



CFO



chief financial officer summit

a **marcusevans** event

Delegate Information

May 17-19, 2012 | The Westin Diplomat Resort & Spa | Hollywood, FL

great things
are done by a series
of small things brought **together**

Vincent van Gogh

Corporate strategies must be continuously redefined due to technological advancements, evolving trends, global occurrences and the redundancy of old approaches. Enhancing profitability and successfully leveraging performance metrics in the forecasting process is key in achieving high rates of return on investments and imperative in devising growth strategies which improve a corporation's longevity.


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A Unique Event

CFOs continue to take on more of a strategic role as economic pressures demand smart and sustainable corporate growth strategies. With a tough and long recovery ahead of us, CFOs must be proactively putting measures in place that will safeguard the operational sustainability of the business. Mitigating risk and uncovering novel revenue streams will prove to be critical tasks for success in the next several years.

In order to achieve this success, CFOs must arm themselves with solutions to drive efficiency gains, implement productive practices, preserve and increase share holder value, lead and train future financial leaders and to be agents of positive change within their organization. The ability to successfully carry out these duties will be under scrutiny as the year progresses, but there is no doubt that once CFOs expose themselves to new developments, solutions and ways of thinking that they will uniquely position their companies for growth and competitive advantage.

The **CFO Summit XXIV** will highlight the current challenges and opportunities through visionary conference sessions and keynote presentations delivered by your most esteemed peers and thought leaders from North America's leading corporations. The one-on-one meetings with leading service providers will offer vast expertise in the area of corporate finance strategies. All this, seamlessly integrated with informal networking opportunities over three days, will provide a unique interactive forum. Do not miss this opportunity to network, establish new connections, exchange ideas and gain knowledge.

The Summit Program Key Topics

The primary objective of the **CFO Summit XXIV** is to explore the key aspects and issues related to financial best practices and their application as business drivers for innovation and growth. The Summit's program topics have been pinpointed and validated by senior executives from the financial community as the top critical issues they face. Key issues for 2012 include:

Maintaining Margins – Strategies for maintaining and improving profit margins in a challenging economy

The Evolving Role of the CFO – Accelerating profitability with strong contributions to the overall business strategy

Strategically Accessing Capital in a Turbulent Market

Risk Management – Enabling the organization through risk management

Finance Transformation – Improving business performance and shareholder value

Maintaining Control – Cash flow, forecasting and budgeting best practices

Election 2012 and a Look at the Obama Administration

Championing Change – Moving forward with IFRS

Mergers and Acquisitions – Charting the growth path of your corporation

Navigating Healthcare Reform – What will be the impact on your bottom line?

The Key to Continuous Development – Exploring the transitional journey from CFO to CEO

Developing and Advancing Women Leaders

Distinguished Presenters

Rudolph W. Giuliani, Former Mayor, **New York City**

Catherine R. Smith, Chief Financial Officer, **Walmart International**

Ed Bonach, Chief Executive Officer, **CNO Financial Group, Inc.**

Juan R. Figueroa, Executive Vice President and Chief Financial Officer, **Newell Rubbermaid**

Ed White, Senior Vice President and Chief Financial Officer, **Owens-Illinois, Inc.**

Craig P. Omtvedt, Senior Vice President and Chief Financial Officer, **Fortune Brands, Inc.**

Gary L. McArthur, Senior Vice President and Chief Financial Officer, **Harris Corporation**

George Barrios, Chief Financial Officer, **WWE**

Steven Lipiner, Chief Financial Officer, BNY Mellon Investment Management, **Bank of New York Mellon Corporation**

Mike Smith, Senior Vice President, Finance and Administration, **NFL**

Jason Bates, Vice President, Finance and Investor Relations Officer, **Swift Transportation**

Brenda L. Boulwood, Senior Vice President and Chief Risk Officer, **Constellation Energy**

Lance Robinson, Global Controller, Mergers and Acquisitions, **General Electric Company**

Claudia Temple, Assistant Treasurer, Global Risk Management and Insurance, **Kraft Foods Inc.**

Robert A. Luginbill, Vice President, Global Compliance Strategy and Enterprise Resource Management, **Eli Lilly and Company**

Nathan Sheets, Global Head of International Economics, **Citi Investment Research and Analysis**

Mark L. Frigo, PhD, CPA, CMA, Director, **The Center for Strategy, Execution, and Valuation and Strategic Risk Management Lab** and the Ledger & Quill Alumni Foundation Distinguished Professor of Strategy & Leadership, **DePaul University – Kellstadt Graduate School of Business**



