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

ideas multiply

PROGRAM BOOK

AFP®
Annual Conference
OCTOBER 27–30, 2013 | LAS VEGAS
ORIGINAL → ESSENTIAL → UNBIASED → INFORMATION
If it happens in Vegas, it's way too good to leave in Vegas.

To learn about our Working Capital DNA® Analysis visit us at booth #1347

At U.S. Bank, we understand how important it is to strengthen your organization's financial position by:
- Optimizing working capital
- Mitigating payment risk
- Improving cash forecasting

That's why you'll want to take advantage of our Working Capital DNA® Analysis. This consultative, solutions-based approach will help you formulate a plan to gain efficiencies and achieve your long-term business objectives.

From paper to fully automated and integrated payables and receivables solutions, we can help you reach your goals.

To discuss how this solution can help your process automation and efficiency initiatives, please contact a Treasury Management Consultant near you.

See usbank.com/treasurymanagement/contactus
# TABLE OF CONTENTS

**Welcome** ................................................................. 3-4  
- Message from the AFP Chairman of the Board and the AFP President and CEO  
- About AFP

**SECTION 1 – CONFERENCE RESOURCES**
Conference Schedule-at-a-Glance ........................................ 13-14
Registration ................................................................. 15  
- Registration Hours  
- Badges/Badge Replacement/Ribbons  
- Registration Substitutions  
- Spouse/Partner Registration  
- Permissions

Session Details and Resources ........................................... 16  
- Attendance  
- Phones and PDAs  
- Recommended Attire  
- Conference Connect  
- Conference Daily News  
- Information Kiosk  
- Cyber Café  
- Business Center/First Aid/Lost and Found  
- Speaker Ready Room  
- Team Lounge

Exhibit Hall ................................................................. 17-18  
- Exhibits  
- AFP Membership Center  
- AFP of Canada  
- Regional Associations  
- Book Signing Schedule  
- Events in the Exhibit Hall

Mandalay Bay Convention Center ...................................... 18-19

Certification Events and Recertification Credits ...................... 20  
- AFP Certification Luncheon  
- CTP/CCM Recertification Credits  
- Calculating Credits Earned  
- FP&A Recertification Credits

CPE Credits ........................................................................ 21

Executive Institute .......................................................... 22-25  
- Schedule Highlights  
- Executive Lounge  
- Luncheon Addresses and Educational Sessions

Conference Sponsors ......................................................... 26

**SECTION 2 – SATURDAY, OCTOBER 26**
Today’s Schedule and Highlights ......................................... 29
Pre-Conference Workshops and Seminars .............................. 29-31

**SECTION 3 – SUNDAY, OCTOBER 27**
Today’s Schedule and Highlights ......................................... 35
Pre-Conference Workshops and Seminars .............................. 36-37

**SECTION 4 – MONDAY, OCTOBER 28**
Today’s Schedule and Highlights ......................................... 41
Event Descriptions ........................................................... 44  
- Industry Roundtables Breakfast  
- CTC Breakfast for Treasury and Finance Leaders  
- FP&A Reception

Educational Sessions ........................................................ 43-64  
- Executive Institute ......................................................... 52, 53, 59

**SECTION 5 – TUESDAY, OCTOBER 29**
Today’s Schedule ............................................................ 67
Event Descriptions ........................................................... 68  
- AFP Certification Luncheon  
- Tuesday General Session  
- Exhibit Hall Reception

Educational Sessions ........................................................ 69-85  
- Executive Institute ......................................................... 69, 74, 79

**SECTION 6 – WEDNESDAY, OCTOBER 30**
Today’s Schedule ............................................................ 89
Educational Sessions ........................................................ 89-95  
Speaker Listing Alphabetically with Session Number .............. 96-98

**SECTION 7 – EXHIBITS AND SPONSORSHIPS**
Exhibitors and Sponsors ...................................................... 101  
- Exhibit Hall  
- 2014 Booth Space Selections  
- Distribution of Literature  
- Exhibitor and Sponsor Listing  
- Press Room

Exhibit Hall Map .............................................................. 102-103
Exhibitor Listing and Booth Numbers .................................... 104-105
Directory of Service Providers ............................................ 106-117
Exhibitors and Sponsors ...................................................... 118-182
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.
Submit a proposal for the AFP Annual Conference. Be in DC and present lessons learned through a case study, provide multiple perspectives on a hot topic through a panel discussion or, in a lecture format, describe a new methodology and how its application benefited your organization.

**PRESENTERS AT AFP ANNUAL CONFERENCE:**
> Have increased visibility within the profession
> Earn recertification credits
> Receive complimentary Conference registration

**SUBMISSION WINDOW:**
NOVEMBER 18, 2013 – JANUARY 15, 2014

**AFP® Annual Conference**
WASHINGTON DC | NOVEMBER 2–5, 2014

**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.
2013 AFP® OFFICERS AND BOARD OF DIRECTORS

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The Bank of San Antonio

CTC Corporate Treasurers Forum Task Force
Tina Kobetsky
VMware, Inc.

AFP of Canada Treasury Management Forum
Nicolas Delisle
Investissement Quebec
The Association for Financial Professionals proudly continues AFPAware – 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 AFPAware 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?
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.
AFP proactively supports a healthier environment at Conference through conservation, community service and recycling. You can participate in AFPAware 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.
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!

Don't Miss This 'Must See' Educational Session

MONDAY OCT. 28th
1:30PM to 2:45PM
SOUTH SEAS BALLROOM J

COCA-COLA, WESTERN UNION & ICD
BEST PRACTICES FOR CORPORATE TREASURY
GLOBAL INVESTMENT AND RISK MANAGEMENT
## SATURDAY, OCTOBER 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>Registration @ Convention Center</td>
<td>Mandalay Bay Foyer</td>
</tr>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>CTC Executive Institute Lounge <em>(Restricted Attendance)</em></td>
<td>Reef EF</td>
</tr>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>Cash Management Fundamentals Seminar — Day 1 of 2</td>
<td>Breakers J</td>
</tr>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>CTP* Exam Review Course — Day 1 of 3</td>
<td>Breakers H</td>
</tr>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>Pre-Conference Workshops</td>
<td>Breakers C, D, E, F, K, L</td>
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## SUNDAY, OCTOBER 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 a.m. – 6:30 p.m.</td>
<td>Registration @ Convention Center</td>
<td>Mandalay Bay Foyer</td>
</tr>
<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>AFP Annual Meeting</td>
<td>Breakers K</td>
</tr>
<tr>
<td>8:00 a.m. – 6:30 p.m.</td>
<td>CTC Executive Institute Lounge <em>(Restricted Attendance)</em></td>
<td>Reef EF</td>
</tr>
<tr>
<td>8:00 a.m. – 4:30 p.m.</td>
<td>Team Lounge <em>(Restricted to Registered Teams)</em></td>
<td>Lagoon G</td>
</tr>
<tr>
<td>8:30 a.m. – 1:00 p.m.</td>
<td>AFPAware Community Service Project <em>(Restricted Attendance)</em></td>
<td>Surf E</td>
</tr>
<tr>
<td>8:00 a.m. – 3:00 p.m.</td>
<td>Pre-Conference Workshops</td>
<td>Breakers C, D, E, F, L</td>
</tr>
<tr>
<td>8:00 a.m. – 3:00 p.m.</td>
<td>Cash Management Fundamentals Seminar — Day 2 of 2</td>
<td>Breakers J</td>
</tr>
<tr>
<td>8:00 a.m. – 3:00 p.m.</td>
<td>CTP* Exam Review Course — Day 2 of 3</td>
<td>Breakers H</td>
</tr>
<tr>
<td>11:00 a.m. – 11:30 a.m.</td>
<td>AFP of Canada Annual Meeting</td>
<td>Breakers K</td>
</tr>
<tr>
<td>1:00 p.m. – 2:30 p.m.</td>
<td>Payments Roundtable <em>(Pre-registration Required)</em> <em>(Restricted Attendance)</em></td>
<td>South Seas Ballroom C</td>
</tr>
<tr>
<td>2:30 p.m. – 3:30 p.m.</td>
<td>Payments Reception <em>(Restricted Attendance)</em></td>
<td>South Seas Ballroom D</td>
</tr>
<tr>
<td>2:30 p.m. – 3:30 p.m.</td>
<td>CTC Reception <em>(Restricted Attendance)</em></td>
<td>Mandalay Bay Foyer</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>Opening General Session featuring General Colin Powell</td>
<td>Mandalay Bay Ballroom EFGH</td>
</tr>
<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td>Exhibit Hall Grand Opening Reception</td>
<td>Shorelines AB</td>
</tr>
<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td>AFP of Canada Chairman’s Reception <em>(Restricted Attendance)</em></td>
<td>Booth 1757</td>
</tr>
<tr>
<td>7:00 p.m. – 9:00 p.m.</td>
<td>Welcome Reception Co-Sponsored by ICD, LLC</td>
<td>Mandalay Bay Beach</td>
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## MONDAY, OCTOBER 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td>Registration @ Convention Center</td>
<td>Mandalay Bay Foyer</td>
</tr>
<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td>CTC Executive Institute Lounge <em>(Restricted Attendance)</em></td>
<td>Reef EF</td>
</tr>
<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td>Team Lounge <em>(Restricted to Registered Teams)</em></td>
<td>Lagoon G</td>
</tr>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Attendee Breakfast</td>
<td>Shorelines B</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>CTC Breakfast for Treasury &amp; Finance Leaders <em>(Restricted Attendance)</em></td>
<td>Mandalay Bay Ballroom J</td>
</tr>
<tr>
<td>8:30 a.m. – 9:30 a.m.</td>
<td>Concurrent Educational Sessions</td>
<td>See pages 43–48</td>
</tr>
<tr>
<td>8:30 a.m. – 4:00 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Shorelines AB</td>
</tr>
<tr>
<td>8:30 a.m. – 5:00 p.m.</td>
<td>CTP* Exam Review Course — Day 3 of 3</td>
<td>Breakers H</td>
</tr>
<tr>
<td>9:30 a.m. – 10:30 a.m.</td>
<td>Exhibit Hall Refreshment Break</td>
<td>Shorelines AB</td>
</tr>
<tr>
<td>10:30 a.m. – 11:45 a.m.</td>
<td>Concurrent Educational Sessions</td>
<td>See pages 48–52</td>
</tr>
<tr>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>Attendee Lunch</td>
<td>Shorelines B</td>
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</tbody>
</table>
## MONDAY, OCTOBER 28 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
</table>
| 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
</table>
| 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Attendee Breakfast</td>
<td>Shorelines B</td>
</tr>
<tr>
<td>7:30 a.m. – 9:00 a.m.</td>
<td>Registration</td>
<td>Mandalay Bay Foyer</td>
</tr>
<tr>
<td>7:30 a.m. – 11:00 a.m.</td>
<td>Team Lounge <em>(Restricted to Registered Teams)</em></td>
<td>Lagoon G</td>
</tr>
<tr>
<td>8:30 a.m. – 9:30 a.m.</td>
<td>Concurrent Educational Sessions</td>
<td>See pages 90–92</td>
</tr>
<tr>
<td>9:45 a.m. – 10:45 a.m.</td>
<td>Concurrent Educational Sessions</td>
<td>See pages 93–95</td>
</tr>
</tbody>
</table>
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.

