

WELCOME TO CAROLINAS CASH ADVENTURE 2011

The North Carolina Treasury Management Association (NCTMA) and the South Carolina Association for Financial Professionals (SCAFP) are pleased to have you at the 27th Annual Treasury Management conference at Kingston Plantation in Myrtle Beach, SC.

registration was required (check box selected during conference registration).

CPE, CTP AND CCM CREDITS
SCAFP and NCTMA are 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



Certified Treasury Professional®



The conference is approved for up to 17.2 CTP/CCM recertification credits by the Association for Financial Professionals. The conference is also approved for up to 17.2 CPE credits. Please see the confirmation of attendance form included in the conference materials.

The NCTMA and the SCAFP provide an active, open exchange of concepts and techniques related to treasury/cash management. They are statewide, non-profit organizations whose members are treasury professionals from banks, corporations, and other organizations with treasury/cash management needs or services. Solicitation of any kind or the distribution of any company promotional items is strictly prohibited during conference sessions and functions.

The conference has concurrent sessions that will be held on current events geared to Basic, Intermediate, or Advanced level topics as indicated next to the session title. All sessions are open to all attendees, and sessions have no prerequisites required for participation. The session format is group sessions, and no advanced preparation is necessary.

A CTP exam preparation course track will be offered, covering topics geared to assist in passing the AFP's semi-annual test, but pre-

CASH ADVENTURE 2011 CONFERENCE SCHEDULE

Sunday	May 15, 2011		
5:00 - 7:00 p.m.	REGISTRATION/RECEPTION	CURRENT EVENTS Track I	CURRENT EVENTS Track II
Monday	May 16, 2011		
7:30 - 8:00 a.m.	Registration		
8:00 - 9:00 a.m.	Session #1 – Conference Opening		
Stressed for Success in Times of Economic Distress (B) Greg Blake, PepWorks International			
9:00 - 9:15 a.m.	BREAK/Room Set-up		
9:15 - 10:15 a.m.	Session #2	Treasury Management Pricing 2011: Dealing with the Bank Relationship (B) Richard Richardson – Phoenix Hecht	1099 Reporting and How Cards Can Help (I) Paula D. Porpilia - TIN Compliance Consultants
		This session will deal with the many new developments which have taken place within the banking industry during the past few years and the dynamic effects these changes had had on prices which corporations pay for cash and treasury management services. This includes trends, perceptions and the reality observed by corporations and the need for corporations to be aware of the changes taking place, especially within the last 18 months which now requires ongoing vigilance. Corporations are being faced with escalating prices in certain areas, fewer choices, less leverage, less control and more sensitivity within their banking relationship. With an uncertain future, now is the time to focus on bank pricing, your banking relationships and the search for quality providers.	In the past year there have been many developments, both legislative and regulatory, changing the IRS rules for reporting and withholding on procurement transactions. Changes for 2011 affect both cardholders and check writers, as well as acquirers. This session will take a broad look at both the latest Form 1099-MISC changes applicable to payors (particularly the differences between the rules for card vs. check transactions, and possible changes for 2012), and a look at the new rules for the acquiring community filing Forms 1099-K.
10:15 - 10:30 a.m.	BREAK/Room Set-up		

Please refer to www.carolinascashadventure.com for additional information.

Wednesday May 18, 2011

8:30 - 9:50 a.m.	Session #11
Annual Technology Update - What's Now and What's Next - Part 1 (I) Rob Hickson – BluePointe, LLC	

Learn about the latest trends in the quickly changing field of technology. Rob presents his topic using high energy and entertainment to hold your attention, and encourages interaction and questions throughout

9:50 - 10:00 a.m.	BREAK
10:00 - 11:00 a.m.	Session #12

Annual Technology Update - What's Now and What's Next - Part 2

CTP EXAM PREP COURSE

Instructor	DJ Masson, AFP Education Team, Professor at Indiana University 3rd Edition of the Essentials of Treasury Management
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Sunday, May 15

2:00 - 4:00 p.m.	Chapter 1: The Role and Organization of Treasury Management Chapter 2: Financial Regulatory Environment Chapter 3: Managing Relationships with Service Providers
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Monday, May 16

