncertain environment is the most challenging issue facing businesses today. More than half of senior financial professionals say they have greater difficulty anticipating risks to their companies' earnings today than they did before the financial crisis according to results from the *2013 AFP Risk Survey.* Understanding risks and what drives earnings volatility is a continuing challenge as is how these issues are effectively communicated to the board. Hear differing strategies from several companies and understand the benefits of each.

TUESDAY, OCTOBER 29

TREASURY AND TAX PARTNERSHIP: TAX EFFICIENT REGIONAL TREASURY CENTERS

8:30 a.m. – 9:30 a.m.
Mandalay Bay Ballroom KL

Carina Ruiz
Partner
Deloitte & Touche LLP

John McNally
Director, International Tax
Deloitte Tax LLP

Christine Morris
Assistant Treasurer
Halliburton

Tony Smith
Treasurer, Vice President of Tax
Thermo Fisher Scientific Inc.

The 2008 financial crisis made it clear to many companies that some overseas cash is harder to bring home without tax implications. In the post financial crisis, there is an increasing trend among companies to harmonize tax and treasury strategies. Treasury and tax departments are partnering to establish entity structures that complement treasury's objectives of centralizing cash and tax's objective of accumulating cash in favorable tax jurisdictions. This presentation describes some popular, as well as "newly emerging," jurisdictions for setting up tax-efficient regional treasury centers and considerations for their proper usage.

TOWN HALL DISCUSSION: DEVELOPING A WORLD-CLASS TREASURY

10:30 a.m. – 11:45 a.m.
Mandalay Bay Ballroom KL

Moderator:
Craig Martin
Executive Director
AFP's Corporate Treasurers Council

Johan Nystedt
Vice President, Global Treasury
Levi Strauss & Co

Michael Lyons
Executive Vice President
PNC Financial Services Group

Kathryn Powers
Global Treasurer
World Vision International

Be part of the discussion around the theme of the CTC Executive Institute: "World Class Treasury." Craig Martin, the executive director of the Corporate Treasurers Council, leads a discussion on what it takes to develop a world-class treasury, including the people, structures and systems. Joining Martin are three executives from a diverse group of companies and industries: clothing manufacturing and retailing, banking and global relief and development.

CTC EXECUTIVE INSTITUTE LUNCHEON
BUILDING A CULTURE OF CHANGE

12:00 p.m. – 1:45 p.m.
Mandalay Bay Ballroom IJ

Daniel L. Doctoroff
President and CEO
Bloomberg L.P.

The past five years have been the most disruptive for financial markets in our lifetimes. While some companies have fallen amidst the turbulence, others have become stronger. The difference is in leadership and preparation. Few companies have experienced these changing markets, industries and client expectations more than Bloomberg LP, the leading global provider of financial news and information. Bloomberg's CEO, Dan Doctoroff, will talk about preparing for change by building a culture that embraces it.

When you join AFP® and you are a treasury and finance executive, you are automatically enrolled in the Corporate Treasurers Council (CTC®) and have access to these tailor-made products, events and exclusive networking opportunities:

- CTC Guides
- CTC Roundtables *(in-person and virtual)*
- CTC Update
- CTC Research Perspectives
- CTC LinkedIn Subgroup
- CTC Corporate Treasurers Forum
  Sponsored by Bank of America Merrill Lynch
- CTC Executive Institute at the AFP Annual Conference
  Sponsored by PNC

Learn more about joining AFP and becoming part of the CTC at **www.CorporateTreasurers.org.**

CONFERENCE SPONSORS

Bank of America Merrill Lynch	Payments Roundtable, Payments Reception
BB&T	Book Store Bags
BBVA Compass	Community Service Day & PaintFest
BMO Financial Group	AFP of Canada Chairman's Reception
BMO Harris Bank	Conference Notepad & Pen
BNY Mellon	Cyber Café
Fifth Third Bank The curious bank.	Industry Roundtables Luncheon
gtnews	Conference Connect
ICD	Welcome Reception Co-Sponsor
KeyBank	Conference Lanyards
Peloton Achieve Optimal Performance	Monday Afternoon Refreshment Break, FP&A Roundtable
Planview	FP&A Reception
PNC	5k Fun Run/Walk, Certification Lunch, CTC Executive Institute
RBC Royal Bank	CTC Breakfast for Treasury and Finance Leaders
Reval	CTC Reception
Scotiabank	AFP of Canada Chairman's Reception
SunTrust	Registration Bags
Wells Fargo	Pinnacle Award

saturday

YOUR COMMUNITY. YOUR RESOURCE. YOUR AFP.

Visit the AFP Membership Center in Booth 539 to discover all the ways AFP can save you time and resources. Remember to pick up your "Get Spotted" ribbon to win valuable prizes throughout Conference.

THE **MOST IMPORTANT EVENT** FOR **TREASURY** AND **FINANCE**

Visit us at
Booth 700
ICS
INSURED CASH SWEEP
CDARS®
Because you shoudn't have to sacrifice safety for return
With ICS℠ and CDARS®, your organization can have both — access to multi-million-dollar FDIC insurance and interest on deposits — while working directly with just one institution that you already know and trust.
Ask your financial institution if it offers the ICS℠ and CDARS® services, or visit www.InsuredCashSweep.com and www.CDARS.com to choose from the thousands that do.

TODAY'S HIGHLIGHTS

8:00 a.m. – 4:00 p.m.
REGISTRATION
Mandalay Bay Foyer

8:00 a.m. – 4:00 p.m.
PRE-CONFERENCE WORKSHOPS AND SEMINARS
Breakers C, D, E, F, L, K, J

8:00 a.m. – 4:00 p.m.
CTC EXECUTIVE INSTITUTE LOUNGE
Reef EF
Sponsored by PNC

8:00 a.m. – 4:00 p.m.
CTP® EXAM REVIEW COURSE—DAY 1 OF 3
Breakers H

PRE-CONFERENCE SEMINARS AND WORKSHOPS

CMF1 CASH MANAGEMENT FUNDAMENTALS (2-DAY SEMINAR)

8:00 a.m. – 4:00 p.m. **Breakers J**
CPA Field of Study: MAS
Approved for 13 CPE Credits

Dr. James O. Washam, CTP
Interim Dean, College of Business
Arkansas State University College of Business

Gain a complete understanding of the fundamentals of corporate cash management. Starting with the cash conversion cycle, the course explores how cash flows in and out of a company and how liquidity levels can be managed. Using case studies and real world examples, attendees learn how the concepts and practices are applied to real-life scenarios.

CTP1 INTENSIVE CTP EXAM REVIEW (3-DAY SEMINAR)

8:00 a.m. – 4:00 p.m. **Breakers H**

George A. Schilling, III, CTP
Principal
Schilling & Associates

AFP's Intensive CTP Exam Review course is a three-day review of concepts and challenging calculations presented in the body of knowledge upon which the Certified Treasury Professional examination is based. Join other professionals focused on exam preparation and learn test taking tips that will help you succeed. This fast-paced program is intended for those who are well into their exam preparation studies and are registered to take the CTP exam in the December 2013/January 2014 window.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

SA01 ENTERPRISE RISK MANAGEMENT

8:00 a.m. – 4:00 p.m. **Breakers E**
CPA Field of Study: MAS
Approved for 7.5 CPE Credits

James C. Lam
President
James Lam & Associates

The level of interest in enterprise risk management (ERM) has never been greater. Organizations across all industries are reexamining their risk management practices to identify and address key weaknesses. Regulators have increased their examination and disclosure requirements. Key stakeholders are also increasing their expectations and requirements and numerous surveys indicate that risk management has become the top agenda item for corporate boards. This course focuses on how companies can realize significant and tangible value by integrating ERM into their strategic, business and financial management processes.

SA02 ADVANCED LIQUIDITY MANAGEMENT

8:00 a.m. – 4:00 p.m. **Breakers F**
CPA Field of Study: BMO
Approved for 7.5 CPE Credits

Michéle A. Allman-Ward, CTP
Managing Partner
AWA Consulting Inc.

This advanced course examines the different ways in which companies can structure their treasury organization, when and where to open foreign currency accounts, the primary tools available for liquidity management and the many options with regard to banking structure. Throughout the course, participants engage in interactive exercises to develop the necessary skills for designing an efficient banking structure in order to optimize liquidity management.

SA03 ADVANCED CASH FLOW FORECASTING: QUANTITATIVE FORECASTING TECHNIQUES

8:00 a.m. – 12:00 p.m. **Breakers D**
CPA Field of Study: FIN
Approved for 4.5 CPE Credits

Dr. Michael Hunstad
Adjunct Professor
Illinois Institute of Technology

This course introduces several state-of-the-art topics in cash flow forecasting including time series and regression methods of projecting cash flows and techniques for estimating cash flow volatility and risk. The aim of this course is to develop practical, in-depth skills through "hands-on" applications of these techniques. Students leave the course with solid understanding of how to deliver best-in-class cash forecasts.

SA04 WORKING CAPITAL MANAGEMENT

8:00 a.m. – 12:00 p.m. **Breakers C**
CPA Field of Study: FIN
Approved For 4.5 CPE Credits

David L. O'Brien, CTP
Principal
EE Treasury

Learn how to best manage working capital, how varying levels affect liquidity and the company's profitability, and understand how working capital affects cash management and cash flow forecasting. Topics in this course include: global working capital fundamentals, best practices, tools and drivers, statement of changes in financial conditions, and how to become a strategic partner through the management of working capital.

SA05 MOBILE PAYMENTS

12:00 p.m. – 4:00 p.m. **Breakers K**
CPA Field of Study: MAS
Approved for 4.5 CPE Credits

René M. Pelegero
President and Managing Director
Retail Payments Global Consulting Group LLC

This course provides participants with a full understanding of the mobile payments landscape. Examine similarities and differences between the new and existing mobile technologies, mobile payments user demographics, bank partner options, mobile and app integration, carrier billing options and the affect of payments rules and regulations (Durbin) on mobile payments. Participants learn to assess their organization's functionality needs and determine which products and services would be right for them.

SA06 CAPITAL BUDGETING

12:00 p.m. – 4:00 p.m. **Breakers L**
CPA Field of Study: FIN
Approved for 4.5 CPE Credits

Dr. Kevin S. Schieuer
Professor of Finance
Bellevue University

This advanced course is geared toward those whose job functions include financial planning and analysis. Examine key concepts in capital budgeting including, decision making and the value optimization, cash flow analysis, and decision tools required to evaluate estimated cash flows. Attendees will benefit from interactive self-assessments and application activities to apply the lessons learned.

NOTES

sunday

NETWORK

Start this year's Conference by attending the Opening General Session featuring General Colin Powell, followed by the Exhibit Hall Grand Opening Reception. Complete your evening at the Welcome Reception at the Mandalay Bay Beach, co-sponsored by ICD, LLC.

THE **MOST IMPORTANT EVENT** FOR **TREASURY** AND **FINANCE**

SUNDAY, OCTOBER 27 | Today's Schedule—as of September 13, 2013

TODAY'S HIGHLIGHTS

8:30 a.m. – 1:00 p.m.
AFP*AWARE* COMMUNITY SERVICE PROJECT
Surf E
Sponsored by BBVA Compass

4:00 p.m. – 5:30 p.m.
OPENING GENERAL SESSION FEATURING GENERAL COLIN POWELL
Mandalay Bay Ballroom EFGH

5:30 p.m. – 7:00 p.m.
EXHIBIT HALL GRAND OPENING RECEPTION
Shorelines AB

7:00 p.m. – 9:00 p.m.
WELCOME RECEPTION
Mandalay Bay Beach
Co-Sponsored by ICD, LLC

MORNING

8:00 a.m. – 6:30 p.m.	**REGISTRATION** Mandalay Bay Foyer
8:00 a.m. – 8:30 a.m.	**AFP ANNUAL MEETING** Breakers K
8:00 a.m. – 3:00 p.m.	**PRE-CONFERENCE WORKSHOPS** *(Pre-registration Required)* Breakers CDEFLJ
8:00 a.m. – 3:00 p.m.	**CTP® EXAM REVIEW COURSE—DAY 2 OF 3** Breakers H
8:00 a.m. – 4:30 p.m.	**TEAM LOUNGE** *(Restricted to Registered Teams)* Lagoon G
8:00 a.m. – 6:30 p.m.	**CTC EXECUTIVE INSTITUTE LOUNGE** *(Restricted Attendance)* Reef EF *Sponsored by PNC*
8:30 a.m. – 1:00 p.m.	**AFP*Aware* COMMUNITY SERVICE PROJECT** Surf E *Sponsored by BBVA Compass*

AFTERNOON

1:00 p.m. – 2:30 p.m.	**PAYMENTS ROUNDTABLE** *(Pre-registration Required)* *(Restricted Attendance)* South Seas Ballroom C *Sponsored by Bank of America Merrill Lynch*
2:30 p.m. – 3:30 p.m.	**PAYMENTS RECEPTION** *(Restricted Attendance)* South Seas Ballroom D *Sponsored by Bank of America Merrill Lynch*
2:30 p.m. – 3:30 p.m.	**CTC RECEPTION** *(Restricted Attendance)* Mandalay Bay Foyer *Sponsored by Reval*
4:00 p.m. – 5:30 p.m.	**OPENING GENERAL SESSION FEATURING GENERAL COLIN POWELL** *Doors open at 3:30 p.m.* Mandalay Bay Ballroom EFGH
5:30 p.m. – 7:00 p.m.	**EXHIBIT HALL GRAND OPENING RECEPTION** Shorelines AB
5:30 p.m. – 7:00 p.m.	**AFP OF CANADA CHAIRMAN'S RECEPTION** *(Restricted Attendance)* Booth 1757 *Sponsored by BMO Financial Group and Scotiabank*
7:00 p.m. – 9:00 p.m.	**WELCOME RECEPTION** Mandalay Bay Beach *Co-Sponsored by ICD, LLC*

CONTINUING EDUCATION CREDITS KEY

CTP *Eligible for CTP Recertification Credits*

Eligible for FP&A Recertification Credits

SU01 FOREIGN EXCHANGE EXPOSURE RISK

8:00 a.m. – 3:00 p.m. **Breakers E**
CPA Field of Study: FIN
Approved for 6.5 CPE Credits

Helen Kane
President
Hedge Trackers LLC

This course is designed for individuals who have added foreign exchange exposure management to their responsibilities over the past few years, individuals cross training for these responsibilities, and those whose company may be contemplating implementation of a currency hedging program. This course focuses on a best-in-class FX hedge program: review accounting and economic currency exposure sources, valuation basics and application of forwards and options, implications and requirements of derivative accounting (GAAP) and reporting on program performance to management.

SU02 ADVANCED CASH FLOW FORECASTING: MONTE CARLO METHODS

8:00 a.m. – 12:00 p.m. **Breakers D**
CPA Field of Study: FIN
Approved for 4.5 CPE Credits

Dr. Michael Hunstad
Adjunct Professor
Illinois Institute of Technology

Monte Carlo methods are invaluable resources to evaluate a range of possible outcomes for those forecasting business activities. Through a variety of examples and demonstrations, this course helps attendees to apply Monte Carlo methods to cash flow forecasting problems such as mixing forecasts, non-normal cash flow distributions and multi-period forecasting and execute Monte Carlo models as a Microsoft Excel spreadsheet using a third party add-in. The benefits and challenges to this method of forecasting are addressed.

SU03 FP&A'S ROLE IN BUSINESS STRATEGY

8:00 a.m. – 12:00 p.m. **Breakers F**
CPA Field of Study: BMO
Approved for 4.5 CPE Credits

Dr. Kasthuri V. Henry, CTP
President
KasHenry Inc.

This course introduces the need to explore potential outcomes of financial decisions and effectively communicate them with good governance and enterprise risk management to decision makers for strategic vision realization. Learn the tools, techniques and hands-on experience for developing FP&A lead playbooks, including the organizational agility organically developed for sustained economic value creation and business continuity.

SU04 INTEREST RATE RISK MANAGEMENT

8:00 a.m. – 12:00 p.m. **Breakers C**
CPA Field of Study: FIN
Approved for 4.5 CPE Credits

Dr. Ira G. Kawaller
President
Kawaller & Company, LLC

Although the vast majority of commercial borrowers have enjoyed low and stable interest rates over recent years, this phase of the economic cycle will inevitably end. At some point interest rates will rise, and with proven risk management tools at the disposal of treasury managers, there's little justification for a company to be unprepared. Prudent risk management practice requires taking action before the change in the environment is widely expected to be imminent. This course teaches participants how to get ahead of the curve and explain the tools that are available for managing interest rate risks including how they're designed, how they're traded, and how they can serve to achieve a variety of interest rate objectives.

SU05 TAKING YOUR TREASURY OPERATIONS GLOBAL

8:00 a.m. – 3:00 p.m. **Breakers L**

CPA Field of Study: MAS

Approved for 6.5 CPE Credits

Rajiv Rajendra
CEO
Aktrea Group

As businesses go global, it is imperative for corporate treasuries to be ahead of the game to support growth and expansion. Volatile market and liquidity conditions along with different regulations and environments make this task seem more daunting. By exploring the practical and implementational dimensions of key aspects of global treasuries, this course helps participants unravel and simplify some of these complexities and make their journey easier and enjoyable.

CMF1 CASH MANAGEMENT FUNDAMENTALS (DAY 2 OF 2)

8:00 a.m. – 3:00 p.m. **Breakers J**

CPA Field of Study: MAS

Approved for 13 CPE Credits

See page 29 for full description.

CTP1 INTENSIVE CTP EXAM REVIEW (DAY 2 OF 3)

8:00 a.m. – 3:00 p.m. **Breakers H**

See page 29 for full description.

GS01 OPENING GENERAL SESSION FEATURING GENERAL COLIN POWELL

4:00 p.m. – 5:30 p.m.
Mandalay Bay Ballroom EFGH

General Colin Powell
Former Secretary of State
Former Chairman,
Joint Chiefs of Staff

For over 50 years, General Colin L. Powell, USA (Ret.) has devoted his life to public service, having held senior military and diplomatic positions across four presidential administrations. He served as National Security Advisor and chairman of the Joint Chiefs of Staff, and he was appointed the 65th Secretary of State. He has used the power of diplomacy to build trust and forge alliances.

In his new book, *It Worked for Me,* Powell combines the insights he gained serving in the top ranks of the military and in four presidential administrations with the lessons he has learned over his exemplary career. At its heart are his "Thirteen Rules," forged from notes he has kept over the years and that now form the basis of his blueprint for leadership.

NOTES

monday

RENEW YOUR MEMBERSHIP

Renew your membership at the AFP Membership Center, Booth 539 and AFP will make a $5 donation to General Colin Powell's charity, America's Promise Alliance, for every membership renewal placed on site.

MONDAY, OCTOBER 28 | Today's Schedule—as of September 13, 2013

TODAY'S HIGHLIGHTS

8:00 a.m. – 9:30 a.m.
CTC BREAKFAST FOR TREASURY AND FINANCE LEADERS *(Restricted Attendance)*
Mandalay Bay Ballroom IJ
Sponsored by RBC Royal Bank

8:30 a.m. – 4:00 p.m.
EXHIBIT HALL
Shorelines AB

12:00 p.m. – 1:15 p.m.
INDUSTRY ROUNDTABLES LUNCHEON
(Restricted Attendance)
Breakers A, B, C, D, E, F, K, L
Sponsored by Fifth Third Bank

1:30 p.m. – 5:00 p.m.
CTC EXECUTIVE INSTITUTE *(Restricted Attendance)*
Mandalay Bay Ballroom KL
Sponsored by PNC

MORNING

7:30 a.m. – 5:00 p.m.	**REGISTRATION** Mandalay Bay Foyer
7:30 a.m. – 5:00 p.m.	**CTC EXECUTIVE INSTITUTE LOUNGE** *(Restricted Attendance)* Reef EF *Sponsored by PNC*
7:30 a.m. – 5:00 p.m.	**TEAM LOUNGE** *(Restricted to Registered Teams)* Lagoon G
7:30 a.m. – 8:30 a.m.	**ATTENDEE BREAKFAST** Shorelines B
8:00 a.m. – 9:30 a.m.	**CTC BREAKFAST FOR TREASURY AND FINANCE LEADERS** Mandalay Bay Ballroom IJ *Sponsored by RBC Royal Bank*
8:30 a.m. – 9:30 a.m.	**CONCURRENT EDUCATIONAL SESSIONS** See pages 43–48
8:30 a.m. – 4:00 p.m.	**EXHIBIT HALL OPEN** Shorelines AB
8:30 a.m. – 5:00 p.m.	**CTP® EXAM REVIEW COURSE—DAY 3 OF 3** Breakers H
9:30 a.m. – 10:30 a.m.	**REFRESHMENT BREAK** Shorelines AB
10:30 a.m. – 11:45 a.m.	**CONCURRENT EDUCATIONAL SESSIONS** See pages 48–52

CONTINUING EDUCATION CREDITS KEY

CTP *Eligible for CTP Recertification Credits*

Eligible for FP&A Recertification Credits

AFTERNOON

12:00 p.m. – 1:00 p.m.	**ATTENDEE LUNCH** Shorelines B
12:00 p.m. – 1:15 p.m.	**INDUSTRY ROUNDTABLES LUNCHEON** *(Restricted Attendance)* Breakers ABCDEFKL *Sponsored by Fifth Third Bank*
12:00 p.m. – 1:15 p.m.	**CTC EXECUTIVE INSTITUTE LUNCHEON** *(Restricted Attendance)* Mandalay Bay Ballroom IJ *Sponsored by PNC*
12:45 p.m. – 1:30 p.m.	**EXHIBIT HALL DESSERT RECEPTION** Shorelines AB
1:30 p.m. – 2:45 p.m.	**CONCURRENT EDUCATIONAL SESSIONS** See pages 53–59
1:30 p.m. – 5:00 p.m.	**CTC EXECUTIVE INSTITUTE** *(Restricted Attendance)* Mandalay Bay Ballroom KL *Sponsored by PNC*
3:00 p.m. – 4:00 p.m.	**EXHIBIT HALL REFRESHMENT BREAK** Shorelines AB *Sponsored by Peloton Group*
4:00 p.m. – 5:00 p.m.	**CONCURRENT EDUCATIONAL SESSIONS** See pages 60–64
5:00 p.m. – 6:30 p.m.	**FP&A RECEPTION** *(Restricted Attendance)* Mandalay Bay Foyer *Sponsored by Planview*

CTC BREAKFAST FOR TREASURY AND FINANCE LEADERS THE ART OF LEADERSHIP: LESSONS FROM THE AMERICAN PRESIDENCY

Sponsored by RBC Royal Bank

8:00 a.m. – 9:30 a.m.