AFP Annual Conference App
This intuitive 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
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 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.
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
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

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.

AFP® sets the global standards for the treasury and finance profession with two world-class credentials.

Certified Treasury Professional®
The CTP® credential signifies that you have demonstrated the knowledge and skills required to effectively execute critical functions related to corporate liquidity, capital and risk management. In today’s environment, companies are looking for proven and ethical professionals. They are looking for CTPs.

Certified Corporate FP&A Professional™
Until now, FP&A has lacked a defined set of principles and standards of practice. The Certified Corporate FP&A Professional credential is changing that. Learn more about the certification and meet the FP&A professionals who helped create the exam.

Stop in the AFP Membership Center, Booth 539, to find out more about these essential certifications.

AFP, the Association for Financial Professionals logo, CTP, Certified Treasury Professional and the CTP logo, FP&A, Certified Corporate FP&A Professional and the FP&A logo are trademarks of the Association for Financial Professionals. © 10/13.
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)

<table>
<thead>
<tr>
<th>MONDAY, OCTOBER 28</th>
<th>TUESDAY, OCTOBER 29</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td>8:30 a.m. – 11:45 a.m.</td>
</tr>
<tr>
<td><strong>LUNCHEON ADDRESS</strong></td>
<td><strong>EDUCATIONAL SESSIONS</strong></td>
</tr>
<tr>
<td>Mandalay Bay Ballroom IJ</td>
<td>Mandalay Bay Ballroom KL</td>
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<tr>
<td>1:30 p.m. – 5:00 p.m.</td>
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<tr>
<td><strong>EDUCATIONAL SESSIONS</strong></td>
<td><strong>LUNCHEON ADDRESS</strong></td>
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<tr>
<td>Mandalay Bay Ballroom KL</td>
<td>Mandalay Bay Ballroom IJ</td>
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### 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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Saturday, October 26</td>
<td>8:00 a.m. – 4:00 p.m.</td>
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<tr>
<td>Sunday, October 27</td>
<td>8:00 a.m. – 6:30 p.m.</td>
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<tr>
<td>Monday, October 28</td>
<td>7:30 a.m. – 5:00 p.m.</td>
</tr>
<tr>
<td>Tuesday, October 29</td>
<td>7:30 a.m. – 5:00 p.m.</td>
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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

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.
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.
## CONFERENCE SPONSORS

<table>
<thead>
<tr>
<th>Bank of America Merrill Lynch</th>
<th>Payments Roundtable, Payments Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>BB&amp;T</td>
<td>Book Store Bags</td>
</tr>
<tr>
<td>BBVA Compass</td>
<td>Community Service Day &amp; Paintfest</td>
</tr>
<tr>
<td>BMO Financial Group</td>
<td>AFP of Canada Chairman’s Reception</td>
</tr>
<tr>
<td>BMO Harris Bank</td>
<td>Conference Notepad &amp; Pen</td>
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<tr>
<td>BNY MELLON</td>
<td>Cyber Café</td>
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<tr>
<td>Fifth Third Bank</td>
<td>Industry Roundtables Luncheon</td>
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<tr>
<td>gtnews</td>
<td>Conference Connect</td>
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<tr>
<td>LGD</td>
<td>Welcome Reception Co-Sponsor</td>
</tr>
<tr>
<td>KeyBank</td>
<td>Conference Lanyards</td>
</tr>
<tr>
<td>Peloton</td>
<td>Monday Afternoon Refreshment Break, FP&amp;A Roundtable</td>
</tr>
<tr>
<td>PLANVIEW®</td>
<td>FP&amp;A Reception</td>
</tr>
<tr>
<td>PNC</td>
<td>5k Fun Run/Walk, Certification Lunch, CTC Executive Institute</td>
</tr>
<tr>
<td>RBC Royal Bank</td>
<td>CTC Breakfast for Treasury and Finance Leaders</td>
</tr>
<tr>
<td>REVAL®</td>
<td>CTC Reception</td>
</tr>
<tr>
<td>Scotiabank®</td>
<td>AFP of Canada Chairman’s Reception</td>
</tr>
<tr>
<td>SunTrust</td>
<td>Registration Bags</td>
</tr>
<tr>
<td>Wells Fargo</td>
<td>Pinnacle Award</td>
</tr>
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</table>
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.
Because you shouldn’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.

Placement of customer funds through the ICS and CDARS services is subject to the terms, conditions, and disclosures set forth in the agreements that a participating institution’s customer enters into with that institution, including the applicable Deposit Placement Agreement. Limits apply, and customer eligibility criteria may apply. ICS program withdrawals are limited to six per month. ICS is a service mark, and CDARS is a registered service mark, of Promontory Interfinancial Network, LLC.
TODAY’S HIGHLIGHTS

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

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.  
PRE-CONFERENCE WORKSHOPS AND SEMINARS  
Breakers C, D, E, F, L, K, J

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.
SATURDAY, OCTOBER 26 | Pre-Conference Workshops and Seminars

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Description</th>
</tr>
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</table>
| **SA01 ENTERPRISE RISK MANAGEMENT** | 8:00 a.m. – 4:00 p.m.  
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. |
| **SA03 ADVANCED CASH FLOW FORECASTING: QUANTITATIVE FORECASTING TECHNIQUES** | 8:00 a.m. – 12:00 p.m.  
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. |
| **SA02 ADVANCED LIQUIDITY MANAGEMENT** | 8:00 a.m. – 4:00 p.m.  
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. |
| **SA04 WORKING CAPITAL MANAGEMENT** | 8:00 a.m. – 12:00 p.m.  
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.
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.
STREAMLINED GLOBAL PAYMENTS

INTL Global Currencies Ltd. (IGC) provides a customized payment service that enables organizations to send payments abroad without the inconvenience and cost of running their own local bank accounts in each country.

Clients can access live-rate and execution capabilities in more than 150 currencies on IGC’s proprietary platform which enables them to efficiently process international payments at market exchange rates. IGC assists its clients in developing a customized payments model, integrating accounting systems and facilitating ongoing electronic transactions. Our service gives clients the advantage of partnering with an FX solutions provider whose products and services are competitive in terms of price, security and delivery.

FOR FURTHER INFORMATION CONTACT:
Clay McDonald
Byard Bridge
212-485-3549

NASDAQ: INTL
www.intlfcstone.com/currencies
### TODAY’S HIGHLIGHTS

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
<th>Sponsor(s)</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>8:30 a.m. – 1:00 p.m.</td>
<td><a href="#">AFP Aware Community Service Project</a></td>
<td>Surf E</td>
<td>Sponsored by BBVA Compass</td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td><a href="#">Opening General Session featuring General Colin Powell</a></td>
<td>Mandalay Bay Ballroom EFGH</td>
<td></td>
<td>Daylight to Nightly Care and Prevention</td>
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<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td><a href="#">Exhibit Hall Grand Opening Reception</a></td>
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### MORNING

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<tr>
<td>8:00 a.m. – 6:30 p.m.</td>
<td><a href="#">Registration</a></td>
<td>Mandalay Bay Foyer</td>
<td></td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td><a href="#">AFP Annual Meeting</a></td>
<td>Breakers K</td>
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<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>8:00 a.m. – 3:00 p.m.</td>
<td><a href="#">Pre-Conference Workshops</a></td>
<td>Breakers CDEFLJ</td>
<td></td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>8:00 a.m. – 3:00 p.m.</td>
<td><a href="#">CTP® Exam Review Course—Day 2 of 3</a></td>
<td>Breakers H</td>
<td></td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>8:00 a.m. – 4:30 p.m.</td>
<td><a href="#">Team Lounge</a></td>
<td>Lagoon G</td>
<td></td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>8:00 a.m. – 6:30 p.m.</td>
<td><a href="#">CTC Executive Institute Lounge</a></td>
<td>Reef EF</td>
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### AFTERNOON

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<tbody>
<tr>
<td>1:00 p.m. – 2:30 p.m.</td>
<td><a href="#">Payments Roundtable</a></td>
<td>South Seas Ballroom C</td>
<td>Sponsored by Bank of America Merrill Lynch</td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>1:00 p.m. – 2:30 p.m.</td>
<td><a href="#">Payments Reception</a></td>
<td>South Seas Ballroom D</td>
<td>Sponsored by Bank of America Merrill Lynch</td>
<td>Daylight to Nightly Care and Prevention</td>
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<tr>
<td>2:30 p.m. – 3:30 p.m.</td>
<td><a href="#">CTC Reception</a></td>
<td>Mandalay Bay Foyer</td>
<td>Sponsored by Reval</td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
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<td></td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>5:30 p.m. – 7:00 p.m.</td>
<td><a href="#">AFP of Canada Chairman’s Reception</a></td>
<td>Booth 1757</td>
<td>Sponsored by BMO Financial Group and Scotiabank</td>
<td>Daylight to Nightly Care and Prevention</td>
</tr>
<tr>
<td>7:00 p.m. – 9:00 p.m.</td>
<td><a href="#">Welcome Reception</a></td>
<td>Mandalay Bay Beach</td>
<td>Co-Sponsored by ICD, LLC</td>
<td>Daylight to Nightly Care and Prevention</td>
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</tbody>
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### CONTINUING EDUCATION CREDITS KEY

- Eligible for CTP Recertification Credits
- Eligible for FP&A Recertification Credits

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1. [AFP Aware Community Service Project](#)
2. [Opening General Session featuring General Colin Powell](#)
3. [Exhibit Hall Grand Opening Reception](#)
4. [Registration](#)
5. [AFP Annual Meeting](#)
6. [Pre-Conference Workshops](#)
7. [CTP® Exam Review Course—Day 2 of 3](#)
8. [Team Lounge](#)
9. [CTC Executive Institute Lounge](#)
10. [AFP Aware Community Service Project](#)
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

**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

**CTP1 INTENSIVE CTP EXAM REVIEW (DAY 2 OF 3)**
8:00 a.m. – 3:00 p.m.  
Breakers H

### 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.
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.
Managing your daily liquidity requirements isn’t what it used to be—it’s far easier. With MoneyPort®, you get unparalleled control over your short-term cash, with access to more than 200 money market funds¹ ² from around the world—all through a single, dynamic portal.

Whether you’re trading in U.S. or Canadian dollars, euros, or British pounds, you’ll have the analytics, research, and trading tools you need, all within your reach.

MoneyPort is an integral part of Union Bank’s global custody platform. For more details, call us at 800-490-8262.

unionbank.com/moneyport

¹Non-deposit investment products: • Are NOT insured by the FDIC or any other federal government agency • Are NOT Bank deposits • Are NOT guaranteed by the Bank or any Bank affiliate • May lose value. ²Although money market funds seek to maintain a $1.00 per share net asset value, there can be no assurance that such funds will be able to sustain this objective, and it is possible to lose money by investing in a money market fund. Please obtain a prospectus and read it carefully before you invest. Past performance is not an indicator of future results.
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

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

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

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

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 KL
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

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits

Eligible for FP&A Recertification Credits
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. Plunging 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.
**MONDAY, OCTOBER 28 | Educational Sessions**

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 Operations  
*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.
### 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 corporations 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.

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

8:30 a.m. – 9:30 a.m.  
Lagoon CI

**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.

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

8:30 a.m. – 9:30 a.m.  
Lagoon KL

**Ajit Chauhan**  
Director of Product Management, Cash  
*GE Capital*

**Didier Vandenhaute**  
Director  
*PwC*

**Dieter Styren**  
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.
THE PROCESS OF FINANCIAL ANALYSIS
8:30 a.m. – 9:30 a.m.
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.

