CFO MAGAZINE PRESENTS

CFO LEADERSHIP SUMMIT

Emerging Trends for Sustaining a Resilient Company

(formerly CFO Rising)

CONFERENCE & EXPO | MARCH 11-14, 2012 | ORLANDO

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KEYNOTE SPEAKERS INCLUDE:



Adaptive Leadership

Alexander Grashow
CEO
Cambridge Leadership Association



Econovation:
Five Opportunities for America's Next Decade

Steve Faktor
Author, *Econovation*



Future Trends:
Anticipating the Future Business Environment in Today's New Economic Disorder

Eric Noël
SVP, North America
Oxford Analytics

The CFO Leadership Summit explores emerging trends and new business shifts as sustainable growth becomes institutionalized as a requisite strategy and best practice.

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AGENDA

SUNDAY, MARCH 11, 2012

12:30PM - 1:30PM — **Preconference Registration**

1:00PM - 5:30PM — **PRECONFERENCE SESSION: MAXIMIZING CASH FLOW FROM RECEIVABLES**



Pam Krank
President and Founder
Credit Department, Inc.

Find out how to uncover hidden cash through better credit department management in this three-hour workshop led by Pam Krank, president and founder of The Credit Department Inc. Krank will demonstrate how even the smallest companies can benefit from simple, but important process adjustments, including using existing software–such as Microsoft Access and Excel—to produce vendor credit scores, and managing good and bad credit portfolios more efficiently. Krank will use real-world examples to guide participants through several important credit and collection management techniques that are sure to make a difference in your cash cycle. She will also provide participants with a credit department policy template that is a roadmap to improving the credit management results at your company.

5:30PM - 7:00PM — **Welcome Reception**

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www3.cfo.com/leadership-2012

MONDAY, MARCH 12, 2012

7:15AM - 8:15AM — **Registration & Coffee**

8:15AM - 8:30AM — **Opening Remarks**





Julia Homer, EVP & Chief Content Officer, CFO Publishing
Scott Leibs, Editor-in-Chief, *CFO* magazine

8:30AM - 9:30AM — **KEYNOTE ADDRESS: ADAPTIVE LEADERSHIP**



Alexander Grashow
CEO
Cambridge Leadership Association

9:35AM - 10:35AM — **CFO Panel: Resilience & Sustainability New Models + New Rules**
Moderator:
David Katz, New York Bureau Chief, *CFO* magazine
Panelists:
John Williams, SVP, National Director of Sustainable Development, HDR, Inc.; Faculty Member, School of International and Public Affairs; Columbia University
John Lemmex, VP, NAFTA Controlling, Bayer Material Science
Rose Marcario, COO/CFO, Patagonia

10:40AM - 11:00AM — **Refreshment Break**

11:00AM - 12:00PM — **The CFO as Steward of Sustainability**



Jeff Klein
CEO
Conscious Capitalism, Inc

12:00PM - 1:30PM — **Exhibit Hall Grand Opening: Networking Luncheon In Exhibit Hall**

1:30PM - 2:30PM — **Interactive Case Study**



Moderator:
D.J. Nanda, Professor, University of Miami
Panelists: To Be Announced

2:30PM - 3:15PM — **KEYNOTE ADDRESS: RESILIENCE & SUSTAINABILITY ARE AN INSIDE JOB**



JT Kostman
Computational Social Psychologist & Managing Director, DeepMile

3:15PM - 3:45PM — **Networking Refreshment Break**

3:45PM - 5:35PM — **Concurrent Executive-Educational Workshops**
Track One: 3:45PM - 4:45PM
Track Two: 4:45PM - 5:35PM

5:35PM - 7:00PM — **Networking Reception: Exhibit Hall "Wheel of Finance"**

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TUESDAY, MARCH 13, 2012

7:30AM - 8:50AM — **Breakfast Roundtables**
Round One: 7:30AM - 8:15AM
Round Two: 8:15AM - 8:50AM

