

The 31st Annual SoCal EXPO

**The Premier
Conference
for
Treasury Professionals**

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Assistant Treasurers

Assistant Controllers

Cash Managers

Accounting Managers

Treasury Staff

Treasury Consultants

Bank Professionals

Dr. S. L. (Sam) Srinivasulu - Chairman, KESDEE was
invited to make a presentation on

"Global Best Practices in Risk Management"

SOUTHERN CALIFORNIA



ASSOCIATION FOR FINANCIAL PROFESSIONALS

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May 10-11, 2012

Crowne Plaza Hotel Anaheim

Educational Session Tracks

Cash Management

& Investments

Global Treasury Management

& Banking

Risk Management

Treasury Technology

The Latest Legislations

& Regulations

Schedule of Events

Thursday, May 10

Session	A Cash Management & Investments	B Global Treasury Mgmt & Banking	C Risk Management	D Treasury Technology	E Additional Treasury Topics
1 9:00am - 10:00am Break	Christopher Thornberg - Beacon Economics "What's Next? An Economic Forecast for the U.S., California and Southern California"				
2 10:30am - 11:30am	State of Play in the Short-Term Fixed Income Markets Stephen Parry J.P. Morgan Asset Mgmt	Impact of Recent Regulatory Changes on Bank Pricing, Services & Trends Zoya Lieberman, CTP & Randy Rosen, CTP Informa Research Services, Inc. Bridget Meyer , The Montauk Group	Establishing a Global Payment Network & Managing Exotic Currencies Ben Kavalec Western Union Business Solutions	Deploying Successful Paperless Environment using Foundation Tools of Project Management Sajal Saraiya , Saraiya Business Consulting & Christy Serrato , ActivIdentity	Project Management for the Treasury Professional Peter Biglin Treasury Management Solutions, Inc.
3 Lunch Presentation 1:45pm - 2:45pm Break	Jim Kaitz - President & CEO of AFP "The View from Washington"				
4 3:15pm - 4:15pm	Receivables Straight Through Processing Jesse Sandoval Union Bank	Payment Types, Post Durbin: A Cross Section of Biller Impacts Bill Kinnelly Online Resources	Functional Currency of Foreign Subsidiaries and the Limitations it can Have on Cash Flow Hedge Programs Helen Kane Hedge Trackers, LLC	Impact of Mobile Technology on Treasury Management Andy Ai PNC Financial Services Group	Treasury Management 2012: The Shifting Sands of Credit, Pricing and Customer Service Richard Richardson Phoenix-Hecht
	Investing Cash and Navigating Risks in Low Yield Environment Paul Reisz & Kevin Kuhner PIMCO	Global Trade Credit: What is New and How and Why are Multinationals Using This Service David McCrary Euler Hermes	Managing Foreign Exchange Exposure in a Volatile Environment Al Manbeian GPS Capital Markets	Driving Paper from the Order-to-Pay Process: How is the Market Evolving William Kniering Bank of America	Global Best Practices in Risk Management Sam Srinivasulu KESDEE, Inc.

Friday, May 11

Session	A Cash Management & Investments	B Global Treasury Mgmt & Banking	C Risk Management	D Treasury Technology	
5 9:00am - 10:00am Break	Changing Times and Implementing Solutions: Best Practices for Updating Investment Policies Steve Perry J.P.Morgan Asset Management	Grappling with the Dodd-Frank Act: Ramifications for Non-Finance Co. Leaders Anita Pramoda & Krupa Srinivas piRsqr, Inc.	Faces of Fraud Part I: Embezzlement & Cyber Crime Greg Litster SAFEChecks	The Pros and Cons of ASP/ SaaS and Installed Treasury Workstations Ann Marie Kelley GTreasury	There's Power (and Savings!) in Numbers! Five or more employees from the same firm that register as a group qualify for the Member Rate! Non-Member Benefit! Non-Members registering at the Non-Member Rate will receive a FREE Membership for the remainder of 2012!
6 10:30am - 11:30am	Stop Managing Cash!! - Transaction to Bank, Cash Management Solution Katherine Poxon & Sean Carlin Garda Cash Logistics	Multinational Corporations: Why it Makes Sense to Have an In-House Bank Shubha Sinha Deloitte & Touche, LLP	Faces of Fraud Part II: Payment Fraud Including Mobile Banking Scams Greg Litster SAFEChecks	ACH? EAP? EIPP? OMG! How to Sift Through the Jargon to Develop a Cohesive e-Payment Policy Jeff Pape & Greg Rettinger U.S. Bank	
Lunch Presentation	Dan Carmody - TreaSolution, Inc. "A Perfect Business Lunch: Discovering Treasury Trends & New Networking Techniques"				
7 1:45pm - 2:45pm Break	TBD TBD	A Practical Guide to Making International Treasury Management Work Karen Austin, Quest Software & Tiffany Makaus, JP Morgan	The Cash Manager's Survival Guide: Are You Equipped for Unprecedented Volatility? Michael Morin Fidelity Investments	Are You Ready for Your Company to Achieve 100% Direct Deposit? Brian Slowik Wright Express Corporation	
8 3:15pm - 4:15pm	Codie Sanchez - State Street Global Advisors "Out of the Mouths of Politicians... What Washington's Words Mean to You and Your Treasury Team"				