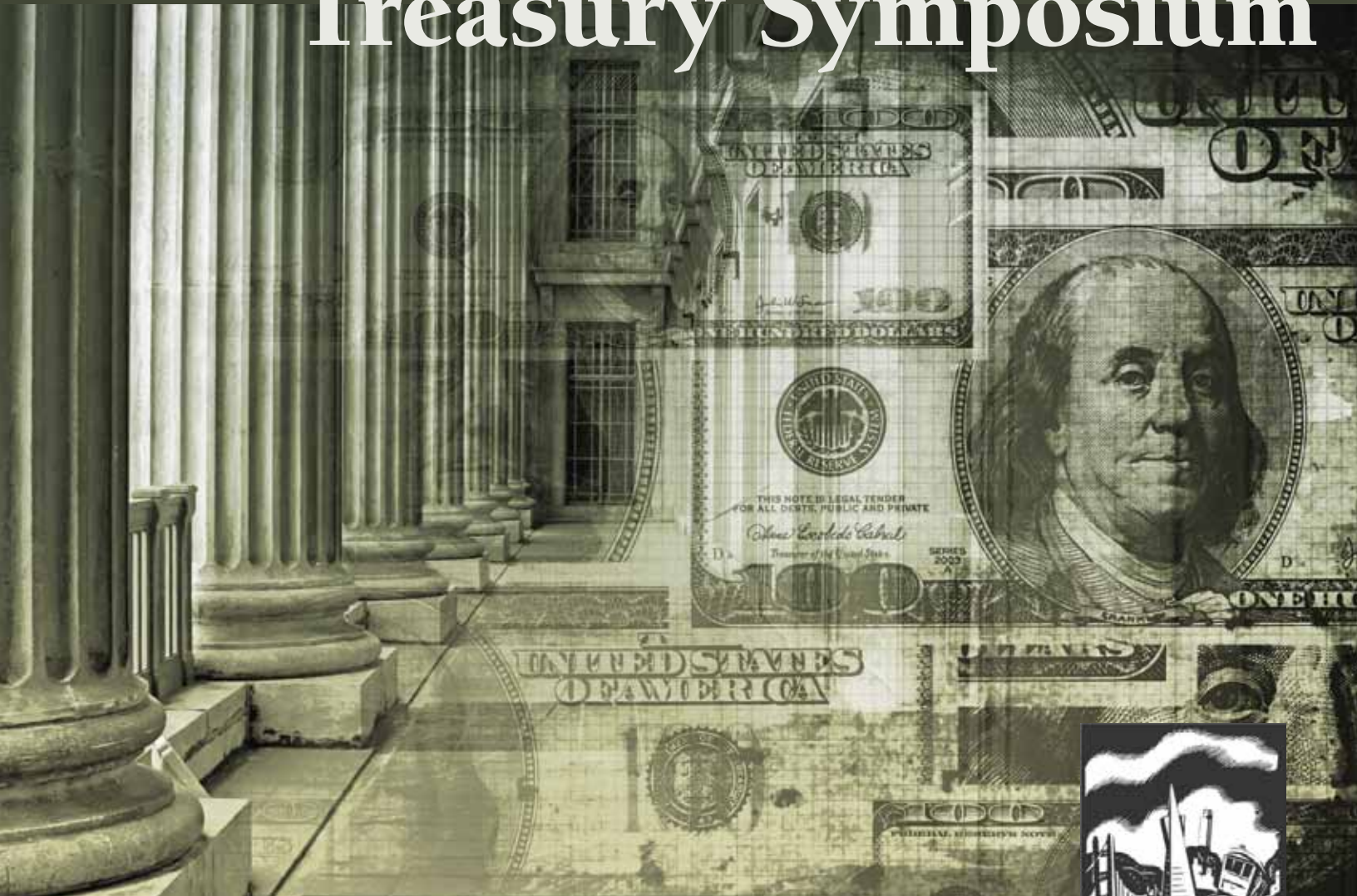


25th Annual San Francisco Treasury Symposium



May 16, 2014

Grand Hyatt San Francisco

345 Stockton Street (off Union Square)

San Francisco, CA, 94108

www.sftreasurysymposium.org

Presented By:

San Francisco Treasury
Management Association

www.sftma.org

Silicon Valley Association
for Financial Professionals

www.svafp.org

25 For 25! 25 Treasurers For Our 25th Anniversary

The 25th Annual San Francisco Treasury Symposium will be held Friday, May 16, 2014, at the Grand Hyatt Hotel in San Francisco.