Mandalay Bay Ballroom IJ

Jon Meacham
Pulitzer Prize-winning Author
Contributing Editor,
Time Magazine

Pulitzer Prize-winning historian Jon Meacham explores what 21st-century leaders in different fields of endeavor can learn from the greatest moments of our common past.

This presentation—non-partisan in content and tone—ranges from Jefferson's pragmatism to Jackson's management of public opinion to JFK's capacity to recover from his own mistakes to the management of conflicting egos as shown by Reagan and FDR. Meacham discusses how history can inform the decisions all of us make everyday in positions that demand creative and innovative solutions.

8:30 A.M. – 5:00 P.M.

CTP1 **INTENSIVE CTP EXAM REVIEW (DAY 3 OF 3)**

8:30 a.m. – 5:00 p.m. **Breakers H**

See page 29 for full description.

8:30 A.M. – 9:30 A.M.

2 **STRATEGIC RISK MANAGEMENT: CASE STUDY WITH NOVELIS**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom I**

Track: Risk Management

CPA Field of Study: MAS

Peter Seward
Vice President, Product Strategy
Reval

Louis Edwards
Director, Treasury Operations
Novelis Inc.

As treasury continues to operate in a global environment and respond strategically to changing market conditions, it needs to look holistically at mitigating its risks to effectively drive value to the business. This session addresses some of the market conditions that affect financial risk management programs, specifically around commodities and FX. We review how one company's approach to restructuring its global risk management activities is enabling it to gain the visibility it needs to work more strategically across the enterprise.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

3 **A TREASURER'S PERSPECTIVE OF PENSION RISK: MANAGING THE JOURNEY TO FULL FUNDING**

8:30 a.m. – 9:30 a.m. **Breakers IJ**

Track: Pension & Benefits

CPA Field of Study: FIN

Daniel Ransenberg
Director, Multi-Asset Client Solutions
BlackRock

Numerous "perfect storms" for pension plans over the past decade have taught us that in periods of stress, diversification often fails to deliver what was hoped for in asset portfolios. Plummeting treasury interest rates can cause pension liabilities to skyrocket at the same time as the asset portfolio suffers. These conditions spawned the risk parity and LDI strategies that numerous sponsors are implementing today. This session focuses on implementing those strategies.

4 **APPLYING A PORTFOLIO MANAGEMENT FRAMEWORK TO THE CURRENCY HEDGE DECISION**

8:30 a.m. – 9:30 a.m. **Reef AB**

Track: Risk Management

CPA Field of Study: MAS

Ara Hamamjian, CTP
Director of Treasury
Electronic Arts

John Bird
Partner
Atlas Risk Advisory

The FX risk management policy statements of many U.S. corporations often consider the magnitude of the exposure when determining desirable hedges, but rarely the cost. In practice, companies forgo FX forward hedges when interest rate differentials cause large hedge costs. Without explicitly evaluating currency risk and hedges on a portfolio basis, selective hedging of currencies has uncertain impacts on a firm's overall risk profile. Learn about the robustness of a portfolio management framework used to evaluate selective hedging decisions and the impact of exposure forecast variability.

5 **ENTERPRISE PLANNING IN ACTION: THE CRATE & BARREL APPROACH**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom H**

Track: Financial Planning & Analysis
CPA Field of Study: MAS

Christina Maytum
Director of FP&A
Crate & Barrel

Scott Costello
Director
Blue Stone International

When an organization experiences minimal transparency in its planning, budgeting and forecasting processes, updating and moving the data can be time-consuming and prevent crucial analysis from being performed. Attendees hear how Crate & Barrel seamlessly integrated its general ledger, operational plan and strategic plan to run ad-hoc reporting on a weekly and monthly basis alongside its long-range plan, all in one application.

6 **AN EFFECTIVE INVESTMENT POLICY IN A CHANGING REGULATORY ENVIRONMENT**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom J**

Track: Corporate Finance and Capital Markets
CPA Field of Study: MAS

Deborah A. Cunningham
Executive Vice President
Federated Investors, Inc.

With possible regulatory changes to money market funds, potential downgrades of financial institutions and possible new investment options available to corporate treasurers, it's particularly important to have a properly-worded investment statement. This session incorporates a practical discussion of writing such a policy, a review of the influence of the SEC, FSOC and the rating agencies on the statement, best practices for drafting an effective investment policy and for reviews and revisions once the policy is in place.

7 **TRANSFORMING BROCADE'S FX HEDGING PROGRAM**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom G**

Track: Risk Management
CPA Field of Study: MAS

Jean Furter
Vice President, Treasurer
Brocade Communications Systems, Inc.

Yun Kong, CTP
Manager, FX and Treasury Operatons
Brocade Corporation

Treasury at Brocade initiated and implemented a transformational program to revamp the company's foreign exchange risk management activities. The implementation of this transformational program has led to a multi-million dollar improvement to the bottom line and process efficiencies, e.g., streamlined cross-functional processes, shortened accounting close, elimination of cumbersome reconciliations, and a reduction of an estimated two FTEs, for a moderate investment. The presentation includes a discussion of the implementation process, issues that came up and the outcomes of the project.

8 **TREASURY TRANSFORMATION THROUGH TECHNOLOGY: IMPLEMENTING AND SUSTAINING A WORLD-CLASS TREASURY**

8:30 a.m. – 9:30 a.m. **Lagoon EF**

Track: Global Treasury & Finance
CPA Field of Study: BMO

Veronica Hui
Cash Positioning Analyst
General Motors Company

Karen Chang
Treasury Analyst and Implementation Lead
General Motors Company

Srikumar Vishwanathan
Manager, Treasury Operations
General Motors Company

General Motors embarked on a path to a global treasury transformation in 2010, and the implementation of a treasury management system was one of the key components of this strategy. This session outlines the experiences and lessons learned on the treasury system implementation including the challenges faced. The discussion also focuses on experiences in staffing, transition planning for the consolidation of multiple platforms into one system, and the effects on business process, support structure and realized benefits.

9 RETAINING TALENT IN HIGH GROWTH INTERNATIONAL MARKETS

8:30 a.m. – 9:30 a.m. **Lagoon BH**

Track: Career Development
CPA Field of Study: BMO

Gloria Lea Griesinger, CTP
Executive Director, Global Treasury and Pensions
Cummins, Inc.

Karen Hom
Director
Standard Chartered Bank

Rene Bustamante
Staff Vice President and Assistant Treasurer, Global Cash Management
FedEx Corporation

Many multinational corporates are facing competitive overseas markets where recruiting and retaining talented treasury staff in high growth markets, such as India and China, has become especially challenging. Career development opportunities and senior-level mentoring, along with a strong corporate culture, are some strategies being used. This panel discussion focuses on how successful multinational corporations maintain their top talent in these high growth markets amid the challenges.

10 BEYOND THE SPREADSHEET: LEVERAGING THE POWER OF DATA VISUALIZATION IN FINANCE

8:30 a.m. – 9:30 a.m. **Lagoon DJ**

Track: Financial Planning & Analysis
CPA Field of Study: MAS

Robert Ayala
Senior Financial Consultant
Dell Computer Limited

In this session, a senior financial consultant in Dell's $8 billion professional services division, discusses how he's using data visualization tools to change the role finance plays at Dell. His team can rapidly identify and respond to changes in KPIs across multiple functional areas and has taken on an increased role in the company's governance process. In addition, the data visualizations his team creates enable them to better communicate their findings to senior management and across the organization as a whole. He discusses the tools, cultural changes and best practices that have allowed the role of finance at Dell to evolve.

11 TAKING PAYMENTS TO THE NEXT LEVEL IN LIQUIDITY MANAGEMENT: REDUCING COSTS AND GENERATING REVENUE

8:30 a.m. – 9:30 a.m. **Lagoon CI**

Track: Payments
CPA Field of Study: MAS

Rob Jacobson
Senior Vice President, Payment Services Sales
SunGard AvantGard

Marcel A. Santiz, CTP
Director, Treasury
Masco Corporation

Migrating paper checks to ACH can help companies reduce costs and risk as well as improve operational efficiencies. However, migrating paper checks to a virtual card program is a hidden gem that helps corporations earn rebates. Hear how Masco Corporation is able to reduce costs, earn rebates and improve operational efficiencies across multiple types of disbursements by migrating to an integrated payments platform.

12 SEPA COUNTDOWN: 3 MONTHS TO GO BEFORE THE SHUT-DOWN OF LEGACY EURO PAYMENTS

8:30 a.m. – 9:30 a.m. **Lagoon KL**

Track: Payments
CPA Field of Study: MAS

Ajit Chauhan
Director of Product Management, Cash
GE Capital

Didier Vandenhaute
Director
PwC

Dieter Stynen
Head of Cash Management Western Europe/Head of GTB Belgium
Deutsche Bank

Brian Hanrahan
Executive Vice President, Sales
Sentenial

With the deadline fast approaching, SEPA is a major concern for many companies with operations in Europe. For companies that might not be fully ready by February 1, 2014, or have not yet started preparing for this regulation, this session helps provide the key actions you should take to drive towards achieving SEPA compliance. A panel of experts who have deep SEPA implementation experience provide extensive compliance guidance.

13 **THE PROCESS OF FINANCIAL ANALYSIS**

8:30 a.m. – 9:30 a.m. **Surf DEF**

Track: Financial Planning & Analysis
CPA Field of Study: FIN

Tarun Chopra
CFO
Clements Worldwide

FP&A leaders are always looking for a better and improved process for conducting financial analysis, but there is a dire need for a disciplined approach of doing so. This session intends to provide a world class approach to financial analysis which has worked across industries ranging from financial services to manufacturing. This simple yet elegant process is meant to help the FP&A group in facilitating better decision making for their business.

14 **BEST PRACTICES: WAL-MART'S APPROACH TO GLOBAL BANK RISK AND RELATIONSHIP MANAGEMENT**

8:30 a.m. – 9:30 a.m. **Surf ABC**

Track: Global Treasury & Finance
CPA Field of Study: MAS

Amiee Stone, CTP
Director, Global Treasury
Wal-Mart Stores, Inc.

Troy S. Baak
Principal
e5 Solutions Group, LLC

As the largest retailer in the world with over $400 billion in annual revenue, Wal-Mart has banking relationships in more than 28 countries, including the United States, Canada, Mexico, Great Britain and China. Because of this global reach, developing best practices to ensure its bank relationships across the globe meet both its treasury and cash management needs is critical. This session focuses on Wal-Mart's approach to improving the management of its bank accounts across the globe.

15 **HOW THREE COMPANIES BOOTED UP THE FUNCTIONALITY OF THEIR WORKSTATIONS**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom CD**

Track: Treasury Management
CPA Field of Study: MAS

Carole Fallon, CTP
Treasury Management Officer
The Ohio State University

Susan E. Albonetti, CTP
Assistant Treasurer
University of Cincinnati

Laura J. Delaney
Vice President and Assistant Treasurer
Prudential Insurance Company of America

Many companies have treasury workstations, but are they using them to the fullest extent possible? This presentation explores three entities and how they powered up their treasury departments using their treasury workstation. The presenters demonstrate how new treasury responsibilities led to investigating changes they could make in their treasury workstations to handle additional requirements. Further, it provides real solutions in the search for improvements.

16 **IT'S NOT BUSINESS AS USUAL: NEW ACH NETWORK OPPORTUNITIES**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom AB**

Track: Payments
CPA Field of Study: MAS

Janet Estep
President and CEO
NACHA – The Electronic Payments Association

Over the past year, NACHA has proactively engaged corporates to identify how the ACH Network can better support their business needs. This interactive session addresses steps NACHA has taken to respond to this input. Discuss developments in rulemaking and network innovation, supporting efficiencies in such areas as ACH origination, retail purchases, recurring and one-time bill payment and remittance processing. Identify opportunities in vertical markets, including healthcare, utilities, insurance and beyond.

17 **MULTIPLIERS: HOW THE BEST LEADERS MAKE EVERYONE SMARTER**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom F**

Track: Career Development
CPA Field of Study: MAS

Liz Wiseman
President
The Wiseman Group

There are leaders who amplify the capabilities of the people around them. When these leaders walk into a room, ideas flow and problems get solved. These are the leaders who inspire employees to stretch themselves and get more from other people. These are the Multipliers. Liz Wiseman shares the research that illustrates the resoundingly positive and profitable effect Multipliers have on organizations—how they get more done with fewer resources; attract, develop and retain talent; and cultivate new ideas and energy to drive organizational change and innovation.

A book signing in the AFP Membership Center 539 will follow this session.

18 **TACTICAL LIQUIDITY MANAGEMENT**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom E**

Track: Treasury Management
CPA Field of Study: FIN

Dwight Edward Seeley, CTP
Director, Cash Management
Community Health Systems, Inc.

William Gary Greene, CTP
Managing Director
Raymond James

Tactical liquidity management is the process of segmenting corporate cash based on an entity's unique cash flow needs and customizing the appropriate allocation of cash preservation, liquidity, and return to provide a more comprehensive strategic solution. This session demonstrates how Community Health Systems (CYH) was able to segment cash into its appropriate allocation sleeves, manage and invest those sleeves according to expected liquidity, and increase interest income as a result.

19 **CELEBRITY TREASURERS: WHY YOU SHOULD BECOME THE GO-TO EXPERT IN YOUR FIELD**

8:30 a.m. – 9:30 a.m. **Breakers B**

Track: Career Development
CPA Field of Study: MAS

Ira Apfel
Editorial Manager
Association for Financial Professionals

Sassan Parandeh, CTP
Global Treasurer
ChildFund International

Laurel Egan-Kenny
Chief Operation Officer
Turning Point Communications

Senior management relies on treasurers more than ever for guidance—now treasurers must make sure they aren't taken for granted. In this session, treasurers learn how to leverage their knowledge and skills on the speaking and writing circuit to raise their industry profile and propel their careers. In the process, "celebrity treasurers" can elevate their treasury group's standing within the organization.

10:30 A.M. – 11:45 A.M.

20 **ASSET ALLOCATIONS: A NEW METHODOLOGY FOR AN UNCERTAIN FUTURE**

10:30 a.m. – 11:45 a.m. **Reef D**

Track: Pension & Benefits
CPA Field of Study: FIN

Jeffrey Saef
Managing Director
BNY Mellon

Martha Pritz
Director, Financial Planning and Analysis
Tucson Electric Power Company

Pension plan sponsors make critical decisions about asset allocations in their companies' portfolios. Often, such decisions are based on predictions about Federal Reserve policies and actions, changes in interest rates, inflation and asset class performance. Monitoring such factors is time-consuming and not always effective. This session reveals how evolving expectations about future real GDP growth and inflation may affect asset pricing over time to create five "market regimes," which pension plan managers can use to make more informed investment decisions.

21 CRITICAL COMMUNICATION SKILLS FOR THE FP&A PROFESSIONAL

10:30 a.m. – 11:45 a.m. **South Seas Ballroom I**

Track: Financial Planning & Analysis

CPA Field of Study: PD

John Sanchez
Managing Director
FPA Group

Communication skills are vital to a financial professional's business success. One study estimates that 85 percent of success in business is determined by communication skills, and employers rank verbal communication skills as the most important skill necessary to do the job well. This session gives attendees basic strategies and tools they can apply immediately within their organizations, including how to create a communication skills development plan.

22 LAUNCHING AN INAUGURAL CREDIT FACILITY: WHAT YOU NEED TO KNOW

10:30 a.m. – 11:45 a.m. **Breakers IJ**

Track: Corporate Finance and Capital Markets

CPA Field of Study: FIN

Spencer T. Shell, CTP
Vice President and Assistant Treasurer
ING U.S., Inc.

Jon Mullen
Managing Director, Syndicated Capital Markets
Bank of America Merrill Lynch

Borrowers are increasingly reliant on bank credit for additional liquidity, and banks are faced with regulatory and return pressures. Managing bank facilities for letters of credit and other needs can be challenging. Borrowers are required to increase the number of banks to meet their capacity needs, which in turn causes them to raise prices. This session instructs treasurers with different techniques now to manage their revenue wallets to pay banks across the facility at varying levels with ancillary revenue.

23 GLOBAL AND CROSS-BORDER PAYMENTS: CHALLENGES AND SUCCESSES

10:30 a.m. – 11:45 a.m. **Reef AB**

Track: Global Treasury & Finance

CPA Field of Study: BMO

Dr. Anita M. Prasad
General Manager, Treasury
Capital Management
Microsoft Corporation

Debby McWhinney
Chief Operating Officer,
Citi Enterprise Payments
Citi

This session will cover improved global standardization and collection costs commensurate with local interchange and clearing schemes. Discussion will also cover working capital efficiency and risk management improvements via accounts receivable discounting schemes.

24 FSOC AND WHAT IT MEANS TO CORPORATE TREASURERS AND EXECUTIVES

10:30 a.m. – 11:45 a.m. **South Seas Ballroom H**

Track: Corporate Finance and Capital Markets

CPA Field of Study: BL

Eugene Maloney
Executive Vice President and
Corporate Counsel
Federated Investors

The Financial Stability Oversight Council (FSOC), created under the Dodd-Frank Wall Street Reform and Consumer Protection Act, has created another layer of regulatory accountability for corporations. Learn how FOSC came into being, their power and control in the financial markets—real or perceived and what that means for corporate treasurers. Discussion focuses on the salient points CFOs and corporate boards need to know.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

25 **FP&A AND RISK MANAGEMENT: DIFFERENT ROLES FOR A COMMON GOAL**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom J**

Track: Financial Planning and Analysis

CPA Field of Study: FIN

Mark Pellerin
Principal
Oliver Wyman

The coordination of FP&A and risk management presents an opportunity to improve financial performance. Smart decision making is the result of high-quality, long-term forecasts and the accurate analysis of risks and uncertainties. FP&A and risk management benefit mutually from more two-way communication and a joint venture of processes, as well as linking performance driver assumptions with shared toolkits. This session covers the role of FP&A into risk strategy, key considerations for FP&A added value at the C-suite level and lessons learned from corporations.

26 **INTERNATIONAL CASH MANAGEMENT STRATEGIES**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom G**

Track: Global Treasury and Finance

CPA Field of Study: MAS

Jamie Contas
Senior Manager, Worldwide Investment Portfolio Strategies
EMC

Geoffrey Nolan
Senior Manager, Investments
eBay Inc.

There is a tremendous amount of "trapped cash" in foreign countries from the increased globalization of U.S. multinational companies. Many businesses continue to investigate strategies to invest cash held in their offshore entities. As these assets are often not required for operational liquidity and may be held in various currencies, we review different scenarios for operational impact, capital preservation and competitive returns.

27 **IMPLEMENT SWIFT SIMPLY: TOP 10 THINGS YOU NEED TO KNOW**

10:30 a.m. – 11:45 a.m. **Lagoon EF**

Track: Treasury Management

CPA Field of Study: MAS

Brad Vollmer
Treasurer
Gilead Sciences

Kemal Batu
Regional Manager
SWIFT

Troy Angara
Senior International Treasury Sales Consultant
Wells Fargo Bank

Gilead Sciences shares their experience implementing SWIFT and the benefits realized. This discussion focuses on when to implement SWIFT versus a bank proprietary channel, how to prepare for your on-boarding and when to engage your bank. Presenters share best practices in planning a SWIFT project, including when to leverage standards and proprietary formats to simplify and streamline your implementation.