BEST PRACTICES: WAL-MART’S APPROACH TO GLOBAL BANK RISK AND RELATIONSHIP MANAGEMENT
8:30 a.m. – 9:30 a.m.
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.

HOW THREE COMPANIES BOOTED UP THE FUNCTIONALITY OF THEIR WORKSTATIONS
8:30 a.m. – 9:30 a.m.
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.

IT’S NOT BUSINESS AS USUAL: NEW ACH NETWORK OPPORTUNITIES
8:30 a.m. – 9:30 a.m.
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.
**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 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.*

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**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.

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**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.

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**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 FSOC 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.
MONDAY, OCTOBER 28 | Educational Sessions

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.
SUCCESSFULLY MANAGING PAYMENT INNOVATION  
10:30 a.m. – 11:45 a.m.  
Track: Payments  
CPA Field of Study: MAS  
Surf ABC  
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.

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.

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.
**MONDAY, OCTOBER 28 | Educational Sessions**

### 36 HOW TO PROTECT AGAINST FRAUD IN AN EVOLVING PAYMENTS ENVIRONMENT

**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.

### 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.
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.

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.

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.
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.

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.

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.

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: MAS

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.
MONDAY, OCTOBER 28 | Educational Sessions

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.

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.

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 Balloon
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-liability 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.

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.
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.

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.

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.
MONDAY, OCTOBER 28 | Educational Sessions

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.

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.

CONTINUING EDUCATION CREDITS KEY

Eligible for CTP Recertification Credits
Eligible for FP&A Recertification Credits
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.

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.

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.
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.
**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.

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**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.

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**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.
WHAT FORTUNE 100 LEADERS KNOW THAT YOU DON’T
4:00 p.m. – 5:00 p.m.  South Seas Ballroom H
Track: CPA Field of Study: FD
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.

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.

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.

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.
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.

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, Commercial 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.

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.

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.
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.

LEVERAGING TECHNOLOGY TO MANAGE STARBUCKS’ CASH CYCLE
4:00 p.m. – 5:00 p.m. South Seas Ballroom CD
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 reconciliation 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.

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 Mklethun
Travel Payment Strategy Manager
U.S. Bank Corporate Payment Systems

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.

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.
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.
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.
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Rely on AFP.

Your community… giving you access to the best minds in the industry.

Your resource… helping you make critical decisions.

Your professional society… that is here whenever you need it.

Renew your membership today.
Booth 539

/ Your Community / Your Resource / Your AFP.
## Today’s Schedule—As of September 13, 2013

### Morning

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 a.m. – 7:30 a.m.</td>
<td><strong>SK Fun Run/Walk</strong>&lt;br&gt;Convention Center entrance near Shark Reef&lt;br&gt;Pre-Registrants only</td>
<td>Convention Center entrance near Shark Reef</td>
<td>PNC</td>
</tr>
<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td><strong>Registration</strong></td>
<td>Mandalay Bay Foyer</td>
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<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td><strong>Attendee Breakfast</strong></td>
<td>Shorelines B</td>
<td></td>
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<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td><strong>CTC Executive Institute Lounge</strong>&lt;br&gt;(Restricted Attendance)&lt;br&gt;Reef EF&lt;br&gt;Sponsored by PNC</td>
<td>Reef EF</td>
<td>PNC</td>
</tr>
<tr>
<td>7:30 a.m. – 5:00 p.m.</td>
<td><strong>Team Lounge</strong>&lt;br&gt;(Restricted to Registered Teams)&lt;br&gt;Lagoon G</td>
<td>Lagoon G</td>
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<tr>
<td>8:30 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Educational Sessions</strong>&lt;br&gt;See pages 69–74</td>
<td></td>
<td></td>
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<tr>
<td>8:30 a.m. – 11:45 a.m.</td>
<td><strong>CTC Executive Institute</strong>&lt;br&gt;(Restricted Attendance)&lt;br&gt;Mandalay Bay Ballroom KL&lt;br&gt;Sponsored by PNC</td>
<td>Mandalay Bay Ballroom KL</td>
<td>PNC</td>
</tr>
<tr>
<td>8:30 a.m. – 5:30 p.m.</td>
<td><strong>Exhibit Hall Open</strong>&lt;br&gt;Shorelines AB</td>
<td>Shorelines AB</td>
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<tr>
<td>9:30 a.m. – 10:30 a.m.</td>
<td><strong>Exhibit Hall Refreshment Break</strong>&lt;br&gt;Shorelines AB</td>
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<tr>
<td>10:30 a.m. – 11:45 a.m.</td>
<td><strong>Concurrent Educational Sessions</strong>&lt;br&gt;See pages 74–79</td>
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### Afternoon

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<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
<th>Sponsor</th>
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</thead>
<tbody>
<tr>
<td>3:15 p.m. – 4:30 p.m.</td>
<td><strong>General Session Featuring Sheila Bair, Former FDIC Chairman</strong></td>
<td>Mandalay Bay Ballroom EFGH</td>
<td></td>
</tr>
<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td><strong>Tuesday Evening Entertainment Featuring Zowie Bowie</strong>&lt;br&gt;House of Blues in Mandalay Bay Hotel</td>
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<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td><strong>Attendee Lunch</strong>&lt;br&gt;Shorelines B</td>
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<tr>
<td>12:00 p.m. – 1:15 p.m.</td>
<td><strong>FP&amp;A Roundtable</strong>&lt;br&gt;(Limited Attendance)&lt;br&gt;Breakers L&lt;br&gt;Sponsored by Peloton Group</td>
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<tr>
<td>12:00 p.m. – 1:45 p.m.</td>
<td><strong>Certification Luncheon</strong>&lt;br&gt;(Restricted Attendance)&lt;br&gt;Mandalay Bay Ballroom EFGH&lt;br&gt;Sponsored by PNC</td>
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<tr>
<td>12:00 p.m. – 1:45 p.m.</td>
<td><strong>CTC Executive Institute Luncheon</strong>&lt;br&gt;(Restricted Attendance)&lt;br&gt;Mandalay Bay Ballroom IJ&lt;br&gt;Sponsored by PNC</td>
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<tr>
<td>1:15 p.m. – 1:45 p.m.</td>
<td><strong>Exhibit Hall Dessert Reception</strong>&lt;br&gt;Shorelines AB</td>
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<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Educational Sessions</strong>&lt;br&gt;See pages 80–85</td>
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<tr>
<td>3:15 p.m. – 4:30 p.m.</td>
<td><strong>General Session Featuring Sheila Bair, Former FDIC Chairman</strong>&lt;br&gt;Mandalay Bay Ballroom EFGH</td>
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<tr>
<td>4:30 p.m. – 5:30 p.m.</td>
<td><strong>Exhibit Hall Closing Reception</strong>&lt;br&gt;Shorelines AB</td>
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<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td><strong>Tuesday Evening Entertainment Featuring Zowie Bowie</strong>&lt;br&gt;House of Blues in Mandalay Bay Hotel</td>
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### Continuing Education Credits Key
- Eligible for CTP Recertification Credits
- Eligible for FP&A Recertification Credits
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.
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**  
 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. Louiseau, 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.
Is and shaping environments. This includes opportunities during trade implementation requirements. They become necessary for making strategic decisions. Finance and Treasury professionals need to determine whether to manage investments in-house or outsource them to professional money managers. This session examines how Alaska Airlines approached this analysis.

**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.

**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-denomining 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.

**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.

**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.
TUESDAY, OCTOBER 29 | Educational Sessions

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.

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.

**CONTINUING EDUCATION CREDITS KEY**

- Eligible for CTP Recertification Credits
- Eligible for FP&A Recertification Credits
SOCIAL MEDIA FOR THE RISK AVERSE
FINANCIAL PROFESSIONAL
8:30 a.m. – 9:30 a.m.
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.

DEALING WITH PROBLEM
PAYMENT STREAMS
8:30 a.m. – 9:30 a.m.
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.

THE INTERSECTION OF
TREASURY AND FP&A
8:30 a.m. – 9:30 a.m.
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.

VIRTUAL AP CARDS: A KEY TOOL IN
MANAGING WORKING CAPITAL
8:30 a.m. – 9:30 a.m.
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.
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.

**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.
TUESDAY, OCTOBER 29 | Educational Sessions

96 NEGOTIATING LOAN DOCUMENTS IN TODAY’S ENVIRONMENT
10:30 a.m. – 11:45 a.m. Reel 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.
TUESDAY, OCTOBER 29  |  Educational Sessions

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 smart-phones 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.
### Educational Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Time</th>
<th>Track</th>
<th>Field of Study</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>107</td>
<td><strong>HOW IMAGE EXCHANGE AND ELECTRONIC PAYMENT CHANNELS HAVE CHANGED ARC’S VALUE PROPOSITION</strong></td>
<td>10:30 a.m. – 11:45 a.m.</td>
<td>Lagoon KL</td>
<td>CPA</td>
<td>Robert J. Meara (Senior Analyst, Celent) Mark McCarthy, CTP (Vice President, Treasury Relationship Manager, Union Bank/Bank of Tokyo Mitsubishi)</td>
</tr>
<tr>
<td>108</td>
<td><strong>LEADING THE WAY IN CHINA: A REGIONAL TREASURER’S PERSPECTIVE</strong></td>
<td>10:30 a.m. – 11:45 a.m.</td>
<td>Surf DEF</td>
<td>CPA</td>
<td>Robert Yenko (Assistant Treasurer, Intel Corporation) Ai Chen Lim (Head of Sales, Multinationals, HSBC Global Payments and Cash Management)</td>
</tr>
<tr>
<td>109</td>
<td><strong>MANAGING LIQUIDITY IN THE FACE OF HIGH HEADLINE RISK</strong></td>
<td>10:30 a.m. – 11:45 a.m.</td>
<td>Surf ABC</td>
<td>CPA</td>
<td>Jennifer L. Powers (Treasurer, United Parcel Service) Geoffrey Nolan (Senior Manager, eBay Inc.) William Oliver (Director and Risk Management Executive, BofA Global Capital Management)</td>
</tr>
<tr>
<td>110</td>
<td><strong>PARADIGM SHIFT: RADICAL DESIGN IMPROVEMENT IN HOW PAYMENTS ARE RECEIVED, A CASE STUDY</strong></td>
<td>10:30 a.m. – 11:45 a.m.</td>
<td>South Seas Ballroom CD</td>
<td>CPA</td>
<td>Susan E. Albonetti, CTP (Assistant Treasurer, University of Cincinnati)</td>
</tr>
</tbody>
</table>
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.

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 U  
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.

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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.

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116  **BITCOIN AND OTHER ALTERNATIVE CURRENCIES: PROSPECTS AND LEGAL QUESTIONS**
2:00 p.m. – 3:00 p.m.  Breakers U
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.

**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.

**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.

**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.
**TUESDAY, OCTOBER 29 | Educational Sessions**

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  
Treasury, 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: PRACTITIONER PERSPECTIVES ON ERM**  
2:00 p.m. – 3:00 p.m.  
Surf ABC  
Track: Risk Management  
CPA Field of Study: MAS  
Nilly Essaides  
Director, Practitioner 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.

