

*Southern California
Association for Financial Professionals*

28th Annual EXPO L.A.

May 7-8, 2009

The Hyatt Long Beach

200 South Pine Avenue, Long Beach, CA 90082, (562) 491-1234



Our 2009 Platinum Sponsor

Union Bank of California

2009 Gold Sponsors

CitiBank

Deutsche Bank

2009 Silver Sponsors

Bank of America

California Bank & Trust

JPMorgan Chase Bank

2009 Bronze Sponsors

Chesapeake System Solutions

Federated Investors

Morgan Stanley

SWIFT

The Weiland Financial Group

Wells Fargo

28th Annual EXPO L.A. Keynote Speakers

Holly Fujie



Thursday, May 7 Luncheon

Mentoring: *The Five Minute Miracle*

President of the State Bar of California and a Shareholder in Buchalter Nemer Insurance Industry and Litigation Practice Groups in Los Angeles where she focuses her practice on complex litigation, with an emphasis on insurance and surety industry related litigation.

Ms. Fujie is a frequent speaker on issues of insurance coverage and diversity in the legal profession. She has been involved in organizations devoted to diversity issues throughout her career. She was a member of the Editorial Board of Title IX, a publication of the ABA Committee on Diversity in the Profession, is a member of the Los Angeles County Bar Association Committee on Diversity in the Profession, and spoke at the 2003 California Minority Attorneys Conference in San Diego, among many public appearances.

Ms. Fujie was sworn in as the 84th President of the State Bar of California by Chief Justice Ronald George on September 27, 2008. Prior to being elected President of the State Bar, Ms. Fujie served for two years as a Governor of the State Bar representing Los Angeles County and one year as Vice President of the State Bar. She also serves on the Board of Governors of the Women Lawyers Association of Los Angeles, sits on the Boards of Directors of Bet Tzedek, a legal services corporation, the Federal Bar Association, The California Bar Foundation, the Boalt Hall Alumni Association, and serves on the Advisory Board of the Asian Pacific American Bar Association of Los Angeles.

Ms. Fujie served as Deputy General Counsel to the Los Angeles Police Commission's Rampart Independent Review Panel. She has served as a Judge Pro Tem to the Los Angeles Superior Court and has spoken on a number of panels on various law and judicial related topics. Since 1992, Ms. Fujie has advised the White House and California's U.S. Senators on federal judicial appointments. She has served for a three year term as an Attorney Representative to the Ninth Circuit Judicial Conference on the nomination of the judges of the Central District of California.

Ms. Fujie received her A.B. degree from the University of California at Berkeley in 1975 with a double major in Political Science (Highest Honors) and Economics (Honors), and great distinction in general scholarship, and her J.D. in 1978 from the University of California, Berkeley School of Law (Boalt Hall), where she served as Articles Editor of the California Law Review.

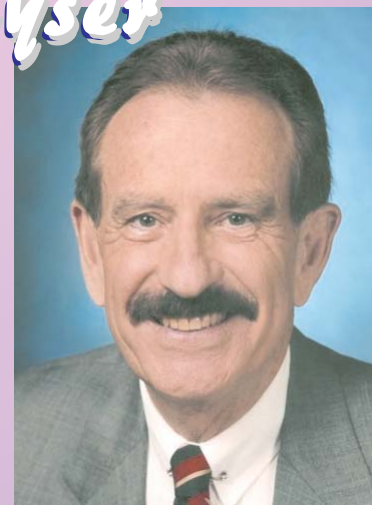
Friday, May 8 Luncheon LAEDC's Economic Review

Jack Kyser is the Founding Economist of the Kyser Center for Economic Research of the Los Angeles Economic Development Corporation. Called the "guru of the Los Angeles economy" by the Los Angeles Business Journal, Mr. Kyser is responsible for interpreting and forecasting economic trends in the Los Angeles region (Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura counties), and for analyzing the major industries of the region. Utilizing this information, he helps develop job retention and creation strategies for Los Angeles County. Mr. Kyser's advice is frequently sought by business, government and the media.