The 25th anniversary of the San Francisco Treasury Symposium will continue the tradition of offering the most comprehensive educational and networking opportunity in the Bay Area for treasury professionals. As a part of our 25 for 25 initiative, the 2014 Symposium will feature a corporate treasurer as the presenter for each session. You are invited to attend this one day

event to learn from subject matter experts and colleagues, exchange and share ideas, and get peer-tested solutions in a wide range of topics that you can put to use. As an added benefit, you may earn CCM/CTP renewal credits.

Register at www.sftreasurysymposium.org or by using the registration form in this brochure.

MORNING KEYNOTE PRESENTATION:

Megatrends Impacting Treasury—Are You Ready?

Peter Frank, PricewaterhouseCoopers and **Hans Candries**, PricewaterhouseCoopers

The world is changing at a breathtaking pace fueled by several key inescapable trends acting together and resulting in a number of challenges faced by governments and businesses, including treasury organizations in their role to support the business, manage the attendant risks, and enable them to take advantage of the opportunities. This opening keynote address will discuss the global megatrends that are shaping our world today, consider how they will continue to do so over the next decade and beyond, and indicate how these trends impact businesses and what these changes mean to treasury organizations. It will also examine how treasury organizations have evolved over the last decade to better understand how they may adapt in the face of megatrends over the next 10 years and look at impacts on treasury strategy, operations, and supporting technology

to identify actions that proactive Treasurers can take today to manage and benefit from these megatrends in the future.

Peter Frank is Principal of PwC Advisory where he leads the Corporate Treasury Solutions practice. Prior to joining PricewaterhouseCoopers, he spent four years in the treasury function of Chevron Corporation. Peter has an undergraduate degree from the University of Pennsylvania and Master's degrees in Business and Engineering from the University of Michigan.

Hans Candries is Principal of PwC Advisory and leads the Corporate Treasury Solutions practice on the West Coast. Prior to joining PricewaterhouseCoopers, he worked as a Project Manager for one of the leading treasury management system providers where he managed large-scale implementation projects. Hans holds a Master's degree in finance from the Vlerick Management School (Belgium) and has a B.S. degree in economics.

LUNCH KEYNOTE ADDRESS:

New Ideas From Dead CEOs

Todd Buchholz, Economist, TV Commentator and Best-Selling Author

Buchholz brings to life history's greatest CEOs—from Steve Jobs to Ray Kroc to Akio Morita, Estee Lauder to Tom Watson Sr.—and shows how their lives, leadership and lessons can inform and inspire us in today's chaotic marketplace. How did Sam Walton help create the "scissors economy" and go from being the owner of a single dime store to the CEO of Wal-Mart? How did Estee Lauder, a working-class woman from Queens, convince the shoppers at Saks to buy her cosmetics? How did the San Francisco earthquake of 1906 eventually lead to A.P. Giannini's success as America's greatest banker? Buchholz answers these questions and shows today's business managers how to deploy their entrepreneurial secrets to benefit their companies in today's hypercompetitive global economy. Buchholz uses his experience as a White House economist,

Harvard scholar and Wall Street professional to show investors what kinds of CEOs to invest with, what kinds of companies to steer away from and will lay out a forecast for the economy and the financial markets.

Todd Buchholz is a frequent commentator on the state of the markets and brings his experience as a former White House director of economic policy, a managing director of the \$15 billion Tiger hedge fund, and a Harvard economics teacher to the cutting edge of economics, fiscal politics, finance, and business strategy. He is CEO and co-founder of educational software company Sproglit, LLC and was a fellow at Cambridge University in 2009. Before joining Tiger in 1996, Buchholz was President of the G7 Group, Inc., an international consulting firm. He is also a frequent guest on ABC News, PBS and CBS. From 1989 to 1992 he served at the White House as a Director for Economic Policy. Buchholz holds advanced degrees in economics and law from Cambridge and Harvard.