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**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 AWARE 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.
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

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.
Thank you for attending. See you at the AFP Annual Conference in Washington, DC, November 2-5, 2014.
Kyriba’s 100% cloud-based solution provides finance departments essential treasury, payment, risk management and supply chain finance capabilities. Manage your treasury function more effectively with increased visibility, automation, and control. Our single platform enables faster, more informed decision making, greater efficiency, reduced risk and improved compliance.

The Kyriba Cloud – elevate your Treasury Management.

Stop by **Booth #325** to enter our drawing for a chance to win an iPad mini and learn how to elevate your treasury.

**Elevate your Treasury Management with the Kyriba Cloud**
7:30 a.m. – 8:30 a.m.
ATTENDEE BREAKFAST
Shorelines B

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

8:30 a.m. – 9:30 a.m.
CONCURRENT EDUCATION SESSIONS
See pages 93–95

8:30 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

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

8:30 AM – 9:30 AM

132 PENSION GLIDE PATHS: MORE THAN STOCKS AND BONDS
8:30 a.m. – 9:30 a.m.
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

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.
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.

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.

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: 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 Sweezy
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 I
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 Management
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.
### MAXIMIZING ALL MARKETS TO ENHANCE CASH MANAGEMENT RETURNS IN A LOW INTEREST RATE ENVIRONMENT

**9:45 a.m. – 10:45 a.m.**

**Lagoon KL**

**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.

### 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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**CONTINUING EDUCATION CREDITS KEY**

- **Eligible for CTP Recertification Credits**
- **Eligible for FP&A Recertification Credits**
<table>
<thead>
<tr>
<th>Name</th>
<th>Session Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>L. Wayne Adams</td>
<td>40</td>
</tr>
<tr>
<td>Sumit Agarwal</td>
<td>84</td>
</tr>
<tr>
<td>Irfan Ahmad</td>
<td>124</td>
</tr>
<tr>
<td>Sean Akins</td>
<td>148</td>
</tr>
<tr>
<td>Susan E. Albonetti, CTP</td>
<td>15, 110</td>
</tr>
<tr>
<td>Margaret M. Albrecht</td>
<td>100</td>
</tr>
<tr>
<td>Michael J. Alfonsi, CTP</td>
<td>101</td>
</tr>
<tr>
<td>Jeff Altman</td>
<td>88</td>
</tr>
<tr>
<td>Edwin Altomare</td>
<td>54</td>
</tr>
<tr>
<td>Ann T. Anthony, CTP</td>
<td>101</td>
</tr>
<tr>
<td>Ira A. Apfel</td>
<td>19</td>
</tr>
<tr>
<td>Denise Aptekar</td>
<td>143</td>
</tr>
<tr>
<td>Christopher R. Arrington, CTP</td>
<td>71</td>
</tr>
<tr>
<td>Ivan O. Asensio</td>
<td>84</td>
</tr>
<tr>
<td>Nancy H. Atkinson, CCM</td>
<td>75</td>
</tr>
<tr>
<td>Robert Ayala</td>
<td>10</td>
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<tr>
<td>Cy J. Azevedo</td>
<td>141</td>
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<td>Michelle M. Theis, CTP</td>
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<td>James O. Washam, PhD, CTP</td>
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<td>Jared Waterman</td>
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<td>148</td>
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<td>Theodore K. Wood, CTP</td>
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<td>41</td>
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<td>Robert Yenko</td>
<td>108</td>
</tr>
</tbody>
</table>
Visit more than 260 companies showcasing innovative products and proven solutions to help you work faster, smarter and more efficiently.
EXHIBITORS AND SPONSORS

EXHIBIT HALL
Attendees consistently cite the Exhibit Hall as one of the top conference features. The Exhibit Hall will host more than 260 companies, each showcasing their latest products and services. Don’t miss out on this opportunity to view product demonstrations, and learn about new innovations and technologies in financial services.

In addition to providing a venue for attendees to shop the latest product offerings, the Exhibit Hall also offers the chance to make new contacts or renew old acquaintances. Use this networking opportunity to your fullest advantage.

Note that security will admit attendees with “Exhibitor” or “Exhibitor Staff” badges into the Exhibit Hall one hour before it opens each day. Also, no one under the age of 21 will be admitted under any circumstances.

2014 BOOTH SPACE SELECTIONS
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.

DISTRIBUTION OF LITERATURE
Only literature pre-approved by AFP may be distributed to conference attendees. Distribution of non-approved materials is strictly prohibited and may result in the revoking of your conference registration.

We are unable to return confiscated literature. Exhibitors may not distribute literature outside their contracted space, except for in the press room.

EXHIBITOR AND SPONSOR LISTING
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.
<table>
<thead>
<tr>
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<tbody>
<tr>
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</table>
### ACCOUNTS PAYABLE SERVICES

- American Express Company .................................................. 1107
- Anybill ................................................................. 452
- AP Technology ............................................................ 1619
- Ariba, an SAP Company ..................................................... 1707
- BancTec ................................................................. 1437
- BB&T ............................................................... 733
- BBVA Compass .......................................................... 1213
- BNY Mellon ............................................................. 1139
- Bora Payment Systems, LLC ............................................... 262
- Bottomline Technologies ................................................... 1313
- C2FO ................................................................. 264
- Capital One Bank .......................................................... 437
- Cashbook Limited ........................................................... 160
- Citi ................................................................. 1225
- Comdata ................................................................. 1661
- Convey Compliance Systems, Inc ......................................... 1358
- Coprocess, S.A. ............................................................ 158
- Elire Inc ........................................................................... 243
- Global Cash Card .............................................................. 1615
- HSBC Bank USA, N.A. ......................................................... 923
- Huntington Bank ............................................................... 817
- ING/BMG ......................................................................... 357
- Institute of Finance & Management ....................................... 348
- IQ BackOffice ................................................................. 815
- Kforce Inc ........................................................................ 1365
- MAVRO Imaging LLC ........................................................ 152
- Online Banking Solutions (OBS) ........................................... 1713
- Open Scan Technologies ...................................................... 1148
- PayStream Advisors, Inc ....................................................... 1745
- PrimeRevenue Inc ............................................................. 548
- Prodagio Software ............................................................. 1738
- ProfitStars, a Jack Henry Division ............................................ 912
- RBS Citizens, N.A. ............................................................ 1113
- StoneRiver, Inc. ................................................................. 812
- Strongroom Solutions ........................................................ 1746
- Taulia Inc ......................................................................... 1741
- The RWC Group ............................................................... 413
- Top Image Systems ............................................................ 565
- U.S. Bank ................................................................. 1347
- Verify Valid ................................................................. 352
- Wells Fargo ........................................................................ 1025

### ACCOUNTS RECEIVABLE SERVICES

- 3Delta Systems, Inc .............................................................. 1547
- ACHek21 ................................................................. 462
- ACHek21 ................................................................. 462
- BancTec ................................................................. 1437
- BB&T ................................................................. 733
- BBVA Compass ........................................................... 1213
- C2FO ................................................................. 264
- Capital One Bank ............................................................. 437
- Cashbook Limited ............................................................ 160
- Citi ................................................................. 1225
- Comdata ................................................................. 1661
- Coprocess, S.A. ............................................................ 158
- Creditrion ................................................................. 1513
- Cummins Allison ............................................................. 164
- Elire Inc ................................................................. 243
- FEDChex Recovery, LLC .................................................. 212
- Global Cash Card ............................................................. 1615
- HighRadius ................................................................. 214
- HSBC Bank USA, N.A. ....................................................... 923
- Huntington Bank ............................................................. 817
- ING/BMG ......................................................................... 357
- Institute of Finance & Management ....................................... 348
- IQ BackOffice ................................................................. 815
- Kforce Inc ................................................................. 1365
- Klik Technologies ............................................................. 1150
- Lamont, Hanley & Associates, Inc ....................................... 1661
- MAVRO Imaging LLC ....................................................... 152
- Multi Service ................................................................. 1747
- MyWorldOfExpo11 .......................................................... TBC
- Open Scan Technologies ...................................................... 1148
- PrimeRevenue Inc ............................................................. 548
- RBS Citizens, N.A. ............................................................ 1113
- RDM Corporation ............................................................. 1263
- TermSync ................................................................. 1744
- The Receivables Exchange .................................................. 216
- The RWC Group ............................................................. 413
- TransCentra ................................................................. 419
- U.S. Bank ....................................................................... 1347
- Union Bank N.A. .............................................................. 1037
- Verify Valid ................................................................. 352
- WAUSAU Financial Systems ................................................ 519
- Wells Fargo ........................................................................ 1025
- WAUSAU Financial Systems ................................................ 519

### ACH SERVICES

- ACHek21 ................................................................. 462
- Alegeus Technologies ......................................................... 869
- Allied Irish Bank ............................................................... 1162
- American Express Company ............................................... 1107
- Anybill ................................................................. 452
- Axway ................................................................. 1546
- BBVA Compass ........................................................... 1213
- BNY Mellon ............................................................. 1139
- Bottomline Technologies ................................................... 1313
- Cashbook Limited ............................................................ 160
- Clear2Pay ................................................................. 1157
- Comdata ................................................................. 1661
- Commerce Bank ............................................................. 215
- eGistics, Inc ................................................................. 1742
- ETS Corporation ............................................................. 1163
- Experian ................................................................. 1648
- FEDChex Recovery, LLC .................................................. 212
- Federal Reserve Banks ....................................................... 1715
- Fifth Third Bank .............................................................. 1333
- Fiserv ................................................................. 225
- Fundtech Corporation ......................................................... 339
- G Treasury SS, LLC .......................................................... 333
- Global Cash Card ............................................................. 1615
- Guardian Analytics ............................................................. 559
- Huntington Bank ............................................................. 817
- ICICI Bank ................................................................. 249
- Institute of Finance & Management ....................................... 348
- IQ BackOffice ................................................................. 815
- Multi Service ................................................................. 1747
- MyWorldOfExpo11 .......................................................... TBC
- NACHA – The Electronic Payments Association .................... 1259
- Online Banking Solutions (OBS) ........................................... 1713
- ProfitStars, a Jack Henry Division ............................................ 912
- RBS Citizens, N.A. ............................................................ 1113
- RDM Corporation ............................................................. 1263
- SAFEChecks ................................................................. 814
- TD Bank Group ............................................................. 1724
- Trellis Integration Partners ................................................... 760
- UMB Bank ................................................................. 1419
- Union Bank N.A. .............................................................. 1037
- UNIT4 Business Software .................................................. 1560
- WAUSAU Financial Systems ................................................ 519
## DIRECTORY OF SERVICE PROVIDERS

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wells Fargo</td>
<td>1025</td>
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<td>WorldPay US, Inc.</td>
<td>1646</td>
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</tbody>
</table>

### ASSET-BASED FINANCING

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICI Bank</td>
<td>249</td>
</tr>
<tr>
<td>Kroll Bond Ratings</td>
<td>665</td>
</tr>
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<td>M&amp;T Bank</td>
<td>945</td>
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## DIRECTORY OF SERVICE PROVIDERS

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<tr>
<th>Service Provider</th>
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<td>Trellis Integration Partners</td>
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### CHECK SERVICES

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### CUSTOMER RELATIONS MANAGEMENT SOFTWARE

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DIRECTORY OF SERVICE PROVIDERS

Pegasystems Inc. ........................................ 363
SAP America, Inc. .................................... 1709

