

AFP® Annual Conference

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ORIGINAL
ESSENTIAL
UNBIASED
INFORMATION



Why the CTP® Credential?

Presented by:

Sally Smedal, CTP

CFO, G.L Mezzetta, Inc., Chair, AFP Certification Committee

James Harrison, CTP

Director of Cash Management, The Progressive Corporation

Kurt Peters, CTP, CPA

Treasury Manager, Piedmont Office Realty Trust

John David (J.D.) Penner, CTP(CD)

Senior Manager, Payables Solutions, Scotiabank

Welcome

Donna Berzellini, CTP
Director of Certification
Association for Financial Professionals

Agenda

Today's session will:

- Provide an overview of the Certified Treasury Professional® credential
- Assess the value of earning the CTP designation from different perspectives
- Identify the CTP exam content
- Review study resources

About the CTP[®] Credential

- Sponsored by the Association for Financial Professionals (AFP)
- First given in 1986 – today more than 21,000 financial professionals have earned the credential in 58 countries
- 2,500~ individuals register annually
- Eligibility requirements:
 - Minimum of 2 years full-time work experience in treasury/finance
 - MBA or graduate degree in finance + 1 yr full-time work experience in treasury/finance
- Renewal Requirements
 - 36 Hours of continuing education every three years

About the CTP® Credential

- The CTP sets the standard in the financial profession and is a symbol of excellence
 - It signifies that an individual has:
 - Demonstrated **the knowledge and skills required to perform competently in today's complex treasury environment**
 - Passed **a rigorous examination**
 - **Agreed to abide by a** professional code of ethical conduct
 - **Committed to keeping knowledge current** by meeting continuing education requirements
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About the CTP[®] Credential

The CTP exam is designed to test mastery of **knowledge, skills, and abilities** required by finance professionals to execute critical functions related to **corporate liquidity, capital and risk management**, such as:

- **Maintain corporate liquidity** required to meet current and future obligations in a timely and cost effective manner.
- **Manage optimal cash positioning** through forecasting and short-term investing and borrowing activities.
- **Employ working capital strategies and tools** to efficiently manage current assets and liabilities.
- **Utilize various types of payment systems and Internet technologies** to transfer monetary value and business documents between parties.

About the CTP[®] Credential

- **Monitor and control corporate exposure** to financial and operational risks.
 - **Optimize capital structure**, manage costs of long-term capital and quantitatively evaluate capital resource investments.
 - **Manage cross-border funds movement** and utilize international trade financing methods.
 - **Delineate appropriate ethical behaviors** expected in business activities.
 - **Recognize corporate governance issues** that arise from the separation of corporate ownership and control.
 - **Build cost effective relationships** with financial services providers
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The CTP® – Impact on Compensation*

Select Job Titles with a CTP and No Advanced Degree

<u>Job Title</u>	<u>% Salary Increase with CTP</u>
Analyst	25%
Assistant Cash Manager	23%
Director of Risk	19%

Average Amount Certified Incumbents Earn Over Uncertified Incumbents

<u>Job Category</u>	<u>% Certification Increases Salary</u>
Executive	7%
Management	10%
Staff	19%
Support	21%

*AFP 2010 Compensation Report

Employers See the Value of CTP® Certification

Valued and recognized by CFOs/senior executives in corporate finance and leading corporations as a **differentiator among current staff and potential new hires**

✓ **70%** of Fortune 500 employ CTPs

✓ **Treasury/finance jobs require or prefer CTP/CCM**

Online job boards tracked include:

*Monster, eFinancialCareers.com, FINS, JobsintheMoney,
CareerBuilder, AFP Global Career Center*

Why the CTP® Credential?

Sally Smedal, CTP
Chief Financial Officer
G.L. Mezzetta, Inc.

and

AFP Certification Committee Chairperson

Why the CTP[®] Credential?

About G.L. Mezzetta, Inc.

G.L. Mezzetta is the leading producer of glass-packed peppers olives, and specialty foods in the United States. Family-owned since 1935, the fourth generation of the Mezzetta family is continuing the commitment to bring its customers the highest quality foods available. Mezzetta sources the finest fresh produce from the sun-drenched soils of California, Italy, Spain, France, and Greece and prepares them according to its Italian family recipes at its state-of-the-art production facility in Napa Valley.

Why the CTP[®] Credential?