Peter Frank



Hans Candries



Todd Buchholz

SCHEDULE OF EVENTS

7:30 AM - 8:20 AM

REGISTRATION AND CONTINENTAL BREAKFAST

8:20 AM - 9:15 AM

MORNING KEYNOTE PRESENTATION:

Megatrends Impacting Treasury—Are You Ready?

PETER FRANK, PricewaterhouseCoopers and

HANS CANDRIES, PricewaterhouseCoopers

9:35 AM - 10:45 AM

SESSION ONE

- 1A *Balancing Debt And Equity: Creating The Right Capital Structure*
– Catherine Portman, Juniper Networks; Johan Nystedt, Levi Strauss & Co.
- 1B *Decision Points In A Hedge Program – What Does Management Want To Achieve?*
– Stuart White, Plantronics
- 1C *Basel III: Why Do I Care If I'm Not A Bank?*
– Mimi Mengis, Union Bank; David Coultas, Union Bank
- 1D *The Evolution Of Treasury Practices And Future Implications* – Jennifer Ceran, Box, Inc.
- 1E *A Day In The Life of A Treasurer*
– Kevin Leader, Bechtel Group, Inc.; Karen Brochier, Synopsys, Inc.

10:45 AM - 11:10 AM

REFRESHMENT BREAK

11:10 AM - 12:20 PM

SESSION TWO

- 2A *Global Cash Investing: What To Do With All That Cash*
– Theo Castro, KLA-Tencor; Scott Warner, Northern Trust
- 2B *Transforming FX Hedging At Brocade* – Jean Furter, Brocade Communications;
Yun Kong, Brocade Communications
- 2C *Equity Issuance: Strategy And Execution* – Nicholas Bijur, Pacific Gas & Electric Company;
Gavin Wolfe, Bank of America Merrill Lynch
- 2D *How I Stopped Worrying And Learned To Love My Company's International Tax Structure*
– Peter Campagna, Maxim Integrated
- 2E *Accessing The Capital Markets: Strategy And Execution* – Ada Kwan, Spansion, Inc.

12:30 PM - 2:00 PM

LUNCH WITH KEYNOTE SPEAKER TODD BUCHHOLZ

New Ideas From Dead CEOs

2:15 PM - 3:30 PM

SESSION THREE

- 3A *Managing Global Liquidity: Right Place At The Right Time*
– Erik Smolders, Ingram Micro, Inc.; Matthew Fletcher, The Royal Bank of Scotland
- 3B *A Treasurer's Strategy: The Logic And Techniques Behind A Successful Share Buyback Program*
– Bill Bascom, Intuit Inc.
- 3C *The Path To The Treasurer's Role* – Ben Bowler, Matson, Inc.; Cindi Law, Diamond Foods, Inc.;
Ronald Hutton, Bio-Rad Laboratories
- 3D *Cash Flow Forecasting: A Case Study of VMware* – Tina Kobetsky, VMware, Inc.
- 3E *REIT Conversion And Other Transformational Events Impacting Treasury*
– Melanie Mock, Equinix, Inc.

3:30 PM - 3:50 PM

REFRESHMENT BREAK

3:50 PM - 5:00 PM

SESSION FOUR

- 4A *Session to be determined*
- 4B *Centralizing Foreign Exchange And Global Treasury Reorganization:
Pros, Cons And Lessons Learned* – Christian Bauwens, Flextronics International Ltd.;
Randy Durling, Flextronics International Ltd.
- 4C *How To Stockpile Against Wiles And Guiles Of Online Payment Fraudsters*
– Avi Lele, Stockpile, Inc.; Marie Mui, Wells Fargo Bank
- 4D *Implementing Alliance Lite2: A Treasurer's View On Achieving Simplicity And Efficiency*
– Brad Vollmer, Gilead Sciences, Inc.
- 4E *Treasury's Great Leap Forward: Partnering With Your CFO* – Tony Glasby, eBay, Inc.