28 **BUILDING A FULL VALUE GLOBAL PAYMENTS PROGRAM**

10:30 a.m. – 11:45 a.m. **Lagoon BH**

Track: Payments

CPA Field of Study: MAS

Cheryl Gurz
Market Segment Manager
BNY Mellon

Mike O'Hair
Global Mass Payments Manager
Gerson Lehrman Group

In a global economy, it's critical for treasury professionals to understand how to structure a global payments program that meets the needs of all members in the payments value chain. In this session, a practitioner and their banking partner discuss the decision process to make payments based on the end beneficiary and types of payment flows. Topics include high value payment methods in multiple currencies and full value and low value payment options for non-urgent payments. Both methods provide a full value to the beneficiaries.

29 **CHECKING INTO THE C-SUITE: TRANSITIONING FROM TREASURER TO CFO**

10:30 a.m. – 11:45 a.m. **Lagoon DJ**

Track: Career Development
CPA Field of Study: PD

Christopher A. Black
Senior Vice President and CFO
Viamedia, Inc.

Kevin S. Boyle
Chief Financial Officer
Sigma 3 Integrated Reservoir Solutions, Inc.

Many treasurers dream of becoming a chief financial officer but are uncertain how to make the leap. Attendees at this session learn ways to position themselves as attractive CFO candidates, the skills CEOs desire in their next CFO and the critical factors involved in being an effective CFO. This panel discussion is led by current CFOs who have both public company and private equity backed experience.

30 **TIME IS MONEY: FINDING YOUR WORKING CAPITAL SWEET SPOT**

10:30 a.m. – 11:45 a.m. **Lagoon CI**

Track: Treasury Management
CPA Field of Study: MAS

Dr. James O. Washam, CTP
Interim Dean, College of Business
Arkansas State University College of Business

Matthew D. Hill
J.Ed Turner Chair of Real Estate and
Assistant Professor of Finance
University of Mississippi

Mark J. Krawczyk, CTP
Treasurer
Wilks Brothers, LLC

Recent research has shown that the relationship between a firm's working capital position and market value is tied to a number of factors. Participants learn about the latest in working capital research and the relationships between trade credit positions, inventory and market value. Discuss a variety of characteristics that may be used to develop specific working capital benchmarks to maximize the market value of the organization.

32 **DELIVERING A SMARTER INVESTMENT STRATEGY: HOW UPS ANALYZES COUNTERPARTY RISK**

10:30 a.m. – 11:45 a.m. **Surf DEF**

Track: Risk Management
CPA Field of Study: FIN

Jimmie Irby
Managing Director
J.P. Morgan Asset Management

Jennifer L. Powers
Treasury Manager
United Parcel Service

Limited treasury resources make it challenging for many corporates to conduct a thorough credit analysis to properly evaluate counterparty risk. Financial professionals from UPS discuss how they utilize their expertise and resources to evaluate counterparty risk and incorporate it into investment decisions. Attendees learn the criteria for evaluating credit and counterparty risk, examples of specific analyses, the parameters credit professionals utilize and the current market factors providing opportunities and challenges for all short-term investors.

33 SUCCESSFULLY MANAGING PAYMENT INNOVATION

10:30 a.m. – 11:45 a.m. **Surf ABC**

Track: Payments
CPA Field of Study: MAS

Karen Redwood
Senior Product Manager
PayPal Inc.

Steven E. Bernstein
Senior ACH Market Manager
J.P. Morgan Chase

Kristin S. Walle, CTP
Vice President, Compliance and Money Movement
ADP, Inc.

Jeffrey Clennon
Director, Cash Management
Discover Financial Services

Emerging payment technologies present organizations with new opportunities, as well as challenges. Presenters will demonstrate how successful treasury strategies are deployed in a changing environment and how to take advantage of the latest payment offerings. They also share strategies for responding to market forces in order to remain successful and review implementations of new market expansion, innovative technology, as well as explore new payment opportunities. Lastly, they examine how payment technologies are driving cost savings, reducing risk and improving efficiency.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

34 COPING WITH DISASTER: MAINTAINING CONTINUITY IN THE WAKE OF EMERGENCIES

10:30 a.m. – 11:45 a.m. **South Seas Ballroom CD**

Track: Risk Management
CPA Field of Study: MAS

Thomas L. Pastorello
Director, Treasury, FM&C
The Guardian Life Insurance Company of America

Mark E. Kirsch, CTP
Director, Senior Treasury Solutions Manager
Bank of America Merrill Lynch

Chuck Connery
Treasury Director
AIG

Superstorm Sandy, the largest Atlantic hurricane in history, left more than 8.2 million homes and businesses without power. Hear how AIG and Guardian Life's treasury teams, with little to no preparation for an event of this magnitude, resumed operations in the storm's aftermath. As they share their collective experiences, learn firsthand how they responded, resolved and learned key lessons. Our panelists discuss the changes they are making to their business continuity plans and how you can benefit from this experience.

35 UNDERSTANDING THE CHANGING LANDSCAPE OF ACCOUNT ANALYSIS

10:30 a.m. – 11:45 a.m. **South Seas Ballroom AB**

Track: Treasury Management
CPA Field of Study: MAS

Stephen J. Weiland
Senior Advisor
Montauk Group

Daniel D. Gill, CTP
Senior Vice President
Weiland Corporate Solutions

Account analysis fees continue to show a great deal of volatility. Banks are looking for ways to replace lost revenue streams and the account analysis statement is a prime target. Financial professionals need to develop a solid strategy for monitoring their fees while coping with rising interest rates and the rapid expansion of the international reporting of bank fees.

36 **HOW TO PROTECT AGAINST FRAUD IN AN EVOLVING PAYMENTS ENVIRONMNET**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom F**

Track: Payments

CPA Field of Study: MAS

Sarah Schaus
Associate Vice President
and Assistant Treasurer
Allianz Life Insurance Company of North America

Ravin Yadav
Vice President
J.P. Morgan

Timothy Dwyer, CTP
Associate Vice President
and Assistant Treasurer
Nationwide Property & Casualty Insurance Company

Practitioners need to be prepared to continuously evaluate internal controls and coordinate with their banking providers to implement the latest services and tools available to mitigate the potential for fraud. This panel discussion focuses on the ways practitioners are responding to an increasingly electronic/mobile payments environment and the steps they have taken to protect their assets. Data and insights from the 2012 AFP Payments Fraud and Control Survey are explored.

37 **WHO'S MINDING THE (PAYMENTS) STORE?**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom E**

Track: Payments

CPA Field of Study: MAS

Joseph P. Bettencourt, CTP
Corporate Cash Manager
Ahold USA, Inc.

Janet Langenderfer
Managing Director
Vision Partners

William F. Holzmann
Assistant Treasurer
Becton, Dickinson and Company

Mobile technology is the new way to reach customers and an outstanding customer experience includes integrated payments on their mobile devices along with increased data security. Payments projects are key to achieving these corporate objectives and succeed best when organizations work across divisions despite potentially conflicting goals such as finance (cost and risk management), marketing (revenue and customer experience) and IT (fast and secure processing). The panel of senior payments executives discusses best practices for successful payment projects.

12:00 P.M. – 1:15 P.M.

38 **CTC EXECUTIVE INSTITUTE LUNCHEON: BUILDING A GREAT ORGANIZATION: FOCUSING ON PEOPLE BEFORE PROFITS**

12:00 p.m. – 1:15 p.m.

Mandalay Bay Ballroom IJ

Track: Executive Institute Luncheon

CPA Field of Study: MAS

(Restricted Attendance)

George Bodenheimer
Executive Chairman
ESPN

Many corporate leaders believe that growth comes from focusing on the bottom line, but George Bodenheimer believes that great organizations become that way when they focus on people before profits. As the longest-serving leader of ESPN, one of the most recognized media companies in the world, Bodenheimer has nurtured and sustained a strong organizational culture built around trusting employees by giving them the tools they need to do their jobs and empowering them to innovate.

1:30 P.M. – 2:45 P.M.

39 **DEVELOPING EXTRAORDINARY LEADERS**

1:30 p.m. – 2:45 p.m.

Mandalay Bay Ballroom KL

Track: Executive Institute

CPA Field of Study: PD

(Restricted Attendance)

Joe Folkman
Co-Founder and President
Zenger Folkman

Jordan Krugman, CTP
Treasurer
Invesco

There is a difference between someone who does their job well and a leader. The question is: How do you develop extraordinary leaders? Research would say that the difference can be found in 16 different competencies and that if a person is in the 75th to 90th percentile in at least three competencies, then he or she has the potential to be a great leader. Find out what those competencies are and how you can achieve that high level of performance.

40 **INVESTMENT RISK MANAGEMENT OF A DEFINED BENEFIT PLAN**

1:30 p.m. – 2:45 p.m. **Reef D**

Track: Pension & Benefits

CPA Field of Study: FIN

Mark T. Ruloff
Director, Asset Allocation
Towers Watson Investment Services

L. Wayne Adams, CTP
Director, Investment Policy
AT&T Inc.

This presentation discusses managing risk in the investment strategy of a defined benefit pension plan. Topics featured in the discussion include: liability hedging, risk and return driver diversification and risk steering.

41 **WHY THE CERTIFIED TREASURY PROFESSIONAL CREDENTIAL**

1:30 p.m. – 2:45 p.m. **South Seas Ballroom I**

Track: Career Development

CPA Field of Study: PD

Susan Yates, CTP
Director, Treasury
MGM Resorts International

Gerard Bernard, CTP
Director and Treasurer
Ariba

Daniel Miner, CTP
General Manager, Treasury Services
3Delta Systems, Inc

Teresa Mimms, CTP
Assistant Director of Treasury Operations
Purdue University

AFP's Certified Treasury Professional (CTP) certification signifies your mastery of a rigorous body of treasury, cash and risk management knowledge and is viewed by employers as a best practice for finance departments. Hear practitioners discuss why they chose to earn the CTP, how they prepared for the exam and some benefits of holding the credential. Employers discuss why they encourage their staffs to pursue the designation.

42 **THE PRIVATE PLACEMENT MARKET: PROS AND CONS OF DIRECT ISSUANCE OF BONDS VERSUS ISSUANCE THROUGH A BANK INTERMEDIARY**

1:30 p.m. – 2:45 p.m. **Breakers IJ**
Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

Rick Fischer
Director
MetLife

Mike McCarihan
Vice President, Debt Private Placement
Wells Fargo Securities, LLC

Robert J. Kelderhouse, CTP
Vice President and Treasurer
United Stationers Inc.

The session begins with a treasury practitioner providing an overview of the private placement market and discussing the considerations of issuance of bonds through a private placement versus the public market. Once a company decides to issue bonds through a private placement market, there is another difficult choice that must be made: direct issuance or selling through an agent. A representative of an agent bank discusses the merits of issuance through an intermediary, and a representative of one of the large end investors discusses the merits of direct issuance.

43 **MULTI-TIERED KPIS/BALANCED SCORECARDS: HELPING FINANCE BE ON THE LEADING EDGE OF PERFORMANCE MANAGEMENT**

1:30 p.m. – 2:45 p.m. **Reef AB**
Track: Financial Planning & Analysis
CPA Field of Study: MAS

Matt Shimkus
FP&A Manager
Utilities, Inc.

More finance professionals are being tasked with creating and managing KPIs/balanced scorecards for an entire organization. This session covers KPI theory, their creation at different levels (Tiers I, II, and III), and management of their on-going reporting. Special emphasis is placed on cutting-edge multi-tiered KPIs that can even replace annual performance reviews. This session will help professionals navigate the intersection of finance, HR and performance management with a clear view on how to make KPIs work for organizations of any size.

44 **MEASURING THE ROI ON FP&A**

1:30 p.m. – 2:45 p.m. **South Seas Ballroom H**
Track: Financial Planning & Analysis
CPA Field of Study: MAS

Amber L. Bowden, CTP
Senior Financial Analyst
Lockheed Martin Corporation

William Sayer
Manager, FP&A
Crump Group, Inc.

Andrew Thomas
Executive Director of Finance and Accounting
Kforce Inc.

FP&A often measures broad enterprise-wide analytics but rarely looks in the mirror at its own performance. This session addresses ways to calculate the value of the FP&A function to an organization. The presenters' approach spotlights the methodology of an organization used to capture the ROI, from concept to execution. The session discusses challenges and successes encountered in the spotlighted case study.

45 **BEST PRACTICES FOR CORPORATE TREASURY GLOBAL INVESTMENT AND RISK MANAGEMENT**

1:30 p.m. – 2:45 p.m. **South Seas Ballroom J**
Track: Global Treasury & Finance
CPA Field of Study: FIN

Scott Fox
Senior Vice President, Business Development
Institutional Cash Distributors

Jeffrey Knapp, CTP
Senior Treasury Analyst
Coca-Cola

Devin Parker, CTP
Director, Capital Markets and Investments
Western Union Financial Services, Inc.

Learn best practices for global investment and risk management, beginning with clear methods to identify investment objectives and risk tolerances. Identify liquidity needs and investment time horizons and analyze alternatives for risk, return and liquidity characteristics. Investments that fit the investor's profile are then selected to create a balanced portfolio, which should be monitored utilizing tools that provide exposure analytics. We also address comprehensive reporting requirements for senior management and other constituents.

46 **TREASURY CENTRALIZATION AT DOVER CORPORATION**

1:30 p.m. – 2:45 p.m. **South Seas Ballroom G**

Track: Treasury Management
CPA Field of Study: MAS

Robert K. Chan, CTP
Global Treasury Operations
Dover Corporation

Garrett Jenks
Treasury Risk Manager
Dover Corporation

This session focuses on the steps taken to centralize treasury operations and reduce costs within a highly segmented corporation. Dover is composed of four business segments, with thirty-four separate operating companies. Formerly highly decentralized, Dover's newly established treasury team embarked on a project to assess, identify and prioritize improvement opportunities, utilizing best practices to reduce costs and risk. This session describes the implementation and outlines the results.

47 **EVOLUTION OF CYBER-LIABILITY EXPOSURES, MITIGATION AND INSURANCE**

1:30 p.m. – 2:45 p.m. **Lagoon EF**

Track: Risk Management
CPA Field of Study: MAS

Joon Sung
Risk Manager
Transunion Corp.

Ian Ballon
Shareholder
Greenberg Traurig LLP

Kevin Kalinich
Global Practice Leader
Aon Risk Solutions

Thomas Reagan
Underwriter
Beazley Group

The goal of the presentation is to highlight the cyber-liabilty exposures that companies face in today's environment. The panelists discuss actual litigation and case studies focused on emerging mitigation practices. It concludes with a discussion on cyber-liability insurance and recent developments on the coverage.

48 **INCREASING LIQUIDITY THROUGH EFFICIENT GLOBAL TREASURY STRUCTURES**

1:30 p.m. – 2:45 p.m. **Lagoon BH**

Track: Global Treasury & Finance
CPA Field of Study: FIN

Christopher P. Papandrew, CTP
Vice President and Assistant Treasurer
Warner Music Group Corp.

Ron Chakravarti
Managing Director, CTS
Citi

When designing and managing a global liquidity structure, organizations need to consider cash mobilization and liquidity management structures that optimize available cash, reduce risks and automate end-to-end accounting and reconciliation. Warner Music Group's treasury staff transformed a globally decentralized cash management structure to a more efficient, centrally managed structure that automatically concentrated cash for central management and control. Attendees hear how Warner Music Group achieved its goals of increasing liquidity and reducing overall costs through bank fee rationalization.

49 **DODD-FRANK FINANCIAL REFORM REGULATION UPDATE**

1:30 p.m. – 2:45 p.m. **Lagoon DJ**

Track: Corporate Finance and Capital Markets
CPA Field of Study: BL

John R. Covey
Director
PwC

In July 2010, the Wall Street Reform and Consumer Protection Act, commonly referred to as the Dodd-Frank Act, was signed into law. Title VII of Dodd-Frank establishes new requirements for the trading of many financial derivatives, including trade execution, clearing, margining, data and recordkeeping and reporting requirements. This session provides an overview of the Dodd-Frank Act's impact on corporate treasuries, as well as a look at how non-financial companies are responding to the Act's requirements and implications.

50 **MANAGING THE TRIFECTA OF MARKET RISKS IN TODAY'S ENVIRONMENT**

1:30 p.m. – 2:45 p.m. **Lagoon CI**
Track: Risk Management
CPA Field of Study: ECON

Jason Mark Schenker
President and Chief Economist
Prestige Economics

Learn about the risks and outlook for foreign exchange rates, interest rates and commodity prices. Also hear a discussion of the relationship between growth expectations and the most significant market risks for corporate treasurers and risk managers across the next 12 to 18 months. This session focuses on the risk assessment and risk management approaches of corporate practitioners across the following sectors: automotive and heavy manufacturing, finance and trading, metals and mining, oil and gas, transportation and logistics, and consumer products.

1:30 P.M. – 5:00 P.M.

51 **TURNING CONFLICT FROM A STUMBLING BLOCK TO A BUILDING BLOCK**

1:30 p.m. – 5:00 p.m. **Lagoon KL**
Track: Career Development
CPA Field of Study: PD

Anne M. Warfield
CEO
Impression Management Professionals

Have you ever had to deliver bad news? How about when the difficult discussion you need to have is with your team, management or clients? Is there a way to do it that fits you, maintains your character and integrity and gets the results you want without getting people upset? Absolutely. This session is not about tricks or clever phrases; it is about how to think so you speak and interact in a natural style that is not combative.

1:30 P.M. – 2:45 P.M.

52 **REGULATORY CHANGES AND THE IMPACT ON INTERNATIONAL PAYMENTS**

1:30 p.m. – 2:45 p.m. **Surf DEF**
Track: Payments
CPA Field of Study: MAS

Martin Runow
Head of Cash Corporates America
Deutsche Bank AG

Karren Sasser, CTP
Senior Vice President,
Product Management Manager
Zions Bancorporation

Katja Lehr
Senior Manager, Global Core Payments
PayPal, Inc.

This session provides attendees with an overview of current regulatory changes and how they will impact international banking. Presenters review initiatives such as Dodd-Frank Section 1073, new SEPA deadlines, FATF recommendations on cross-border wire transfers, FATCA and developments in immediate ACH worldwide. Learn how these changes will change the way banks provide services and what you need to do to be ready.

53 **TREASURY TECHNOLOGIES: WORKING TOGETHER TO DELIVER INSIGHTS AND EFFICIENCY**

1:30 p.m. – 2:45 p.m. **Surf ABC**

Track: Treasury Management

CPA Field of Study: MAS

Theodore C. Gerbick
Senior Product Manager,
AVP Cash Management
KeyBank

Keith W. Bardouche, CTP
Supervisor, Cash Operations
DTE Energy Co.

Deborah M. Thompson, CTP
Corporate Cash Manager
Forest City Enterprises Inc.

It is challenging to find the right solutions to streamline processes. Hear from Forest City Enterprises and DTE Energy, two companies leveraging combined technology solutions (ERP, treasury workstations and/or banks) to collect critical information about their businesses, improve control over forecasting, and streamline their payments processes. Explore their initial situation assessments, selection and implementation of solutions, and the actual or expected impact of these changes. Also hear about their plans and priorities to continue improving their business in the future.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

54 **CURRENCY MARKETS: DETERMINING FAIR VALUE OVER VARYING TIME HORIZONS**

1:30 p.m. – 2:45 p.m. **South Seas Ballroom CD**

Track: Risk Management

CPA Field of Study: FIN

Stephen Jonathan
FX/Global Economics Application Specialist
Bloomberg LP

Edwin Altomare
Associate Director, Corporate Finance
AT&T Inc.

When determining an optimal hedging strategy, today's corporate treasurer must first consider the underlying business activity generating exposure. Simply relying on generic forecasts supplied by financial institutions is not enough in today's volatile, inter-connected and hyper-transparent world. This session examines the various approaches for determining a currency's fair value, which includes long-term valuation techniques such as purchasing power parity and real effective exchange rates. In addition, this session also goes over short-to-medium term analytical techniques such as non-delivery forwards and provides an analysis of changes in futures market positions.

55 **ADOPTION OF ISO 20022 STANDARDS IN THE GLOBAL PAYMENTS MARKETS—WHAT IS THE U.S. DOING?**

1:30 p.m. – 2:45 p.m. South Seas Ballroom AB
Track: Payments
CPA Field of Study: MAS

Roy C. DeCicco, CCM
Managing Director
J.P. Morgan

Richard Dzina
Senior Vice President
Federal Reserve Bank of New York

Russ Waterhouse
Executive Vice President
The Clearing House

Janet Estep
President and CEO
NACHA – The Electronic Payments Association

Key global markets are implementing ISO 20022 messaging standards in their payments market infrastructures. The U.S. has taken initial steps in using ISO 20022—e.g., the NACHA International ACH Transaction (IAT) format and the Fedwire/CHIPS Extended Remittance Information fields. In 2013, the Federal Reserve Banks, TCH, NACHA and ASC X9 funded a business case analysis to assess the potential adoption of ISO 20022. Hear the conclusions of this assessment and whether there is a compelling case for implementing ISO 20022 in the U.S.