9:00AM - 9:10AM — **Opening Remarks**
Julia Homer, EVP & Chief Content Officer, CFO Publishing
Scott Leibs, Editor-in-Chief, *CFO* magazine

9:10AM - 9:55AM — **KEYNOTE ADDRESS:**
ECONOVATION: FIVE OPPORTUNITIES FOR AMERICA'S NEXT DECADE

Steve Faktor
Author, *Econovation*

10:00AM - 10:45AM — **Surprising New Metrics of Sustainability**

Moderator:
R. Paul Herman, CEO & Founder, HIP Investor Inc.
Panelists: To be announced

10:45AM - 11:15AM — **Networking Refreshment Break**

11:15AM - 12:00PM — **Resilience: Alternative Models of Raising Equity—Tools for Managing Capital**
Panelists:
Brian Chappa, CEO, Veracity
Rob Malin, Head, Equity Captial Markets, LiquidNet
Jay Finch, CEO, Common Equity

12:00PM - 12:45PM — **KEYNOTE ADDRESS:**
HOW WIDE IS THE WEB?

Ethan Zuckerman
Researcher
Berkman Center for Internet and Society

12:45PM - 1:40PM — **Networking Luncheon**

1:40PM - 3:30PM — **Concurrent Executive Workshops**
Track Three: 1:40PM - 2:40PM
Track Four: 2:40PM - 3:30PM

3:30PM - 4:00PM — **Networking Refreshment Break**

4:00PM - 5:45PM — **Master Classes: Deep dives into the how-to's of performance management and financial excellence**
Topics to be announced

5:45PM - 7:15PM — **Networking Reception: Exhibit Hall "Wheel Of Finance"**

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WEDNESDAY, MARCH 14, 2012

7:30AM - 8:30AM — **Global Business Outlook Breakfast sponsored by American Express**

Kate O'Sullivan, Deputy Editor, *CFO* magazine

8:30AM - 9:20AM — **Coffee And Book Signing**

9:20AM - 9:30AM — **Opening Remarks**
Julia Homer, EVP & Chief Content Officer, CFO Publishing
Scott Leibs, Editor-in-Chief, *CFO* magazine

9:30AM - 10:30AM — **KEYNOTE ADDRESS:**
FUTURE TRENDS—ANTICIPATING THE FUTURE BUSINESS ENVIRONMENT IN TODAY'S NEW ECONOMIC DISORDER

Eric Noël
SVP, North America
Oxford Analytics

10:30AM - 11:20AM — **CFO Panel: Competitive Transformation**
Moderator:
Kate O'Sullivan, Deputy Editor, *CFO* magazine
Panelists:
James Cline, CFO, United Data Technologies, Inc.
Ed White, SVP & CFO, Owens-Illinois, Inc
George Pita, CFO, Stuart Weitzman

11:20AM - 12:10PM — **CFO as Superhero**

Bob Raleigh
CEO
Rockefeller Consulting/Insight Capitalists

12:10PM - 12:30PM — **CLOSING REMARKS**
Julia Homer, EVP & Chief Content Officer, CFO Publishing
Scott Leibs, Editor-in-Chief, *CFO* magazine

12:30PM - 4:30PM — **POSTCONFERENCE SESSION:**
MEASURING THE OPERATIONAL VALUE OF SOFT BENEFITS

Ian Campbell
CEO
Nucleus Consulting

For initiatives to be successful in the long term, they need to deliver operational value. The challenge for financial professions is that measuring the return from soft or indirect benefits can prove difficult. In this session we'll examine different ways to measure the value of an initiative and explore frameworks that can be applied for consistently measuring soft benefits. We'll review the core metrics of ROI, TCO, and NPV, and how these standard metrics can be applied to nontraditional initiatives. The session will then explore the four specific types of benefits and the different approaches that can be used to credibly assess the operational results. Attendees will come away from the session with a measurement framework that can be practically applied to their own organizations.

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