Employer's Perspective – Recruiting New Staff

As an Employer, you are only as good as the people who work for you!

Credential = Experience & Knowledge

Demonstrates candidate has:

- ✓ Drive and determination
- ✓ Competency and confidence
- ✓ High integrity and solid ethics

Why the CTP[®] Credential?

Employer's Perspective – Current Staff

- ✓ Ensures staff is current- finance trends, regulations, etc.
- ✓ Great way to get informal benchmarking data
- ✓ Helps to achieve career planning goals
- ✓ Enhances employee morale and retention

Why the CTP[®] Credential?

James Harrison, CTP
Director of Cash Management
Progressive Casualty Insurance

Why the CTP® Credential?

About Progressive Casualty Insurance:

Progressive has been in business since 1937 and is one of the largest auto insurance groups in the United States. We have more than 10 million policies in force. We sell insurance directly to customers online and by phone, and we also offer insurance through more than 30,000 local independent agencies.

Progressive continues its long history of offering shopping tools and services that save customers time and money, like, Name Your Price® the Snapshot DiscountSM, and a concierge level of claims service. We most recently completed our successful sponsorship of the Progressive Automotive X-Prize for 100 MPGe Production-Capable cars and awarded \$10 million dollars split between three winners. In addition to all of these great offerings, we also have the magnetic personality of Flo.

Why the CTP® Credential?

As with any goal you set for yourself, there were many reasons why I strived to achieve CTP status:

1. Credibility in the world of Finance
2. Increase my knowledge base of all Treasury functions
3. Marketability, especially in today's economic environment
4. Prestige
5. Additional differentiating factor for future internal opportunities
6. Increase my visibility through the AFP and LinkedIn
7. Personal pride

Why the CTP[®] Credential?

- **Marketability!** Of all reasons listed for striving to become a CTP, this is *the* most important, especially in today's marketplace, job market, and the overall competitive environment of Corporate America
- In the world of Finance, you are one of millions...this makes you one of 20,000. This coupled with graduate degrees, strong association memberships, and passion for the field makes you **one of the elite in the field**
- **Instant credibility** leads to greater marketability. In today's environment, companies are looking for proven professionals who can lead change and fix problems. These opportunities are not given to your typical candidate.
- **Increased visibility** —especially in social networks like LinkedIn, not only is there is a CTP group, recruiters actively conduct searches of all LinkedIn members based on credentials, awards, etc and CTP is an enormous boost in the passive recruiting that has become the predominant recruiting tool.

Why the CTP[®] Credential?

Who Am I? My CTP says it all...

Mastery of knowledge and skills required by treasury professionals to execute critical functions related to corporate liquidity, capital and risk management

- Corporate Liquidity
- Working Capital Strategies
- Minimize Corporate Exposure, Capital and Risk Management
- Optimize Capital Structure
- Cross-border Funds Movement
- International Trade Financing Methods

My designation says it all...I am the right one for the job!

Why the CTP[®] Credential?

Kurt Peters, CTP, CPA
Treasury Manager
Piedmont Office Realty Trust

Why the CTP® Credential?

About Piedmont Office Realty Trust

A fully integrated and self-managed real estate investment trust, Piedmont is one of the ten largest publicly registered office REITs in the United States based on rentable square feet. The majority of our properties are located in the ten largest U.S. office markets. Since inception in 1997, the Company has acquired approximately \$5.3 billion and has sold approximately \$1.1 billion of office and industrial properties. The Company is headquartered in Atlanta, Georgia with regional property management offices in Chicago, Dallas, Detroit, Los Angeles, Minneapolis, Tampa and Washington, D.C.

Why the CTP® Credential?

- Knowledge
- Credibility
- Prestige
- Career Advancement
- Professional Development
- Marketability

Why the CTP® Credential?

Available Resources

- Meeting other CTPs
- AFP Conferences
- Message/Discussion Boards
- Newsletters and Website

“Basically, to be in it you have to be in it.”

Why the CTP[®] Credential?

John David (J.D.) Penner, CTP(CD)
Senior Manager,
Global Payment & Remittance Products
Scotiabank

Why the CTP[®] Credential?

Earning the CTP designation:

- Validates your commitment to self-development
- Teaches you competencies for your treasury role
- Offers broader perspectives of the industry
 - Gain insights to the field of treasury management
- Demonstrates current competency and commitment to the field
- Distinguishes you from other job candidates
- Facilitates career advancement/transitions

Why the CTP[®] Credential?

