



26th Annual EXPO L.A.

May 10 -11, 2007

The Pasadena Convention Center

*300 East Green Street
Pasadena, CA 91101
(626) 793-2122*



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26th Annual EXPO L.A. Keynote Speakers



Libby Evans Wright Thursday, May 10 Luncheon A Tournament of Leadership

Libby Evans Wright served as president of the 2006 Pasadena Tournament of Roses, providing leadership for the 117th Rose Parade and 92nd Rose Bowl Game, hosting the BCS National Championship.

Wellness Center Angel Gala Award, and the YWCA Los Angeles Achievement Award.

Wright was born in Birmingham Alabama and attended UCLA and University of Michigan. She and husband William H. Wright, MD, lived in San Marino, California for many years and now reside in Pasadena. In addition to her many community involvements, she enjoys golf, travel and gardening.

Wright joined the Pasadena Tournament of Roses in 1979 and was elected to the Executive Committee in 1998. Throughout her extensive Tournament career, Wright has served on, and chaired, various committees including Budget and Finance, Business Development, Government & Community Affairs, Membership, Television and Radio and Tournament Entries Committee. She also served two years on the Tournament of Roses Foundation.

Wright has more than 30 years of leadership experience in both the private and public sectors. From 1969 to 1982, she was a Vice President of a national bank, and from 1982 to 1998, she was Sr. Vice President of strategic planning, marketing, fundraising and communications in the healthcare industry. She has served as a director for the United Way, San Gabriel Valley Medical Center Foundation, Methodist Hospital, Pacific Clinics and The Wellness Center. In addition, she has been honored with the Woman of Distinction Award from Zonta of Pasadena, Woman of Excellence Business from the Pasadena-Foothill-Valley YWCA, 2006 California Woman of the Year, Pasadena Enterprise Center Fabulous First Award, served as Honorary Chairperson of the Pasadena NAACP, Alkebu-lan Humanitarian Award and the

Each New Year's Day, the world focuses its attention on Pasadena, California, U.S.A., home of the Rose Parade® and Rose Bowl Game®. It's a celebration more than a century old--a festival of flowers, music and sports unequaled anywhere in the world. The Tournament is more than just a parade and football game. It's America's New Year Celebration, a greeting to the world on the first day of the year, and a salute to the community spirit and love of pageantry that have thrived in Pasadena for more than a century.

An event as large as the Tournament of Roses takes about 80,000 hours of combined manpower each year. That manpower is supplied by 935 volunteer members of the Tournament of Roses® Association, each of whom plays an important role in the staging of the Rose Parade and Rose Bowl Game. Each volunteer is assigned to one of 32 committees, with responsibilities ranging from selecting Parade participants to directing visitors on New Year's Day, to serving hamburgers to band members at the end of the Parade route, to giving presentations about the Tournament to community groups.



Arnold Shapiro Friday, May 11 Luncheon A Fresh and Original Approach to Success

From the world of Hollywood television, producer Arnold Shapiro draws relevant parallels between show business and your business. Using his decades of experience as an entrepreneur, innovator, and risk-taker in one of the most competitive businesses in the world, Arnold offers your group an entertaining and enriching presentation aimed at

achieving greater success, better results, and increased motivation.

Arnold is the Oscar and Emmy Award winning producer of the documentary, "Scared Straight!" Among his 150 awards are 16 Emmys and an Academy Award. Arnold has produced 28 series, five TV movies for CBS, and more than 90 documentaries and specials including the series "Rescue 911" and the annual CBS summer series "Big Brother."

Arnold has produced hit programs for CBS, NBC, ABC, FOX, UPN, PBS, and 14 cable networks from HBO to MTV. He has been president of Arnold Shapiro Productions since 1982. In

2005, Arnold executive produced six network series and one pilot (CBS, ABC, UPN, TBS, Bravo, Showtime).

You will learn from and enjoy Arnold's personal journey from a middle-class childhood with no special talents and no Hollywood connections to an extraordinarily successful and award-winning career. When Arnold asks "Why me," his answer contains the success strategies necessary to excel in any career.