The Los Angeles County Economic Development Corporation (LAEDC) is a private, not for profit membership organization whose mission is leadership in the retention and creation of jobs and economic base in the Los Angeles area. Mr. Kyser's analytical research work and insightful knowledge of the regional economy has helped to elevate the LAEDC to recognition as the pre-eminent source of economic information and forecasts on Southern California. In late 2007, the LAEDC named its research function "the Kyser Center for Economic Research."

Prior to joining the LAEDC, Mr. Kyser was chief economist for the Los Angeles Area Chamber of Commerce. He has also worked for Security Pacific National Bank, First Interstate Bank, and the Union

Jack Kyser



Pacific Railroad in Omaha, Nebraska, where he was transportation economist. He also taught economics at the University of Nebraska – Omaha, and served as a business reporter and commentator for radio station KVNO, also in Omaha.

A native of California, Mr. Kyser was born in Huntington Park. He resides in Downey where he graduated from Downey (Union) High School. He holds a Bachelor of Science Degree in Industrial Design and an MBA from the University of Southern California. He has also pursued additional course work at UCLA.

Mr. Kyser serves on the economics advisors panel for the California Chamber of Commerce. He is also a past president of the Los Angeles chapter of the National Association for Business Economics; a member of Lambda Alpha – a land economics fraternity; and on the board of directors for the Building Owners & Managers Association of Greater Los

Conference Program - 28th Annual EXPO L.A.

Day 1 - Thursday, May 7

8:00a.m. - 9:00a.m. - Registration, Continental Breakfast and Welcoming Remarks (8:45-9:00) - Sponsored by *JP Morgan*

	A	B	C	D
Session 1 9:00a.m. - 10:00a.m.	Opening General Session Management of Public Funds: Taking it to the Next Level <i>Harold Nachtrieb</i> <i>City of Los Angeles</i>			

10:00a.m. - 10:30a.m. - Refreshment Break

Session 2 10:30a.m. - 11:30a.m.	Create Treasury Workflows That Can Save Organizational Resources Sally Hart SunGard	Fair Value Accounting and FASB 157 Brian Wilterink White, Nelson & Co., LLP	Evaluating Risks in Money Market Fund Investments Sara Flour DB Advisors	Case Study: Adoption of a Software as a Service (SaaS) Enterprise Treasury Mgmt. Solution at University of CA Ravi Pande & Rich Powel Treasury Sciences/Univ of CA
---	--	--	---	---

11:45a.m. - 1:45 p.m. - Lunch - Sponsored by *Union Bank of California*
 Keynote Speaker: **Holly Fujie**, Buchalter Nemer Insurance Industry and Litigation Practice Groups, *"Mentoring: The Five Minute Miracle"*

Session 3 1:45p.m. - 2:45p.m.	Your Retirement is Closer Than You Think Bob Leahy	Emerging Smart Technologies Create Bold Opportunities in Today's Market Kathrine Poxon Garda	Money Market Innovation: Cash Management and Mobility: A Bank in the Palm Amy Johnson Wells Fargo/Wachovia	Bank Pricing 2009: Dealing With Uncertainty in a Status Quo Market Richard Richardson Phoenix-Hecht
---	--	---	---	--

2:45p.m. - 3:15p.m. - Refreshment Break Sponsored by *Federated Investments & Chesapeake System Solutions*

Session 4 3:15p.m. - 4:15p.m.	Leasing the Payments Process with an On-Line Payment Christy Pitts The Bank of New York Mellon	"IT" Data Breaches - Mitigation and Responses for Financial Services Companies Thomas Layman GLOBAL Vision Group	Is it Safe to Get Back in the Water? A Review of Markets, Securities & Investment Strategies for Balance Sheet & Operating Asset Pools Christopher Van Alstyne Northern Trust & Celeste Caulfield, KB Homes.	Impact of the Credit Crunch on Capital Markets and Liquidity James Rothschild & Alton Lo JPMorgan Chase Bank
---	---	---	--	---