56 **TELLING COMPELLING STORIES WITH NUMBERS**

1:30 p.m. – 2:45 p.m. South Seas Ballroom F
Track: Financial Planning and Analysis
CPA Field of Study: COMM

Stephen Few
Founder and Principal
Perceptual Edge

Important information cannot speak for itself; it relies on us to give it a clear voice. No information is more critical than the numbers that reveal what's happening, how we're doing and where there are opportunities to do better. Quantitative information is presented in tables and graphs, but when improperly designed, it results in miscommunication. The skills needed to effectively communicate quantitative information are simple to learn but are not intuitive. Stephen Few demonstrates the power of data visualization for telling quantitative stories in clear and compelling ways.

A book signing in the AFP Membership Center 539 will follow this session.

57 **CYBER FRAUD, ACCOUNT TAKEOVER, MAN-IN-THE-MIDDLE, CROSS-CHANNEL FRAUD: HOW TO KEEP AHEAD OF THE CRIMINALS**

1:30 p.m. – 2:45 p.m. **South Seas Ballroom E**
Track: Payments
CPA Field of Study: MAS

James J. Maimone, CTP
Senior Vice President, Payables and Receivables Team Leader
Santander

George Tubin
Senior Security Strategist
Trusteer

Jason Berryhill
Special Agent
United States Secret Service

David Hall
President
Auto Accessories of America—Corvette America

Today it seems that keeping up with the cyber-criminals is a full-time job. This session addresses recent trends in account and financial theft and what options are available to keep your company and your financial institution safe from the ever increasing threats. In addition, presenters review case studies, take a look at practical approaches that financial institutions are taking to prevent threats, and share some technical and operational controls that can be put into place at your financial institution.

4:00 P.M. – 5:00 P.M.

58 **CLOSING THE BOARD AND C-SUITE RISK COMMUNICATION GAP**

4:00 p.m. – 5:00 p.m.
Mandalay Bay Ballroom KL
Track: Executive Institute
CPA Field of Study: MAS

Alex Wittenberg
Partner, Global Risk Center
Oliver Wyman

Kevin S. Boyle
Chief Financial Officer
Sigma 3 Integrated Reservoir Systems, Inc.

Developing a sustainable competitive advantage in an uncertain environment is the most challenging issue facing businesses today according to results from the 2013 AFP Risk Survey. More than half of senior financial professionals say they have greater difficulty anticipating risks to their companies' earnings today than they did before the financial crisis. Understanding risks and what drives earnings volatility is a continuing challenge as is how these issues are effectively communicated to the board. Hear differing strategies from several companies and understand the benefits of each.

59 **CDHC: A COMPLETE LEGISLATION HISTORY AND ITS IMPACT ON RECEIVABLES**

4:00 p.m. – 5:00 p.m. **Reef D**
Track: Pension & Benefits
CPA Field of Study: SKA

James S. Gandolfo
Senior Vice President
PNC Bank

Kevin McKechnie
Executive Director
American Bankers Association

This discussion details the evolution of consumer driven health care, focusing on regulatory and legislative events that created health savings accounts. Attendees learn the key differences between FSAs, HRAs and HSAs. Regulations enabling HSA plans sale through Health Exchanges (HIXs) favor HSA Plans and HSAs. In fact, regulations embrace high deductible health plans and pave the way for HSA growth. Learn the inside story from two individuals responsible for HSA expansion.

60 **LEVERAGING RMB FOR THE BENEFIT OF YOUR GLOBAL BUSINESS**

4:00 p.m. – 5:00 p.m. **South Seas Ballroom I**

Track: Global Treasury & Finance
CPA Field of Study: FIN

Lewis Sun
Head of Sales, China
HSBC

Rachel Maio
China Finance Controller
Dover

Gloria Lea Griesinger, CTP
Executive Director, Global Treasury and Pensions
Cummins, Inc.

Elizabeth J. Suter, CTP
Director, Treasury Operations
Thermo Fisher Scientific Inc.

China's central bank has been encouraging RMB cross border flows and has recently been focusing on relaxing the RMB flows out of China. This session brings together a panel of experienced treasury specialists from U.S. corporations operating in China to discuss the new opportunities of doing business in RMB. They share their perspectives of current developments through live case studies that outline some of the challenges they've overcome and the benefits they've gained.

61 **ENHANCED GLOBAL LIQUIDITY THROUGH NOTIONAL POOLING AND PAYMENT NETTING**

4:00 p.m. – 5:00 p.m. **Breakers IJ**

Track: Global Treasury & Finance
CPA Field of Study: FIN

James D. Keller, CTP
Assistant Treasurer
Federal-Mogul Corporation

Greet van der Steen
Managing Director
Bank Mendes Gans

In the current economic environment, timely and cost-efficient liquidity management is more important than ever. Treasury departments must be willing to evaluate and employ creative tools which provide flexibility and efficiency. Two such tools are notional global multi-currency cash pooling and payment netting (intercompany and third party). In this session, learn how Federal-Mogul Corporation used these concepts to maximize global liquidity, lower foreign exchange transaction costs and reduce administrative burdens.

62 **YOUR GREATEST POTENTIAL: PREPARING THE NEXT GENERATION OF LEADERS**

4:00 p.m. – 5:00 p.m. **Reef AB**

Track:Career Development
CPA Field of Study: HR

Alan Fine
Founder and President
InsideOut Development

A 2012 report by Deloitte identified eight trends in human capital will have the most business impact over the next 18 to 24 months. One of those trends is developing the next generation of leaders. Unless they do so, many companies will not have experienced, capable employees prepared to assume leadership roles going forward. Attendees at this session are introduced to the fundamentals of a high performance environment that are necessary for the engagement and empowerment of future leaders.

63 WHAT FORTUNE 100 LEADERS KNOW THAT YOU DON'T

4:00 p.m. – 5:00 p.m. **South Seas Ballroom H**

Track:Career Development
CPA Field of Study: PD

Tammy Redmon
CEO
Tammy Redmon

Learn the nine key characteristics that great leaders employ every day in their quest for success. Examine exceptional communication strategies, the elements for decisive action planning, when transparency works for you—and even against you, and how "failing forward" is good for the team. Participants will gain new tools to use in identifying what habits, attitudes, beliefs and expectations are holding them back or propelling them forward.

64 MAXIMIZING CREDIT FACILITIES AND REWARDING BANK RELATIONSHIPS: A CASE STUDY

4:00 p.m. – 5:00 p.m. **South Seas Ballroom J**

Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

Craig R. Root, CTP
Treasurer
Nash-Finch Company

Ira J. Kreft
Managing Director and Region Executive
RBS Citizens

What are the best practices in evaluating bank relationships, optimizing the size of credit facilities and bank groups, and rewarding banks' business? The treasurer of Nash-Finch Company discusses how he worked with lenders to increase their ABL facility from $340 million to $590 million and ultimately realized significant credit benefits. This session provides guidance on awarding titles in syndicated credit facilities, capital markets executions, and on managing bank participant expectations for equitably allocating share of wallet for fee and product income.

65 HOW DISNEY EVALUATES, MONITORS AND MITIGATES RISK IN ITS CAPITAL MARKETS DEALING

4:00 p.m. – 5:00 p.m. **South Seas Ballroom G**

Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

Laurie C. McCulley, CTP
Partner
Treasury Strategies Inc.

Michael Broderick
Director, International Treasury
The Walt Disney Company

The Walt Disney Company faces many financial risks, including foreign exchange, commodity and interest rate risk in its global businesses. Learn how Disney's treasury and corporate finance assess counterparty risk from a policy perspective, best practice procedures and metrics the company has instituted to monitor and mitigate risks for their capital markets derivative transactions. Attendees learn how the counterparty risk evaluation process has changed and issues companies need to be aware of in light of Dodd-Frank derivative regulation.

66 CAPITALIZING ON INNOVATION AND BEST PRACTICES IN INTERNATIONAL ACH TRANSACTIONS

4:00 p.m. – 5:00 p.m. **Lagoon EF**

Track: Payments
CPA Field of Study: MAS

Matt Richardson
Senior Vice President
RBS Citizens

John Morris, AAP
Project Director
Federal Reserve Bank of Atlanta

Tice O'Sullivan
Senior Manager-Disbursements
EPIQ Systems, Inc.

International ACH Transactions (IAT) are gaining greater acceptance among corporate treasurers. This session presents a case study of a large U.S. payments processor that was able to make 55,000 payments in one day across 23 countries in Europe, the highest volume of single-day ACH transactions to Europe that the Fed had ever done. Discussion includes a "road map to IAT" and lessons learned, serving as a how-to guide for treasurers.

67 **FP&A LESSONS LEARNED**

4:00 p.m. – 5:00 p.m. **Lagoon BH**

Track: Financial Planning & Analysis

CPA Field of Study: BMO

Brice Hill
Vice President, Finance
Intel Corporation

Hear about Intel's strong FP&A function and how it drives company strategy and performance. The discussion mixes strategy and technique with real experiences to make the case—along with observations about hiring and influence strategies—that a strong FP&A function improves a company's competitive advantage in the marketplace. The discussion also includes methods to value, fund and nurture growth in businesses.

68 **THE LATEST TRENDS IN BANK RELATIONSHIP MANAGEMENT: A HOT DEBATE**

4:00 p.m. – 5:00 p.m. **Lagoon DJ**

Track: Treasury Management

CPA Field of Study: MAS

Bridget Meyer, CTP
Product Manager, BRM Services
The Montauk Group

Zoya Lieberman, CTP
Product Manager, Commericial Services
Informa Research Services

Stacy Roth, CTP
Corporate Treasury
AT&T

Join us as we debate the hottest topics in bank relationship management including "share of the wallet" initiatives, new bank products such as Mobile Banking, the latest in bank fee packaging, and the effectiveness of scorecards, standards, and other tools applied to bank management. Bankers and corporate treasurers alike will enjoy this educational and interactive debate.

69 **MANAGING FIXED INCOME INVESTMENTS IN A CHANGING INTEREST RATE ENVIRONMENT**

4:00 p.m. – 5:00 p.m. **Lagoon CI**

Track: Risk Management

CPA Field of Study: FIN

Greg McGreevey
CEO, Global Fixed Income
Invesco

While corporate treasurers still have the desire for income and yield on their investments, the question becomes, will this change when faced with the almost certain rise in rates? What is the risk as rates move up? What does that then mean for asset allocation? As rates do move up, what is the equilibrium for rates? This session looks at the fundamentals that are drivers of interest rates modified by central banks' actions.

70 **IN THE WAKE OF A DISASTER**

4:00 p.m. – 5:00 p.m. **Surf DEF**

Track: Treasury Management

CPA Field of Study: MAS

Adi Raviv
Executive Vice President and CFO
Strategic Funding Source

Colleen J. Taylor
Head of Treasury Management
and Merchant Services
Capital One

U.S. businesses have felt the sting of numerous recent natural disasters. In this session, learn about the role your bank's disaster recovery plan plays in enabling you to maintain payment flows and other treasury functions. The session highlights how Capital One recently executed its plan to minimize impact on client operations. In addition, a corporate client describes his firm's own business continuity plan and how it successfully worked in tandem with the bank's plan during a disaster event.

71 **FIVE PROVEN WAYS TO ACCEPT MORE ELECTRONIC B2B PAYMENTS**

4:00 p.m. – 5:00 p.m. **Surf ABC**
Track: Payments
CPA Field of Study: MAS

Janis Whitehead, CTP
Director, Treasury Management
Shaw Industries, Inc.

Christopher R. Arrington, CTP
First Vice President, Senior Product Manager
SunTrust Bank

Alicia Mabry
Controller and Treasurer
J.J. Haines & Company Inc.

More businesses are identifying ways to pay their bills electronically (ACH, wire, online and card). This session provides the results of a survey identifying best practices organizations use to alleviate some of the barriers to accepting multiple electronic payments methods in a cost effective way. Two B2B industry experts share their experiences with electronic implementation, gaining client acceptance and how they accept payments in the most cost-effective manner.

72 **GAINING TRANSPARENCY INTO AP SPEND AND IMPROVING THE ACCURACY OF CASH FORECASTING**

4:00 p.m. – 5:00 p.m. **South Seas Ballroom CD**
Track: Treasury Management
CPA Field of Study: MAS

Jennifer P. Dale, CTP
Assistant Treasurer,
Director of Treasury Services
Sprint Nextel

Amy Beninato
Executive Director
J.P. Morgan

Lack of transparency into AP Spend presents significant challenges for treasury, particularly in improving forecasting models and working capital management practices. Attendees learn how Sprint improved the accuracy of its cash forecasting to achieve greater treasury transparency and worked with its banking partners to create a more holistic view of cash. This session also covers how innovations such as an ECR payment collection tool is used. Hear how such solutions can benefit an organization's strategic growth goals.

73 **WHAT YOU NEED TO KNOW TO TAKE YOUR CARD PROGRAM GLOBAL**

4:00 p.m. – 5:00 p.m. **South Seas Ballroom AB**
Track:Payments
CPA Field of Study: BMO

Mary Miklethun
Travel Payment Strategy Manager
U.S. Bank Corporate Payment Systemts

Vicki L. Haugen, CTP
Assistant Treasurer
Tennant Company

What should card program managers consider as their organizations expand globally? Which practices cross national boundaries and which are better left at the border? How can you be respectful of cultural norms and mindful of regulatory differences while maintaining consistency? Hear about the language differences, varying liability models and currency triangulation that Tennant Company faced as it expanded from the U.S. into Europe, China and Brazil. Learn how to address global client requirements using the latest marketplace tools.

74 **LEVERAGING TECHNOLOGY TO MANAGE STARBUCKS' CASH CYCLE**

4:00 p.m. – 5:00 p.m. **South Seas Ballroom F**
Track: Treasury Management
CPA Field of Study: MAS

Peter Faas
Vice President
SunTrust Bank

Tanya Strawn
Senior Treasury Manager
Starbucks Coffee International, Inc.

Angela Melzark
Senior Vice President, Treasury Management
Product Management
Wells Fargo

The process of accepting, depositing, reconciling and monitoring cash deposits and change orders is a significant challenge, particularly in an environment with a national footprint, multiple banks and armored carriers. Starbucks shares how they leveraged the DTS service and partnered with treasury management banks to develop a cash tracking and reconcilement process. Hear how Starbucks implemented this innovative solution by working with their banks to create an industry standard for reconciling banks' BAI files using DTS.

75 **LEVERAGING BUSINESS COMMERCE PORTALS FOR STRAIGHT-THROUGH PAYMENTS PROCESSING**

4:00 p.m. – 5:00 p.m. **South Seas Ballroom E**

Track: Payments

CPA Field of Study: MAS

Nancy H. Atkinson, CCM
Senior Analyst
Aite Group, LLC

Fay M. Deevy, CTP
AVP, Cash Management and Liquidity
Sun Life Financial Inc.

Rue A. Jenkins
Assistant Treasurer
Costco Wholesale Corporation

Companies using business commerce portals reduce accounts payable (A/P), accounts receivable (A/R), and payments processing costs. They also apply payments quicker and strengthen trading partner relationships. Choosing the best portal for your company can be challenging, and implementing it may seem near impossible. Yet, many benefits accrue to companies that do so. In this session, treasury professionals share their experiences, insights and tips regarding identifying, implementing, and using portals, and how their companies benefit.

tuesday

SPEAKERS & ENTERTAINMENT

Be inspired by Sheila Bair, former FDIC Chairman and Senior Advisor of Pew Charitable Trusts, at today's General Session. Later enjoy an evening of music with Zowie Bowie at the House of Blues in the Mandalay Bay Hotel.

THE **MOST IMPORTANT EVENT** FOR **TREASURY** AND **FINANCE**

TUESDAY, OCTOBER 29 | Today's Schedule—as of September 13, 2013

TODAY'S HIGHLIGHTS

8:30 a.m. – 11:45 a.m.
CTC EXECUTIVE INSTITUTE *(Restricted Attendance)*
Mandalay Bay Ballroom KL
Sponsored by PNC

12:00 p.m. – 1:45 p.m.
CERTIFICATION LUNCHEON *(Restricted Attendance)*
Mandalay Bay Ballroom EFGH
Sponsored by PNC

3:15 p.m. – 4:30 p.m.
GENERAL SESSION FEATURING SHEILA BAIR, FORMER FDIC CHAIRMAN
Mandalay Bay Ballroom EFGH

8:00 p.m. – 9:30 p.m.
TUESDAY EVENING ENTERTAINMENT FEATURING ZOWIE BOWIE
House of Blues in Mandalay Bay Hotel

MORNING

6:30 a.m. – 7:30 a.m. — **5K FUN RUN/WALK**
Convention Center entrance near Shark Reef
Pre-registrants only
Sponsored by PNC

7:30 a.m. – 5:00 p.m. — **REGISTRATION**
Mandalay Bay Foyer

7:30 a.m. – 8:30 a.m. — **ATTENDEE BREAKFAST**
Shorelines B

7:30 a.m. – 5:00 p.m. — **CTC EXECUTIVE INSTITUTE LOUNGE**
(Restricted Attendance)
Reef EF
Sponsored by PNC

7:30 a.m. – 5:00 p.m. — **TEAM LOUNGE**
(Restricted to Registered Teams)
Lagoon G

8:30 a.m. – 9:30 a.m. — **CONCURRENT EDUCATIONAL SESSIONS**
See pages 69–74

8:30 a.m. – 11:45 a.m. — **CTC EXECUTIVE INSTITUTE**
(Restricted Attendance)
Mandalay Bay Ballroom KL
Sponsored by PNC

8:30 a.m. – 5:30 p.m. — **EXHIBIT HALL OPEN**
Shorelines AB

9:30 a.m. – 10:30 a.m. — **EXHIBIT HALL REFRESHMENT BREAK**
Shorelines AB

10:30 a.m. – 11:45 a.m. — **CONCURRENT EDUCATIONAL SESSIONS**
See pages 74–79

CONTINUING EDUCATION CREDITS KEY

CTP *Eligible for CTP Recertification Credits*

Eligible for FP&A Recertification Credits

AFTERNOON

12:00 p.m. – 1:15 p.m. — **ATTENDEE LUNCH**
Shorelines B

12:00 p.m. – 1:15 p.m. — **FP&A ROUNDTABLE**
(Limited Attendance)
Breakers L
Sponsored by Peloton Group

12:00 p.m. – 1:45 p.m. — **CERTIFICATION LUNCHEON**
(Restricted Attendance)
Mandalay Bay Ballroom EFGH
Sponsored by PNC

12:00 p.m. – 1:45 p.m. — **CTC EXECUTIVE INSTITUTE LUNCHEON**
(Restricted Attendance)
Mandalay Bay Ballroom IJ
Sponsored by PNC

1:15 p.m. – 1:45 p.m. — **EXHIBIT HALL DESSERT RECEPTION**
Shorelines AB

2:00 p.m. – 3:00 p.m. — **CONCURRENT EDUCATIONAL SESSIONS**
See pages 80–85

3:15 p.m. – 4:30 p.m. — **GENERAL SESSION FEATURING SHEILA BAIR, FORMER FDIC CHAIRMAN**
Mandalay Bay Ballroom EFGH

4:30 p.m. – 5:30 p.m. — **EXHIBIT HALL CLOSING RECEPTION**
Shorelines AB

8:00 p.m. – 9:30 p.m. — **TUESDAY EVENING ENTERTAINMENT FEATURING ZOWIE BOWIE**
House of Blues in Mandalay Bay Hotel

CERTIFICATION LUNCHEON

Sponsored by PNC
(Restricted Attendance)
12:00 p.m. – 1:45 p.m.
Mandalay Bay Ballroom EFGH
Track: Career Development
CPA Field of Study: ECON

Mark Zandi
Chief Economist and Co-Founder
Moody's Economy.com

Mark M. Zandi is chief economist of Moody's Analytics, where he directs economic research. He conducts regular briefings on the economy for corporate boards, trade associations and policymakers at all levels, and he is often quoted in national and global publications and interviewed by major news media outlets. His forthcoming book, *Paying the Price,* provides a road map for meeting the nation's daunting fiscal challenges.

GS02 TUESDAY GENERAL SESSION FEATURING SHELIA BAIR, FORMER FDIC CHAIRMAN

3:15 p.m. – 4:30 p.m.
Mandalay Bay Ballroom EFGH
Track: Corporate Finance and Capital Markets
CPA Field of Study: MAS

Shelia C. Bair
Former Chairman, *FDIC*
Senior Advisor, *Pew Charitable Trusts*

As FDIC chairman, Sheila Bair presided over a tumultuous period in the nation's financial sector, working to bolster public confidence and system stability. Determined not to turn to taxpayer borrowing during the crisis, the FDIC managed its losses and liquidity needs entirely through its traditional industry-funded resources. Her recent book, *Bull by the Horns,* is a *New York Times* bestseller and has framed her as a fierce advocate of the public interest.

A book signing in the AFP Membership Center 539 will follow this session.

8:30 AM – 9:30 AM

76 **TREASURY AND TAX PARTNERSHIP: TAX EFFICIENT REGIONAL TREASURY CENTERS**

8:30 a.m. – 9:30 a.m.