- Complements a college/university degree and job experience
 - Most post-secondary programs don't focus on treasury management
- Prepares you for higher-level positions

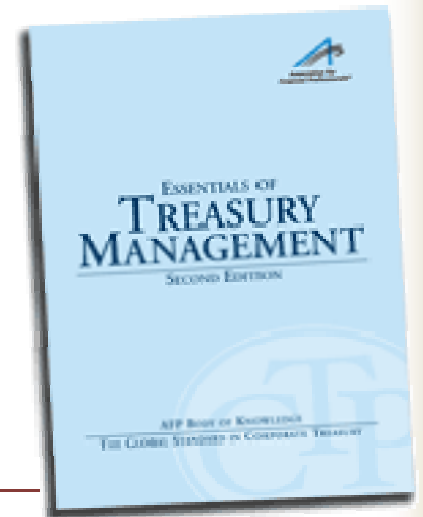
“Earning my CTP designation was one of the best things I could have done for my career in treasury management.”

The CTP[®] Exam

- 170 multiple choice questions, differing degrees of difficulty with one correct answer
 - Three and half hours test time = 1 minute, 23 seconds per question
 - Standardized test with 4 versions randomly administered
 - Instantaneous pass/fail results
 - Delivered via a computer (5,000+ PearsonVUE Centers worldwide)
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The CTP[®] Exam

- The CTP Body of Knowledge (BOK) of corporate treasury management – not banking
 - Based upon results of job task analysis for corporate treasury professionals
 - Questions are developed specifically from the *Essentials of Treasury Management*
 - Test development committees comprised of diverse group of treasury experts
 - The CTP Exam is not intended to be “tricky”
 - *Sufficient studying is key*
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CTP Exam Preparation

Self-Study: “Learn at your own pace”

- ***Essentials of Treasury Management***
 - The official body of knowledge delivered via a soft-cover volume
- ***The Learning System: Treasury™***
 - User-friendly Web-based tool with print study guides, 800+ online practice questions
 - Includes *Essentials of Treasury Management*

Instructor-Led: “Learn in a classroom setting”

- ***The Learning System: Treasury™ College/University Courses***
 - 36-hr course delivered over 12 to 14 week semester
 - In-Person **or** Online
- **AFP Intensive 3-day Exam Review Seminars**
- **Regional AFP/TMA Exam Preparation Classes**

CTP Exam Preparation

It's not too early to begin test preparation

- CTP Exam Prep Blog
 - <http://blogs.afponline.org/ctp>
- CTP Exam Preparation Guide
 - www.AFPonline.org/CTP
- CTP Exam Preparation Discussion Board
 - www.AFPonline.org

CTP Exam Preparation

- CTP Q & A
 - E-mail content-specific questions with a page reference from *Essentials of Treasury Management* to
 - CTPQA@AFPonline.org
 - Regional AFP/TMA Resources
 - List of organizations, Web sites and contact individuals available at www.AFPonline.org
 - CTP Exam Study Network (Find a “Study Buddy”)
 - www.AFPonline.org/ctp
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Popular Prep Tips from Exam Takers

- ✓ Prepare properly, thoroughly, *systematically*
- ✓ Commit to study time: create a study plan and stick to it!
- ✓ Find a study-buddy
- ✓ Create a study spreadsheet of all of the formulas
- ✓ Record notes onto an iPod and listened to them constantly
- ✓ Completely understand and be able to apply concepts and formulas
- ✓ Practice working through all the calculations forward and backward, changing the solve-for variable
- ✓ Make flashcards with Q&A for each chapter as you go along
- ✓ Practice, practice, practice!

Testing Windows

Exam is offered in two-month testing windows twice annually

<u>Window</u>	<u>Standard Deadline</u>	<u>Final Deadline</u>
Dec 2010/Jan 2011	September 24, 2010	October 29, 2010
June/July 2011	March 25, 2011	April 22, 2011

Ready, Set, Sit!

Recommended Steps to Sitting for the CTP Exam

1. *Read* the Candidate Information Bulletin (CIB)
2. Order study materials
3. Create study plan and schedule
4. Submit exam registration via online AFP store or form in CIB
5. Receive your Authorization to Test (ATT)
6. Schedule test appointment

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Why the CTP? Session Panelists

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Questions?