4:15p.m. - 6:00p.m. - Opening Reception - Co-Sponsored by *California Bank & Trust and SCAFP*

Day 2 - Friday, May 8

8:30a.m. - 9:00a.m. - Registration and Continental Breakfast - Co-Sponsored by *The Weiland Financial Group and Morgan Stanley*

Session 5 9:00a.m. - 10:00a.m.	Benefits of Automation in Your Treasury Department Victor Rivera Kyriba Corp	Cyber Crime and Check Fraud: Liability in a Paperless World Greg Lister SAFEChecks	Transformational Leadership: Leading Teams & Workgroups According to Vision & Values Matthew McNabb Allergan, Inc.	Improving Cash Flow Leads to Debt Reduction Norm Bour Gemini Partners
--	---	---	---	--

10:00a.m. - 10:30a.m. - Refreshment Break Sponsored by *Bank of America*

Session 6 10:30a.m. - 11:30a.m.	B2B Payment Myths & Realities Erin McCune Glenbrook Partners	A 2X4 Approach to Payment Product Risk Assessment John Seddon, Deknatel Seddon & Associates and Art Escobedo, East West Bank	Accidental Duplicate Payments - The Astonishing Weakness That's Losing Millions for Medium to Large Organizations of all Kinds Randy Gehres, CTP Fiscal Technologies, Inc.	
---	---	---	---	--

11:30a.m. - 1:30p.m. - Lunch
 Keynote Speaker: **Jack Kyser**, *Los Angeles County Economic Development Council's "Economic Review & Forecast"*

Session 7 1:30p.m. - 2:30p.m.	eBAM - electronic Bank Account Management Stephen Gehring SWIFT PanAmericas, Inc.	Managing FX Risk as a Business Cost: Three Keys to Success Wolfgang Koester FiREapps	Overcoming the Difficulties of Doing Business Globally Moises Vidal & David Martin Bank of America	Lessons Learned: How the Financial Crisis can Prepare Investors for the Years to Come Brian Perry Chandler Asset Management
---	--	---	---	--

2:30p.m. - 3:00p.m. - Refreshment Break Sponsored by *Swift*

Session 8 3:00p.m. - 4:15p.m.	CLOSING GENERAL SESSION Communication Skills for Financial Professionals in a Multi-Generational Workplace: Strategies Leading the Future Annika Hylmo, Ph.D, Insight Generation			
---	--	--	--	--

4:15p.m. - 4:30p.m. - *Closing Remarks, Prize Drawing and Adjourn*

28th Annual EXPO L.A.

Who Should Attend the 28th Annual EXPO L.A.?

CFO's; Treasurers, Controllers, Assistant Treasurers, Assistant Controllers, Cash Managers, Accounting Managers, Treasury Staff, Treasury Consultants, Bank Professionals. The 28th Annual EXPO L.A. will attract a wide audience of treasury executives from seasoned cash managers to financial professionals just starting out. If you are a professional engaged in corporate treasury or treasury-related functions, or provide these services to the corporate sector, the 28th Annual EXPO L.A. is for you!

Why should you attend the 28th Annual EXPO L.A.?

The 28th Annual EXPO L.A. takes place on a regional stage with a national cast of highly experienced experts. The features four tracks running concurrently over two days for a total of 29 different presentations. You are welcome to attend sessions on numerous topics or focus on a few that particularly interest you. The 28th Annual EXPO L.A. is local and reasonably priced, which means that attending the event will be easy on your budget.

Why is the 28th Annual EXPO L.A. such a good value?