Mandalay Bay Ballroom KL

Track: Executive Institute

CPA Field of Study: BMO

(Restricted Attendance)

Carina Ruiz
Partner
Deloitte & Touche LLP

John McNally
Director, International Tax
Deloitte Tax LLP

Christine Morris
Assistant Treasurer
Halliburton

Tony Smith
Treasurer, Vice President of Tax
Thermo Fisher Scientific Inc.

The 2008 financial crisis made it clear to many companies that some overseas cash is harder to bring home without tax implications. In the post financial crisis, there is an increasing trend among companies to harmonize tax and treasury strategies. Treasury and tax departments are partnering to establish entity structures that complement treasury's objectives of centralizing cash and tax's objective of accumulating cash in favorable jurisdictions. This presentation describes some popular, as well as "newly emerging" jurisdictions for setting up tax-efficient regional treasury centers and considerations for their proper usage.

CONTINUING EDUCATION CREDITS KEY

CTP *Eligible for CTP Recertification Credits*

Eligible for FP&A Recertification Credits

77 **CONTROLLING THE IMPACT OF PENSION EXPENSE ON CORPORATE FINANCE**

8:30 a.m. – 9:30 a.m. **Reef D**

Track: Pension & Benefits

CPA Field of Study: FIN

Jonathan B. Waite
Chief Actuary and Director of Investment Management Advice
SEI

Pension plan sponsors face the challenges of volatile equity markets, low interest rates and fluctuating pension liabilities that are directly impacting corporate finances. This session focuses on innovative pension investment and risk management strategies designed to reduce funded status volatility and its impact on cash availability and corporate balance sheets. Discuss the latest active investment strategies and accounting methods designed to align investment decisions with corporate risk sensitivities and the long-term objectives of the plan.

78 **LIABILITY MANAGEMENT AND CAPITAL STRUCTURE**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom I**

Track: Corporate Finance and Capital Markets

CPA Field of Study: FIN

Stacey M. Lousteau, CTP
Finance Project Manager
Entergy Corporation

This session walks attendees through the types of capital alternatives available to corporations, including the benefits of each. A corporate finance manager discusses debt structuring decision points and provides an understanding of the process of issuing debt in the capital markets by using a step-by-step example of the capital markets issuance process.

79 FAMILY DOLLAR BUILDS VALUE IN ITS GLOBAL SUPPLY CHAIN

8:30 a.m. – 9:30 a.m. **Breakers IJ**

Track: Global Treasury and Finance
CPA Field of Study: MAS

Tim House
Solutions Architect, Strategic Trade Solutions
Wells Fargo

Chris Ravenberg, CTP
Director, Treasury
Family Dollar Stores, Inc.

Like many importers, Family Dollar faces the challenge of streamlining operations while improving product quality and protecting its brand image. The company looked to its key vendors and trading partners to help re-engineer its supply chain. This set it on a course for lower costs and sustained growth. This session focuses on a holistic view of the supply chain: managing key vendor relationships, changes in international payment terms, and investments in technology to automate and synchronize the physical and financial supply chain processes.

80 MAXIMIZING OPPORTUNITIES IN RMB INTERNATIONALIZATION

8:30 a.m. – 9:30 a.m. **Reef AB**

Track: Global Treasury and Finance
CPA Field of Study: FIN

Caroline Owen
Regional Head of RMB Solutions, Americas
Standard Chartered Bank

Robert Vettoretti
Principal, China and APAC Treasury Advisory
PwC

China's initiative to internationalize its currency is being embraced by market participants all over the world. Sovereigns are signing RMB swap agreements, foreign MNCs are re-denominating trade and funding in the offshore RMB market, RMB hedging opportunities continue to grow, and more channels are opening for RMB to move offshore. Is your business prepared for the RMB future? Learn how you can get an edge over your competition by optimizing the regulatory and market developments shaping China and its currency both on- and offshore.

81 ALASKA AIRLINES' APPROACH TO CORPORATE CASH AND SHORT TERM INVESTMENTS

8:30 a.m. – 9:30 a.m. **South Seas Ballroom H**

Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

Mike Rodgers
Managing Director
Wells Capital Management

Beth M. Fleury, CTP
Manager, Cash and Investments
Alaska Airlines Inc.

In their search for enterprise-wide success, treasurers often realize that cash and short term investments are made up of components that differ in terms of volatility, risk tolerance, predictability, and purpose. Each component may have separate solutions that should be evaluated. Once the make-up of the overall cash balance is understood, treasurers must determine whether to manage these investments in-house or outsource them to professional money managers. This session examines how Alaska Airlines approached this analysis.

82 ROLLING FORECAST IMPLEMENTATION: 7 FACTORS FOR SUCCESS

8:30 a.m. – 9:30 a.m. **South Seas Ballroom J**

Track: Financial Planning & Analysis
CPA Field of Study: FIN

Larysa Melnychuk
Director
Novolar Solutions Ltd

Rolling forecasts help organizations become flexible, dynamic and effective during unpredictable business environments. They require unique techniques for planning purposes because they extend time horizons and improve visibility of future performance. This session outlines the seven key factors necessary for a successful implementation of rolling forecasts, including technology requirements and cultural shifts from the "traditional budgeting" mentality.

83 USING UPICs TO STREAMLINE PAYMENTS AND MITIGATE FRAUD

8:30 a.m. – 9:30 a.m. **South Seas Ballroom G**
Track: Payments
CPA Field of Study: MAS

Robert Taylor
Treasurer
Pitt Ohio Corporation

Paula Rowe
Senior Product Manager
PNC

Sharon Jablon
Product Specialist
The Clearing House

Wendy Cole-Yeardorff
EFT Program/Reconciliation Services Manager
Department of Social and Health Services

Corporate and government entities of all sizes are gravitating toward implementing ACH payment strategies. They are tasked with creating an approach that mitigates payment fraud and is easy to implement. States have embraced Universal Payment Identification Code (UPIC) for various treasury collections. A corporate and a government entity discuss how they incorporated UPIC, along with other fraud prevention tools, into their receivables process to secure their banking information and made it easier to manage working with their banks and payors.

CONTINUING EDUCATION CREDITS KEY

CTP — *Eligible for CTP Recertification Credits*

Eligible for FP&A Recertification Credits

84 CURRENCY HEDGING IN A LOW VOLATILITY ENVIRONMENT

8:30 a.m. – 9:30 a.m. **Lagoon EF**
Track: Risk Management
CPA Field of Study: FIN

Ivan Ascensio
Senior Vice President
HSBC Bank USA, N.A.

Sumit Agarwal
Treasury Director
Equinix, Inc.

Risk managers must deal with a new paradigm in financial markets as price volatility has declined. As recent evidence has shown, low volatility today does not guarantee low volatility tomorrow. The previous cycle's lows in market volatilities occurred in 2007, right before the financial crisis. This session discusses key currency hedge strategy implications of the current environment. Topics include the value proposition of forwards versus options, selection of hedging tenor, arriving at optimal hedge ratios for layered hedged programs, and taking advantage of pricing anomalies.

85 AN RX FOR TREASURY MANAGERS WHEN HEALTHCARE REFORM ARRIVES

8:30 a.m. – 9:30 a.m. **Lagoon BH**
Track: Treasury Management
CPA Field of Study: MAS

Dale R. Sorenson, CTP
Vice President
Associated Bank

Rick Noble
Staff Vice President, Treasury Operations
Wellpoint, Inc.

The competitive and regulatory landscape for healthcare bears little resemblance to the past. Treasury managers across industries face new regulatory and strategic challenges. Employers' longstanding concerns about the cost of benefits will be complicated by new tax penalties if a company does not satisfy requirements of the Affordable Care Act. Healthcare providers must also comply with a host of new requirements, from data records to payment processes. This session examines how one major care-giving operation is addressing these new challenges.

86 **SOCIAL MEDIA FOR THE RISK AVERSE FINANCIAL PROFESSIONAL**

8:30 a.m. – 9:30 a.m. **Lagoon DJ**

Track: Career Development
CPA Field of Study: PD

Lynne Marlor
Deputy Head of Sales, Investment Managers
BNY Mellon

Patricia J. Mullin, CCM
Vice President
Cambridge Trust Company

Laurel Egan-Kenny
Chief Operating Officer
Turning Point Communications

There are many reasons for participating in social media yet some people have allowed fear to prevent them from even trying. Social media is the best way to stay connected, become a thought leader, and educate friends, connections, and followers. Participating in the right way can be beneficial and rewarding. The panel concentrates on LinkedIn, Facebook and Twitter. We discuss tools to get you thinking about all the right things before you go wrong—or set you straight if you have gone wrong.

87 **DEALING WITH PROBLEM PAYMENT STREAMS**

8:30 a.m. – 9:30 a.m. **Lagoon CI**

Track: Payments
CPA Field of Study: SKA

James Crawford
Director, Sales and Marketing
Cognizant Technology Solutions Corporation

Christina Falcone
Director, Financial Shared Services and Treasury
Adecco

New cloud based software has emerged, enabling users to create AP and payment platforms that incorporate their own specific workflows, terminology, and inquiry and reporting capabilities. How are diverse industries embracing this new technology to move millions of payments faster, easier and with more insight? Learn how cloud-based software is being applied to functions including invoice processing, check creation, ACH origination, return mail handling and escheatment.

88 **THE INTERSECTION OF TREASURY AND FP&A**

8:30 a.m. – 9:30 a.m. **Lagoon KL**

Track: Financial Planning & Analysis
CPA Field of Study: MAS

Brian T. Kalish
Director, Finance Practice Lead
Association for Financial Professionals

Heather M. Mayes
Senior Manager
Hess Corporation

Jeff Altman
Director, Treasury
Verizon Communications, Inc.

Theodore Wood, CTP
Assistant Treasurer and Director of Financial Services
Southwest Gas Corporation

The roles of the treasury and FP&A professional have never been more critical or more interwoven. It is vitally important for treasury and FP&A professionals to understand the scope of each other's discipline and understand how these two essential fields can complement one another. In this panel session, we explore the intersection of FP&A and treasury to gain a better understanding of how leveraging both areas can be beneficial to an organization. The focus is from the FP&A perspective.

89 **VIRTUAL AP CARDS: A KEY TOOL IN MANAGING WORKING CAPITAL**

8:30 a.m. – 9:30 a.m. **Surf DEF**

Track: Payments
CPA Field of Study: MAS

Jody L. Lutz
TM Sales Manager, Senior Vice President
PNC Bank

Cathy Schumer
Vice President, Accounting and Treasury
WS Packaging Group, Inc

The choice of payment method has a significant impact on the working capital needs of an organization. A case study demonstrates how one company quickly ramped up their virtual card program to generate a working capital reduction of $30 million and extended their average days payable outstanding by 45 days within one year. Tips to enroll suppliers are shared as well as a sample model to be used during supplier negotiations.

90 **ACHIEVING EXCELLENCE IN CASH FLOW FORECASTING: MAKING A GOOD PROCESS GREAT**

8:30 a.m. – 9:30 a.m. **Surf ABC**

Track: Treasury Management
CPA Field of Study: MAS

Cindy Gerhard
Global Head of Product Management for Liquidity and Investments
Citi

Jeff Schaible
Assistant Treasurer
Baxter Corporation

In today's uncertain markets, achieving excellence in cash flow forecasting is essential to managing risk and costs. It also means continually evolving processes for improvement. Best-in-class organizations frequently use multiple techniques to ensure that the most accurate forecasts are available for cash positioning. Integrated into an end-to-end cash management process, these techniques ensure accuracy and optimal usage of enterprise cash and liquidity. In this session, a best-in-class client and an expert from Citi Liquidity Management Services provide insights on this approach and more.

91 **BUILDING AN EFFECTIVE RISK INSURANCE PROGRAM**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom CD**

Track: Risk Management
CPA Field of Study: MAS

Jim Duggan
Vice President, Security and Risk Management
Coty Inc.

Jim Niwinski
Managing Director
Marsh USA Inc.

Managing a company's risk exposure is vital to its financial health. Practitioners learn about tools and techniques to help them define and quantify risks and exposures, evaluate available options (insurance, risk mitigation or risk transfer options) and implement an effective risk management program to help reduce the company's overall total cost of risk. The discussion focuses on risk and mitigation issues including those inherent in supply chain, acquisitions, counterfeiting, vendors and subcontractors, and ways to best position a company's risk to insurance underwriters.

92 **EBAM: A JOURNEY TO ACCOUNT MANAGEMENT EFFICIENCY**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom AB**

Track: Treasury Management
CPA Field of Study: MAS

Anand Mitra
eBAM Global Product Manager
Citi

Tatiana Gomez, CTP
Senior Manager Global Liquidity and Foreign Exchange
Wrigley Company

Companies deal with hundreds of bank accounts across the globe, making the process of opening and maintaining these accounts with up-to-date signatories a time-consuming process. Hear about Wrigley's experience in implementing eBAM, from the decision in choosing a proprietary or multibank solution to the steps involved in the implementation process. This session provides a clear picture of eBAM's opportunities, associated challenges and an explanation of benefits to your account management processes.

93 **CYBER ATTACK ON YOUR INSTITUTION: NOT IF, BUT WHEN!**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom F**

Track: Treasury Management
CPA Field of Study: MAS

Fred L. Butterfield, CTP
Treasury Manager
Trust Company of America

Charles Bretz
Director, Payments Risk
FS-ISAC

Learn about the threats and techniques to mitigate the cyber-crime risk to corporate treasury operations. As evidenced by current events, there has been a significant increase in the number and severity of attacks against corporate treasuries by cyber criminals. However, the reported losses from these attacks are declining because of improved risk mitigation techniques, including training of the treasury staff. Examples of current threats, including case studies of cyber-attacks, are presented and discussed.

94 **THE SIGNAL AND THE NOISE: WHY MOST PREDICTIONS FAIL—BUT SOME DON'T**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom E**
Track: Financial Planning and Analysis
CPA Field of Study: MAS

Nate Silver
Founder
FiveThirtyEight.com

Data-based predictions underpin a growing sector of critical fields, from political polling and hurricane watches to the stock market and even the war on terror. It's important to ask—what kind of predictions can we trust? What methods do the most reliable forecasters use? What sorts of things can be predicted—and what can't? His new book, *The Signal and the Noise: Why Most Predictions Fail—But Some Don't,* is a *New York Times* bestseller and takes us on a tour of modern prediction science, uncovering a surprising connection between humility, uncertainty and good results.

A book signing in the AFP Membership Center 539 will follow this session.

10:30 A.M. – 11:45 A.M.

95 **TOWN HALL DISCUSSION: WORLD-CLASS TREASURY**

10:30 a.m. – 11:45 a.m.
Mandalay Bay Ballroom KL
Track: Executive Institute
CPA Field of Study: MAS

Johan Nystedt
Vice President, Global Treasury
Levi Strauss & Co.

Michael Lyons
Executive Vice President
PNC Financial Services Group

Kathryn Powers
Global Treasurer
World Vision International

Moderator:
Craig Martin
Executive Director,
Corporate Treasurers Council
Association for Financial Professionals

Be part of the discussion around the theme of the Executive Institute: "World Class Treasury." Craig Martin, the executive director of the Corporate Treasurers Council, leads a discussion on what it takes to develop a world-class treasury, including the people, structures and systems. Joining Martin are three executives from a diverse group of companies and industries: clothing manufacturing and retailing, banking and global relief and development.

96 **NEGOTIATING LOAN DOCUMENTS IN TODAY'S ENVIRONMENT**

10:30 a.m. – 11:45 a.m. **Reef D**

Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

Robert Heinrich
Attorney
Foley & Lardner LLP

Ben Krajcir, CTP
Assistant Treasurer
Brady Corporation

This session focuses on trends in loan documents and provides suggestions on how a corporate borrower can best negotiate its credit facility. Presenters highlight specific negotiation tips and traps—in loan documents for borrowers and offer detailed examples of language to either avoid or request so that you have maximum flexibility in running your business while also appropriately allocating risks between you and your bank.

97 **LEVERAGING A PLANNING AND REPORTING SYSTEM TO OPTIMIZE PERFORMANCE MANAGEMENT**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom I**

Track: Financial Planning & Analysis
CPA Field of Study: MAS

Philip Peck
Vice President
Peloton

Patricia Ciervo
Executive Director, Financial Planning & Analysis
Sunovion Pharmaceuticals

Sunovion Pharmaceuticals has experienced significant growth and organizational changes over the last several years. While their existing EPM platform supported core business needs, the changing environment created complexity, uncertainty and greater demands on the finance organization and the underlying technology. As part of a system upgrade, Sunovion redesigned various aspects of the existing annual planning, forecasting and reporting processes. They also established an EPM roadmap that optimally aligned current business requirements and anticipated future needs.

98 **LEASING AS AN ALTERNATIVE TO DEBT OR EQUITY**

10:30 a.m. – 11:45 a.m. **Breakers IJ**

Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

James F Burns
CEO
Blue Sky Capital Strategies, LLC

Jim Cross
President
Blue Sky Capital Strategies, LLC

Tom Scott
Senior Vice President, Corporate Finance
Barnabas Health

Leasing can be the least expensive form of liquidity in a company's capital structure. Hear how to properly utilize leasing in your capital structure to reduce cost and increase controls and visibility into your lease portfolio. Also learn best practices to reduce or eliminate risk. There is significant room for savings and risk mitigation in every leasing proposal. This session provides insight on structuring and negotiating every facet of equipment leases to save money and leverage lease financing to your advantage.

99 **THE EVOLVING ROLE OF THE FP&A PROFESSIONAL**

10:30 a.m. – 11:45 a.m. **Reef AB**

Track: Financial Planning and Analysis
CPA Field of Study: PD

Carmen Turner
Senior Financial Analyst
CME Group

John Fruin
Manager, Business Analysis
GROWMARK, Inc.

As organizations continue to maneuver the evolving global environment, the FP&A role is becoming more critical than ever to the success of businesses. FP&A professionals are essential for driving business decisions and the growth of organizations. This session takes a look at the beginning of the FP&A role, how it has evolved and the future of the FP&A role, highlighting the skills and certifications needed to be an effective and efficient FP&A professional going forward.

100 **INNOVATION: HERE, THERE AND EVERYWHERE**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom H**

Track: Career Development

CPA Field of Study: BMO

Margaret M. Albrecht
Vice President, Treasury
First Data Corporation

Virun Rampersad
Managing Director, Head of Global Innovation
BNY Mellon

Glen Grzybowski
Manager, Bank Relations and Treasury Solutions
Siemens Corporation

Fostering a culture of innovation in your business is critical to success in today's environment. Panelists discuss ways companies have introduced a culture of creativity to develop processes for continuous innovation, keys to maintaining innovation, and where innovative ideas have led them. Insights are led by key industry executives.

101 **FINANCE AND LEGAL: WATCH FOR PITFALLS!**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom J**

Track: Treasury Management

CPA Field of Study: BL

Ann T. Anthony, CTP
Director, Treasury and Investor Relations
South Jersey Industries, Inc.

Michael J. Alfonsi, CTP
Managing Director
BancTec

Financial executives must handle banking and deal with agreements, contracts, other operating agreements and more legal documents. And if that wasn't enough, they must now be concerned with compliance issues from the Foreign Corrupt Practices Act to the Patriot Act, the Sarbanes-Oxley Act and more. In this fast-paced session, the leaders present a variety of scenarios where legal documents or compliance issues are encountered, and point out the interests of all parties and the compliance areas of which to be watchful.

102 **BEST PRACTICES FOR FX PREDICTABILITY AND COMPLIANCE IN GLOBAL OPERATIONS**

10:30 a.m. – 11:45 a.m. **South Seas Ballroom G**

Track: Risk Management

CPA Field of Study: BMO

Wolfgang Koester
CEO
FireApps

Luis Montiel
Director, Treasury
Jabil Circuit, Inc.

Helen Kane
President
Hedge Trackers

For many years, Jabil Circuit, Inc. has achieved double-digit growth by strategically building new customer relationships, entering new markets, expanding services and forging new global operations in key worldwide locations. A by-product of this successful business strategy is exposure to volatility in foreign currencies. Receive a general overview of Jabil's financial risk management framework, focusing on its foreign exchange risks.

103 **HOW TO WRITE AN IMPACTFUL RESUME FOR THE FINANCIAL PROFESSIONAL**

10:30 a.m. – 11:45 a.m. **Lagoon EF**

Track: Career Development

CPA Field of Study: PD

Nicole Meyer
Managing Partner
The Meyer Partnership

Anne Stock
Consultant
The Meyer Partnership

The hiring market is more buoyant and now is the time to brush up your resume. Your personal brand depends on your ability to convey your experience and responsibilities compellingly, convincingly and powerfully—and on paper! This interactive workshop provides participants with the tools needed to write or re-write their resumes. Learn how to translate competency-based skills into meaningful accomplishments, with metrics to reinforce success. Focus on the distinction between hard and soft skills and why both are important on a resume.

104 COLLECTIONS ON THE GO: BEST PRACTICES IN MOBILE IMAGE DEPOSIT

10:30 a.m. – 11:45 a.m. **Lagoon BH**

Track: Payments

CPA Field of Study: MAS

Christopher Cheniae
Project Manager
U.S. Foods, Inc.

