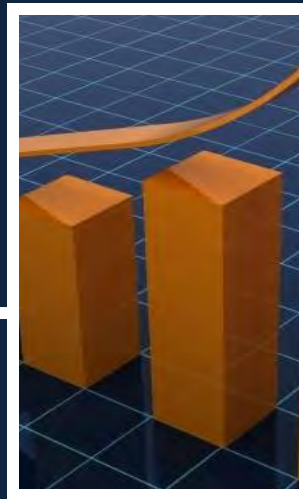


May 24-25, 2010 ♦ San Francisco, CA

# Financial Intelligence Forum *2010*

*Leadership in Financial Management*



Budgeting & Forecasting

Financial Measures & Metrics

Revenue Management & Price Optimization

Capital Structure, Cash Flow & Working Capital Management

Governance, Enterprise Risk Management & Compliance

IT Integration, Scorecards & Dashboards

Financial Reporting

 Gateway Management, Inc.

510-984-3620

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# Program Agenda

## Leadership in Financial Management

Two day forum designed for financial executives and managers looking to drive organizational performance through superior financial management.



### May 24; Day One

8:00 am	Registration, orientation and opening remarks
8:30 am	Keynote: <i>An Inside Look at Financial Management Done Right</i>
9:45 am	<i>Budgeting &amp; Forecasting</i>
11:00 am	<i>Financial Measures, Metrics &amp; Analytics</i>
Noon	Networking break, lunch and open gallery
1:00 pm	<i>Revenue Management &amp; Price Optimization</i>
2:15 pm	<i>Capital Structure, Cash Flow &amp; Working Capital Management</i>
3:30 pm	<i>Financial Reporting</i>
4:30 pm	Adjourn
5:00 pm	2 hour networking event

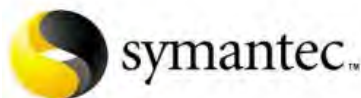
### May 25; Day Two - Workshops

8:00 am	Registration, networking and open gallery	
	<b>Budgeting &amp; Forecasting Workshop</b>	<b>IT Integration &amp; Optimization</b>
8:30 am	Workshop 1.1: <i>Budgeting Management System</i>	Workshop 1.2: <i>Beyond Traditional Forecasting</i>
	<b>Governance, Risk &amp; Compliance</b>	Software Roundtable <i>Software Evaluation, Selection, Integration and Potential</i>
10:30 am	Workshop 2.1: <i>Build an ERM Framework</i>	Workshop 2.2: <i>GRC Integration Workshop</i>
Noon	Networking break, lunch and open gallery	
	<b>Performance Measurement System</b>	<b>Dashboards &amp; Scorecards</b>
1:00 pm	Workshop 3.1: <i>Financial Performance Measurement</i>	Workshop 3.2: <i>Balanced Scorecard for Finance</i>
	<b>Process Improvement</b>	Software Roundtable <i>Software Evaluation, Selection, Integration and Potential</i>
3:00 pm	Workshop 4.1: <i>IFRS Handbook</i>	Workshop 4.2: <i>Mastering the Financial Close</i>
4:30 pm	Adjourn	

## Financial Intelligence Forum 2010

The 2010 Financial Intelligence Forum is a comprehensive training opportunity that provides best practice case studies, hands on application workshops, small group trainer consultation, interactive roundtable dialogues and peer to peer networking. This format allows attendees to assess best practices from leading organizations, then learn to apply the challenging approaches through hands on learning and lastly, provide small group trainer consultation to address specific needs.

### Presenting Companies



### Event Sponsor



Continuous Planning & Scenario Analysis

# Financial Intelligence Forum 2010

Attendees will instantly realize the difference between this forum and a traditional conference. Hosted in the unique setting of a San Francisco art gallery and facilitated by some of the most talented experts both regionally and nationally, Financial Intelligence Forum 2010 is designed to maximize the learning and networking experience for corporate financial professionals.

*Expert practitioners and methodologists across industry sectors*

*Networking receptions with art, food, beer and wine*

*Unique downtown San Francisco experience in one of the nation's top art galleries*



Day One:

# Keynote Case Studies & Best Practices



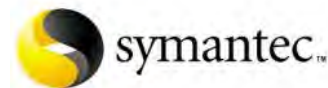
**8:30 am**

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**Keynote:** *An inside look at financial management done right*

Finance departments are taking the lead in reassessing and optimizing performance as organizations look to emerge from the difficult business landscape. Leadership in finance is dependent on:

- Effective budgeting and forecasting
- Good internal auditing and controls
- Strong risk management framework
- Positive cash flow management
- Efficient financial closing and transparent reporting



**Norman Osumi:** Senior Director, Finance; Symantec

**10:00 am**

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**Budgeting & Forecasting:** *Improve performance through effective budgeting and forecasting*