DEPOSITORY SERVICES
BBVA Compass ........................................ 1213
Capital One Bank ..................................... 437
Digital Check Corp. .................................... 714
FEDChex Recovery, LLC .............................. 212
Fifth Third Bank ........................................ 1333
HSBC Bank USA, N.A. ................................. 923
ICBC ........................................................ 123
MyWorldOfExpo11, Inc. ............................... TBC
Pertech Industries, Inc. ............................... 1621
Promontory Interfinancial Network, LLC ....... 1044
Regions Bank ........................................... 1737
TD Bank Group ......................................... 1724

EDUCATION SERVICES
Bellevue University .................................... 142
iMoneyNet .............................................. 1645
NACHA – The Electronic Payments Association .. 1259
PayStream Advisors, Inc. ............................ 1745
SAFEChecks ............................................ 814
Treasury Management International .......... 259
Electronic Commerce Services
3Delta Systems, Inc. .................................. 1547
ACHCheck .............................................. 462
American Express Company ....................... 1107
Ariba, an SAP Company .............................. 1707
Axway ................................................... 1546
BNY Mellon ............................................. 1139
Bora Payment Systems, LLC ....................... 262
GardaWorld Cash Services ......................... 1019
GXS, Inc. ................................................. 136
IdenTrust, Inc. .......................................... 1539
Informa Research Services ......................... 1647
MyTreasury ............................................. 1612
MyWorldOfExpo11, Inc. ............................. TBC
Online Banking Solutions (OBS) .................. 1713
ProfitStars, a Jack Henry Division ................. 912
Q&A Payment Solutions Inc. ...................... 1751
Q2ebanking .............................................. 661
Scotiabank ............................................. 1325
Treasury Partners ..................................... 1449
Wells Fargo ............................................ 1025
WorldPay US, Inc. .................................... 1646

ELECTRONIC PAYMENT SOLUTIONS
3Delta Systems, Inc. .................................. 1547
Ace Software Solutions .............................. 140
ACheck21 .............................................. 462
ACI Worldwide ........................................ 1425
Alegeus Technologies ................................. 869
All My Papers .......................................... 1068
Allied Irish Bank ...................................... 1162
American Express Company ....................... 1107
Anybill ................................................... 452
AP Technology ........................................ 1619
Ariba, an SAP Company ............................. 1707
Axletree Solutions Inc. ............................... 1637
Axway ................................................... 1546
BancTec ............................................... 1437
BB&T .................................................... 733
Bellin Treasury Services Ltd. ....................... 237
BNY Mellon .......................................... 1139
Bora Payment Systems, LLC ...................... 262
Bottomline Technologies ........................... 1313
Broadridge Financial Solutions .................. 662
Burroughs, Inc. ....................................... 119
C2FO ..................................................... 264
Capital One Bank .................................... 437
Cashbook Limited .................................... 160
China UnionPay (USA) LLC ...................... 656
CIBC ..................................................... 1519
Citi ....................................................... 1225
Clear2Pay .............................................. 1157
Comdata ............................................... 1661
Comerica Bank ...................................... 1133
Coproduct, S.A. ....................................... 158
Creditrion .............................................. 1513
Danske Bank A/S .................................... 1558
Deutsche Bank ........................................ 823
Digital Check Corp. ................................... 714
eGistics, Inc. ........................................... 1742
Epson America ....................................... 1013
ETS Corporation ...................................... 1163
Euronet Worldwide ................................... 1069
Experian ............................................... 1648
FEDChex Recovery, LLC ........................... 212
Federal Reserve Banks .............................. 1715
FIS ....................................................... 619
Fiserv ................................................... 225
Fundtech Corporation .............................. 339
G Treasury S5, LLC ................................... 333
Global Cash Card ..................................... 1615
Hanse Orga International ......................... 757
HighRadius ............................................ 214
HSBC Bank USA, N.A. ............................. 923
ICBC ..................................................... 123
ImageScan Inc. ....................................... 813
Institute of Finance & Management .......... 348
INTL Global Currencies ............................. 420
Klik Technologies .................................... 1150
MAVRO Imaging LLC ............................... 152
Multi Service .......................................... 1747
NACHA – The Electronic Payments Association .. 1259
National Purchasing Partners ..................... 560
Online Banking Solutions (OBS) ............... 1713
Open Scan Technologies .......................... 1148
Orbit Treasury Solutions .......................... 145
Pertech Industries, Inc. ............................ 1621
ProfitStars, a Jack Henry Division ............... 912
PSI ....................................................... 124
Q&A Payment Solutions Inc. ...................... 1751
Q2ebanking ............................................ 661
RDM Corporation .................................... 1263
Scotiabank ............................................. 1325
Skylight Financial .................................... 713
Standard Chartered Bank ......................... 1112
StoneRiver, Inc. ...................................... 812
Strongroom Solutions ............................. 1746
SWIFT ................................................. 1341
Taulia Inc. ............................................. 1741
TD Bank Group ....................................... 1724
TermSync ............................................. 1744
TransCentra .......................................... 419
Trellis Integration Partners ....................... 760
U.S. Bank ............................................. 1347

2013 AFP Annual Conference | 109
## DIRECTORY OF SERVICE PROVIDERS

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union Bank N.A.</td>
<td>1037</td>
</tr>
<tr>
<td>Verify Valid</td>
<td>352</td>
</tr>
<tr>
<td>WAUSAU Financial Systems</td>
<td>519</td>
</tr>
<tr>
<td>Western Union Business Solutions</td>
<td>916</td>
</tr>
<tr>
<td>WorldPay US, Inc.</td>
<td>1646</td>
</tr>
</tbody>
</table>

### FINANCIAL PLANNING & ANALYSIS

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3C Software</td>
<td>563</td>
</tr>
<tr>
<td>Adaptive Planning</td>
<td>1749</td>
</tr>
<tr>
<td>AFP Advisors Network</td>
<td>533</td>
</tr>
<tr>
<td>Alight Planning</td>
<td>1665</td>
</tr>
<tr>
<td>Anaplan</td>
<td>1364</td>
</tr>
<tr>
<td>BeamaLife</td>
<td>1046</td>
</tr>
<tr>
<td>Bellevue University</td>
<td>142</td>
</tr>
<tr>
<td>BlackRock</td>
<td>747</td>
</tr>
<tr>
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<td>1319</td>
</tr>
<tr>
<td>Board</td>
<td>162</td>
</tr>
<tr>
<td>CIPPlanner</td>
<td>763</td>
</tr>
<tr>
<td>Column5</td>
<td>1721</td>
</tr>
<tr>
<td>Crane Data LLC</td>
<td>1613</td>
</tr>
<tr>
<td>Edgewater Ranzal</td>
<td>562</td>
</tr>
<tr>
<td>Elire Inc.</td>
<td>243</td>
</tr>
<tr>
<td>FiReapps</td>
<td>126</td>
</tr>
<tr>
<td>Funding Profiles</td>
<td>769</td>
</tr>
<tr>
<td>G Treasury SS, LLC</td>
<td>333</td>
</tr>
<tr>
<td>Global Cash Card</td>
<td>1615</td>
</tr>
<tr>
<td>Global Financial Markets Solutions Group, LLC</td>
<td>350</td>
</tr>
<tr>
<td>Hanse Orga International</td>
<td>757</td>
</tr>
<tr>
<td>Host Analytics</td>
<td>958</td>
</tr>
<tr>
<td>iMoneyNet</td>
<td>1645</td>
</tr>
<tr>
<td>Infor</td>
<td>863</td>
</tr>
<tr>
<td>INVESCO</td>
<td>446</td>
</tr>
<tr>
<td>Kforce Inc.</td>
<td>1365</td>
</tr>
<tr>
<td>Kroll Bond Ratings</td>
<td>665</td>
</tr>
<tr>
<td>Linium</td>
<td>764</td>
</tr>
<tr>
<td>MindStream Analytics</td>
<td>1468</td>
</tr>
<tr>
<td>MyTreasury</td>
<td>1612</td>
</tr>
<tr>
<td>MyWorldOfExpo11</td>
<td>TBC</td>
</tr>
<tr>
<td>NES Financial</td>
<td>1459</td>
</tr>
<tr>
<td>Opportune LLP</td>
<td>120</td>
</tr>
<tr>
<td>Planview</td>
<td>546</td>
</tr>
<tr>
<td>Prevedere Inc.</td>
<td>165</td>
</tr>
<tr>
<td>Promontory Interfinancial Network, LLC</td>
<td>1044</td>
</tr>
<tr>
<td>PwC</td>
<td>1551</td>
</tr>
<tr>
<td>S&amp;P Capital IQ</td>
<td>1712</td>
</tr>
<tr>
<td>SAP America, Inc.</td>
<td>1709</td>
</tr>
<tr>
<td>SEI Investments Company</td>
<td>1265</td>
</tr>
<tr>
<td>SuperDerivatives</td>
<td>146</td>
</tr>
<tr>
<td>Tableau Software</td>
<td>464</td>
</tr>
<tr>
<td>The RWC Group</td>
<td>413</td>
</tr>
<tr>
<td>Toyota Financial Services</td>
<td>1548</td>
</tr>
<tr>
<td>UBS</td>
<td>351</td>
</tr>
<tr>
<td>Vena Solutions</td>
<td>564</td>
</tr>
</tbody>
</table>

### ENTERPRISE APPLICATION SOFTWARE

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaplan</td>
<td>1364</td>
</tr>
<tr>
<td>AP Technology</td>
<td>1619</td>
</tr>
<tr>
<td>Axway</td>
<td>1546</td>
</tr>
<tr>
<td>Board</td>
<td>162</td>
</tr>
<tr>
<td>Broadridge Financial Solutions</td>
<td>662</td>
</tr>
<tr>
<td>CIPPlanner</td>
<td>763</td>
</tr>
<tr>
<td>Column5</td>
<td>1721</td>
</tr>
<tr>
<td>Convey Compliance Systems, Inc.</td>
<td>1358</td>
</tr>
<tr>
<td>Euronet Worldwide</td>
<td>1069</td>
</tr>
<tr>
<td>Fairfax Imaging, Inc.</td>
<td>163</td>
</tr>
<tr>
<td>FiReapps</td>
<td>126</td>
</tr>
<tr>
<td>Funding Profiles</td>
<td>769</td>
</tr>
<tr>
<td>Global Financial Markets Solutions Group, LLC</td>
<td>350</td>
</tr>
<tr>
<td>HighRadius</td>
<td>214</td>
</tr>
<tr>
<td>Host Analytics</td>
<td>958</td>
</tr>
<tr>
<td>ICD, LLC</td>
<td>1307</td>
</tr>
<tr>
<td>ImageScan Inc.</td>
<td>813</td>
</tr>
<tr>
<td>MindStream Analytics</td>
<td>1468</td>
</tr>
<tr>
<td>Moodys Investors Service &amp; Moody's Analytics</td>
<td>1063</td>
</tr>
<tr>
<td>Open Scan Technologies</td>
<td>1148</td>
</tr>
<tr>
<td>Pegasystems Inc.</td>
<td>363</td>
</tr>
<tr>
<td>Peloton Group</td>
<td></td>
</tr>
<tr>
<td>Planview</td>
<td>546</td>
</tr>
<tr>
<td>Prevedere Inc.</td>
<td>165</td>
</tr>
<tr>
<td>Princeton Financial Systems, Inc.</td>
<td>360</td>
</tr>
<tr>
<td>Prodagio Software</td>
<td>1738</td>
</tr>
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<td>362</td>
</tr>
<tr>
<td>Top Image Systems</td>
<td>565</td>
</tr>
<tr>
<td>UNIT4 Business Software</td>
<td>1560</td>
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<tr>
<td>Vena Solutions</td>
<td>564</td>
</tr>
</tbody>
</table>