7:30 - 9:15 a.m.	Chapter 4: Financial Accounting and Reporting Chapter 5: Financial Planning and Analysis
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9:15 - 9:30 a.m.	BREAK
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9:30 - 11:30 a.m.	Chapter 6: Introduction to Working Capital Management Chapter 7: Working Capital Tools
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11:30 - 1:30 p.m.	Luncheon & Keynote Address
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1:30 - 2:15 p.m.	Practice Test #1: Chapters 1-7
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2:15 - 2:30 p.m.	BREAK
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2:30 - 4:15 p.m.	Chapter 8: Cash Management and Forecasting Chapter 9: Financial Risk Management
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Tuesday, May 17

7:45 - 10:15 a.m.	Chapter 10: Payment Systems, Collections & Disbursements Chapter 11: Money Markets, S-T Investing and Borrowing
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10:15 - 10:30 a.m.	Break
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10:30 - 11:30 a.m.	Chapter 12: Capital Markets
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11:30 - 12:30 p.m.	Lunch/Regional Meetings
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12:30 - 2:15 p.m.	Chapter 13: Financial Decisions and Management Chapter 14: Capital Structure and Dividend Policy
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2:15 - 2:30 p.m.	Break
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2:30 - 4:45 p.m.	Chapter 15: Operational and Enterprise Risk Management Practice Test #2: Chapters 8-14
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Wednesday, May 18

8:00 - 9:45 a.m.	Chapter 16: Treasury Policies and Procedures Chapter 17: Information Technology in Treasury
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9:45 - 10:00 a.m.	Break
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10:00 - 11:45 a.m.	Practice Test #3: Chapters 15-17 Review of Calculations, Study Planning & Test Taking Tips
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10:30 - 11:30 a.m.		Session #3	
Current Trends in Insourcing and Outsourcing (I) Mike Alfonsi - Analytic Results		Locking in Your Payments - Using Electronic Lockbox Services (B) Karen Bittner – BB&T	
This session will cover the recent trends in companies insourcing and outsourcing different services, why they are doing it, and the benefits that can be gained from both. This session will also look at the downside of both.		Did you know that you can consolidate consumer payments into a single data and dollar stream which can save your company time and money? You already know that more and more consumers are paying their bills on-line. Usage is increasing with free on-line banking services and higher consumer acceptance for internet payments.	
11:30 - 1:15 p.m.		Luncheon and Keynote Address	
		Chairman, President, & CEO of Krispy Kreme Doughnuts, Inc. Jim Morgan	
		Jim Morgan will be our luncheon keynote speaker. He will be speaking on the topic of "Servant Leadership and Business Ethics." Come hear about the Krispy Kreme Doughnut story and how the company has employed this topic in its operations.	
1:30 - 2:30 p.m.		Session #4	
Is IFRS in Our Future? (A) Wendy Hambleton - BDO		A Strategic Approach to Cash Management & Expense Control (B) Taylor Vaughn - First Tennessee Bank; Rick White - Expense Reduction Analysts	
This session will provide a overview of where the US is heading in regards to international financial reporting standards. Included will be a discussion of the convergence standards and the process the FASB and IASB are going through to issue them. This session will also cover the current status of the SEC's work plan and expected next steps by the SEC.		In this session we will discuss: • Efficient cash and expense management for accounts payables • Financial management tools • Perspectives on corporate spending in the U.S. • Common perceptions and misconceptions about procurement • Opportunities and strategies for savings • What to do next	
2:30 - 2:45 a.m.		BREAK/ Room Set-up	
2:45 - 3:45 p.m.		Session #5	
Treasury's Strategic Role in Expanding Globally in Today's Economy (I) Philip Kotev - Bank of America		Trends in ACH (B) Alicia Treadway - SunTrust Bank & Gary Nesbitt - EastPay	
The past year or so has been the perfect opportunity to establish the ongoing strategic role of treasury – particularly when expanding into new global markets. There are undoubtedly thousands of corporations around the world that are still in existence today because their treasuries managed to keep the cash lifeblood pumping during the most acute liquidity crisis in living memory. The advantage is that boardrooms and senior management will be well aware of this achievement. This represents an exceptional opportunity to continue instilling best financial practice in numerous areas, including overseas expansion. Join Bank of America Merrill Lynch experts to discuss: • How MNCs will now play the expansion game with additional caution, deliberateness and risk focus. • What new criteria MNCs will use and how will this impact liquidity management. • How we will see a new generation of pro-active global liquidity management rather than the more passive liquidity management of the last 15-20 years. • How Treasury now has the perfect opportunity to become a strategic global partner. • What Treasury will need from their banks.		Electronic payments are constantly growing and evolving. In this session, learn how ACH fits into overall payment industry trends and hear about some of the latest ACH applications. We will walk through some of the recent ACH Rules changes and how they may affect your organization. And finally, keep your transactions secure with key fraud prevention best practices.	
Tuesday May 17, 2011			
8:00 - 9:00 a.m.		Session #6	
Inside Washington – AFP's Government Relations, Legislative, Regulatory & 2010 Election Update (B) Brian Kalish - AFP			
Now that Congress and the President have redesigned our nation's financial regulatory system, the impacts within treasury and finance are far and wide. AFP's Director of Finance Practice will discuss the landmark legislation that recently passed through Congress, the impacts of that legislation and the regulation that is sure to occur as a result. He will also discuss the 2010 elections and evaluate how this shift in Washington will impact our industry.			
9:00 - 9:15 a.m.		BREAK/Room Set-up	

