

# 27<sup>th</sup> San Francisco Treasury Symposium

**Presented By:**

San Francisco Treasury Management Association [www.sftma.org](http://www.sftma.org)

Silicon Valley Association for Financial Professionals [www.svafp.org](http://www.svafp.org)



**Friday, May 6, 2016 • The Park Central San Francisco**

Registration begins **March 14, 2016** at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)

Register by **April 22** for **Early Bird Discount** (see page 5)

The 27th Annual San Francisco Treasury Symposium will continue the tradition of offering the most comprehensive educational and networking opportunity in the Bay Area for treasury professionals. Building on the success of our prior year's event, we're pleased to offer our attendees top level corporate treasury insights from the world's leading companies. We invite all treasury professionals 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 up to 8 CTP/CCM recertification credits and up to 6.8 FP&A recertification credits from the Association for Financial Professionals.

We're pleased to offer online registrations and an early bird discount at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) before **April 22, 2016**.

**Registration and Speaker Information Follows**

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San Francisco  
Treasury Management  
Association  
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# San Francisco Treasury Symposium

## MORNING KEYNOTE SPEAKER



**Dr. C.K. Bray, MBA, PhD**

*Conflict is not BAD! Learning how to effectively master the skill of handling conflict, communicating effectively and negotiating a win-win is a key*

### *How to Pick a Fight at Work, Always Win and Never Get Fired*

*skill that anyone can and should learn. Treasury and Finance professionals are often at the center of many organization's major business initiatives and this change often can bring about an inevitable conflict or two along the way.*

*In this fast paced, interactive and humorous session Dr. Bray will cover the skills needed to effectively handle these key workplace situations. Conflict, Communication and Negotiation are an inevitable part of the workplace and everyday life of Treasury and Finance professionals.*

Leading the Career Revolution....

**Dr. Bray** has proven to be a trusted and long-term partner who works side by side with clients offering expertise in the areas of Organizational Development, Leadership Development, Management Effectiveness and Employee Development, Engagement and Motivation. Dr. Bray has an MBA, a PhD in Organizational Development from the University of Oklahoma and will be graduating with his second PhD in Industrial/Organizational Psychology in April 2016. Author of *Best Job Ever!* the ultimate guide to creating your dream career and increasing your financial success.

## LUNCH KEYNOTE SPEAKER



**John Chiang,  
California State  
Treasurer**

*Treasurer Chiang will comment on his observations on the CA economy and the importance of Bay Area corporates in shaping the economic future of the State. If you wonder how the current interest rate environment impacts Treasury decisions or what is in store*

### *The State of Treasury Management in 2016: Strategy, Tactics (and Everything In Between)*

*for 2016 and beyond, Treasurer Chiang will share his thoughts. In addition, he'll offer advice to fellow treasurers including how he manages strategic and tactical challenges, addresses multiple stakeholders with different (and sometimes competing) objectives and revisit lessons learned from prioritizing a "mission critical" portfolio in a challenging environment.*

**John Chiang** was elected on November 4, 2014, as California's 33<sup>rd</sup> State Treasurer. As the State's banker, he oversees a bank that processes trillions of dollars in transactions every year. One of his top priorities is to conduct the State's business in the most transparent manner possible.

Treasurer Chiang sells California's bonds, invests the State's money

and manages its cash. In addition, he manages financing authorities that help provide good-paying jobs, better schools, improved transportation, quality health care, more affordable housing and a cleaner environment. He handles those duties while sitting on the governing boards of the nation's two largest public pension funds—the California Public Employees' Retirement System (CalPERS) and the California State Teachers' Retirement System (CalSTRS).

Prior to being elected Treasurer, Chiang served from 2007 through 2014 as State Controller, during which time he took steps during the Great Recession to preserve cash to meet obligations to education and bond holders and ensured the fiscal solvency of the State's pension plans.