Arnold applies the lessons he has learned as a producer (who sold his first show at 22); as president of his own company since 1982; and as an expert on selling, communication, and leadership; and makes his "failure is not an option" approach relatable to everyone. Arnold illustrates his fascinating true stories of overcoming obstacles with humorous and dramatic film clips that make his presentation as visually entertaining as it is informative and inspiring.

Arnold combines the insight of an experienced coach with the optimism of a cheerleader to inspire you towards peak performance.

You will be talking about this program long after it's over!

Conference Program - 26th Annual EXPO L.A.

Day 1 - Thursday, May 10th

8:00a.m. - 9:00a.m. - Registration, Continental Breakfast and Welcoming Remarks (8:45-9:00) - Sponsored by **JPMorgan Chase Bank**

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
Session 1 9:00a.m. - 10:00a.m.	General Session California Economy Keitaro Matsuda, Union Bank			

10:00a.m. - 10:30a.m. - Refreshment Break - Sponsored by **Lehman Brothers Asset Mgmt.**

Session 2 10:30a.m. - 11:30a.m.	Online Banking Frauds - Exposing the Fundamentals Ronald Stork, Bank of America <i>Risk Management</i>	How to Maximize Investment Returns Without Disturbing Your Audit Committee Ted Ufferlige, JPMorgan Asset Management <i>Investments & International</i>	The Payments Legal Agreement Are You Covering Your Assets John Curtis, AAP, East West Bank <i>Banking</i>	ASP in Treasury: Comparing the Benefits to Traditional Systems Scott Montigelli, Kyriba Corp <i>Cash Management</i>
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11:45a.m. - 1:45 p.m. - Lunch - Sponsored by **Union Bank of California**

Keynote Speaker: **Libby Evans Wright, Past President, Tournament of Roses - A Tournament of Leadership**

Session 3 1:45p.m. - 2:45p.m.	Global Best Practices in Risk Management Sam Srinivasulu, Ph.D Kesdee, Inc. <i>Risk Management</i>	Beyond the Border - Top 10 International Treasury Questions Unraveled Alexia Williams & Kristin Phelps, Bank of America <i>Investments & International</i>	Bank Pricing 2007: Chasing Competitive Pricing and Quality of Service Richard D. Richardson, Phoenix-Hecht <i>Banking</i>	The Power of A Paper Clip: How To Create Innovative Expense Reduction Solutions Todd Wyles & Don Steiner, Profit Recovery Partners LLC <i>Cash Management</i>
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2:45p.m. - 3:15p.m. - Refreshment Break - Sponsored by **Wachovia Bank**

Session 4 3:15p.m. - 4:15p.m.	Businesses Panel Discussion Robert Manzano & Bryan Laws, Bank of the West <i>Risk Management</i>	Interest Rate Hedging Paz Hernandez, Wells Fargo Foothill, Inc. & David R. King Wells Fargo Bank <i>Investments & International</i>	Remote Image Capture Course Debbie Dawahare & John Russell California Bank & Trust & Reda Hassanein, Zions Bancorp <i>Banking</i>	Business Ethics in the 21st Century Linnea McCord, Graziadio School of Business and Management, Pepperdine University <i>Cash Management</i>
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4:15p.m. - 6:00p.m. - Opening Reception - Sponsored by **California Bank & Trust**

Day 2 - Friday, May 11th

8:30a.m. - 9:00a.m. - Registration and Continental Breakfast

Session 5 9:00a.m. - 10:00a.m.	What's Up With Treasury Workstations 2007? Susan Albonetti, Albonetti & Company <i>Technology</i>	Risks and Regulations Leesa Amato, Comerica Bank <i>Risk Management</i>	Back Office Check Conversion Michelle Young, Wells Fargo Bank <i>Banking</i>	Assessing Float Benefits in the World of Payment Electronification Susan Dillard, Bank of the West <i>Cash Management</i>
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10:00a.m. - 10:30a.m. - Refreshment Break - Sponsored by **East West Bank**

Session 6 10:30a.m. - 11:30a.m.	The Future of Payments - Emerging Technology Providing Opportunities John Curtis, AAP, East West Bank. <i>Technology</i>	Collection Litigation in California Nick Iezza, Spiwak & Iezza <i>Risk Managements</i>	Transforming the Treasury – A Strategic Vision of Receivables <i>Tim Reed, Bank of America</i> <i>Banking</i>	10 Most Common Errors in Managing Foreign Exchange Jim Griffin, Union Bank <i>Cash Management</i>
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11:30a.m. - 1:30p.m. - Lunch - Sponsored by **Bank of the West**

