

CFO MAGAZINE PRESENTS

# CFO LEADERSHIP SUMMIT

Emerging Trends for Sustaining a Resilient Company  
(formerly CFO Rising)

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



**SAVE \$500: REGISTER BY FEB. 10, 2012**

Use discount code M1DISC when registering: [www3.cfo.com/leadership-2012](http://www3.cfo.com/leadership-2012)

## 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

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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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### 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, NAFTACcontrolling, 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"

SPONSORS:



## 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 Capital 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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