The 28th Annual EXPO L.A. is produced by the members of SCAFP. It is priced to be affordable for its members and the general public, especially compared to attending national conferences that incur additional expenses for travel and hotel accommodations. Five or more employees of the same firm, registering as a group, qualify for the Member Rate.

Registration Information

Registering for the 28th Annual EXPO L.A. is easy and may be done either online at www.scafp.net, by fax, or by mail. And we accept both checks and credit cards. If registering by fax or mail, please use the Registration Form in this brochure (or a photocopy) and submit it as instructed.

To qualify for the regular registration fee you must practice cash/treasury/financial management for an organization, or you must be an attendee from a sponsoring company.

Non-sponsoring vendors are attendees from a company that sells or manages products or services to the financial/treasury management field that is not a sponsor of the 28th Annual EXPO L.A.

Conference registration includes admission to all educational sessions, table-top displays, coffee breaks, continental breakfasts, luncheons, opening reception and all handout materials. An official badge is required for all of these events.

Payment Confirmation

Attendees will receive an e-mail confirmation of registration from SCAFP headquarters and will pick up badges and program materials at the registration desk the day of the conference.

Registrations will only be processed when accompanied by a check or credit card number.

Send payment and registration form to:

SCAFP/28th Annual EXPO L.A.
210 N. Glenoaks Blvd., Suite C
Burbank, CA 91502
Phone (818) 843-5660 Fax: (818) 843-7423

...or register online at www.scafp.net

Registration Cancellation Policy

Notification of cancellation must be submitted in writing. Cancellations received by April 24, 2009 will be subject to a \$75 cancellation charge.

No refunds will be given after April 24, 2009

Hotel Accommodations

The Hyatt Long Beach offers attendees the special rate of \$189.00 plus tax for single/double accommodations. Special Group Rate overnight parking for hotel guests is \$16.00. To reserve a room at the Hyatt Long Beach please call the hotel directly at (562) 491-1234. Be sure to identify yourself with SCAFP 28th Annual EXPO L.A. to receive the special discounted rate.

The Hyatt Long Beach is located at 200 South Pine Avenue, Long Beach, CA 90082 - (562) 491-1234

Hyatt Long Beach Parking Rates

Special Parking Rates have been established for EXPO L.A. Attendees
Self Parking \$8.00 Valet Parking \$10.00

Attire

Attire for the 28th Annual EXPO L.A. is business casual.
Everyone has a different temperature comfort zone, so be prepared with a jacket or sweater for cooler meeting rooms.

2009 SCAFP Sponsors

SPECIAL THANKS TO OUR 2009 SPONSORS:

Platinum

Union Bank of California

Gold

Bank of America
Citibank
Deutsche Bank

Silver

California Bank & Trust
JPMorgan Chase Bank

Bronze

Chesapeake System
Solutions

Federated
Investors

Morgan
Stanley

SWIFT

The Weiland
Financial Group

Wells Fargo
Bank

Additional Sponsor: Treasury Sciences

The 28th Annual EXPO L.A. is your one opportunity to reach the Southern California customer base - all under one roof. Contacting new prospects, generating leads, introducing your presence to the marketplace, sharpening your skills and thanking established customers are all reasons why you should consider sponsorship or advertising opportunities. Sponsorship and final program advertisements are still available! For complete details contact

Amber Brown

Executive Management Associates - SCAFP Office

(818) 843-5660

e-mail: Amber@EMAoffice.com

CTP, CCM and AAP Accreditation

The 28th Annual EXPO L.A. offers the opportunity to acquire CTP, CCM and AAP credits to enhance your professional standing.

The 28th Annual EXPO L.A. has been approved for up to 12 CTP/CCM recertification credits by the Association for Financial Professionals.(AFP).

Attention Vendors

The 28th Annual EXPO L.A. delivers more buying potential in this world-class financial center than any other event in the region. Hundreds of leaders in the corporate treasury industry will be in Long Beach to learn through seminars and workshops, enhance their business operations and talk with the people who offer products and services they already buy and those they want to evaluate.