- Improved and standardized data collection techniques
- Align budgeting to strategies and effectively allocate resources
- Achieve organizational buy-in to budget based decision making
- Develop a methodological approach to budgeting and forecasting
- Implement tools for improved predictability

**11:00 am**

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**Financial Measures, Metrics & Analytics:** *Implement innovative measures and metrics to drive superior financial results*

- Determine what to measure and why
- Create an optimized financial performance measurement system
- Utilize KPIs and performance measures to drive best financial results
- Link key business drivers to financial performance measures
- Incorporate financial analytics for improved decision making



**Frank Merchiers:** Director, Global Business Intelligence and Information Delivery, InterContinental Hotels Group



Day One:

# Keynote Plenary Address & Case Studies

1:00 pm

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## *Revenue Management & Price Optimization*

*Manage pricing and cost cutting through the application of advanced financial intelligence*

- Develop a system for managing pricing and profitability
- Improve decisions related to pricing, discounting, promotions and demand forecasting
- Align revenue management to strategic planning and decision making
- Integrate price optimization techniques to prioritize and prioritize cost savings
- Understand business drivers influencing price, cost and profit



**Cindy Zamora:** Vice President, Finance; Oracle

2:15 pm

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## *Capital Structure, Cash Flow and Working Capital Management*

*Essential strategies for improving cash flow, optimizing cash management and improving liquidity*

- Analyze the new risk of debt and stakeholder expectations
- Mitigate risk through effective capital structure optimization
- Determine when it is better to Raise capital vs. borrow
- Improve cash flow forecasting
- Optimize AR and AP performance
- Cost management system and controls



**James Barnes:** Director; REL Consulting, A Division of The Hackett Group

3:30 pm

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## *Financial Reporting*

*Capitalize on efficient closing and effective reporting to meet stakeholder objectives*

- Manage information flow across departments for reduced cycle time
- Utilize key drivers for performance to improve reporting process
- Streamline financial reporting for improved decision-making
- Link reporting to forecasting for improved financial planning
- Create transparency and accountability for enhanced stakeholder buy-in



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**Maria Seto:** Controller, Financial Reporting; URS Corporation

Day Two:

# Workshops Roundtables & Demos



## Budgeting and Forecasting Workshops

### Workshop 1.1

8: 30 am

#### Budgeting Management System

*Develop and maximize a better budgeting system across the organization*

- Standardized data collection techniques
- Systems based approach to budgeting
- Alignment of budgeting to strategies
- Improved transparency into departmental budgeting
- Organizational buy-in to budget based decision making

### Workshop 1.2

#### Beyond Traditional Forecasting

*Incorporate rolling forecasting into your budgeting management system*

- Improve data collection, accuracy and flexibility
- Develop better line of site to business environment and revenue
- Incorporate a methodological approach to rolling forecasting
- Utilization of KPIs and best practices in forecasting
- Take advantage of innovative tools for improved predictability

**Rand Heer:** CEO; Alight Planning

**Ben Lamorte:** VP, Business Development; Alight Planning



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## Governance, Enterprise Risk Management and Compliance

### Workshop 2.1

10: 30 am

#### The Modern Approach to ERM & GRC

*Learn how ERM and GRC are being transformed from pure compliance exercises into a set of processes that support informed risk-based business decision analysis*

- Why the 2008 global financial crisis has revealed the need for a paradigm shift in ERM practices?
- What exactly are ERM and GRC?
- What is the ERM business problem: loss prevention? risk reduction? or risk reward and risk control optimization? And how can these objectives be achieved?
- What type risk architecture/taxonomy facilitates efficient risk identification?
- How can one align business line goals and risk management objectives?
- How does one increase transparency and reduce information asymmetries in risk management?

### Workshop 2.2

#### Implementing Modern ERM

*Learn how to implement a Modern ERM program and why doing so will help reduce losses, improve economic profit and increase shareholder value*

- What are the prerequisites to implementing a viable ERM program?
- Interactive Workshop: Using hard data, soft data and expert opinion to make more educated risk-based decisions:
  - Risk-reward optimization exercise
  - Risk-control optimization exercise
  - Risk-transfer optimization exercise

**Ali Samad-Khan:** President; Stamford Risk Analytics





Day Two:

# Workshops Roundtables & Demos

## Performance Measurement System

### Workshop 3.1

1:00 pm

#### Financial Performance Measurement

*Track financial and operational performance with effective measures and metrics*

- Develop an environment of “what gets measured gets done”
- Identify specific measures, targets and initiatives
- Prioritize strategies, initiatives and desired objectives
- Utilize KPIs for leading indication of strategic execution
- Implement tracking tools, scorecards and dashboards

### Workshop 3.2

#### Balanced Scorecard for Finance

*Develop and implement the Balanced Scorecard to bridge the gap between strategy and execution*