5:00 PM - 6:00 PM

RECEPTION



2014 Registration Information

San Francisco Treasury Symposium

REGISTER EARLY – REGISTRATIONS LIMITED

1. Please indicate below the sessions you will be attending.
Pre-selection of event sessions is required.
2. A confirmation will not be mailed to you.
3. A \$25.00 fee will be assessed on registration transfers and/or refund requests.
Requests will not be accepted after May 2, 2014.
4. Registration forms will not be processed unless the liability disclaimer is completed.

SYMPOSIUM FEES: Postmarked or online by April 18, 2014

Corporate practitioner: \$325.00
Bank or vendor: \$375.00

Postmarked or online after April 18, 2014 and onsite registration:

Corporate practitioner: \$375.00
Bank or vendor: \$425.00

PAYMENT METHOD: Check: Amount enclosed \$_____ Make Check Payable To: San Francisco Treasury Symposium, Tax identification No. 93-1180090 and mail this registration form along with the check to: San Francisco Treasury Symposium, P. O. Box 2702, San Francisco, CA 94126-2702

Credit Card: Please go to www.sftreasurysymposium.org and follow the links to register online

QUESTIONS: Contact symposium@sftma.org

NEW LOCATION: Grand Hyatt San Francisco, 345 Stockton Street, San Francisco, CA 94108

CONFERENCE REGISTRATION: (Please print)

Last name _____ First name _____
 Title _____ Company _____
 Address (Street, City, State, Zip) _____
 Telephone _____ Email _____

PLEASE CHECK THE SESSIONS THAT YOU WILL BE ATTENDING:

- | | | | | | | |
|---------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| SESSION ONE | 9:35 AM to 10:45 AM | <input type="checkbox"/> 1A | <input type="checkbox"/> 1B | <input type="checkbox"/> 1C | <input type="checkbox"/> 1D | <input type="checkbox"/> 1E |
| SESSION TWO | 11:10 AM to 12:20 PM | <input type="checkbox"/> 2A | <input type="checkbox"/> 2B | <input type="checkbox"/> 2C | <input type="checkbox"/> 2D | <input type="checkbox"/> 2E |
| SESSION THREE | 2:15 PM to 3:30 PM | <input type="checkbox"/> 3A | <input type="checkbox"/> 3B | <input type="checkbox"/> 3C | <input type="checkbox"/> 3D | <input type="checkbox"/> 3E |
| SESSION FOUR | 3:50 PM to 5:00 PM | <input type="checkbox"/> 4A | <input type="checkbox"/> 4B | <input type="checkbox"/> 4C | <input type="checkbox"/> 4D | <input type="checkbox"/> 4E |

LIABILITY DISCLAIMER: I hereby hold harmless the officers, promoters, lessees, and lessors of the Twenty-Fifth San Francisco Treasury Symposium, including San Francisco Treasury Management Association and Silicon Valley Association for Financial Professionals for any loss or injury to myself or others or my property or the property of others which may occur due to my voluntary participation in this event.

Signature X _____ Date _____



2014 San Francisco Treasury Symposium

May 16, 2014, 7:30 a.m. to 6:00 p.m.

Grand Hyatt San Francisco near Union Square
345 Stockton Street, San Francisco, CA 94108

Directions: www.grandsanfrancisco.hyatt.com

Tel: 415-398-1234

25th Annual San Francisco Treasury Symposium



Sponsors For 2014

THE TWENTY-FIFTH SAN FRANCISCO TREASURY SYMPOSIUM would like to thank and give a special recognition to this year's sponsors for their generous support of not only this year's event, *but all 25 Symposiums*:

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25 For 25!

25 Treasurers for our 25th Anniversary

In addition to the treasurers who are leading the sessions, we thank the treasurers on this year's Advisory Board for their help and support.

Debra Crow, Treasurer, Yahoo!

Franco Palomba, Treasurer, Varian Medical

Judy Rodgers, Treasurer, URS Corporation

Earn CTP/CCM recertification credits

Email questions to: Symposium@sftma.org