Carl Shishmanian
Executive Director
J.P. Morgan

Marilyn Jones
Director, Process Improvement
Ben E. Keith Company

Organizations that rely on mobile sales forces face considerable challenges in collecting payments, making deposits and improving funds availability, however smart-phones and new bank technologies are enabling mobile capture solutions. Financial professionals share their experiences in these emerging practices. Attendees learn how mobile deposit via smartphones simplifies settlement and reconciliation and how successfully integrating a mobile image deposit solution with an accounts-receivable system speeds up deposits and increases availability of funds while supporting working capital management objectives.

105 EMERGING ISSUES IN MONEY MARKET FUNDS

10:30 a.m. – 11:45 a.m. **Lagoon DJ**

Track: Corporate Finance and Capital Markets

CPA Field of Study: FIN

Haiwen Hsu
Treasurer
Chinatrust

Peter G. Crane
President and Publisher
Crane Data LLC, Money Fund Intelligence

Hear about trends in short-term debt securities and investing from a money market mutual fund expert and an emerging markets treasurer. Transparency, money fund assets, regulations and money market mutual fund portfolios are discussed along with issues involved in launching CP and CD programs. Discuss recent events and hot topics in the commercial paper, money fund and money markets that are impacting issuers and investors. Also, review regulatory changes of interest to global money market participants.

106 DISASTER PLANNING AND RECOVERY: WILL YOU BE IN BUSINESS TOMORROW?

10:30 a.m. – 11:45 a.m. **Lagoon CI**

Track: Risk Management

CPA Field of Study: MAS

Joseph Kelly, CTP
Chief Deputy
LA County – Treasurer & Tax Collector

Lissette Giorgi
Vice President, Risk Manager
Wells Fargo

James P. Gilligan, CTP
Assistant Treasurer
Great Plains Energy Incorporated

Marsha Ann Lacy, CTP
Assistant Treasurer
Republic Services, Inc.

Floods, tornadoes, technology outages, terrorist attacks—it is those unexpected events that can put your company out of business. Hear a panel of practitioners discuss how they plan and prepare for disaster recovery and share stories of how they survived real-life disasters. Learn best practices for building, testing and implementing business continuity plans with a focus on treasury departments.

107 HOW IMAGE EXCHANGE AND ELECTRONIC PAYMENT CHANNELS HAVE CHANGED ARC'S VALUE PROPOSITION

10:30 a.m. – 11:45 a.m. **Lagoon KL**

Track: Payments

CPA Field of Study: MAS

Robert J. Meara
Senior Analyst
Celent

Amy Miller
Manager, Remittance Processing
PPL Electric Utilities

Mark McCarthy, CTP
Vice President, Treasury Relationship Manager
Union Bank/Bank of Tokyo Mitsubishi

This session presents industry data and corporate practitioner experience that re-examines Accounts Receivable Conversion's (ARC) value proposition for large billers. Since Check 21's passage, the check payment system has been radically redesigned. Consumers are choosing electronic payment options over checks, so large billers need to update their processes to reflect an entirely new environment. A large utility company shares its decision process in choosing Image over ARC and how their model differs from those industry peers.

108 LEADING THE WAY IN CHINA: A REGIONAL TREASURER'S PERSPECTIVE

10:30 a.m. – 11:45 a.m. **Surf DEF**

Track: Global Treasury & Finance

CPA Field of Study: MAS

Robert Yenko
Assistant Treasurer
Intel Corporation

Ai Chen Lim
Head of Sales, Multinationals
HSBC Global Payments and Cash Management

The regulatory environment in Asia continues to evolve, and successful treasury management for multinational corporations in the region is about more than implementing the right products. Robert Yenko, assistant treasurer of Intel, which was the first multinational corporation to pilot an automated, cross-border sweeping structure operating out of China, shares his company's experiences there, including its collaboration with China's foreign exchange regulators. This collaboration paved the way for Asia regional treasurers to have more options for effective cross-border liquidity, treasury and cash management.

109 MANAGING LIQUIDITY IN THE FACE OF HIGH HEADLINE RISK

10:30 a.m. – 11:45 a.m. **Surf ABC**

Track: Treasury Management

CPA Field of Study: FIN

Jennifer L. Powers
Treasury Manager
United Parcel Service

Geoffrey Nolan
Senior Manager
eBay Inc.

William Oliver
Director and Risk Management Executive
BofA Global Capital Management

Jeffrey Clennon
Director, Cash Management
Discover Financial Services

For treasury professionals, the task of protecting their companies' cash positions has grown ever more challenging as macroeconomic developments roil the financial markets. Whether it is the European debt crisis; U.S fiscal brinksmanship; or watershed changes to money market fund regulations, geopolitical events can have a profound impact on the stability of cash portfolios. This session highlights the most challenging headline risks confronting investors and describe strategies treasury professionals can employ to mitigate the impact of these risks on their money market fund investments.

110 PARADIGM SHIFT: RADICAL DESIGN IMPROVEMENT IN HOW PAYMENTS ARE RECEIVED, A CASE STUDY

10:30 a.m. – 11:45 a.m. **South Seas Ballroom CD**

Track: Payments

CPA Field of Study: MAS

Susan E. Albonetti, CTP
Assistant Treasurer
University of Cincinnati

This presentation discusses how a new receivable system design opened up $125 million in cash flow, reduced manual touches by 80 percent, increased cash application throughout and improved internal controls. The case study lays out the research and detailed work that went into the system design, discusses the politics of creating the company-wide atmosphere to accept the design, and reports on the success of the new program.

111 BEST PRACTICES IN IMPLEMENTING CASH MANAGEMENT OPERATIONS

10:30 a.m. – 11:45 a.m. South Seas Ballroom AB
Track: Treasury Management
CPA Field of Study: BMO

Judy K. Bouchard
Banking Coordinator
ConocoPhillips

James C. McFarland, CTP
Executive Director
J.P. Morgan

Kevin Vogel
Manager, Cash Management, Banking and Credit
ConocoPhillips

ConocoPhillips shares best practices in successfully separating into two stand-alone businesses and how they simultaneously established a cash management and treasury services department, allowing the respective operations to achieve their strategic goals. Review the planning and execution required to recreate all treasury operations from the ground up, including payments, receipts and reconciliations across two new entities and how the treasury team managed the enormous amount of documentation needed for opening new bank accounts and changing existing bank accounts.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

112 RESERVING A SEAT AT THE TABLE: TREASURY'S EXPANDING STRATEGIC ROLE

10:30 a.m. – 11:45 a.m. South Seas Ballroom E
Track: Treasury Management
CPA Field of Study: MAS

Brian Kenyon
Executive Vice President, CFO
Rock and Roll Hall of Fame and Museum

Cynthia J. Krause
Senior Vice President, Strategic Sales
KeyBank

Kelly J. Marek
Treasurer
CBIZ, Inc.

The role of today's financial professional has expanded to be more strategic. In addition to having daily contact with the company's CEO and board, financial professionals are tasked with more extensive reporting, finding ways of improving liquidity, increasing working capital efficiency, developing long-term funding strategies and managing fraud. A panel of financial professionals discusses how they overcame the challenges of increased reporting requirements and regulations and how they effectively communicate the treasurer's role to both executive management and the board of directors.

113 CTC EXECUTIVE INSTITUTE LUNCHEON BUILDING A CULTURE OF CHANGE

12:00 p.m. – 1:45 p.m. Mandalay Bay Ballroom IJ
Track: Executive Institute Luncheon
CPA Field of Study: MAS

Daniel L. Doctoroff
President and CEO
Bloomberg L.P.

The past five years have been the most disruptive for financial markets in our lifetimes. While some companies have fallen amidst the turbulence, others have become stronger. The difference is in leadership and preparation. Few companies have experienced these changing markets, industries and client expectations more than Bloomberg LP, the leading global provider of financial news and information. Bloomberg's CEO, Dan Doctoroff, will talk about preparing for change by building a culture that embraces it.

2:00 P.M. – 3:00 P.M.

114 **TAKE YOUR 401(K) TO THE NEXT LEVEL: CUTTING EDGE STRATEGIES FOR INCREASING SAVINGS**

2:00 p.m. – 3:00 p.m. **Reef D**

Track: Pension & Benefits

CPA Field of Study: MAS

Lori Lucas
Defined Contribution Practice Leader
Callan Associates

Stacy L. Schaus
Senior Vice President, DC Practice Leader
PIMCO

In the wake of recent financial crises, managing an organization's retirement savings program is even more challenging than in the past. This session focuses on state-of-the-art approaches for improving 401(k) plan performance. Attendees learn about various institutional techniques to manage such plans within a risk budget, redesign the way plan fees are paid and improve likely outcomes through "DB-izing" the investment structure.

115 **WHY THE CERTIFIED CORPORATE FINANCIAL PLANNING AND ANALYSIS PROFESSIONAL CREDENTIAL**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom I**

Track: Career Development

CPA Field of Study: PD

Donna Berzellini, CTP
Managing Director, Certification
Association for Financial Professionals

Brian Kalish
Director, Finance Practice Lead
Association for Financial Professionals

The Association for Financial Professionals (AFP) has announced the development of the first global certification for the corporate financial planning and analysis (FP&A) profession. By standardizing global performance competencies, FP&A professionals who earn the certification will be recognized for their understanding of complex processes, tools and best practices, and will therefore be well-positioned to drive strategic business decisions at companies, no matter where they are located. In addition to passing a rigorous exam, candidates will be required to meet certain education and experience requirements.

Learn how the credential is being built and get insights into the knowledge, skills and abilities that will be tested when the exam rolls out later in 2014.

116 **BITCOIN AND OTHER ALTERNATIVE CURRENCIES: PROSPECTS AND LEGAL QUESTIONS**

2:00 p.m. – 3:00 p.m. **Breakers IJ**

Track: Payments

CPA Field of Study: FIN

Stephen Mott
CEO
BetterBuyDesign

This session focuses on the current status and legal ramifications of Bitcoins and other alternative currencies. Issues regarding marketplace acceptance, competition and future scope for these new, electronic currencies, will be addressed. The session will reflect on comments made by financial regulators and their potential approach to how this industry may be regulated going forward, and what this will mean to the concept of "virtual currencies".

117 **CONVERTIBLE NOTES: WHAT YOU ARE GETTING INTO**

2:00 p.m. – 3:00 p.m. **Reef AB**

Track: Corporate Finance and Capital Markets

CPA Field of Study: FIN

Peter Shen
Assistant Treasurer
Gilead Sciences

Karina L. Inga-Kamienski, CTP
Treasury Manager
Gilead Sciences

You just finished a meeting with an investment bank that pitched you the benefits of convertible notes. Are you wondering what they did not tell you or what the convertible notes' operational impacts on your team are? This session examines the benefits and considerations of convertible notes and their impact on the finance team post-issuance.

118 **INTEGRATING THE STRATEGIC PLAN WITH THE ANNUAL BUDGET AND FORECAST PROCESS**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom H**

Track: Financial Planning & Analysis

CPA Field of Study: FIN

Andrew Starks
Director, Strategic Planning
Edgewater Ranzal

Jeremy Ward
Director, Financial Planning
Saint Luke's Health System

This presentation provides attendees with lessons learned and best practices in producing and integrating the strategic plan with the annual budget and forecast process. Presenters discuss how economic uncertainty and industry changes have necessitated a scenario-based approach to financial planning in order to understand the full range of possible outcomes to an organization's credit ratings, covenants and cash flow position prior to making critical capital allocation decisions.

119 **FINANCIAL PROFESSIONALS AS STRATEGIC LEADERS**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom J**

Track: Career Development

CPA Field of Study: PD

Dr. Kevin S. Schieuer
Professor of Finance
Bellevue University

Financial professionals possess specialized analytical skills and knowledge that can be leveraged to advance enterprise-wide, strategic leadership through value and risk-based decision-making. They can play a key role in advancing the strategic success of their enterprises, but they must also possess the skills to become advocates, educators, communicators, catalysts and strategic leaders throughout their enterprises. Attendees at this session learn key skills and strategies necessary for them to further advance their roles as strategic business leaders.

120 **GLOBAL CENTRAL BANK QE PROGRAMS: HOW TO NAVIGATE SHORT TERM MARKETS IN A TIME OF CHANGING MONETARY POLICIES**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom G**

Track: Corporate Finance and Capital Markets

CPA Field of Study: MAS

Jerome Schneider
Portfolio Manager, Executive Vice President
PIMCO

Chris Ginieczki
Senior Business Leader, Treasury
Visa

Global central banks have been exiting the fixed income markets. Speakers discuss the timing and impacts of these exit strategies on economic growth and yield levels in the fixed income markets. What strategies should investors be evaluating as central banks pull back from market intervention? From the finance practitioner's perspective, what is the effect on corporate balance sheets and treasury operations as central banks begin to exit the FI markets?

121 **TRANSFORMING A DOMESTIC TREASURY OPERATION INTO A GLOBAL TREASURY CENTER**

2:00 p.m. – 3:00 p.m. **Lagoon EF**

Track: Global Treasury & Finance

CPA Field of Study: MAS

Frank Barbara
Senior Vice President, Treasury Operations
The Blackstone Group L.P.

Matthew B. Skurbe
Treasurer and Managing Director
The Blackstone Group L.P.

Hear how a domestic treasury center has been transformed into a global treasury center with regional treasury hubs in Asia and Europe. The focus of the discussion is on the benefits of London and Asia Regional Treasury centers, including local representation to service the business real-time, in-house bank structures to facilitate centralized payables and cash management (where allowable), managing regional payment issues and the selection process for regional banks.

122 **INTEGRATING LIQUIDITY-BASED FORECASTING AND THE CAPITAL BUDGET FORECAST**

2:00 p.m. – 3:00 p.m. **Lagoon BH**

Track: Treasury Management

CPA Field of Study: MAS

Michael A. Gallanis
Partner
Treasury Strategies Inc.

Douglas G. Bressette
Assistant Treasurer
Celgene Corporation

Explore strategies and opportunities for integrating the two common, but often disjointed forecasting processes utilized by most corporations—the liquidity based forecast and the capital budgeting forecast. While they often utilize many of the same sources of data, the processes are frequently performed independently and fail to leverage common information and practices. This session looks at each process from the standpoint of best practices and describe ways to integrate their strengths in order to improve efficiency and results.

123 **EXPLORING HEDGE ACCOUNTING CHANGES AND THEIR IMPACTS**

2:00 p.m. – 3:00 p.m. **Lagoon DJ**

Track: Risk Management

CPA Field of Study: ACCT

Karen Weller, CTP, CPA
Director, Financial Risk Management
Royal Caribbean Cruises, Ltd.

Dan Gentzel
Managing Director
Chatham Financial Corp

Hedge accounting standards under both US GAAP and IFRS have been evolving. Significant changes can be found in both IASB's proposed standard, IFRS 9, and FASB's hedge accounting provisions of ASC 815 under US GAAP. They are likely to have a profound effect on the application of hedge accounting. These changes are intended to simplify applying hedge accounting—but will that be the end result?

124 **HEALTHCARE PAYMENTS: ISSUES AND IMPACTS ON TREASURY, A/P AND A/R**

2:00 p.m. – 3:00 p.m. **Lagoon CI**

Track: Payments

CPA Field of Study: SKA

Rebecca C. Reed Farha, CTP
Senior Director, Treasury Solutions
UnitedHealth Group Incorporated

Irfan Ahmad
Healthcare Product Development and Strategy
The Clearing House

Kenneth J. Merrill, CTP
Senior Vice President
Bank of America

The Patient Protection and Affordable Care Act mandates electronic operating rules designed to improve the workflow of electronic payments and associated data, while reducing the amount of paper checks and remittance advice that lead to higher administrative costs. As payers and providers work to implement these changes, banks and payment network operators are working to create neutral third party utilities and solutions that facilitate the migration of paper-to-electronic, eliminate inefficiencies, and solve the complex "many-to-many" payment flows commonplace in healthcare.

125 **TREASURY TRANSFORMATION: A TREASURY REVIEW CASE STUDY**

2:00 p.m. – 3:00 p.m. **Lagoon KL**

Track: Treasury Management

CPA Field of Study: MAS

Daniel J. Carmody, CTP
Managing Director
TreaSolution, Inc.

Kay H. Richter
Director, Accounting
Nebraska Methodist Health System

Taking bold actions to improve treasury operations is the goal of a treasury review project. This presentation discusses topics related to the Nebraska Methodist Health System's treasury review projects such as when the realized project was needed, what the review process entailed, how treasury operations were benchmarked against best practices and how the best practices recommendations were implemented. Furthermore, this presentation discusses how individuals can prepare and conduct a treasury review within their own organizations.

126 **BASEL III: WHAT DOES IT MEAN FOR YOU?**

2:00 p.m. – 3:00 p.m. **Surf DEF**

Track: Global Treasury & Finance

CPA Field of Study: FIN

Lisa Rossi
Managing Director
Deutsche Bank

David Y. Tademaru
Executive Director and
Corporate Assistant Treasurer
Ingram Micro

Basel III will have major implications for banks operating globally. While awareness of Basel III is growing in the US, it is still not fully understood by many corporates. Basel III will affect lending as well as deposits and investments and will have a direct impact on many corporates. How will Basel III affect your bank and firm? What might you need to factor into your planning? This panel discussion addresses these questions and more.

127 **ENTERPRISE RISK MANAGEMENT, BEYOND THEORY: PRACTICIONER PERSPECTIVES ON ERM**

2:00 p.m. – 3:00 p.m. **Surf ABC**

Track: Risk Management

CPA Field of Study: MAS

Nilly Essaides
Director, Practicioner Content Development
Association for Financial Professionals

Alberto Nunez, CTP
Treasurer
IAMGOLD Corporation

Barry Franklin
Senior Vice President and Chief Risk Officer
Zurich Insurance

Chris Mandel
SVP, Strategic Solutions
Sedgwick Claims Management

In some circles, ERM has gotten a bad name for failing to provide actionable information. Some in the market have tried to re-brand ERM as Strategic Risk Management, but ERM has always been about strategy. This session features companies that have constructed their ERM program from day one to link ERM to strategic planning. Based on the recent AFP ERM guide, this session provides practitioners with expert lessons on how ERM can be linked to strategic planning and drive management decision making at the highest levels.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

128 **EARTHQUAKE RISKS AND IMPACTS TO CORPORATE TREASURIES: WHAT KEEPS GEOLOGISTS AWAKE AT NIGHT**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom CD**
Track: Risk Management
CPA Field of Study: MAS

Phyllis Steckel
Registered Geologist
Earthquake Insight Field Trip (for USGS)

This session provides a focus on domestic earthquake hazards and zones that are not well recognized, such as the New Madrid seismic zone in the central U.S.; the Central Virginia seismic zone; the Wasatch Front; the Charleston, SC seismic zone; the Cascadia subduction zone; and the Boston area. Discussion includes past earthquakes and their impact to buildings, transportation systems, utilities, infrastructure, business operations and communications. Ideas to help recognize and manage earthquake risk to the business and financial community are presented.

129 **A PRACTICAL GUIDE TO DEVELOPING A CASH FORECAST**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom AB**
Track: Treasury Management
CPA Field of Study: MAS

Michael Leo
Treasury and Financial Management Consultant
Health Care Service Corporation

John R. Covey
Director
PwC

Organizations often focus on long term strategic forecasts and twelve month budgeting forecasts, but sometimes overlook the importance of short-term operational cash forecasts. An operational cash forecast decreases the risk of cash surprises, helps ensure ability to meet financial obligations, enables better informed investing and borrowing decisions, and promotes a cash-focused culture and overall fiscal discipline. This session presents how one company created an operational cash forecast.

130 **ACHIEVING TRUE STP: TRENDS IN STRAIGHT-THROUGH PROCESSING**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom F**
Track: Payments
CPA Field of Study: MAS

Lynne Marlor
Deputy Head of Sales, Investment Managers
BNY Mellon

Jeanne M. Keane, CTP
Senior Manager Global Treasury Operations
Staples, Inc.

Sean P. O'Connell, CCM
Treasurer
GE Corporate Financial Services

Stacy Ann Rosenthal
Senior Business Manager
SWIFT

In this cash- and liquidity-focused environment, transparency, standardization and efficiency are paramount. Panelists from General Electric and Staples, along with their bank and SWIFT partners, explore trends in straight-through processing (STP) and share their success stories and challenges in what it takes to achieve true STP. The discussion examines the best navigation and vetting techniques, as well as use of newly implemented and comprehensive remittance information, so that organizations can take advantage of true STP.

131 **AVERTING ACH FRAUD AND CHECK FRAUD**

2:00 p.m. – 3:00 p.m. **South Seas Ballroom E**

Track: Payments

CPA Field of Study: MAS

CTP

Greg Litster
President
SAFEChecks

Steven Ray Bott
Managing Supervisor,
Treasury Technology Services
Ameren Corporation

Lucy Suarez, CTP
Senior Solution Consultant
ACI Worldwide Inc

Making business payments shouldn't be as risky as a trip to the casino. More businesses are moving their payments into the electronic channel, but as ACH volumes rise, so does ACH fraud. Additionally, nearly all companies still issue paper checks, at least occasionally. Old-fashioned check fraud is the most dominant form of payment fraud and produces the most losses. Hear about current, real-life ACH and check fraud schemes, and learn straightforward strategies and best practices to prevent them.