- Translate strategies into action
- Achieve transparency, accountability and improved management capabilities
- Create organizational alignment to budgets and strategies
- Monitor strategic execution with better accuracy
- Master current Balanced Scorecard best practices

**Amarpal Narang:** Information Management Lead, Global Core Payments at PayPal; Former Manager FP&A at PayPal



**Karen Schroeder, PhD:** Principal; Strategy Execution Consulting

**Strategy Execution Consulting**

## Financial Process Improvement

### Workshop 4.1

3:00 pm

#### IFRS Handbook

*Preparing for international financial reporting standards*

- Learn the IFRS framework and standards
- Understand the specific requirements and statements
- Better grasp the IFRS and GAAP Convergence Plan
- Delve into the impact on National and Global Capital Markets
- Examine the Benefits and Drawbacks Moving Forward with IFRS

### Workshop 4.2

#### Mastering the Financial Close

*Standardize and consolidate financial processes to shorten the close*

- Develop and Implement a tightly controlled system
- Incorporate reliable data collection and auditing processes
- Improve alignment of department, budgets and strategies
- Utilize a framework and management system for execution
- Learn to communicate improved closing processes and benefits

**Kristen Rampe:** Senior Planner, Frank; Rimerman Consulting

**Melanie Kidder:** Senior Manager, Frank; Rimerman Consulting



– Passion Works Here



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# Networking Reception

Not only do attendees come to learn innovative skills and best practices in managerial finance, they also come to meet with peers from different industries across the nation. Keeping this in mind, we have chosen the most unique, tasteful and thought provoking environment available in San Francisco to enhance the experience.

*Enjoy a drink and network with colleagues in one of the nation's most esteemed art galleries.*

John Pence Gallery is located in the heart of the city, exhibiting classical American realist paintings in this expansive pavilion. During this networking reception, guests are offered the opportunity to peruse the collection and mingle with colleagues and presenters. Hors d'oeuvres, wine and beer will be served and a representative will be on hand to answer any questions about the city, the conference or the art.



Pre-conference, online workshop:

## Budgeting Now **2010**

*Comprehensive approach to improved budgeting*

Live, online event

Tuesday, March 23<sup>rd</sup> 2010

Gateway Management is deeply engaged in the implementation of better budgeting practices. More than any department, finance has the considerable task of fostering growth while actively controlling budgets and accurately forecasting cash flows. This rapidly evolving set of processes involves the use of time tested techniques plus new methods for execution. **Budgeting Now 2010** is designed to provide tools for improved budgeting and forecasting.

Topics Include:

- **Budgeting in a Post Recessionary Environment**  
*A framework for budgeting through uncertain times*
- **Budgeting Management System**  
*Implement and maximize a better budgeting process across your organization*
- **Beyond Traditional Forecasting**  
*Implement rolling forecasting into your budgeting management system*
- **Ask The Expert**  
*Q&A dialogue session with expert trainer*

**(CTRL) CLICK HERE FOR BROCHURE**

San Francisco

# Area, Venue & Travel Information



## Area – San Francisco, Union Square

Located a short two blocks from San Francisco's historic Union Square, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

## Hotel and Accommodation Facilities

Our venue's prime location offers dozens of choices of accommodations from boutique to internationally recognized brands. We have special attendee rates available at several hotels within the immediate area to serve you.

To view area map and venue location hold  
the CTRL key and:

❖❖❖ [Click Here](#) ❖❖❖

## Travel

There are two convenient airports to serve attendees; San Francisco and Oakland International. Both have convenient public transportation by way of BART. Take BART from either airport toward Downtown San Francisco where you will exit at Powell Street Station. Use the accompanying map to walk or cab the 7 blocks to our venue

## Venue – John Pence Gallery

John Pence Gallery is nationally and internationally regarded as the premier venue for American classical realism. Surrounded by this collection of contemporary works adds to the uniqueness of the experience for conference attendees.

Venue Address:

**John Pence Gallery/Post Street Pavilion**  
**750 Post Street, San Francisco, CA 94109**





# Registration & Contact Information

## Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

## Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

### ***Cancellation/Rescheduling Policy***

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

## Fees ♦ Registration

<input type="checkbox"/>	<b>Early Registration</b>	<b>\$ 1499.<sup>00</sup></b>
<input type="checkbox"/>	<b>Standard Registration</b>	<b>\$ 1799.<sup>00</sup></b>
<input type="checkbox"/>	<b>Additional Attendee</b>	<b>\$ 999.<sup>00</sup></b>
<input type="checkbox"/>	<b>Budgeting Now 2010</b> Pre-conference, online, workshop	<b>\$ 499.<sup>00</sup></b>

For "Early Registration", register by March 31, 2010

### Call

510-984-3620

### Fax

510-380-7377

### Online

[www.gmi-solutions.com](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Josh Powell:

[jpowell@gmi-solutions.com](mailto:jpowell@gmi-solutions.com)