9:15 - 10:15 a.m.		Session #7	
Personal Branding. . .Standing Out in a Crowded Corporate Market Place (B) Walter Bridgeman - RBC Bank		Cash Flow Forecasting Versus Predictive Modeling (A) Craig S. (Sandy) Saxer - PNC Bank	
People do not think as themselves as a Brand. They think in terms of good, bad, hard worker, etc. We will discuss personal branding as a professional tool and as an intellectual exercise.		Interest in cash forecasting has increased greatly, both because of the present environment and a significant push by third party workstation vendors. This session will explore the drivers behind this current hot topic. Realistic forecasting goals and methodologies are reviewed, and alternatives suited to particular industry traits discussed. The session will describe a working approach to forecasting that is flexible and can be varied based on the assumptions employed.	
10:15 - 10:30 a.m.		BREAK/Room Set-up	
10:30 - 11:30 a.m.		Session #8	
Off the Clock: After-hours Ethics and Acts Discreditable to Your Profession (B) Dr. Karen Maguire - Coastal Carolina University		Corporate Foreign Exchange: Beyond chasing a good rate – tools to establish an effective international payments program. (I) Victor Hinojosa - Western Union	
This presentation focuses on the ethical standards of various certifications and how these apply to our everyday behavior. Acts discreditable to these professions are addressed in the context of after-hours behavior. Prevention programs and punishment for violations are also discussed.		Many organizations consider international payments an unavoidable part of doing business – from repatriating profits to paying foreign suppliers and everything in-between. For many companies, securing a favorable exchange rate is the extent of their international payments planning. However, a thoughtful examination of why your organization engages in foreign exchange can help you to: • Understand your payment needs as a whole • Identify opportunities to align payments to strategy • Balance risk vs. liquidity • Achieve cost certainty • Champion your own international payments program Join Victor Hinojosa CTP, Director – Corporate Payments Strategy for Western Union Business Solutions as he examines several common scenarios where organizations have international payments. For each example, he will outline multiple strategies for managing those payments. Through analysis of these scenarios you will learn how to identify your needs, and establish your own payments program.	
11:30 - 12:30 p.m.		Lunch/Regional Meetings	
12:45 - 2:00 a.m.		Session #9	
		Economic Update (B) Tim Quinlan – Wells Fargo	
		It has been nearly two years since the recession ended and real GDP is now above the pre-recession peak, meaning the U.S. economy has moved from recovery to expansion. But it may not feel like happy times to many Americans with the unemployment rate still elevated, the housing market still foundering and a looming budget crisis in Washington. In this session, Wells Fargo economist Tim Quinlan discusses the prospects for the U.S. economy considering the various headwinds confronting growth in the years ahead.	
2:00 - 2:15 p.m.		BREAK/Room Set-up	
2:15 - 3:15 p.m.		Session #10	
		Trends in Current Fraud Environment (B) Mike Timoney - Bank of America	
		Financial fraud events are pervasive and continue to appear in daily news coverage; these events can have significant negative financial impact to both banks and their clients. This session will focus on emerging fraud trends and threats facing the Treasury client. Hear about the expected top Fraud trends for 2011 and how they continue to evolve; understand how they are become successful, get insight on how to recognize and thwart fraud attempts, and identify ways to protect your businesses from these types of events.	
6:00 - 7:00 p.m.		Networking Reception	
		TUESDAY NIGHT EVENT	
		"Ahoy there, Mates!"	
		Forget your troubles, and sail away with us to Carolina Cash Island!	
7:00 - 10:00 p.m.		Join us for a Tropical Gala of fun, food, & games – You may even stumble upon a Treasure!	
		Tuesday Evening Event located at the Palladium	
		6pm-8pm: Networking & Dinner	
		8pm-10pm: Socializing, Games & Prizes	