NOTES

wednesday

BE IN DC

Thank you for attending. See you at the AFP Annual Conference in Washington, DC, November 2-5, 2014.

THE **MOST IMPORTANT EVENT** FOR **TREASURY** AND **FINANCE**

TODAY'S HIGHLIGHTS

7:30 a.m. – 8:30 a.m.
ATTENDEE BREAKFAST
Shorelines B

7:30 a.m. – 11:00 a.m.
TEAM LOUNGE *(Restricted to Registered Teams)*
Lagoon G

7:30 a.m. – 9:00 a.m.
REGISTRATION
Mandalay Bay Foyer

9:45 a.m. – 10:45 a.m.
CONCURRENT EDUCATION SESSIONS
See pages 93–95

8:30 a.m. – 9:30 a.m.
CONCURRENT EDUCATION SESSIONS
See pages 90–92

8:30 AM – 9:30 AM

132 PENSION GLIDE PATHS: MORE THAN STOCKS AND BONDS

8:30 a.m. – 9:30 a.m. **Reef D**
Track: Pension & Benefits
CPA Field of Study: FIN

Jay E. Roney, CTP
Partner
NEPC, LLC

Carolyn Smith
Partner
NEPC, LLC

Given the low return environment for both equity and fixed income markets, pension sponsors should rethink the structure of their liability hedging and return seeking allocations. By including capital efficient strategies with physical bonds, sponsors can better match liability duration and yield curve risk. Stock markets remain highly correlated, so the addition of diversifying risky assets provides a greater chance of meeting objectives and managing risk. This session focuses on the daily use of pension glide paths to address these challenges.

133 ADVANCED FINANCING OPTIONS 201: LEARNING THE LANGUAGE

8:30 a.m. – 9:30 a.m. **South Seas Ballroom I**
Track: Corporate Finance and Capital Markets
CPA Field of Study: FIN

Jane Parker
Senior Vice President, Senior Product Officer, Commercial Banking
Bank of America Merrill Lynch

Frank A. Douglass, CTP
Assistant Treasurer
Wex Inc.

Many financial professionals are confident that they understand the financing options their local bank presents, but then subject matter experts enter the conversation speaking an entirely different language. Attendees at this session learn how to "talk the talk" of the major financing options available to mid-cap companies and the different ways that industry experts discuss such terms as "bank credit facility," "a syndication," "the pro rata market" and more.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits

134 ALIGN MULTI-YEAR FORECASTS WITH TACTICAL PLANS AND OPERATIONAL BUDGETS

8:30 a.m. – 9:30 a.m. **Reef AB**

Track: Financial Planning and Analysis
CPA Field of Study: FIN

Peri Pierone
CEO
Axiom EPM

Laura Roberts
Senior Vice President, Financial Planning and Analysis Executive
Sterling Bank

Organizations that can effectively define and execute strategic plans have a clear competitive advantage. However, all too often organizations lack the processes, frameworks and technology to align their initiatives and financial plans to support long-term objectives. In this session, learn techniques for integrating multi-year forecasting and short-term operational budgeting processes through the use of efficient initiative planning and tracking, scenario modeling, flexible reporting and KPI monitoring.

8:30 A.M. – 10:45 A.M.

135 PROJECT MANAGEMENT FOR TREASURY PROFESSIONALS

8:30 a.m. – 10:45 a.m. **South Seas Ballroom H**

Track: Career Development
CPA Field of Study: PD

Peter J. Biglin, CTP
President
Treasury Management Solutions

Steve C. Phillips, CTP, PMP
Director and Assistant Treasurer
Cash America International, Inc.

Due to increasingly constrained resources, Treasury Management Professionals (TMPs) are asked to step out of their role as a firm's manager of cash and capital to serve as project managers. This session demystifies the discipline of project management. In this interactive session, attendees learn how to manage a project from beginning to end—establish project goals, obtain buy-in from internal business partners, establish a project roadmap, ensure project progress, anticipate project "turbulence," and bring a project to successful completion.

137 FINANCIAL PLANNING IN THE CLOUD: SEEING THE BIGGER PICTURE

8:30 a.m. – 9:30 a.m. **South Seas Ballroom G**

Track:Financial Planning and Analysis
CPA Field of Study: SKA

Jared Waterman
Director, Financial Planning and Analysis
Pandora

Pandora, the leading Internet radio service, charged their FP&A group with implementing an infrastructure to prepare for rapid growth. This discussion focuses on how Pandora defined its needs and switched from Excel-based planning methods to cloud solutions, which has helped the company deliver greater financial transparency across the company. This also enabled easier integration with the various business systems and supports a vastly larger data set for analysis. Cloud-based financial planning is a viable business alternative with specific benefits to financial planners.

138 LIVING THROUGH A CASH CRUNCH

8:30 a.m. – 9:30 a.m. **Lagoon EF**

Track: Treasury Management
CPA Field of Study: MAS

Raquel Padilla, CTP
Treasury and Planning Manager
U.S. TelePacific Corp.

Peter T. Nylund, CTP
Director, Finance and Assistant Treasurer
U.S. TelePacific Corp.

Most companies, especially fast growing companies, will go through periods of liquidity constraints that cannot be solved through a financing institution. This presentation tells the story about how a fast growing telecommunications company managed through a period of severe cash constraints. The case study shows how the entire cash conversion cycle was targeted in combination with effective vendor communication and investor cooperation by mapping out the turn-around process.

139 **MINIMIZING RISK AND MAXIMIZING RETURNS: BEST PRACTICES IN OPTIMIZING LIQUIDITY AND WORKING CAPITAL MANAGEMENT**

8:30 a.m. – 9:30 a.m. **Lagoon BH**

Track: Treasury Management
CPA Field of Study: MAS

Mr. Scott Patrick Socha
VP Treasury
Delaware North Companies

Marybeth McManus
Vice President, Commercial Treasury Management
Fifth Third Bank

Managing the tradeoff between profitability and risk is key to effective working capital management. This session examines Return on Invested Capital (ROIC) as a value driver. ROIC strategically ties the flow of funds from the P&L, balance sheet and cash flows. Industry practitioners explain ways the flow of funds at the intersection of liquidity and working capital management directly impact ROIC, revenue growth, and profitability. They also share best practices in how working capital management has become an integral part of their operating culture.

140 **BEST PRACTICES IN TREASURY SECURITY**

8:30 a.m. – 9:30 a.m. **Lagoon CI**

Track: Treasury Management
CPA Field of Study: MAS

Jose A. Paniagua, CTP
Senior Director, Treasury and Assistant Treasurer
Arby's Restaurant Group, Inc.

Jon Rier
Director, Finance
RaceTrac Petroleum, Inc.

Mark L. Griffin, CTP
Payment Consultant
BB&T

For national retail organizations and companies with dispersed operations, concerns about securing vital assets are nerve wracking. In this session, Arby's and RaceTrac share best practices for instituting security measures within the treasury/finance department, as well as at remote operations outside of corporate control. Practitioners discuss the use of security measures, including dual approvals for payments, security tokens, user entitlements, separation of duties, stand-alone computers and smart safe technologies to mitigate risk, limit liability and ensure employee safety.

141 **BIG DATA: FINDING YOUR FIRM'S ANALYTIC MOJO**

8:30 a.m. – 9:30 a.m. **Lagoon KL**

Track: Financial Planning & Analysis
CPA Field of Study: MAS

Peter Schiff Smith
Vice President
Citigroup Inc.

Cy Azevedo
Global Treasury, Process Solutions Manager
Hewlett-Packard

While "big data" has become a hot topic recently, in most companies the data is big enough that most treasury or finance teams hesitate to invest the effort and time to tackle it. In addition, most data initiatives focus on marketing or customers, rather than on the finance or treasury function of the organization. Everyone wants more data - but how do you convert big data into insight to improve working capital? This session addresses that question and many more.

142 **DEVELOPING AND INTEGRATING AN EFFECTIVE PROCESS FOR WORKING CAPITAL MANAGEMENT**

8:30 a.m. – 9:30 a.m. **Surf DEF**
Track: Treasury Management
CPA Field of Study: MAS

Michael S. Gordon
Sales Manager
KeyBank

David W. Painter
Assistant Treasurer
Sunrise Senior Living, Inc.

How does an organization ensure that their working capital solution is a long-term approach to improve its bottom line and not simply a quick fix? Hear from Sunrise Senior Living, an operator of more than 300 senior living communities in the U.S., Canada and the UK, whose working capital management strategy now includes forecasting, automation, controlling payments and mitigating risk. They developed a detailed approach to effectively manage their cash flow and cash management processes.

143 **CASE STUDY: RESPONDING TO A HIGHLY SOPHISTICATED FRAUD ATTACK**

8:30 a.m. – 9:30 a.m. **Surf ABC**
Track: Payments
CPA Field of Study: MAS

Mitch Muroff
CEO
Curaxian

Denise Aptekar
Director, Trust and Safety
oDesk

Most major e-commerce merchants have controls to manage payment fraud that use rules or scores to flag or reject transactions with characteristics deemed to be risky. The rules and scores tend to be similar across merchants and easy for criminals to anticipate. Hear about a Fortune 100 company that responded to a sophisticated fraud attack with advanced analytical techniques. Discuss the characteristics of the attack, the strategies used to address it and understand the implications that "cleaner" fraud has for merchants overall.

144 **U.S. EMV SMART CARD MIGRATION: WHAT CARDS DO MERCHANTS HOLD IN THEIR HAND?**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom CD**
Track: Payments
CPA Field of Study: MAS

Malcolm Nunes
Senior Manager, Financial Services
The Home Depot, Inc.

Gavin P. Waugh, CTP
Vice President and Assistant Treasurer
Wendy's Company

Claudia S. Swendseid
Senior Vice President
Federal Reserve Bank Minneapolis

A diverse panel of merchants identifies challenges and takes a critical look at issues surrounding adoption of Europay, MasterCard and Visa (EMV) integrated chips "standard" in debit and credit cards. Merchants discuss factors influencing their adoption, including the costs of implementation, necessary technology investment, the impact on fraud, the interplay with e-commerce and mobile, compliance with Regulation II and more. Hear about the lessons learned from other global markets that can be applied in the U.S.

145 **UNDERSTANDING CYBER RISK: CASE STUDIES AND MITIGATING PRACTICES**

8:30 a.m. – 9:30 a.m. **South Seas Ballroom F**
Track: Payments
CPA Field of Study: MAS

William B. Nelson, CCM
President and CEO
Finance Services-Information Sharing & Analysis Center

Charles Bretz
Director, Payments Risk
Finance Services-Information Sharing & Analysis Center

Cyber criminals continue to attack corporations, and the sophistication of these complex attacks is expanding. Review current techniques that cyber criminals are using to compromise treasury payment processes, including case studies of companies' compromised electronic payments. Discuss risk mitigation techniques companies and financial institutions are implementing.

9:45 A.M. – 10:45 A.M.

146 ONE COMPANY, ONE TEAM: DEVELOPING A FULLY INTEGRATED LONG-RANGE PLAN

9:45 a.m. – 10:45 a.m. **South Seas Ballroom I**
Track: Financial Planning & Analysis
CPA Field of Study: MAS

Kent Sweezey
Senior Advisor of Corporate Planning, Finance, Risk and A&D
Cenovus Energy

Steve Coverick
Senior Consultant
Edgewater Ranzal

Learn how Cenovus Energy transformed their long-range planning (LRP) process through the implementation of Oracle's Hyperion Strategic Finance (HSF). Cenovus was able to fully integrate financial statement forecasts with peripheral models for risk management, provincial royalties and international tax projections into a single, robust LRP—all while drastically decreasing process time.

147 AN EVALUATION OF TARGET-DATE FUNDS FOR SALESFORCE.COM 401(K) PLAN

9:45 a.m. – 10:45 a.m. **Breakers IJ**
Track: Pension & Benefits
CPA Field of Study: FIN

Randy L. Murphy
Manager, Global Equity Plan Services
Salesforce.com, Inc.

Linda Ruiz-Zaiko
President
Bridgebay Financial, Inc.

Target-date funds (TDFs) are the most popular QDIA and have become one of the largest investment options for DC plans. As a fiduciary, plan sponsors should have a selection and monitoring discipline for TDFs in place. Panelists discuss how the plan sponsor conducted a detailed evaluation of their plan's current target-date fund suite and conducted a search to make a side-by-side analysis of those funds. TDFs were reviewed for asset allocation, performance and fees.

148 MANAGING FBAR REQUIREMENTS

9:45 a.m. – 10:45 a.m. **South Seas Ballroom J**
Track: Treasury Management
CPA Field of Study: MAS

David Watt, CTP
Treasury Manager
URS Corporation

Sean Akins
Senior Associate
Latham and Watkins, LLP

The U.S. Treasury's Foreign Bank Account Reporting requirements present a record keeping and administrative challenge to U.S. companies and individuals. This session reviews the specific requirements each party has with regards to this program and how URS Corporation has managed its obligations.

149 RECEIVABLES CENTRALIZATION ENABLED BY TECHNOLOGY

9:45 a.m. – 10:45 a.m. **South Seas Ballroom G**
Track: Payments
CPA Field of Study: MAS

Doug Hansen
Director, Receivables Management
Ryder System, Inc.

Michelle M. Theis, CTP
Director, Treasury Services
Hyatt Corporation

Maria Mandler
Senior Vice President
Bank of America

Amy L. Pillon, CTP
Global Cash Manager
American Axle & Manufacturing, Inc.

Hear how corporate treasury leaders are enhancing receivables management—an area of many challenges including that of payer preferences—through centralization, focus on transaction processing and funds flow components, and utilization of technology. Understand how these steps to improved receivables management can present new opportunities in transforming enterprises through the establishment of agreed-upon metrics and key performance indicators.

150 **RISKY BUSINESS: BEST PRACTICES IN COUNTERPARTY CREDIT RISK MANAGEMENT**

9:45 a.m. – 10:45 a.m. **Lagoon BH**

Track: Risk Management

CPA Field of Study: MAS

Marcel Heinrichs
Director, Market Development
S&P Capital IQ

Robert Jarnutowski
Customer Risk Mangement
MasterCard Worldwide

Rick Kanungo
Senior Director, Global Head, Solutions Architects
S&P Capital IQ

Attendees will listen to a discussion identifying current best practices in counterparty credit risk management for corporations. Learn a spectrum of risk measures that incorporate financial and market factors that can be utilized in short- and long-term decision making. Focus is placed on risk measurement capabilities that can improve accuracy and efficiency in deal origination, surveillance and other areas of counterparty credit risk assessment.

151 **MAKING THE MOST OF ISO 20022 STANDARDS**

9:45 a.m. – 10:45 a.m. **Lagoon DJ**

Track: Treasury Management

CPA Field of Study: MAS

James C. Wills
Senior Business Manager, Standards Banking Initiatives
SWIFT

Robert J. Blair, CCM
Managing Director
J.P. Morgan

Jayna Bundy
Group Treasury Manager
Microsoft Corporation

Industry experts examine ISO 20022 standards and how use of common and standardized formats in the corporate-to-bank payments space and the bank-to-corporate transaction reporting statement space reduces costs and simplifies implementation processes for corporate practitioners managing multiple banks. Review the Common Global Implementations (CGI) initiative while hearing how and when CGI standards should be applied and what results can be expected. Panelists also discuss the influence of SEPA and challenges presented by local market variations in the standard.

152 **HOW TO EMBRACE THE FLEXIBILITY AND MOBILITY OF YOUR SMART DEVICE**

9:45 a.m. – 10:45 a.m. **Lagoon CI**

Track: Payments

CPA Field of Study: SKA

Bill Clausen
Executive Vice President, Industry Relations
Prelude Software

Daniel Ellecamp, CTP
Treasury Consultant
CSAA Insurance Group

Companies are continuously looking for better ways to improve process efficiencies, tighten security and reduce the cost of making disbursements. As examples, the ease of implementing capabilities for migrating to ACH from checks; immediate access to payments at every stage of their lifecycle; and issuing, reviewing and approving payments using smartphones and tablets via an enterprise-wide disbursement hub help focus the topic. This session features real-life applications as well as a Q&A with industry experts.

153 MAXIMIZING ALL MARKETS TO ENHANCE CASH MANAGEMENT RETURNS IN A LOW INTEREST RATE ENVIRONMENT

9:45 a.m. – 10:45 a.m. **Lagoon KL**

Track: Treasury Management

CPA Field of Study: FIN

Henry Lee
Treasury Manager
SanDisk Corporation

Roger Ortiz
Senior Director, Planning and Treasury
BJ's Restaurants, Inc.

Thomas Sontag
Managing Director, Investment Grade Portfolio Manager
Neuberger Berman

James Iselin
Managing Director, Head of Municipal Fixed Income
Neuberger Berman

Providing attractive investment returns in the front end of the yield curve has been a daunting task for money managers over the past several years. For some companies, the use of broad fixed income capabilities for corporate cash clients have built diversified cash management portfolios that have substantially outperformed many other common cash investments. Hear a discussion about an effective model that involves broadened investment alternatives across various fixed income asset classes, such as taxable and tax-exempt debt while maintaining clients' necessary liquidity and capital preservation needs.

154 ANATOMY OF AN ATTACK

9:45 a.m. – 10:45 a.m. **Surf DEF**

Track: Payments

CPA Field of Study: MAS

Kevin Flanagan
Director
RSA, the Security Division

It is certain your institution will be attacked. Today's cyber criminals will get into your system and you have to manage how to address the attack. Traditional, perimeter-based IT security solutions are no longer sufficient as an adequate defense. This session walks you through an actual security attack that occurred at RSA, a company responsible for security and compliance services, how RSA believes the hackers got into their systems and the outcome.

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The Booth Space Selection meeting for the 2014 AFP Annual Conference in Washington, DC will be held in Palm H in the Convention Center on Monday, October 28 and Tuesday, October 29. Exhibitors should arrive a few minutes prior to their assigned time slot to check in. A schedule of appointments is available at the Special Services counter at AFP Registration.

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The Exhibit Hall is one of the largest in the industry and can be navigated with ease. On the subsequent pages, you'll find an alphabetical listing of the exhibitors and sponsors. Each listing includes company description, booth number and contact information, where available. All AFP Conference sponsors are highlighted with a colored box around their description. Any new additions appear in the Monday edition of the Conference Daily News.

PRESS ROOM

Located in Jasmine H, the AFP Press Room is a resource for journalists and exhibitors. Members of the media will have full access to press room resources including computers, printers, and internet access. Representatives from exhibitor organizations may also use the room for pre-arranged interviews with journalists. Tables will also be set up for exhibitors' media kits and/or news releases.

