

The 31st Annual SoCal EXPO

The Premier
Conference
for
Treasury Professionals

CFOs

Treasurers

Controllers

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

Friday, May 11

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