Sponsorship and final program advertisements may still be available! For complete details contact Amber Brown at SCAFP at 818.843.5660 or at e-mail SCAFP@emaoffice.com.

Getting There!

From 405 South and Los Angeles International Airport (approximately 22 miles): Take the San Diego Freeway (405) South to the Long Beach Freeway (710) South toward Long Beach. At the Freeway split, take the LEFT LANES for Downtown Long Beach/Convention Center. Stay on Shoreline Drive, (DO NOT TAKE Broadway/Civic Center/Pine Avenue exit) follow the signs to: Aquarium/Convention Center/ Pine Avenue. TURN LEFT on Pine Avenue (4th stop light). The hotel is on the corner of Shoreline Drive and Pine Avenue.

From 405 North, John Wayne Airport / Orange County (approximately 24 miles) and Long Beach Airport (approximately 6 miles): Take the San Diego Freeway (405) NORTH to the Long Beach Freeway (710) South toward Long Beach. At the Freeway split, take the LEFT LANES for Downtown Long Beach/Convention Center. Stay on Shoreline Drive, (DO NOT TAKE Broadway/Civic Center/Pine Avenue exit) follow the signs to: Aquarium/Convention Center/ Pine Avenue. TURN LEFT on Pine Avenue (4th stop light). The hotel is on the corner of Shoreline Drive and Pine Avenue.

ABOUT SOUTHERN CALIFORNIA ASSOCIATION FOR FINANCIAL PROFESSIONALS

The Southern California AFP (SCAFP), founded in 1975 as the Cash Management Association of Southern California, is a not-for-profit professional association. SCAFP's mission is to provide financial professionals with educational and career development opportunities and an interactive forum for the exchange of ideas. SCAFP fulfills its mission through monthly luncheon meetings in downtown Los Angeles, periodic training and educational seminars, and the annual EXPO L.A.

The Association's members are financial professionals who have a base of business in Southern California. Members are employed by businesses, government, and non-profit institutions as practitioners or serve businesses, government, and non-profit institutions as product or service providers. Responsibilities of financial professionals are very diverse, including cash and treasury management, risk management, accounting, financial analysis, and project responsibilities.

SCAFP Officers and Directors 2008-2009

Zoya Lieberman, CTP (Informa Research Services)

Shannon Wexler (Bank of America)

Michael Hards, CTP (Bank of America)

Morgyn Taylor, CTP

Sharon Miller, CCM (First Bank & Trust)

Susan Quan Mah (USC)

Susan Farbenbloom, CTP

Dick Ercole

Lynn Shulim, CTP

President

Immediate Past President

Govt. Relations Director At Large

Education Chair

Membership Chair

Major Events Chair

Secretary/Treasurer

Director at Large

Director At Large

The 28th Annual EXPO L.A. Team

Listed below are the individuals who participated in the planning of the 28th Annual EXPO L.A.

Chair: Susan Quan Mah (University of Southern California)

Team Members:

Celeste Caufield, CTP (KB Home) - Session Speakers Co-Chair

Randy Gehres, CTP (Fiscal Technologies, Inc.) - Marketing/Entertainment Co-Chair

Katy Stark, CTP (East West Bank) - Sponsorship Co-Chair

Lorraine Bains, CTP (Wachovia/Wells Fargo Bank)

Meredith Oldorf, CTP (Affinity Bank)

Janine Debban - Advisor

Zoya Lieberman (Informa Research Services, Inc.) - President

Association Support:

Janine Nichols, CAE, Jon Nichols & Amber Brown (Executive Management Associates)

The 28th Annual EXPO L.A. Is Going Green!

Great news! You can now view session presentation materials for EXPO L.A. *BEFORE* you arrive in Long Beach!