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Summit Program

Keynote Presentation

Election 2012 and a Look at the Obama Administration

Rudolph W. Giuliani, Former Mayor, **New York City**

One of the country's most respected leaders and former Republican candidate for president, Rudy Giuliani offers his insider's perspectives on the political landscape heading into the 2012 elections. Now that they have captured the House of Representatives, what lies ahead for the Republican Party? How is the Obama Administration doing and how will it move its agenda forward with a divided Congress? How will current economic conditions move the electorate? Who is best suited to take on Obama looking ahead to 2012? In this candid look at the politics in America and around the world, Giuliani brings his extensive political experiences to bear in analyzing the headlines of the day.

Keynote Presentation

The Key to Continuous Development: Exploring the Transitional Journey from CFO to CEO

Ed Bonach, Chief Executive Officer, **CNO Financial Group, Inc.**

The successful transition from a CFO to a CEO is a journey quite often embarked by many senior financial executives. Though a clear and distinct destination for these visionary leaders, along the path many challenges confront them. Gain insight from a leading CEO and former CFO on the obstacles combated and opportunities exploited along his journey of corporate success.

Keynote Presentation

Developing and Advancing Women Leaders

Catherine R. Smith, Chief Financial Officer, **Walmart International**

Panel Discussion

Strategies for Maintaining the Profit Margin in a Challenging Economy

George Barrios, Chief Financial Officer, **WWE**

Catherine R. Smith, Chief Financial Officer, **Walmart International**

Mike Smith, Senior Vice President, Finance and Administration, **NFL**

Revenue is declining but budget demands from every department are increasing. It's now a CFO's job to inspire senior executives to learn how to do more with less. Please join us for this panel discussion as we hash out innovative ways to cut costs and restructure pricing without undermining the goals of the business.

- Balancing costs with reduction in revenue
- Determining the best areas for cost cutting
- Cost control initiatives that stay in line with business strategies and objectives
- Sustaining your cost cutting measures
- Providing insight into pricing strategy

Panel Discussion

Building a Resilient Organization through Enterprise Risk Management

Brenda L. Boulwood, Senior Vice President and Chief Risk Officer, **Constellation Energy**

Mark L. Frigo, PhD, CPA, CMA, Director, **The Center for Strategy, Execution, and Valuation and Strategic Risk Management Lab** and the Ledger & Quill Alumni Foundation Distinguished Professor of Strategy & Leadership, **DePaul University – Kellstadt Graduate School of Business**

Robert A. Luginbill, Vice President, Global Compliance Strategy and Enterprise Resource Management, **Eli Lilly and Company**

Claudia Temple, Assistant Treasurer, Global Risk Management and Insurance, **Kraft Foods Inc.**

CFOs must take a strategic and comprehensive view of risk management across the organization to strengthen ERM for competitive advantage. With the SEC looking closely at ERM and risk disclosures, and the credit rating agency reviews of ERM, what are companies doing to improve risk management? What are boards asking CFOs regarding risk and risk management? How are organizations integrating risk management in strategic planning? What do companies need to change to manage risk in today's fast-paced and uncertain business environment? This panel will explore:

- Keys to success and leading practices for strengthening ERM
- The role of the CFO in strengthening ERM for competitive advantage
- Incorporating risk management in strategic planning and strategy execution
- The role of Board of Directors in risk management oversight
- Developing Strategic Risk Management as a core competency to strengthen ERM

Panel Discussion

Maintaining a Healthy Control over Cash Flow, Forecasting and Budgeting

Juan R. Figueroa, Executive Vice President and Chief Financial Officer, **Newell Rubbermaid**

Ed White, Senior Vice President and Chief Financial Officer, **Owens-Illinois, Inc.**

A truly great CFO has a strong grasp on the organization's cash flow. This session will provide best practices for how to maximize your cash, provide confident forecasts and accurate budgeting. Please join us as we take a look at:

- Analyzing and maximizing the cash flow
- Predicting operating performance with precision and leveraging operating costs
- Cash leadership – what is it and how can you get it



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Panel Discussion

Economic Forecasting: What Can We Expect Within the Next 10 Years? **Nathan Sheets**, Global Head of International Economics, **Citi Investment Research and Analysis**

Uncertainty for what lies ahead has most CFOs at a standstill. Are we in another recession? Will Europe bounce back? Will next year bring higher interest rates? These questions and more will be thrashed out during this exciting and interactive session. Please join us to hear multiple leading opinions on what direction the economy is headed and why.

