

# AFP® Annual Conference



OCTOBER 27-30, 2013 | LAS VEGAS

ORIGINAL → ESSENTIAL → UNBIASED → INFORMATION

## Why the CTP?

**Terri Mimms, CTP**  
Chair, Certification Committee  
Asst. Director of Treasury Operations  
Purdue University

**Susan Yates, CTP**  
Directory, Treasury  
MGM Resorts International

**Jerry Bernard, CTP**  
Treasurer  
Ariba, Inc., an SAP Company

**Dan Miner, CTP**  
General Manager, Treasury Services  
3Delta Systems, Inc.



# Welcome

**Terri Mimms, CTP  
Chair, Certification Committee  
Asst. Director of Treasury Operations  
Purdue University**

# Agenda

Today's session will:

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

# About the CTP® Credential

- Sponsored by the Association for Financial Professionals (AFP)
- First given in 1986 – today more than 26,000 financial professionals have earned the credential in 54 countries
- 2,500~ individuals register annually
- Eligibility requirements:
  - Minimum of 2 years full-time work experience in treasury/finance
  - MBA or graduate degree in finance + 1 yr full-time work experience in treasury/finance
- Renewal Requirements
  - 36 Hours of continuing education every three years

# About the CTP® Credential

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

# About the CTP® Credential

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

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

# About the CTP® Credential

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

# The CTP® – Impact on Compensation\*

Select Job Titles with a CTP and No Advanced Degree\*

| <u>Job Title</u>  | <u>% Salary Increase with CTP</u> |
|-------------------|-----------------------------------|
| Analyst           | 8.8%                              |
| Cash Manager      | 13.1%                             |
| Financial Analyst | 10%                               |

Average Amount Certified Incumbents Earn Over Uncertified Incumbents\*

| <u>Job Category</u> | <u>% Certification Increases Salary</u> |
|---------------------|---|
| Executive           | 3%                                      |
| Management          | 4%                                      |
| Staff               | 11%                                     |
| Support             | 30%                                     |

\* AFP 2013 Compensation Report

# Employers See the Value of CTP Certification

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

- ✓ 83% of Fortune 500 employ CTPs/CCMs
- ✓ Treasury/finance jobs require or prefer CTP/CCM

*Online job boards tracked include:*

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

# Why the CTP® Credential?

**Susan Yates, CTP**

Director, Treasury

*MGM Resorts International*

# Why the CTP® Credential?

## About MGM Resorts International

- Fortune 500 hospitality company, headquartered in Las Vegas, NV
- 2012 revenues totaled \$9.1 billion
- Largest private employer in Nevada with over 65,000 employees
- Properties in Nevada, Mississippi, Michigan, investment in Macau
- Currently looking to expand into Massachusetts and Maryland



# Why the CTP® Credential?

## Why did I obtain my CTP?

- To demonstrate my knowledge of treasury
- To prove my dedication to the profession

## How has the CTP benefitted me?

- Expanded my knowledge
- Enabled me to improve processes and operations within my department
- Connected me with an extensive network of treasury professionals, making me a more effective manager
- Promoted to Director within six months of earning CTP

# Why the CTP® Credential?

Dan Miner, CTP

General Manager, Treasury Services

*3Delta Systems, Inc.*



- **Founded 1999 – with focus on payment solutions designed for B2B and B2G**
- **3DSI merchants qualify for the lowest interchange possible**
  - Level 2, Level 3, large ticket interchange
- **Solutions and services provide:**
  - Tokenization / risk mitigation
  - PCI audit mitigation
  - Push pay / buyer initiated payments
  - Operational efficiency
  - Authorization/settlement of credit card and purchasing card transactions in real time
- **Monthly: 1 million transactions / \$1 billion / 10 thousand merchant accounts / 30 thousand users**

For more information, visit [www.3DSI.com](http://www.3DSI.com)

Follow us on LinkedIn: <http://www.linkedin.com/company/3delta-systems>

# Why the CTP® Credential?

## Why did I get certified?

- Employer required it
- Wanted to keep my job
- Any questions?

# Why the CTP® Credential?

## Why did my employer require it?

- **THE** definitive designation of a treasury professional
- Demonstrate that the bank takes the treasury management business seriously
- Best way to ensure that employees understand the essentials of treasury management
- Hands-on and practical
- Platform for innovation
- Smart, good-looking people earn the CTP

# Why the CTP® Credential?

## Benefits of obtaining designation

- Earn a full appreciation for all aspects of the treasury function
- Demonstrate that you do what it takes to be the best that you can be
- Demonstrates a commitment to the profession
- Looks good on a business card – or resume
- Encourages you to seek education opportunities to stay current
- Opens doors for leadership opportunities
- Whiter teeth and fresher breath

# Why the CTP® Credential?

## Preparing for the examination

- If you know the materials, you will pass the test
- Read each chapter through, then re-read it intensively
- Cramming is not advised
- Study groups, study pals, on line learning, flash cards, notes, highlighting, whatever works for you
- Sleeping with the book doesn't help, did I say "Don't try to cram?"