Keynote Speaker: **Arnold Shapiro, Hollywood Television Producer - A Fresh and Original Approach to Success**

Session 7 1:30p.m. - 2:30p.m.	Can You Cut It In Consulting: What You Need to Know Before Making the Break Ron Blair, The Century <i>Career Development</i>	FX Risk Management: Designing & Implementing a Risk Management Strategy Mark Hewson, Travelex Commercial Foreign Exchange <i>Risk Management</i>	Remote Deposit Capture: The Dark Side Greg Litster, SAFEchecks <i>Banking</i>	Cash Forecasting - How to manage your cash process efficiently and effectively Jerl L. Rossi, Northrop Grumman Corp <i>Cash Management</i>
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2:30p.m. - 3:00p.m. - Refreshment Break - Sponsored by **Chesapeake System Solutions**

Session 8 3:00p.m. - 4:15p.m.	Closing General Session FDIC's Deposit Insurance Assessment System Diane Ellis, FDIC			
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4:15p.m. - 4:30p.m. - **Closing Remarks, Prize Drawing and Adjourn**

26th Annual EXPO L.A.

Who Should Attend the 26th Annual EXPO L.A.?

CFOs, Treasurers, Controllors, Assistant Treasurers, Assistant Controllors, Cash Managers, Accounting Managers, Treasury Staff, Treasury Consultants, Bank Professionals. The 26th Annual EXPO L.A. will attract a wide audience of treasury executives from seasoned cash managers to financial professionals just starting out. If you are a professional engaged in the corporate treasury or treasury-related functions, or provide these services to the corporate sector, the 26th Annual EXPO L.A. is for you!

Why should you attend the 26th Annual EXPO L.A.?

The 26th Annual EXPO L.A. takes place on a regional stage with a national cast of highly experienced experts. The features four tracks running concurrently over two days for a total of 29 different presentations. You are welcome to attend sessions on numerous topics or focus on a few that particularly interest you. the 26th Annual EXPO L.A. is local and reasonably priced, which means that attending the event will be easy on your budget.

Why is the 26th Annual EXPO L.A. such a good value?

The 26th Annual EXPO L.A. is produced by the members of SCAFP. It is priced to be affordable for its members and the general public, especially compared to attending national conferences that incur additional expenses for travel and hotel accommodations. Five or more employees of the same firm, registering as a group, qualify for the Member Rate.

Registration Information

Registering for the 26th Annual EXPO L.A. is easy and may be done either online at www.scafp.net, by fax, or by mail. And we accept both checks and credit cards. If registering by fax or mail, please use the Registration Form in this brochure (or a photocopy) and submit it as instructed in the form.

To qualify for the regular registration fee you must practice cash/treasury/financial management for an organization, or you must be an attendee from a sponsoring company.

Non-sponsoring vendors are attendees from a company that sells or manages products or services to the financial/treasury management field that is not a sponsor of the 26th Annual EXPO L.A.

Conference registration includes admission to all educational sessions, table-top displays, coffee breaks, continental breakfasts, luncheons, opening reception and all handout materials. An official badge is required for all of these events.

Payment Confirmation

Attendees will receive an e-mail confirmation of registration from SCAFP headquarters and will pick up badges and program materials at the registration desk the day of the conference.

Registrations will only be processed when accompanied by a check or credit card number.

Send payment and registration form to:

SCAFP/26th Annual EXPO L.A.
210 N. Glenoaks Blvd., Suite C
Burbank, CA 91502
Phone (818) 843-5660 Fax: (818) 843-7423

...or register online at www.scafp.net

Registration Cancellation Policy

Notification of cancellation must be submitted in writing. Cancellations received by April 9, 2007 will be subject to a \$75 cancellation charge.

No refunds will be given after April 9, 2007

Hotel Accommodations

The Sheraton Pasadena Hotel offers attendees the special rate of \$159.00 plus tax for single/double accommodations. Overnight parking for hotel guests is \$18.00. To reserve a room at the Sheraton Pasadena Hotel please call the hotel directly at (626) 449-4000. Be sure to identify yourself with SCAFP 26th Annual EXPO L.A. to receive the special discounted rate.