### FINANCIAL RISK MANAGEMENT SERVICES

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFEX</td>
<td>139</td>
</tr>
<tr>
<td>AFP Advisors Network</td>
<td>533</td>
</tr>
<tr>
<td>Aon Hewitt</td>
<td>1507</td>
</tr>
<tr>
<td>BeamaLife</td>
<td>1046</td>
</tr>
<tr>
<td>BlackRock</td>
<td>747</td>
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<tr>
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<td>1049</td>
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<td>313</td>
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<tr>
<td>CIPPlanner</td>
<td>763</td>
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<tr>
<td>Clearwater Analytics</td>
<td>342</td>
</tr>
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<td>1613</td>
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<td>557</td>
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<tr>
<td>Ernst &amp; Young LLP</td>
<td>347</td>
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<td>212</td>
</tr>
<tr>
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<td>1333</td>
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<td>126</td>
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<td>1645</td>
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<td>KPMG</td>
<td>1750</td>
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<td>665</td>
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<td>Kyriba Corporation</td>
<td>325</td>
</tr>
<tr>
<td>Linium</td>
<td>764</td>
</tr>
<tr>
<td>Moodys Investors Service &amp; Moody’s Analytics</td>
<td>1063</td>
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<tr>
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<td>1459</td>
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<td>116</td>
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<tr>
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<td>Orbit Treasury Solutions</td>
<td>145</td>
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<td>Pegasystems Inc.</td>
<td>363</td>
</tr>
<tr>
<td>Prevedere Inc.</td>
<td>165</td>
</tr>
<tr>
<td>Princeton Financial Systems, Inc.</td>
<td>360</td>
</tr>
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<td>ProfitStars, a Jack Henry Division</td>
<td>912</td>
</tr>
</tbody>
</table>
DIRECTORY OF SERVICE PROVIDERS

Promontory Interfinancial Network, LLC ................. 1044
PwC ........................................... 1551
Reval ........................................ 525
S&P Capital IQ .................................. 1712
Sage ........................................... 1753
SAP America, Inc ................................ 1709
SEI Investments Company ............................ 1265
SS&C Technologies ............................... 868
State Street Corporation ............................. 951
SunGard ........................................ 1219
SuperDerivatives ................................ 146
SWIFT .......................................... 1341
Treasury Management International ................. 259
UBS ............................................ 351
Western Union Business Solutions .................. 916
Zanders, BV .................................... 459

FOREIGN EXCHANGE
360T ........................................... 451
Ace Software Solutions ............................... 140
AFEX .......................................... 139
AFP Advisors Network ............................... 533
Allied Irish Bank ................................ 1162
Bank of America ................................. 625
Bloomberg LP .................................. 1319
BNP Paribas .................................... 1624
BNY Mellon .................................... 1139
Bora Payment Systems, LLC ....................... 262
Chatham Financial Corp ........................... 313
CIBC ............................................ 1519
Clear2Pay ....................................... 1157
Commerce Bank .................................. 215
Computershare ................................... 1462
Coprocess, S.A. .................................. 158
Danske Bank A/S ................................ 1558
Deutsche Bank ................................... 823
eSolutions Group, LLC ............................. 557
Elire Inc ......................................... 243
Fidelity Investments ................................. 843
Fifth Third Bank ................................ 1333
Financial Sciences Corporation ..................... 712
FiReApps ....................................... 126
FXall ............................................ 1062
Global Financial Markets Solutions Group, LLC .... 350
GPS Capital Markets, Inc ........................... 1533
Hedge Trackers .................................. 859
ICBC ............................................. 123
ICICI Bank ...................................... 249
INTL Global Currencies ........................... 420
J.P. Morgan ...................................... 933
KeyBank ........................................ 741
Misys ............................................. 447
OpenLink Financial ................................ 116
Opportunity LLP ................................ 120
Orbit Treasury Solutions ............................ 145
PSI ................................................ 124
RBS ............................................. 1119
Reval ............................................ 525
Salmon Software Ltd ............................... 1651
Societe Generale Corporate & Investment Banking .. 463
SS&C Technologies ............................... 868
State Street Corporation ........................... 951
SunTec Business Solutions Pvt. Ltd ................. 362
SunTrust ........................................ 913
SuperDerivatives ................................ 146
Thomson Reuters ................................ 963
Trellis Reuters ................................... 670
UBS ............................................. 351
UMB Bank ...................................... 1419
Wall Street Systems, an ION Group Company ...... 849
Western Union Business Solutions .................. 916

IMAGING SERVICES
ACheck21 ...................................... 462
All My Papers ................................... 1068
Anybill .......................................... 452
BanTec .......................................... 1437
Brinks .......................................... 719
Burroughs, Inc .................................. 119
Comerica Bank .................................. 1133
Creditron ........................................ 1513
CTS North America ................................ 1256
Cummins Allison .................................. 164
Digital Check Corp ................................ 714
Dunbar Armored, Inc .............................. 244
eGistics, Inc ..................................... 1742
Fairfax Imaging, Inc ............................... 163
GardaWorld Cash Services ......................... 1019
IQ BackOffice .................................. 815
MAVRO Imaging LLC ............................ 152
Pertech Industries, Inc ............................. 1621
Prodagio Software ................................ 1738
RDM Corporation ................................. 1263
Strongroom Solutions ............................. 1746
Top Image Systems .............................. 565
TransCentra ..................................... 419

FRAUD DETECTION AND PREVENTION
ACI Worldwide .................................. 1425
AP Technology .................................. 1619
Capital One Bank ................................ 437
Chesapeake System Solutions, Inc ................. 613
Commercial Bank ................................ 215
CTS North America .............................. 1256
Digital Check Corp ............................... 714
Dunbar Armored, Inc ............................. 244
Experian ........................................ 1648
Global Cash Card ................................ 1615
Guardian Analytics ............................... 559
IdenTrust, Inc ................................. 1539
MyWorldOfExpo11 ................................ TBC
Online Banking Solutions (OBS) ..................... 1713
Pegasystems Inc ................................ 363
PwC ............................................ 1551
Regions Bank ................................... 1737
SAFEChecks ................................... 814
SAP America, Inc ............................... 1709
Top Image Systems .............................. 565
Trustee .......................................... 112
U.S. Bank ....................................... 1347
Union Bank N.A ................................ 1037
VASCO Data Security ............................ 1549
Verify Valid ..................................... 352
WorldPay US, Inc ............................... 1646

2013 AFP Annual Conference | 111
## INTERNATIONAL CASH MANAGEMENT SERVICES

- Ace Software Solutions 140
- Allied Irish Bank 1162
- Axileetree Solutions Inc. 1637
- BB&T 733
- BlackRock 747
- BNP Paribas 1624
- Bottomline Technologies 1313
- Broadridge Financial Solutions 662
- Cachematrix 1736
- Capital One Bank 437
- Cashbook Limited 160
- Citi 1225
- Clarity BidRate Alternative Trading System 1463
- Coprocess, S.A. 158
- Corporate Safe Specialists-FireKing 1719
- Crane Data LLC 1613
- Danske Bank A/S 1558
- Deutsche Bank 823
- Eaton Vance Management 758
- Elire Inc. 243
- Experian 1648
- Federated Investors, Inc. 312
- Fidelity Investments 843
- Fifth Third Bank 1333
- FIS 619
- Flux 253
- G Treasury SS, LLC 333
- GXS, Inc. 136
- HSBC Bank USA, N.A. 923
- ICBC 123
- ICICI Bank 249
- Informa Research Services 1647
- ING/BMG 357
- INTL Global Currencies 420
- INVECSO 446
- J.P. Morgan 933
- Kyriba Corporation 325
- Loomis 513
- M.D. Sass 1261
- Morgan Stanley 957
- MyTreasury 1612
- Neuberger Berman 1360
- Orbit Treasury Solutions 145
- Payden & Rygel 1643
- PSI 124
- PwC 1551
- Q&A Payment Solutions Inc. 1751
- RBS 1119
- Reich & Tang 550
- Salmon Software Ltd. 1651
- Scotiabank 1325
- Societe Generale Corporate & Investment Banking 463
- Standard Chartered Bank 1112
- State Street Corporation 951
- SWIFT 1341
- Treasury Partners 1449
- Trellis Integration Partners 760
- U.S. Bank 1347
- UBS 351
- UniCredit 157
- Wall Street Systems, an ION Group Company 849
- Wells Fargo 1025
- Western Asset 319
- Western Union Business Solutions 916
- Zanders, BV 459

## INVESTMENT BANKING & CAPITAL MARKETS

- Bank of America 625
- BNP Paribas 1624
- Broadridge Financial Solutions 662
- C2FO 264
- Clarity BidRate Alternative Trading System 1463
- Commercial Paper Issuers Working Group 1363
- Danske Bank A/S 1558
- Deutsche Bank 823
- Federated Investors, Inc. 312
- Financial Sciences Corporation 712
- Global Financial Markets Solutions Group, LLC 350
- GXS, Inc. 136
- iMoneyNet 1645
- INVECSO 446
- Kroll Bond Ratings 665
- M&T Bank 945
- Misys 447
- NES Financial 1459
- OpenLink Financial 116
- Salmon Software Ltd. 1651
- SAP America, Inc. 1709
- Scotiabank 1325
- SEI Investments Company 1265
- Societe Generale Corporate & Investment Banking 463
- SS&C Technologies 868
- State Street Corporation 951
- SuperDerivatives 146
- The Receivables Exchange 216
- The Williams Capital Group, L.P. 1059
- Thomson Reuters 963
- Toyota Financial Services 1548
- UBS 351
- UMB Bank 1419
- UniCredit 157
- Union Bank N.A. 1037
- US Capital Partners 150
- Zanders, BV 459

## LEASING

- M&T Bank 945

## LIQUIDITY & INVESTMENT MANAGEMENT

- AFP Advisors Network 533
- Axileetree Solutions Inc. 1637
- Bank of America 625
- BB&T 733
- BBVA Compass 1213
- BeamaLife 1046
- Bellin Treasury Services Ltd. 237
- BlackRock 747
- BNP Paribas 1624
- BNY Mellon 1139
- C2FO 264
- Cachematrix 1736
- Capital Advisors Group 1049
- Chesapeake System Solutions, Inc. 613
- CIBC 1519
DIRECTORY OF SERVICE PROVIDERS