- Navigating fluctuations of consumer demand
- Increasing pricing pressures from competitors domestically and globally
- Reviewing the employment outlook
- What impact will the national debt have on my organization?
- Analyzing movement in the credit markets, interest rates and inflation

Panel Discussion

Improving Business Performance and Shareholder Value through Finance Transformation

Steven Lipiner, Chief Financial Officer, BNY Mellon Investment Management, **Bank of New York Mellon Corporation**
Gary L. McArthur, Senior Vice President and Chief Financial Officer, **Harris Corporation**
Craig P. Omtvedt, Senior Vice President and Chief Financial Officer, **Fortune Brands, Inc.**

Enhancing finance decision support is essential to a successful CFO who now must take on strategic decision making as well as basic accounting functions. This session will provide insight on how to transform your finance department to make winning decisions that will keep you ahead of the competition.

- Restructuring efforts to make the organization more efficient and effective
- Utilizing and maximizing the benefits of shared services
- Making the most out of real-time, accurate business intelligence
- Global standardizing of reporting processes
- Gaining a deeper analysis of financial position to make better decisions
- Adapting technology to improve analytical time and reduce wasted energy

Presentation

Strategically Accessing Capital in a Turbulent Market

Jason Bates, Vice President, Finance and Investor Relations Officer, **Swift Transportation**

With the current downturn in markets, CFOs are faced with increased pressure and challenges to access capital. A proper capital structure is fundamental for a successful finance department. This discussion will take a closer look at how CFOs have been pushing forward with accessing capital in the current economy. We will delve into issues such as:

- Analysis of the current direction of the credit markets
- Analyzing the cost of capital and valuation techniques
- Debt refinancing options
- Smart investments for today's ever-changing markets

Presentation

Effective Accounting Oversight in Mergers and Acquisitions: Alerts and Best Practices

Lance Robinson, Global Controller, Mergers and Acquisitions, **General Electric Company**

In 2009, the accounting rules for business combinations were completely revamped. With a track record of transactions under the new rules starting to develop, we will take a look at some of the key learnings, best practices and alerts that have emerged. This session will also discuss:

- Valuation considerations
- Valuation considerations
- Partnerships and joint ventures
- Exit mechanisms
- Cross border transaction considerations

Keynote Presentation

The Evolving Role of the CFO: Accelerating Profitability with Strong Contributions to the Overall Business Strategy

Over the last decade, the role of the CFO has expanded to include considerably more decisions involving the overall business strategy and direction. Properly allocating resources and brainstorming for new revenue streams are just a few of the tasks CFOs have taken on that require much more than just number crunching. This session will discuss how CFOs can be successful in this mounting role through issues such as:

- Guiding the finance department from transactional-focused to becoming a strategic business partner
- How to grasp the big picture
- Communicating with the shareholders and the board
- Combating today's economic and regulatory uncertainty through strategic planning
- Taking responsibility for the bottom line

Presentation

Championing Change: Moving Forward with IFRS

Ideally, reporting under IFRS will provide a single set of high quality, transparent and enforceable global accounting standards that will allow for smart economic decision-making. In order to reap the benefits of this transition, CFOs must be extremely prepared to address all implications arising from the conversion. They must be champions of the change and effectively communicate goals to their team. This session will discuss strategies to ensure a trouble-free transition.

- IFRS timelines and immediate concerns
- Putting in place the proper accounting reporting systems
- Revenue recognition concerns
- Recognizing the benefits of IFRS for your own decision-making
- Additional issues relating to risk, stakeholder relations, financial reporting and internal controls



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The Executive Delegation

The **CFO Summit XXIV** delegates will include CFOs, SVP/VPs of Finance, Treasurers and Controllers and are carefully screened and selected according to the following criteria:

- Company Revenue – minimum annual revenue of \$750 million
- Job Level
- Budget
- Sign-off Authority

Solution Provider Companies

To ensure the success of the **CFO Summit XXIV**, **marcus evans** is pleased to partner with an exclusive number of leading companies that can provide valuable solutions and expertise to the attending senior-level decision-makers. Our summit model is strongly based on our ability to acquire the most innovative and cutting edge industry suppliers of key solutions and services for direct delivery to the delegation and their forward thinking corporations interested in staying ahead of the market.

The number of companies in each product or service category is strictly limited to ensure an appropriate overall balance. These meetings provide a forum for dialogue and information sharing, on organizational concerns and appropriate, corresponding solutions.