The Sheraton Pasadena Hotel is located at 303 East Cordova St. Pasadena, CA 91101

Attire

Attire for the 26th Annual EXPO L.A. is business casual.

Everyone has a different temperature comfort zone, so be prepared with a sweater for cool meeting rooms.

2007 SPONSORS

SPECIAL THANKS TO OUR 2007 SPONSORS:

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Image Scan

Kyriba Corp.

The 26th Annual EXPO L.A. is your one opportunity to reach
the Southern California customer base - all under one roof.

Contacting new prospects, generating leads, introducing your presence to the marketplace,
sharpening your skills and thanking established customers are all reasons why you should consider
sponsorship or advertising opportunities.

Sponsorship and final program advertisements are still be available!

For complete details contact

Shannon Wexler

JPMorgan Chase Bank

(213) 621-8008 • Fax: (213) 621-8120

e-mail: Shannon.Wexler@jpmchase.com

CTP, CCM and AAP Accreditation

The 26th Annual EXPO L.A. offers the opportunity to acquire CTP, CCM and AAP credits to enhance your professional standing.

The 26th Annual EXPO L.A. has been approved for up to 10 CTP/CCM recertification credits by the Association for Financial Professionals.(AFP).

Attention Vendors

The 26th Annual EXPO L.A. delivers more buying potential in this world-class financial center than any other event in the region. Hundreds of leaders in the corporate treasury industry will be in Los Angeles to learn through seminars and workshops, enhance their business operations and talk with the people who offer products and services they already buy and those they want to evaluate.

Sponsorship and final program advertisements may still be available! For complete details contact Amber Brown at SCAFP at 818.843.5660 or at e-mail SCAFP@emaoffice.com.

Leave the Driving to Us!

Save on gas and parking and make your trip to the 26th Annual EXPO L.A. fun, easy, and even more convenient by taking the train. The conference site, the Pasadena Convention Center, is easily accessible by using the Metro Gold Line. The Metro Gold Line is a 13.7-mile light rail line that transports passengers from Pasadena to Union Station in downtown Los Angeles and points in between. Visit ***www.MTA.net*** for a trip planner from your location to the Conference Center. Fares currently range from \$1.25 - \$3.00 per trip

Ground Transportation

Flying to the 26th Annual EXPO L.A.? The Pasadena Convention Center is located 30 minutes from Los Angeles International Airport (LAX) and 20 minutes from Bob Hope Airport (Burbank/Glendale/Pasadena). Shuttle Service is available from either airport and currently ranges from \$20-\$30 one-way. Taxi service ranges from \$45-\$90 from the airports.

ABOUT SOUTHERN CALIFORNIA ASSOCIATION FOR FINANCIAL PROFESSIONALS

The Southern California AFP (SCAFP), founded in 1975 as the Cash Management Association of Southern California, is a not-for-profit professional association. SCAFP's mission is to provide financial professionals with educational and career development opportunities and an interactive forum for the exchange of ideas. SCAFP fulfills its mission through monthly luncheon meetings in downtown Los Angeles, periodic training and educational seminars, and the annual EXPO L.A.

The Association's members are financial professionals who have a base of business in Southern California. Members are employed by businesses, government, and non-profit institutions as practitioners or serve businesses, government, and non-profit institutions as product or service providers. Responsibilities of financial professionals are very diverse, including cash and treasury management, risk management, accounting, financial analysis, and project responsibilities.

SCAFP Officers and Directors 2006-2007

<i>Richard Ercole (East West Bank)</i>	<i>President</i>
<i>Shannon Wexler (JPMorgan Chase)</i>	<i>President-Elect</i>
<i>Lakshmi Kumar, CTP (Merrill Lynch)</i>	<i>Education Chair</i>
<i>Susan Farbenbloom, CTP (SunGard AvantGard)</i>	<i>Communications Chair</i>
<i>Julie Marquez, CTP (Union Bank of California)</i>	<i>Membership Chair</i>
<i>Janine Debban (Bank of America)</i>	<i>Major Events Chair</i>
<i>Tina Cameron (Superior Industries International)</i>	<i>Secretary/Treasurer</i>
<i>Morgyn Taylor, CTP (Fremont General Corporation)</i>	<i>Immediate Past President</i>
<i>Michael R. Hards, CTP (Bank of America)</i>	<i>Director At Large</i>