Citi ................................................. 1225
Clarity BidRate Alternative
Trading System ................................. 1463
Clear2Pay ........................................ 1157
Clearwater Analytics .......................... 342
Commercial Paper Issuers
Working Group ................................. 1363
Coprocess, S.A ................................. 158
Crane Data LLC ................................. 1613
Danske Bank A/S ............................... 1558
Deutsche Bank ................................. 823
Dexia Credit Local .............................. 1652
e5 Solutions Group, LLC ..................... 557
Eaton Vance Management ................... 758
Federated Investors, Inc. ..................... 312
Fidelity Investments ........................... 843
Financial Sciences Corporation ............ 712
Fitch Ratings .................................... 1733
Fundtech Corporation ....................... 339
G Treasury SS, LLC ............................ 333
Goldman Sachs ................................ 1652
Hanse Orga International .................... 757
HSBC Bank USA, N.A. ....................... 923
ICBC ................................................. 123
ICD, LLC ......................................... 1307
iMoneyNet ....................................... 1645
ING/BMG ........................................ 357
INVESTCO ....................................... 446
J.P. Morgan ...................................... 933
J.P. Morgan Asset Management ............ 936
KeyBank .......................................... 741
KPMG ............................................. 1750
Kroll Bond Ratings ............................ 665
Linum .............................................. 764
M&T Bank ........................................ 945
M.D. Sass ........................................ 1261
Merganser Capital Management ............. 663
Moodys Investors Service & Moody's Analytics ......................... 1063
Morgan Stanley ................................ 957
MyTreasury ...................................... 1612
Neuberger Berman .............................. 1360
OpenLink Financial ............................ 116
Payden & Rygel ............................... 1643
Planview ........................................... 546
Princeton Financial Systems, Inc ........... 360
RBS ................................................. 1119
RBS Citizens, N.A .............................. 1113
Regions Bank ................................... 1737
Reich & Tang .................................... 550
Reval .............................................. 525
Salmon Software Ltd .......................... 1651
Scotiabank ...................................... 1325
SEI Investments Company ................. 1265
Standard Chartered Bank .................... 1112
State Street Corporation .................... 951
SunGard .......................................... 1219
SunTrust ......................................... 913
SWIFT ............................................. 1341
The Receivables Exchange .................. 216
The Williams Capital Group, L.P. ......... 1059
Thomson Reuters .............................. 963
Toyota Financial Services ................... 1548
Treasury Management International ...... 259
Treasury Partners .............................. 1449
U.S. Bancorp Asset Management ........... 1451
UBS ................................................. 351
UMB Bank ....................................... 1419
Union Bank N.A. ............................... 1037
Wall Street Systems, an ION Group Company .... 849
Western Asset ................................... 319

FIS ................................................. 619
Fiserv ............................................. 225
HighRadius .................................... 214
Huntington Bank ............................... 817
ImageScan Inc ................................. 813
Informa Research Services ................ 1647
Klik Technologies ............................. 1150
MAVRO Imaging LLC ........................ 152
TD Bank Group ................................. 1724
TransCentra ..................................... 419
U.S. Bank ....................................... 1347
UMB Bank ..................................... 1419
WAUSAU Financial Systems ................ 519

LOSS PREVENTION
ACI Worldwide ............................... 1425
Ampac/Business Deposits Plus ............. 964
BeamaLife ....................................... 1046
Burroughs, Inc ................................. 119
Corporate Safe Specialists-FireKing ...... 1719
Dunbar Armored, Inc ......................... 244
FEDChex Recovery, LLC ..................... 212
GardaWorld Cash Services ................. 1019
Linium ........................................... 764
Loomis ........................................... 513
Q&A Payment Solutions Inc ............... 1751
SAFEChecks .................................... 814

MERCHANT CARD SERVICES
3Delta Systems, Inc ......................... 1547
Allied Irish Bank .............................. 1162
Bank of America .............................. 625
Capital One Bank ............................. 437
Comdata ........................................ 1661
Comerica Bank ............................... 1133
Commerce Bank .............................. 215
Euronet Worldwide .......................... 1069
FIS ................................................. 619
GXS, Inc. ........................................ 136
Informa Research Services ................. 1647
J.P. Morgan ..................................... 933
KeyBank ........................................ 741
Pegasystems Inc .............................. 363
TD Bank Group ............................... 1724
DIRECTORY OF SERVICE PROVIDERS

Vantiv ........................................ 1445
WorldPay US, Inc. ................. 1646

OTHER SERVICES
AFP CyberCafe ......................... 1153
AFP Membership Center ............ 539
AFP of Canada Chairmans
Reception .......................... 1757
AFP Paintfest ......................... 1557
AFP Regional Associations ........ 138
Alegeus Technologies .......... 869
Allied Irish Bank .................... 1162
Anaplan .............................. 1364
AP Technology ..................... 1619
BancTec ............................... 1437
Bellevue University ............... 142
BlackRock ......................... 747
Bloomberg LP ........................ 1319
Cachematrix ........................ 1736
Canon U.S.A., Inc. ................. 1659
Certify .................................. 1158
Clearwater Analytics ............. 342
Column5 .............................. 1721
Computershare ...................... 1462
Convey Compliance
Systems, Inc. ...................... 1358
Euronet Worldwide ............... 1069
Fidelity Investments .............. 843
Fitch Ratings ...................... 1733
Gardaworld Cash Services ....... 1019
GXS, Inc. ............................. 136
ImageScan Inc. ..................... 813
Institute of Finance &
Management ........................ 348
Kforce Inc. ............................ 1365
Kroll Bond Ratings ............... 665
Lamont, Hanley & Associates,
Inc. .................................. 1661
Linium ................................. 764
M.D. Sass ............................. 1261
MAVRO Imaging LLC ............ 152
NACHA – The Electronic
Payments Association ........ 1259
National Purchasing Partners .... 560
Neuberger Berman ............... 1360
Opportune LLP ...................... 120
Promontory Interfinancial
Network, LLC ...................... 1044
RDM Corporation .................... 1263
S&P Capital IQ ....................... 1712
SAFEChecks ..................... 814
SS&C Technologies ............... 868
SunTec Business Solutions
Pvt. Ltd. ............................ 362
SWIFT ................................. 1341
Tableau Software .................. 464
Taulia Inc. ............................ 1741
The Williams Capital
Group, L.P. ......................... 1059
Top Image Systems .............. 565
United States Postal Service .... 1562
US Capital Partners .............. 150
Vantiv ................................. 1445
Vena Solutions ..................... 564

PAYROLL SERVICES
ACHek21 .................................. 462
Comdata ............................... 1661
Euronet Worldwide ............... 1069
Global Cash Card ................. 1615
IQ BackOffice ....................... 815
ProfitStars, a Jack Henry
Division ............................ 912
Skylight Financial ................. 713
Strongroom Solutions ............ 1746
SurePayroll ......................... 659

PENSION PLAN
ADMINISTRATIVE SERVICES
Aon Hewitt ............................ 1507
Beamalife ................................ 1046
Fidelity Investments .............. 843
KeyBank .............................. 741
Neuberger Berman ............... 1360
SEI Investments Company ....... 1265

PUBLICATIONS
AFP Membership Center ........ 539
AFP Paintfest ....................... 1557
Crane Data LLC .................... 1613
Fidelity Investments .............. 843
Global Finance Media, Inc. .... 358
NACHA – The Electronic
Payments Association ........ 1259
Phoenix-Hecht ..................... 1447
Treasury Management
International ..................... 259

REMOTE DEPOSIT
ACHek21 ............................... 462
All My Papers ....................... 1068
BBVA Compass ...................... 1213
Bottomline Technologies ....... 1313
Burroughs, Inc. ..................... 119
Comerica Bank .................... 1133
Commerce Bank ................... 215
Corporate Safe Specialists-
FireKing ............................. 1719
Creditron ............................. 1513
CTS North America ............... 1256
Cummins Allison .................. 164
Digital Check Corp. ............... 714
Epson America ..................... 1013
Fairfax Imaging, Inc. ........... 163
FIS ..................................... 619
Fiserv .................................. 225
Fundtech Corporation ........... 339
Huntington Bank ................... 817
ICICI Bank ............................ 249
ImageScan Inc. ..................... 813
Informa Research Services .... 1647
Open Scan Technologies ....... 1148
Pertech Industries, Inc. ...... 1621
ProfitStars, a Jack Henry
Division ............................ 912
Q2ebanking .......................... 661
RBS Citizens, N.A. ............... 1113
RDM Corporation ................. 1263
Regions Bank ....................... 1737
Top Image Systems .............. 565
TransCentra .......................... 419
Verify Valid ......................... 352
WAUSAU Financial Systems .... 519
WorldPay US, Inc. ............... 1646

RESEARCH SERVICES
Cachematrix ........................ 1736
Capital Advisors Group ....... 1049
DIRECTORY OF SERVICE PROVIDERS

Computershare ........................................ 1462
Crane Data LLC ....................................... 1613
eGistics, Inc............................................ 1742
Fitch Ratings .......................................... 1733
Fitch Solutions ........................................ 1735
iMoneyNet ............................................. 1645
Informa Research Services ......................... 1647
Institute of Finance & Management ................. 348
Kroll Bond Ratings .................................... 665
Moody's Investors Service & Moody’s Analytics 1063
Opportune LLP ........................................ 120
Phoenix-Hecht ........................................ 1447
S&P Capital IQ........................................ 1712
State Street Corporation .............................. 951
The RWC Group ...................................... 413
The Williams Capital Group, L.P .................... 1059
Treasury Management International ............. 259

RISK MANAGEMENT

ACI Worldwide ........................................ 1425
AFEX ..................................................... 139
AFP Advisors Network ............................... 533
Anaplan .................................................. 1364
Aon Hewitt ............................................. 1507
Bank of America ...................................... 625
BeamaLife .............................................. 1046
Bellin Treasury Services Ltd ........................... 237
BlackRock .............................................. 747
Bloomberg LP ......................................... 1319
Chatham Financial Corp ............................. 313
Chesapeake System Solutions, Inc. ................. 613
ColumnS ............................................... 1721
Danske Bank A/S ..................................... 1558
Dunbar Armored, Inc. ................................. 244
eSolutions Group, LLC ............................... 557
Federal Reserve Banks ............................... 1715
Financial Sciences Corporation ..................... 712
FiREapps ............................................. 126
Fiserv .................................................. 225
Fitch Ratings ......................................... 1733
Fitch Solutions ........................................ 1735
FXall .................................................... 1062
GardaWorld Cash Services ......................... 1019
Global Financial Markets Solutions Group, LLC 350
Guardian Analytics .................................... 559
Hedge Trackers ....................................... 859
ICBC ................................................. 123
ICD, LLC ............................................. 1307
IdenTrust, Inc. ........................................ 1539
Kforce Inc ............................................. 1365
KPMG ............................................... 1750
Kroll Bond Ratings ................................... 665
Kyrillos Corporation .................................. 325
Loomis ............................................... 513
M&T Bank ............................................. 945
Misys ................................................... 447
Moody’s Investors Service & Moody’s Analytics 1063
Multi Service .......................................... 1747
NACHA – The Electronic Payments Association 1259
OpenLink Financial .................................. 116
Opportune LLP ........................................ 120
Payden & Rygel ....................................... 1643
Pegasystems Inc ...................................... 363
Planview .............................................. 546
Prevedere Inc ........................................ 165
Princeton Financial Systems, Inc .................... 360
ProfitStars, a Jack Henry Division ................ 912
Promontory Interfinancial Network, LLC ....... 1044
PSI ...................................................... 124
PwC .................................................... 1551
Reich & Tang .......................................... 550
Reval ................................................... 525
S&P Capital IQ ....................................... 1712
SAFEChecks ......................................... 814
Sage .................................................... 1753
Salmon Software Ltd ................................. 1651
SAP America, Inc .................................... 1709
SEI Investments Company ........................ 1265
SS&C Technologies .................................. 868
State Street Corporation ............................ 951
SunGard .............................................. 1219
SunTrust ............................................. 913
SuperDerivatives ..................................... 146
SWIFT .............................................. 1341
The RWC Group ...................................... 413
Thomson Reuters ..................................... 963
Toyota Financial Services ......................... 1548
Treasury Management International ............ 259
Wall Street Systems, an ION Group Company ... 849
WAUSAU Financial Systems ....................... 519
Western Union Business Solutions ............... 916
Zanders, BV ......................................... 459