CFO Summit XXIV Solution Provider Product and Service Categories

- | | |
|---|--------------------------------------|
| Account Reconciliation | Finance Consulting & Advisory |
| Accounting Solutions | Fleet & Fuel Management |
| Accounts Receivable Management | Freight Audit & Spend Management |
| Advanced Planning & Optimization | GRC Solutions |
| Budgeting & Forecasting Solutions | Insurance |
| Business Performance/Process Management | Investor Relations |
| Business Process Outsourcing | IT Spend Reduction & Management |
| Capital Markets Advisory | Legal Advice |
| Corporate & Electronic Payment Systems | M&A Advisory |
| Corporate Strategy Consulting | Non-Salary Cost Reduction |
| Corporate Travel & Expense Management | Organizational Change Management |
| Corporate Value Consulting | Recovery Audit |
| Credit & Collections Scoring | Risk Management Solutions |
| Credit & Incentive | SEC Reporting |
| Debt Recovery & Collection Services | Six Sigma Consulting |
| Derivatives/Swaps/Hedge Accounting | State & Local Taxation |
| Document Management Solutions | Strategic Sourcing |
| Electronic Transaction Processing | Supply Chain Management & Logistics |
| Employee Mobility Services | Tax, Accounting & Auditing Solutions |
| Enterprise Resource Planning | Tax Incentives |
| Executive Compensation & Benefits | Transaction Advisory |
| Expense Management Solutions | Travel & Expense Solutions |
| Facilities Management | Treasury Management |
| Finance & Accounting Outsourcing | |

Sample Delegate Schedule

Each attendee at the **CFO Summit XXIV** receives a personalized itinerary based on their priority selections of conference sessions, business meetings and special networking events. Below is a sample of a personalized attendee schedule.

DAY 1

- 11:00 – 01:00 pm Event Registration
- 01:00 – 01:15 pm Chairperson Opening Remarks
- 01:15 – 02:00 pm Opening Keynote Presentation
- 02:00 – 02:45 pm Conference Presentation
- 02:45 – 03:00 pm Networking Break
- 03:00 – 04:30 pm Business Meetings
- 04:30 – 05:00 pm Round Table Discussion
- 05:00 – 05:45 pm Conference Presentation
- 05:45 – 06:30 pm Keynote Presentation
- 06:30 – 07:30 pm Welcome Cocktails
- 07:30 – 10:00 pm Networking Dinner

DAY 2

- 07:00 – 08:00 am Networking Breakfast
- 08:00 – 08:45 am Keynote Presentation
- 08:45 – 09:30 am Conference Presentation
- 09:30 – 09:45 am Networking Break
- 09:45 – 10:45 am Business Meetings
- 10:45 – 11:15 am Round Table Discussion
- 11:15 – 11:45 am Networking Opportunity
- 11:45 – 12:30 pm Conference Presentation
- 12:30 – 01:45 pm Networking Lunch
- 01:45 – 02:30 pm Conference Panel Discussion
- 02:30 – 03:15 pm Conference Presentation
- 03:15 – 03:30 pm Networking Break
- 03:30 – 04:30 pm Business Meetings
- 04:30 – 05:00 pm Networking Opportunity
- 05:00 – 05:30 pm Business Meeting
- 05:30 – 06:15 pm Keynote Presentation
- 06:15 – 07:15 pm Free Time
- 07:15 – 10:30 pm Networking Cocktails, Dinner Entertainment Evening

DAY 3

- 07:00 – 08:00 am Networking Breakfast
- 08:00 – 08:45 am Keynote Presentation
- 08:45 – 09:30 am Conference Presentation
- 09:30 – 09:45 am Networking Break
- 09:45 – 10:45 am Business Meetings
- 10:45 – 11:15 am Round Table Discussion
- 11:15 – 12:00 pm Conference Presentation
- 12:00 – 12:45 pm Closing Keynote Presentation
- 12:45 – 02:00 pm Networking Luncheon



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A Selection of Attendees from Previous **marcus evans** CFO Summits

VP & CFO ADT Worldwide	CFO & COO Nike Bauer
CFO American Express	CFO Reebok International Ltd.
CFO AmeriChoice	CFO Schwans
CFO Banana Republic	CFO Siemens Medical
CFO Cardinal Health	CFO Texas Mutual Insurance Company
CFO, Card Division Citibank	EVP & CFO Time Warner Telecom
VP & CFO ConEdison Solutions, Inc	CFO Toyota Financial Services
SVP & Corporate Controller Costco Wholesale Corporation	Global CFO Tyco International
CFO DHL Information Services	CFO United Healthcare
EVP & CFO Dresser Inc.	CFO UTI Worldwide
CFO Electronic Arts, Inc.	CFO Virgin Mobile USA
CFO GE Money	CFO Visa International
CFO NCR	Vice President, International Finance Wal-Mart

Testimonials

This is my third **CFO Summit**. It is a fantastic format; combining top-notch keynote speakers, peer speakers on relevant topics, networking and valuable solution provider meetings in an appropriate mix. I will come back again.