The 26th Annual EXPO L.A. Team

*Listed below are the individuals who participated
in the planning of the 26th Annual EXPO L.A.*

Chairs:

Janine Debban (Bank of America) Chair
Shannon Wexler (JPMorgan Chase) Sponsorship Chair
Susan Quan Mah (University of Southern California) Program Chair

Team Members:

Tina Cameron (Superior Industries International)
Dick Ercole (East West Bank)
Michael R. Hards, CTP (Bank of America)
Chris Herrera (Bank of the West)
Zoya Lieberman (Informa Research Services, Inc.)
Sharon Miller (First Bank)
Daniel Wong
Janine Nichols, CAE (Executive Management Associates)
Jon Nichols (Executive Management Associates)

26th Annual EXPO L.A. Registration Form

SOUTHERN CALIFORNIA ASSOCIATION FOR FINANCIAL PROFESSIONALS

26th Annual EXPO L.A.

May 10 - 11, 2007

The Pasadena Convention Center

300 East Green Street

Pasadena, CA 91101

(626) 793-2122

PLEASE PRINT OR TYPE. ONE REGISTRATION FORM PER PERSON. PLEASE DUPLICATE THIS FORM FOR ADDITIONAL COPIES.

Name: Last _____ First _____ CTP ☐ CCM ☐ AAP ☐

Company Name _____

Company Address _____

City _____ State _____ Zip _____

Work Phone () _____ Fax () _____

Email Address _____

Special Meal Request _____ Vegetarian Plate _____ Fruit Plate _____

26th Annual EXPO L.A. Fees

Received by 4/19/07

After 4/19/07

Registration Fee (Member)	\$ 325	\$ 350
Registration Fee (Non-member)	\$ 375*	\$ 400*
Registration Fee Non-Sponsoring/Non Member Vendor	\$ 475	\$ 500
Total Amount Due	\$ _____	\$ _____

***Group Rate:** 5 or more employees of the same firm registering as a group, qualify for the Member Rate.

() Check enclosed (Payable to Southern California Association for Financial Professionals) Check # _____

() VISA () MasterCard () AMEX Cardholder Name: _____

Card Number: _____ Exp. Date _____

Billing Address _____ Billing Zip _____

Verification Code _____ This is the 3 digit code on the back of VISA and MC or the 4 digit code on the front of AMEX

Authorized Signature: _____

Faxed applications will not be processed unless paying by credit card;
otherwise your check must accompany this form.

Please make check payable to:

Southern California Association for Financial Professionals (SCAFP)

Mail completed application to: SCAFP

Attn: 26th Annual EXPO L.A.

210 N. Glenoaks Blvd., Ste. C, Burbank, CA 91502

Questions? Call 818.843.5660 Fax: 818.843.7423

OR, Register On-Line at **www.scafp.net**



Tax I.D. # 95-3585298

Schedule at a Glance

Thursday, May 10, 2007

8:00am - 9:00am	Registration/Continental Breakfast
8:45am - 9:00am	Welcoming Remarks
9:00am - 10:00am	General Session 1
10:00am - 10:30am	Break
10:30am - 11:30am	Session 2
11:45am - 1:45pm	Lunch with Libby Evans Wright
1:45pm - 2:45pm	Session 3
2:45pm - 3:15pm	Break
3:15pm - 4:15pm	Session 4
4:15pm - 6:00pm	Opening Reception

Friday, May 11, 2007

8:30am - 9:00am	Registration/Continental Breakfast
9:00am - 10:00am	Session 5
10:00am - 10:30am	Break
10:30am - 11:30am	Session 6
11:30am - 1:30pm	Lunch with Arnold Shapiro
1:30pm - 2:30pm	Session 7
2:30pm - 3:00pm	Break
3:00pm - 4:15pm	General Session
4:15pm - 4:30pm	Closing Remarks and Drawing

Meeting Location:

The Pasadena Convention Center
300 East Green Street
Pasadena, CA 91101
626.793.2122



SCAFP Contact:

Amber Brown
210 N. Glenoaks Blvd., Suite C
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