SARBANES OXLEY COMPLIANCE SERVICES

Chesapeake System Solutions, Inc. .................. 613
Financial Sciences Corporation .................... 712
Kforce Inc ............................................. 1365
Opportune LLP ........................................ 120
SunTec Business Solutions Pvt. Ltd ................. 362
Wall Street Systems, an ION Group Company ...... 849
Supply Chain Financing
American Express Company ........................ 1107
Anaplan ................................................. 1364
Ariba, an SAP Company ............................. 1707
BanCtic ............................................... 1437
BNP Paribas .......................................... 1624
Board ................................................... 162
Bora Payment Systems, LLC ....................... 262
C2FO .................................................. 264
Citi ..................................................... 1225
Deutsche Bank ........................................ 823
Fundtech Corporation ................................ 339
Hanse Orga International ......................... 757
ICBC ................................................ 123
ING/BMG ........................................... 357
J.P. Morgan .......................................... 933
Kyriba Corporation .................................. 325
Misys ................................................... 447
Prevedere Inc ........................................ 165
PrimeRevenue Inc ................................... 548
PSI ..................................................... 124
RBS ................................................... 1119
S&P Capital IQ ...................................... 1712
DIRECTORY OF SERVICE PROVIDERS

Standard Chartered Bank .................. 1112
Taulia Inc. ................................. 1741
The Receivables Exchange .............. 216
Treasury Management International ...... 259
UniCredit ..................................... 157
Zanders, BV ................................ 459

TECHNOLOGY SERVICE PROVIDERS

3Delta Systems, Inc. .......................... 1547
Acuity Inc. ..................................... 265
Alegeus Technologies ....................... 869
Anaplan ......................................... 1364
AP Technology .................................. 1619
Axletree Solutions Inc. ....................... 1637
Axway ............................................ 1546
Bellin Treasury Services Ltd. ............... 237
Board ............................................... 162
Bottomline Technologies ...................... 1313
Broadridge Financial Solutions ............ 662
Burroughs, Inc. ............................... 119
Cachematrix ..................................... 1736
Certify ........................................... 1158
Chatham Financial Corp ..................... 313
CIPPlanner ....................................... 763
Clarity BidRate Alternative Trading System .. 1463
ColumnS ......................................... 1721
CTS North America ........................... 1256
Digital Check Corp. ........................... 714
Edgewater Ranzal ............................ 562
Elire Inc. .......................................... 243
Euronet Worldwide ......................... 1069
Experian ......................................... 1648
FinReapps ....................................... 126
FMR Systems, Inc. .............................. 615
Funding Profiles ............................... 769
Fundtech Corporation ....................... 339
FXall .............................................. 1062
GXS, Inc. ........................................ 136
Hanse Orga International .................... 757
HighRadius ...................................... 214
Host Analytics .................................. 958
ICD, LLC ......................................... 1307
IdenTrust, Inc. ................................. 1539
Infor .............................................. 863
MAVRO Imaging LLC ....................... 152
MindStream Analytics ....................... 1468
Multi Service .................................... 1747
MyTreasury ...................................... 1612
National Purchasing Partners ............... 560
Online Banking Solutions (OBS) .......... 1713
OpenLink Financial ........................... 116
Pegasystems Inc. .............................. 363
Pertech Industries, Inc. ....................... 1621
Planview ......................................... 546
PrimeRevenue Inc. ............................ 548
PSI ................................................ 124
Q2ebanking ...................................... 661
RDM Corporation .............................. 1263
Reich & Tang .................................... 550
SAP America, Inc. ............................. 1709
SS&C Technologies ........................... 868
Strongroom Solutions ....................... 1746
SuperDerivatives .............................. 146
SWIFT ........................................... 1341
Taulia Inc. ....................................... 1741
TermSync ........................................ 1744
Thomson Reuters ................................ 963
Top Image Systems ............................. 565
Tradeweb Markets LLC ..................... 144
TransCentra ...................................... 419
VASCO Data Security ....................... 1549
WorldPay US, Inc. ............................. 1646
C2FO ............................................. 264
CIBC .............................................. 1519
Danske Bank A/S. ............................. 1558
Deutsche Bank ................................. 823
HSBC Bank USA, N.A. ....................... 923
ICICI Bank ....................................... 249
INVESTCO ...................................... 446
J.P. Morgan ...................................... 933
KeyBank ......................................... 741
M&T Bank ....................................... 945
Misys ............................................. 447
MyTreasury ...................................... 1612
PrimeRevenue Inc. ......................... 548
PSI ................................................. 124
RBS ............................................... 1119
RBS Citizens, N.A. ............................ 1113
Regions Bank .................................. 1737
Scotiabank ...................................... 1325
Standard Chartered Bank ................... 1112
SunTrust ........................................ 913
SWIFT ........................................... 1341
Taulia Inc. ....................................... 1741
UniCredit ....................................... 157
Union Bank N.A. ............................... 1037

TRANSPORTATION SERVICES

GardaWorld Cash Services ................ 1019
Loomis .......................................... 513
Q&A Payment Solutions Inc. ............... 1751
United States Postal Service ............... 1562

TRADE ORGANIZATIONS

AFP Membership Center ..................... 539
AFP PaintFest .................................. 1557
NACHA – The Electronic Payments Association .. 1259

TRADE SERVICES AND FINANCING

ACI Worldwide ............................... 1425
American Express Company ............... 1107
Bank of America ............................... 625
BB&T ............................................. 733
Bloomberg LP ................................... 1319
BNP Paribas .................................... 1624

TREASURY MANAGEMENT BANKS

Ace Software Solutions ..................... 140
All My Papers .................................. 1068
Axletree Solutions Inc. ....................... 1637
Bank of America ............................... 625
BB&T ............................................. 733
Broadridge Financial Solutions ............. 662
Comerica Bank ............................... 1133
Cummins Allison .............................. 164
e5 Solutions Group, LLC .................... 557
Fairfax Imaging, Inc. ........................ 163
Fifth Third Bank ............................... 1333
DIRECTORY OF SERVICE PROVIDERS

Flux .............................................. 253
Huntington Bank ............................ 817
ICICI Bank .................................. 249
ImageScan Inc. ............................... 813
ING/​BMG ..................................... 357
INVESCO ...................................... 446
KeyBank ....................................... 741
M&T Bank ..................................... 945
Misys .......................................... 447
RBS ............................................. 1119
Regions Bank ................................ 1737
Standard Chartered Bank ................. 1112
Strongroom Solutions ..................... 1746
SunTrust ..................................... 913
TD Bank Group .............................. 1724
The RWC Group ............................. 413
U.S. Bank ..................................... 1347
Union Bank N.A. ......................... 1037
WAUSAU Financial Systems ............. 519
Wells Fargo .................................. 1025
Cachematrix .................................. 1736
Chatham Financial Corp ................ 313
Chesapeake System ........................ 613
Solutions, Inc.
Clearwater Analytics ..................... 342
Convey Compliance ........................ 1358
Systems, Inc.
Coprocess, S.A. ............................. 158
Cummins Allison ........................... 164
digital Check Corp. ....................... 714
eS Solutions Group, LLC ................. 557
Experian ...................................... 1648
Fairfax Imaging, Inc. ..................... 163
Financial Sciences Corporation ....... 712
FIREapps .................................... 126
FIS ............................................ 619
Fiserv ........................................ 225
Fitch Solutions .............................. 1735
Flux .......................................... 253
FXall .......................................... 1062
G Treasury SS, LLC ........................ 333
Global Financial Markets .............. 350
Solutions Group, LLC
Hanse Orga International .............. 757
HighRadius .................................. 214
ICD, LLC ..................................... 1307
ImageScan Inc. ............................... 813
Infor .......................................... 863
Kyriba Corporation .................... 325
Moody's Investors Service & 1063
Moody's Analytics
MyTreasury .................................. 1612
Online Banking ............................ 1713
Solutions (OBS)
OpenLink Financial ....................... 116
Orbit Treasury Solutions ............... 145
Pertech Industries, Inc. ............... 1621
PrimeRevenue Inc ......................... 548
Princeton Financial 360
Systems, Inc.
Q&A Payment Solutions Inc .......... 1751
Q2ebanking .................................. 661
Reval ......................................... 525
Revolution Retail 1219
Systems LLC
Salmon Software Ltd .................... 1651
SS&C Technologies ..................... 868
SunGard ..................................... 1219
SuperDerivatives ......................... 146
Taulia Inc. .................................. 1741
Thomson Reuters .......................... 963
Tradeweb Markets LLC ............... 144
TransCentra .............................. 419
Trellis Integration Partners .......... 760
Wall Street Systems, an ION Group 849
Company

TREASURY OUTSOURCING

Axletree Solutions Inc. ................. 1637
Clearwater Analytics ..................... 342
GXS, Inc........................................ 136
ING/​BMG ..................................... 357
M.D. Sass ..................................... 1261
Orbit Treasury Solutions ............... 145
Pegysystems Inc. ......................... 363
Princeton Financial 360
Systems, Inc.
PwC ........................................... 1551
The Montauk Group .................... 147
TransCentra ............................... 419
Treasury Partners ....................... 1449
Trellis Integration Partners .......... 760
Zanders, BV ................................ 459
Hanse Orga International .............. 757
HighRadius .................................. 214
ICD, LLC ..................................... 1307
ImageScan Inc. ............................... 813
Infor .......................................... 863
Kyriba Corporation .................... 325
Moody's Investors Service & 1063
Moody's Analytics
MyTreasury .................................. 1612
Online Banking ............................ 1713
Solutions (OBS)
OpenLink Financial ....................... 116
Orbit Treasury Solutions ............... 145
Pertech Industries, Inc. ............... 1621
PrimeRevenue Inc ......................... 548
Princeton Financial 360
Systems, Inc.
Q&A Payment Solutions Inc .......... 1751
Q2ebanking .................................. 661
Reval ......................................... 525
Revolution Retail 1219
Systems LLC
Salmon Software Ltd .................... 1651
SS&C Technologies ..................... 868
SunGard ..................................... 1219
SuperDerivatives ......................... 146
Taulia Inc. .................................. 1741
Thomson Reuters .......................... 963
Tradeweb Markets LLC ............... 144
TransCentra .............................. 419
Trellis Integration Partners .......... 760
Wall Street Systems, an ION Group 849
Company

TREASURY TECHNOLOGY PROVIDERS

Ace Software Solutions ................ 140
AP Technology ............................. 1619
Bellin Treasury Services Ltd ......... 237
BlackRock .................................... 747
Bloomberg LP ............................. 1319
Bottomline Technologies .............. 1313

UNCLAIMED PROPERTY SERVICES

Chesapeake System Solutions, Inc. .... 613
Computershare ............................ 1462
Ryan LLC ................................... 861
StoneRiver, Inc. ......................... 812

2013 AFP Annual Conference | 117
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