CFO
Macquarie Infrastructure Company

I found the Summit beneficial for value creation through "creative ideas", examples of misses and how to prevent them, and identification of trends.

Controller
Cabela's

Best run conference I ever attended. Great value, great sessions.

SVP, Finance & Treasurer
Alliance Data Systems

The **CFO Summit** was an efficient means of gaining great ideas and approaches from other companies; meet with many relevant solution providers; and network with other finance professionals across many different industries and cities.

VP, Controller & CAO
Coca-Cola Bottling Company

Great way to connect with peers and vendors.

VP, Corporate Controller
Health First Inc.

A high-quality, well-organized and informative event.

SVP, Finance
Parsons

marcus evans did a phenomenal job at putting usable solutions and strategies within my reach. In today's environment, this type of knowledge is unavailable.

VP, Finance
GEO Care

Great event! Speakers addressed pertinent issues of the day. Good fix of solution providers, a valuable use of time.

SVP, CFO & Treasurer
Seneca Foods Corporation

For first-hand delegate experiences,
[click here to watch](#)





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What Makes the CFO Summit Different

- A strictly invitation-only event; selection of delegates according to criteria such as scope of responsibility and size of company
- Restricted number of delegates in order to facilitate successful networking opportunities
- Personalized summit and meeting schedule to suit individual requirements and provide an efficient use of time
- Keynote presentations, case studies and interactive sessions by world-class industry experts and pioneers
- A relaxed but professional business environment, in which to explore new ideas, strategies and technical developments with industry colleagues, experts and peers
- Access to the secured summit website, providing information on other delegates and each service provider prior to the event
- Individual pre-arranged one-on-one business meetings with senior representatives from key industry service providers
- An invitation which covers two nights' accommodation, all Summit materials, meals and leisure activities during the Summit
- An opportunity to relax and enjoy the superb facilities at the prestigious Westin Diplomat Resort & Spa

Secured Summit Website

- Summit session overviews allow delegates to choose from a selection of summit and interactive sessions to best suit their business needs
- Presenter biographies determine which presenters are most likely to assist in benchmarking and improving initiatives
- Profiles of attending service providers, offer relevant information to enable delegates to plan their personal event schedule
- Inform delegates of social activities taking place at the event
- Post-event summit documentation provides complete documentation of all executive presentations immediately after the Summit

Finance Network

Bringing together Senior Financial Executives, the **Finance Network – marcusevans** summits group provides an opportunity to develop valuable business relations complementing our Summit format. This online community provides peer-to-peer information on strategic matters, industry trends and breakthrough innovations.

Please visit our Twitter and LinkedIn pages hyperlinked below:



CPE Accreditation

marcusevans is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219 2417. Website: www.nasba.org



The Venue

On the Blue Wave certified beach of the Atlantic, in the vibrant city of Hollywood, Florida rests The Westin Diplomat Resort & Spa. The Westin Diplomat also boasts one of the largest and most complete Convention Center and meeting facilities in South Florida. Offering every level of catering service, from office lunches to elegant galas, we'll service your group and take care of every detail while you relax and have a good time. The generously spaced and detailed appointments throughout the resort set a rejuvenating tone and backdrop for your event, while our executive chefs will dazzle your senses.

www.diplomatresort.com

The Organizers

The **marcusevans** group has over 20 years experience in the production of premium business events. Known globally for our unwavering dedication to quality and excellence, we aid our clients in achieving their strategic goals by providing market leading business intelligence otherwise inaccessible to them.

At **marcusevans**, we craft products that empower our clients to drive organizational growth and achieve effective decision-making. Our clients' focus on continuous improvement creates a strong basis for an ongoing dialogue, allowing us to evolve our abilities to address their needs successfully.

Developing major sector-focused events, **marcusevans** provides unique business and networking opportunities across diverse industries and professions. We aim to meet all of your strategic information requirements through premium products delivered through a variety of media.

We consider innovation to be vital. Our extensive proprietary analysis of our clients' business needs enables us to equip you with the tools you need for future success.