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360T . . . 451
■ 3C Software . . . 563
3Delta Systems, Inc. . . . 1547
Accuity Inc. . . . 265
■ Ace Software Solutions . . . 140
■ ACHeck21 . . . 462
ACI Worldwide . . . 1425
■ Adaptive Planning . . . 1749
AFEX . . . 139
AFP Regionals . . . 138
AFP Advisory Group . . . 533
AFP Membership Center . . . 539
AFP Cyber Café . . . 1153
AFP Paintfest . . . 1557
AFP Canadian Reception . . . 1757
■ Alegeus Technologies . . . 869
■ Alight Planning . . . 1665
■ All My Papers . . . 1068
Allied Irish Bank . . . 1162
American Express Company . . . 1107
American Management Association . . . 1269
■ Ampac/Business Deposits Plus . . . 964
■ Anaplan . . . 1364
Anybill . . . 452
Aon Hewitt . . . 1507
AP Technology . . . 1619
■ AQ2 Technologies LLC . . . 765
Ariba, an SAP Company . . . 1707
Axletree Solutions Inc. . . . 1637
Axway . . . 1546
BancTec . . . 1437
Bank of America . . . 625
Bank of Ireland . . . 219
Barclays PLC . . . 133
BB&T . . . 733
BBVA Compass . . . 1213
■ BeamaLife . . . 1046
■ Bellevue University . . . 142
Bellin Treasury Services Ltd . . . 237
BlackRock . . . 747
Bloomberg LP . . . 1319
BNP Paribas . . . 1624
BNY Mellon . . . 1139
Board . . . 162
Bora Payment Systems, LLC . . . 262
Bottomline Technologies . . . 1313
Brink's . . . 719
Broadridge Financial Solutions . . . 662
Burroughs, Inc . . . 119
C2FO . . . 264
Cachematrix . . . 1736
Canon U.S.A., Inc. . . . 1659
Capital Advisors Group . . . 1049
Capital One Bank . . . 437
Cashbook Limited . . . 160
Certify . . . 1158
CFO Publishing . . . 1544
Chatham Financial Corp . . . 313
Chesapeake System Solutions, Inc. . . . 613
China UnionPay (USA) LLC . . . 656
CIBC . . . 1519
■ CIPPlanner . . . 763
Citi . . . 1225
■ Clarity BidRate Alternative Trading System . . . 1463
Clear2Pay . . . 1157
Clearwater Analytics . . . 342
■ Column5 . . . 1721
Comdata . . . 1661
Comerica Bank . . . 1133
Commerce Bank . . . 215
Commercial Paper Issuers Working Group . . . 1363
■ Compliance Week . . . 364
Computershare . . . 1462
Convey Compliance Systems, Inc. . . . 1358
Coprocess, S.A. . . . 158
Corporate Safe Specialists-FireKing . . . 1719
■ CorSource . . . 1663
Crane Data LLC . . . 1613
Creditron . . . 1513
CTS North America . . . 1256
Cummins Allison . . . 164
Danske Bank . . . 1558
Deloitte & Touche LLP . . . 960
Deutsche Bank . . . 823
■ Dexia Credit Local . . . 1652
Digital Check Corp. . . . 714
■ DirectRM . . . 1465
■ DST . . . 1569
Dunbar Armored, Inc. . . . 244
e5 Solutions Group, LLC . . . 557
■ Eaton Vance Investment Managers . . . 758
Edgewater Ranzal . . . 562
■ eGistics, Inc. . . . 1742
Elire Inc. . . . 243
Epson America . . . 1013
Ernst & Young LLP . . . 347
■ ETS Corporation . . . 1163
■ Euronet Worldwide, Inc. . . . 1069
Experian . . . 1648
■ Fairfax Imaging, Inc. . . . 163
FEDChex Recovery, LLC . . . 212
Federal Reserve Banks . . . 1715
Federated Investors, Inc. . . . 312
Fidelity Investments . . . 843
Fifth Third Bank . . . 1333
Financial Sciences Corporation . . . 712
Financial Software Innovations, Inc. . . . 558
Financial Transmission Network, Inc. . . . 1168
FiREapps . . . 126
FIS . . . 619
Fiserv . . . 225
Fitch Ratings . . . 1733
Fitch Solutions . . . 1735
■ Flux . . . 253
FMR Systems, Inc. . . . 615
■ Funding Profiles . . . 769
Fundtech Corporation . . . 339
FXall . . . 1062
G Treasury SS, LLC . . . 333
GardaWorld Cash Services . . . 1019
Global Cash Card . . . 1615
Global Finance Media, Inc. . . . 358
■ Global Financial Markets Solutions Group, LLC . . . 350
Goldman Sachs . . . 1357
GPS Capital Markets, Inc. . . . 1533
Guardian Analytics . . . 559
GXS, Inc. . . . 136
Hanse Orga International . . . 757
Harland Clarke TranSource . . . 213
Hedge Trackers . . . 859
HighRadius . . . 214
Host Analytics . . . 958
HSBC Bank USA, N.A. . . . 923
Huntington Bank . . . 817
ICBC . . . 123
ICD, LLC . . . 1307

EXHIBITOR LISTING AND BOOTH NUMBERS | As of September 5, 2013

■ New Exhibitor

ICICI Bank	249
IdenTrust, Inc.	1539
ImageScan Inc.	813
iMoneyNet	1645
Infor	863
Informa Research Services	1647
ING/BMG	357
■ InsightSoftware.com	1169
■ Institute of Finance & Management	348
INTL Global Currencies	420
Invesco	446
IQ BackOffice	815
J.P. Morgan	933
J.P. Morgan Asset Management	936
JCM Global	1653
KeyBank	741
Kforce Inc.	1365
Klik Technologies	1150
KPMG	1750
Kroll Bond Ratings	665
Kyriba Corporation	325
■ Lamont, Hanley & Associates, Inc.	151
■ Linium	764
Loomis	513
M&T Bank	945
■ M.D. Sass	1261
MasterCard Worldwide Inc.	1718
MAVRO Imaging LLC	152
Merganser Capital Management	663
■ MindStream Analytics	1468
Misys	447
The Montauk Group	147
Moody's Investors Service & Moody's Analytics	1063
Morgan Stanley	957
■ Multi Service	1747
MyTreasury	1612
NACHA – The Electronic Payments Association	1259
■ National Purchasing Partners	560
NES Financial	1459
Neuberger Berman	1360
Northern Trust	837
Online Banking Solutions (OBS)	1713
Open Scan Technologies	1148
OpenLink Financial	116
OppenheimerFunds	418
Opportune LLP	120
Orbit Treasury Solutions, Inc.	145
Payden & Rygel	1643
■ Paymetric, Inc.	250
■ PayStream Advisors, Inc.	1745
Pegasystems Inc.	363
Pertech Industries, Inc.	1621
Phoenix-Hecht	1447
Planview	546
■ Prevedere Inc.	165
■ PrimeRevenue Inc.	548
Princeton Financial Systems, Inc.	360
Prodagio Software	1738
ProfitStars, a Jack Henry Division	912
Promontory Interfinancial Network, LLC	1044
PSI	124
PwC	1551
■ Q&A Payment Solutions Inc.	1751
■ Q2ebanking	661
RBS	1119
RBS Citizens, N.A.	1113
RDM Corporation	1263
The Receivables Exchange	216
Regions Bank	1737
Reich & Tang	550
Reval	525
Revolution Retail Systems LLC	862
The RWC Group	413
Ryan LLC	861
S&P Capital IQ	1712
SAFEChecks	814
■ Sage Software	1753
Salmon Software Ltd.	1651
SAP America, Inc.	1709
Scotiabank	1325
■ SEI Investments Company	1265
Skylight Financial	713
Societe Generale Corporate & Investment Banking	463
SS&C Technologies Inc.	868
Standard Bank Group	113
Standard Chartered Bank	1112
State Street Corporation	951
StoneCastle Cash Management	450
StoneRiver, Inc.	812
■ Strongroom Solutions	1746
SunGard	1219
SunTec Business Solutions Pvt. Ltd.	362
SunTrust	913
SuperDerivatives	146
■ SurePayroll	659
SWIFT	1341
■ Systemware, Inc.	968
■ Tableau Software	464
■ Taulia Inc.	1741
TD Bank Group	1724
■ TermSync	1744
Thomson Reuters	963
■ Top Image Systems	565
■ Total Bank Solutions	1469
Toyota Financial Services	1548
Tradeweb Markets LLC	144
TransCentra	419
Treasury Management International	259
Treasury Partners	1449
Trellis Integration Partners	760
Trusteer	112
U.S. Bancorp Asset Management	1451
U.S. Bank	1347
UBS	351
UMB Bank	1419
UniCredit	157
Union Bank N.A.	1037
■ UNIT4 Business Software	1560
■ United States Postal Service	1562
■ US Capital Partners	150
US Dataworks	261
Vantiv	1445
VASCO Data Security	1549
■ Vena Solutions	564
■ Verify Valid	352
■ Volante Technologies, Inc.	1369
Wall Street Systems, an ION Group Company	849
WAUSAU Financial Systems	519
Wells Fargo	1025
Western Asset	319
Western Union Business Solutions	916
The Williams Capital Group, L.P.	1059
■ WorldPay US, Inc.	1646
Zanders, BV	459

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3C Software

Booth 563

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3C Software, developers of ImpactECS™, was founded in 1988 and is a leader in detailed cost and profitability management systems for process manufacturers. ImpactECS is designed to handle complex modeling and analysis requirements for manufacturing, distribution, and financial services companies. 3C Software's rapidly implemented solutions work with all accounting methods, are simple to maintain, and handle unlimited calculations and variables.

3Delta Systems, Inc.

Booth 1547

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About 3Delta Systems 3Delta Systems® (3DSI), founded in 1999, is a leader in payment solutions whose innovative, Internet-based systems for processing credit cards and purchase cards deliver peace of mind to business-to-business and business-to-government customers by increasing productivity, cutting operating costs, lowering business risk and strengthening security.

A

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Ace Software Solutions

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Adaptive Planning

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Paintfest, sponsored by BBVA Compass Take part in AFPAware by helping us to paint murals during the confe. The murals are donated to a local hospital as well as other cities in the U.S. In the past murals have been sent to: Brooke Army Medical Center, Houston, TX; Denver Health, Denver, CO; Maricopa Integrated Health System, Phoenix, AZ; Rocky Mountain Children Health, Denver, CO; Shriners Childrens Hospital, Boston, MA; Sulzbacher Center, Jacksonville, FL; Tenet Healthcare Corp., Dallas, TX; University Hospital, San Antonio, TX, VA Medical Center, Birmingham, AL; and several other locations.

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American Management Association

Booth 1269

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Anaplan

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Anybill

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Aon Hewitt

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BancTec

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Bora Payment Systems, LLC

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Bottomline Technologies

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C2FO

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Web Site: www.c2fo.com

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Cachematrix

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Canon U.S.A., Inc.

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Capital Advisors Group

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Chesapeake System Solutions, Inc.

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Clarity BidRate Alternative Trading System

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The Commercial Paper Issuers Working Group (CPIWG) is an unaffiliated open forum organized in 1996 by representatives of firms which issue commercial paper directly to institutional investors. The first "official" meeting of the CPIWG was held in January 1996 and was attended by representatives of 21 direct issuers. Representatives of the Federal Reserve, the Depository Trust Company (DTC) and the top Issuing and Paying Agencies (IPA) also attended the meeting. Since then, the group has met three times each year to discuss various issues and form working committees to address issues of common interest to the direct CP issuer

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Crane Data LLC publishes Money Fund Intelligence and produces products tracking money market mutual funds. The company was founded by money fund expert Peter G. Crane and provides daily news and rankings via the cash investing website, www.cranedata.com. Crane also produces the conferences Money Fund Symposium, Money Fund University, and the new European Money Fund Symposium. Crane Data also distributes Money Fund Intelligence XLS, MFI Daily, and MFI International. Crane's premium database query product, Money Fund Wisdom, includes our Money Fund Portfolio Holdings series and new Money Fund Portfolio Laboratory.

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Digital Check Corp.

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Euronet Worldwide

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N

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Online Banking Solutions (OBS)

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OppenheimerFunds

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PwC's Advisory professionals help organizations improve business performance, respond quickly and effectively to crisis, and extract value from transactions. Our Corporate Treasury Solutions (CTS) practice is a leading provider of treasury and financial risk management services to global, multinational corporations. Our global network of CTS professionals is focused exclusively on treasury and financial risk issues. We understand our clients' industries and unique business challenges and help them transform their treasury functions to help build a sustainable competitive advantage.

Q2ebanking

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Q2ebanking (Q2) is a leading provider of virtual banking for financial institutions. Q2's enterprise SaaS solutions empower banks and credit unions to swiftly and securely provide their account holders with anytime, anywhere banking on any device. To date, over 400 financial institutions with more than 3 million active users currently utilize the Q2 platform. Q2 provides flexible deployment options for tablet, mobile, online and voice banking paired with an integrated security layer that mitigates fraud risk at the transaction level in real time.

Q

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Q&A Payment Solutions has developed a unique cash ordering system that enables the stores to place currency orders on one website, for all Financial Institutions. Once placed the orders are collated & automatically transferred to the financial institution. Benefits Include Standard Change Order Procedures for all stores Reduction in Bank Fees due to the enforcement of the number of cash orders and the ability to enforce standard change orders—full straps and full boxes Corporate visibility of all orders Elimination of emergency change orders due to the system's ability to replicate orders

R

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RBS

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RBS Markets & International Banking (M&IB) is a leading banking partner to major corporations, financial institutions, government and public sector clients around the world. M&IB provides an extensive range of products and services in debt financing, global markets, risk management, financial advisory and transaction services. The division focuses on long-term client relationships and excellence in product execution underpinned by global insight, local knowledge and a prudent and sustainable banking model to meet the evolving market and regulatory backdrop.

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RDM Corporation

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RDM is a provider of Remote Deposit Capture (RDC), integrated receivables and payment processing solutions designed to help clients simplify the way they do business. We help our clients increase revenue, expand marketshare and improve customer service for over 30,000 end-users. Our solutions are utilized at five of the top 10 financial institutions in the U.S. and serve 32% of the top 100 Fortune 500 companies. For over 25 years, RDM has worked with clients to provide software and hardware solutions including transactional data management, web and mobile RDC, and manufactures a wide range of digital imaging scanners.

The Receivables Exchange

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The Online Exchange for the Sale and Purchase of Accounts Receivable. The Corporate Receivables Program enables large corporates to access cost competitive capital by connecting them to diversified sources of liquidity.

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Reich & Tang

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Reich & Tang is one of the largest firms in the nation dedicated solely to cash management, and is the third longest running adviser to money market funds in the world. It has served its institutional clients' liquidity and short-term investment management needs for nearly forty years, which is attributed to our in-house credit research, adherence to the highest fiduciary standards, and uncompromising commitment to our clients' need for safety, liquidity, and capital preservation.

Reval

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Revolution Retail Systems ("Revolution", formerly Tidel Revolution) has developed a cash management solution which is the first complete (notes and coins) cash automation and recycling system built specifically for the large volume retailer. Revolution is the preferred technology platform selected by one of the largest top tier banks in the US, along with the global leader in Cash in Transit services in the development of a solution that is a true, comprehensive, all-inclusive, end-to-end cash management solution for the retailer.

The RWC Group

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The RWC Group provides top tier advisory and risk management services by supplying highly experienced professionals, on demand, to financial institutions, financial technology companies, corporate treasury, and federal government agencies. RWC specializes in providing talent on a just-in-time basis to help its' clients accomplish their goals in complex operating environments. These services include an array of project management, process improvement, revenue enhancement, systems and technology improvement, accounting, and financial control and management services.

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S

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S&P Capital IQ is a leading provider of multi-asset class and real time data, research and analytics to institutional investors, investment and commercial banks, wealth managers and corporations globally. We provide a suite of capabilities to help track performance, generate alpha, identify new investment ideas, and perform risk analysis and mitigation strategies. Through desktop solutions such as the Global Credit Portal and MarketScope Advisor desktops, and research offerings, including Leveraged Commentary & Data and Global Markets Intelligence, we sharpen financial intelligence into the wisdom investors need.

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SAP is at the center of today's technology revolution, developing innovations that not only help businesses run like never before, but also improve the lives of people everywhere. As the market leader in enterprise application software, we help companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device—SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 248,500 customers to operate profitably, adapt continuously, and grow sustainably.

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SS&C is a global provider of investment and financial software-enabled services and software focused exclusively on the global financial services industry. Founded in 1986, SS&C has its headquarters in Windsor, Connecticut and offices around the world. Some 5,500 financial services organizations, from the world's largest institutions to local firms, manage and account for their investments using SS&C's products and services. These clients in the aggregate manage over $26 trillion in assets. Additional information about SS&C (NASDAQ: SSNC) is available at www.ssctech.com.

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Standard Bank Group is Africa's biggest Bank by assets and earnings with a presence in 18 African countries and another 12 outside of Africa. We offer Retail, Corporate and Investment Banking through a network of over 1000 branches across Africa. We have been at the forefront of South Africa's financial system for over 150 years, successfully expanding across Africa and other key emerging markets. For multinationals wanting to drive their business into and across Africa, we're an ideal banking partner—having deep knowledge of Africa and an on-the-ground presence while also operating in major global financial centres

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State Street Corporation

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StoneCastle Cash Management

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Strongroom enables Banks to provide best-in-class, secure Accounts Payable (AP) solutions to Small and Midsize Businesses (SMB's). Our solutions allow banks to address every aspect of the AP transaction lifecycle: Invoice processing, automated approvals, flexible payment options, and accounting system (ERP) integration. Treasury departments can go-to market quickly with Strongroom by using us as a third-party AP processor, or they can integrate our software and provide the processing services themselves. Either way, banks can generate new fee-based AP transaction revenue from their core SMB market segment.

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SunTec Business Solutions Pvt. Ltd.

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SunTec Business Solutions is the leading provider of revenue management and business assurance solutions to banks, financial institutions and communications services companies with a highly functional and technology-agnostic product suite. With a deployment in 50 countries, an end-to-end solution and an award-winning product suite, SunTec is a trusted partner of the world's leading service providers like HSBC, ING, Standard Bank and DBS. For more information, please visit www.suntecgroup.com.

SunTrust

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SuperDerivatives

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SuperDerivatives is the global leader for cloud-based real time market data, derivatives technology and valuation services for the financial and commodity markets. At the core of SuperDerivatives is our live market data, available through DGX as both real-time and historical independent market rates. It is this exceptional market data that fuels our solutions, and is why the global financial community voted us 'Best Data Provider for Derivatives'. SuperDerivatives' customers include leading banks, hedge funds, asset managers, custodians and hedge fund administrators in more than 60 countries, supported by a global network of SuperDerivatives offices with 24-hour support service.

SurePayroll

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From the day we opened our doors in 2000, SurePayroll has been true to its mission. That's the day we revolutionized payroll by introducing the first completely online payroll and payroll tax-filing solution for small businesses with between 1 and 100 employees. As a result, we've quickly grown into the number one online payroll company. Our innovative solution is now recognized by industry experts as the top choice for small businesses. In 2011, SurePayroll joined the Paychex, Inc. family as a wholly owned subsidiary, now providing even more resources to our customers.

SWIFT

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SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 10,000 banking organisations, securities institutions and corporate customers in more than 212 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. For more details, visit our site www.swift.com

Systemware, Inc.

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T

Tableau Software

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TD Bank Group

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Headquartered in Toronto, Canada, with more than 85,000 employees in offices around the world, The Toronto-Dominion Bank and its subsidiaries are collectively known as TD Bank Group (TD). TD offers a full range of financial products and services to approximately 22 million customers worldwide through four key business lines:

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- Wealth and Insurance including TD Wealth, an investment in TD Ameritrade, and TD Insurance
- Wholesale Banking including TD Securities
- U.S. Personal and Commercial Banking including TD Bank, America's Most Convenient Bank and TD Auto Finance U.S. As of April 30, 2013, TD had CDN $826 billion in assets.

TD also ranks among the world's leading online financial services firms, with approximately 8 million active online and mobile customers. The Toronto-Dominion Bank trades on the Toronto and New York stock exchanges under the symbol "TD".

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TermSync Inc, a cloud-based B2B communications platform, is bringing a customer-centric approach to the post-sale relationship. Over 100,000 businesses currently use TermSync to manage customer and vendor relationships. Leveraging the collective power of the TermSync network as well as intuitive, non-disruptive technology, our clients are able to improve customer relations, reduce processing costs, and get paid faster. Our technology operates in tandem with existing workflows, can be up and running in about a week, and receives rave reviews from our clients and their customers.

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Total Bank Solutions

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Headquartered in Torrance, CA, TFS provides a variety of finance and insurance products to authorized Toyota and Lexus vehicle dealers and their customers in the United States (excluding Hawaii) and Puerto Rico. The Sales & Trading team provides direct issuance of Toyota fixed income products to institutional investors. Our investment options include commercial paper, medium-term notes, asset-backed securities and master notes. We focus on providing simple, personal and proactive services in the execution of all trades.

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Tradeweb Markets builds and operates many of the world's most efficient financial marketplaces and pioneered significant milestones in electronic trading and trade processing. Since 1998, Tradeweb has operated a global fixed income and derivatives trading network, which harnesses the distribution of the major investment banks with more than 2,000 institutional clients. In addition, the company operates Dealerweb, its inter-dealer division, which includes the Hilliard Farber, RaffCap, and J.J. Kenny Drake groups, and provides trading services to the financial advisor community through its Tradeweb Retail platform.

TransCentra

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As America's largest outsourced remittance processor, one of the largest outsourced billers, and a top provider of imaging and payment processing platforms and software, TransCentra is an industry leader in innovative multichannel billing and payment solutions. TransCentra is an independent, privately owned company headquartered in Norcross, GA, with more than 1,300 employees in 11 locations across the United States. For more information, visit www.transcentra.com or call us today at 866.747.2877.

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Trellis Integration Partners

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U

U.S. Bancorp Asset Management

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U.S. Bank

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UniCredit

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UNIT4 Business Software

Booth 1560

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United States Postal Service

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US Capital Partners

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US Dataworks

Booth 261

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V

Vantiv

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VASCO Data Security

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Vena Solutions

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Volante Technologies

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W

Wall Street Systems, an ION Group Company

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WAUSAU Financial Systems

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WAUSAU Financial Systems is a premier provider of payment & receivables processing solutions, helping businesses move money faster. WAUSAU processes more than $1 trillion in payments annually, holds the 1 market share position in retail and wholesale remittance processing solutions & maintains more than 30% of all U.S. lockbox volume. The company works with 12 of the 25 largest financial institutions, 42% of insurance companies & 24% of utilities. Over 200 financial institutions use WAUSAU's RDC service, and Celent & Aite have ranked WAUSAU's functionality above all competitors.

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Western Union Business Solutions

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WorldPay US, Inc.

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WorldPay is a leading global payment processor—it is the largest provider of card payment services in Europe and the fourth largest globally. In 2009, the company processed more than 6.8 billion transactions worldwide with a value of $378 billion. Operating in more than 30 global markets, the company has the ability to process up to 680 transactions per second in more than 125 currencies across 75 payment methods. WorldPay is headquartered in the UK and employs over 2,600 people.

The Williams Capital Group, L.P.

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Z

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