# Why the CTP® Credential?

**Jerry Bernard, CTP**  
Treasurer

*Ariba, Inc., an SAP Company*

# Why the CTP® Credential?

## *About Ariba*

- World's business commerce network
- Cloud-based applications combined with web-based trading community to help companies discover and collaborate with a global network of partners

## SAP

- *Market leader in enterprise application software, SAP (NYSE: SAP)*
- *Total revenue in 2012 – €16.3B; operating profit €5.2B*
- *Market cap ~ \$100 Billion*
- *Employees ~ 64,000*

# Why the CTP® Credential?

- **For Treasury Managers:**
  - CTP is an important tool in differentiating career trajectories for treasury staff
  - Demonstrates initiative & raises individual profile
- **As a Career Management Device:**
  - Helps you to keep pace with changes in industry & technology => higher value added
  - Broad exposure to treasury topics => more intellectual capital => increase professional mobility

# Why the CTP® Credential?

- **Treasury as Strategic Advisor:**
  - Treasury as key contributor in environment of smaller staff/ limited resources
  - CTP designation can add more weight to banking and other 3<sup>rd</sup> party relationships
  - In times of crisis (see: *Great Recession*), CTP credential can lend authority in interactions with senior executive & board of directors
  - Enhance opportunities to consult in vendor/customer/product discussions

# About the CTP® Exam?

- 170 multiple choice questions, differing degrees of difficulty with one correct answer
- Three and half hours test time = **1 minute, 14 seconds per question**
- Standardized test with 4 versions randomly administered
- Instantaneous pass/fail results (except in first window under a new BoK (2014A))
- Delivered via a computer (5,000+ PearsonVUE Centers worldwide)

# About the CTP® Exam

- The CTP Body of Knowledge (BOK) of corporate treasury management – not banking
  - Based upon results of job task analysis for corporate treasury professionals update every three years
- Test development committees comprised of diverse group of treasury experts
- The CTP Exam is not intended to be “tricky”
- *Sufficient studying is key*

# About the CTP® Exam

- Questions are developed specifically from the *Essentials of Treasury Management, 4th*
- ETM4 available for purchase in conference bookstore
- First exam reflecting updated BoK will be June/July 2014
  - During the first administration of the exam under new BoK, exam results are not given until 6 weeks after the close of the testing window.

# CTP Exam Preparation

## Self-Study: “Learn at your own pace”

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

## Instructor-Led: “Learn in a classroom setting”

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

# Study Resources

***It's not too early to begin test preparation!***

- **AFP Learning System: Treasury™**  
[www.AFPLearningSystem.com](http://www.AFPLearningSystem.com)
- **CTP Exam Preparation Guide**  
[www.ctpcert.org/ctpprep](http://www.ctpcert.org/ctpprep)
- **CTP Exam Preparation Discussion Board**  
Gain and share knowledge with AFP members preparing for the CTP exam through AFP's discussion lists and e-mail forums  
[www.AFPPonline.org/discussion](http://www.AFPPonline.org/discussion)

# Study Resources

- **CTP Q & A**
  - E-mail content-specific questions with a page reference from *Essentials of Treasury Management* to
  - [CTPQA@AFPonline.org](mailto:CTPQA@AFPonline.org)
- **Regional AFP/TMA Resources**
  - [www.AFPonline.org/regionals](http://www.AFPonline.org/regionals)
- **CTP Exam Prep Blog**  
[www.ctpcert.org/blog](http://www.ctpcert.org/blog)
- **CTP Exam Study Network (Find a “Study Buddy”)**
  - [www.ctpcert.org/studynet](http://www.ctpcert.org/studynet)

# Popular Prep Tips from Exam Takers

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

# How to Register

**Exam is offered in two-month testing windows twice annually**

| <u>Window</u> | <u>Dates</u>      | <u>Early Deadline</u> | <u>Final Deadline</u> |
|---------------|-------------------|-----------------------|-----------------------|
| 2014A         | June/July 2014    | March 22, 2014        | April 25, 2014        |
| 2014B         | Dec 2014/Jan 2015 | September 19, 2014    | November 14, 2014     |

# Ready, Set, Sit!

## Recommended Steps to Sitting for the CTP Exam

1. Read the Certification Candidate Guide (CCG) and the Exam Rules and Regulations
2. Order study materials
3. Create study plan and schedule
4. Submit exam registration via online AFP store or form in CCG
5. Receive your Authorization to Test (ATT)
6. Schedule test appointment

# Recertification

**36 Continuing education credits required to be earned and reported every 3 years**

**50 minutes = 1 credit**

**Activities *do not* need to be:**

- Delivered by a specific type of provider
- Produced by AFP
- Fee based
- In-person (online/webinar programs are acceptable)

**Eligibility criteria:**

- Treasury, cash management, finance, accounting, economics, business or ethics related
- Non-introductory, non-fundamental (i.e. above CTP level)
- Relevant to the topics in the body of knowledge
- Corporate finance (not banking) focused

# Recertification Activity Categories

- AFP Publications Quizzes
- College/University Courses
- Attendance at Conferences, Seminars, Workshops, Training Classes, AFP/TMA Regional monthly meetings
- Independent Study
- On-the-Job Experience
- AFP Learning System™ Treasury
- Thesis/ Dissertation
- Licenses and Certifications
- Published Articles and/or Books
- Speaker at Regional AFP/TMA bi-monthly meetings or other educational events
- Teleconferences/Webinars
- Volunteer Service (e.g. Regional AFP/TMA committees or board)
- Career Development (limit 3 credits per cycle)
- Membership in Regional and AFP or Other Professional Societies

# AFP Certification Department Staff

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# Why the CTP? Session Panelists

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# Why the CTP® Credential?

# Questions?