In an effort to reduce waste and help the environment, SCAFP will send attendees a link to handouts for EXPO L.A. Sessions. Submitted directly by our speakers, viewing presentations will help you choose—based on more than just title—which sessions to attend. Once you've decided, you can print and carry the handouts and course materials to the conference to follow along in the sessions. Look for the special link in your confirmation email approximately one week before conference.



Please Recycle

28th Annual EXPO L.A. Registration Form

SOUTHERN CALIFORNIA ASSOCIATION FOR FINANCIAL PROFESSIONALS

28th Annual EXPO L.A. May 7-8, 2009

The Hyatt Long Beach
200 South Pine Avenue
Long Beach, CA 90802
(562) 491-1234

PLEASE PRINT OR TYPE. ONE REGISTRATION FORM PER PERSON. PLEASE DUPLICATE THIS FORM FOR ADDITIONAL COPIES.

Name: Last _____ First _____ CTP CCM AAP

Company Name _____

Company Address _____

City _____ State _____ Zip _____

Work Phone () _____ Fax () _____

Email Address _____

Special Meal Request _____ Vegetarian Plate _____ Fruit Plate _____

28th Annual EXPO L.A. Fees

Received by 4/15/09

After 4/15/09

Registration Fee (Member)	\$ 325	\$ 350
Registration Fee (Non-member)	\$ 375*	\$ 400*
Registration Fee Non-Sponsoring/Non Member Vendor	\$ 475	\$ 500
Total Amount Due	\$ _____	\$ _____

***Group Rate:** 5 or more employees of the same firm registering as a group, qualify for the Member Rate.

() Check enclosed (Payable to Southern California Association for Financial Professionals) Check # _____

() VISA () MasterCard () AMEX Cardholder Name: _____

Card Number: _____ Exp. Date _____

Billing Address _____ Billing Zip _____

Verification Code _____ *This is the 3 digit code on the back of VISA and MC or the 4 digit code on the front of AMEX*

Authorized Signature: _____

Faxed applications will not be processed unless paying by credit card;
otherwise your check must accompany this form.

Please make check payable to:
Southern California Association for Financial Professionals (SCAFP)

Mail completed application to: SCAFP
Attn: 28th Annual EXPO L.A.
210 N. Glenoaks Blvd., Ste. C, Burbank, CA 91502
Questions? Call 818.843.5660 Fax: 818.843.7423

OR, Register On-Line at **www.scafp.net**



TAX I.D. # 95-3585298

Schedule at a Glance

Thursday, May 7, 2009

8:00am - 8:45am	Registration/Continental Breakfast
8:45am - 9:00am	Welcoming Remarks
9:00am - 10:00am	General Session 1
10:00am - 10:30am	Break
10:30am - 11:30am	Session 2
11:45am - 1:45pm	Lunch with Holly Fujie
1:45pm - 2:45pm	Session 3
2:45pm - 3:15pm	Break
3:15pm - 4:15pm	Session 4
4:15pm - 6:00pm	Opening Reception

Friday, May 8, 2009

8:30am - 9:00am	Registration/Continental Breakfast
9:00am - 10:00am	Session 5
10:00am - 10:30am	Break
10:30am - 11:30am	Session 6
11:30am - 1:30pm	Lunch with Jack Kyser
1:30pm - 2:30pm	Session 7
2:30pm - 3:00pm	Break
3:00pm - 4:15pm	General Session
4:15pm - 4:30pm	Closing Remarks and Drawing

Meeting Location:
The Hyatt Long Beach
200 Pine Avenue
Long Beach, CA 90802
562.491.1234



SCAFP Contact:
Amber Brown
210 N. Glenoaks Blvd., Suite C
Burbank, CA 91502
Tel: 818.843.5660
Fax: 818.843.7423
www.scafp.net



210 N Glenoaks Blvd, Suite C
Burbank, CA 91502

Return Service Requested

FIRST CLASS
POSTAGE
PAID
PERMIT #8
N. HOLLYWOOD, CA