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## SESSION SCHEDULE

**7:30 AM–8:20 AM REGISTRATION AND CONTINENTAL BREAKFAST**

**8:20 AM–9:20 AM MORNING KEYNOTE: (Details On Page 2)**

***How to Pick a Fight at Work, Win and Never Get Fired—Dr. C.K. Bray***

**REFRESHMENTS PROVIDED BETWEEN SESSIONS**

**9:40 AM–10:40 AM SESSION ONE**

- 1A *An Ounce of Prevention; Keeping the Activist Shareholders Away*—Andy Kim, Assistant Treasurer, Juniper Networks, Ryan Miyasato, Investor Relations Director, Juniper Networks
- 1B *Overcoming the Challenges of Building out the Treasury Function in High-growth Companies*—Jenny Ceran, Chief Financial Officer, Quotient Inc.; John Christensen, Vice President Treasury, LendingClub
- 1C *The Quest for Smarter (and Faster) Payments*—Steven Bernstein, US and Global ACH Business Development Manager, JPMorgan; Mike Magness, Risk Operations Manager, Payroll and Merchant Payments Group, Intuit Inc.
- 1D *The New World of Cash*—Will Goldthwait, Vice President, State Street Global Advisors; Aaron Hu, Treasury Manager, Twitter Inc.; Erelyn Beltran, International Treasury and Risk Manager, SRI International
- 1E *Managing Global Treasury Operations Tax Efficiently after the OECD's Base Erosion Profit Shifting (BEPS) Guidance*—Melissa Cameron, Principal Deloitte Advisory, Global Treasury & Commodity Advisory Services, Deloitte & Touche LLP; Thomas Driscoll, Partner US International Tax & Transfer Pricing, Deloitte Tax LLP; Jay Das, Senior Manager, Global Transfer Pricing, Deloitte Tax LLP

**10:55 AM–11:55 AM SESSION TWO**

- 2A *Why Banking-As-A-Service?*—Millicent Calinog, Senior Vice President, TM Product Manager, Banking-as-a-Service, Wells Fargo Bank; Brian Wey, Product Manager, Airbnb, Inc.
- 2B *Implementing a Hedging Program, Going Zen*—Nichole Krause, Treasurer, Zendesk, Inc.
- 2C *The Fight Against Credit Card Fraud: To EMV and Beyond!*—Matt Davies, Assistant Vice President, Federal Reserve Bank of Dallas
- 2D *The Evolution of an Investment Strategy*—Julia Sadler, Vice President, Goldman Sachs Asset Management; Sean Yopez, Senior Analyst, Global Treasury, Tesla Motors

**12:10 PM–1:40 PM LUNCH KEYNOTE (Details On Page 2)**

***The State of Treasury Management in 2016: Strategy, Tactics (and Everything in Between)—John Chiang, California State Treasurer***

**1:55 PM–2:50 PM SESSION THREE**

- 3A *Monetizing Your Receivables; An Essential Guide to Factoring and Securitization*—Sandra Tullis, Senior Manager, Global Treasury Advisory, EY
- 3B *How Much Cash Do You Need—Optimal Liquidity For Any Organization*—Chris Ginieccki, Vice President, McKesson Corporation
- 3C *First Transform, Now Optimize*—Scott Damassa, Director, Citibank; Jayna Bundy, Director, Treasury & Investment Operations, Microsoft Corporation
- 3D *Cash Rich: Are You Prepared to Handle the Risks?*—Serge Boccassini, Senior Vice President, Head of Global Institutional Product Management & Marketing, Northern Trust Asset Management; Nancy Mar, Treasurer, Pure Storage Inc.

**3:10 PM–4:00 PM SESSION FOUR**

- 4A *How To Manage A Successful Bond Issuance*—Thomas Bostrom, Senior Director, Global Treasury, Visa Inc.
- 4B *Developing a Global Risk Management Policy*—Sunita Parasuraman, Director Treasury, Facebook, Inc.
- 4C *Reengineering a North American Receivables and Cash Application Process*—Andy Ai, Vice President, Treasury Solutions Group, PNC Bank; Kelly Murphy, Senior Director, Client Financial Controls, RR Donnelley
- 4D *The Real Work Begins After Yes*—Fadi Boutros, Service and Fulfilment Executive, Bank of America Merrill Lynch

**4:15 PM– 5:10 PM SESSION FIVE**

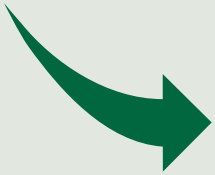
- 5A *The Evolution of Treasury at Google: Becoming a Strategic Business Partner*—Ronni Horrillo, Assistant Treasurer, Google
- 5B *Avoiding a False Sense of Security Around Cyber-Security: Threats Continue to Grow*—Ken Palla, Director, Digital Channels, MUFG Union Bank, N.A.; Russ Ellsworth, Director, Core Payables, MUFG Union Bank, N.A.; Brent Rieth, Senior Vice President and Team Leader, Aon Risk Solutions
- 5C *Treasury's Role in Global Growth*—Leslie Alter, Assistant Treasurer, International Treasury, Gap Inc.; Lennert Nordstrom, Senior Manager, International Treasury, Gap Inc.
- 5D *Evaluating Your Asset Manager*—Greg Whipple, Corporate Treasury Solutions Specialist, Clearwater Analytics; Shubha Sinha, Senior Treasury Manager, Lam Research Corporation; Alexandra Iarova, Head of Treasury Operations, Atlassian; Sonia Shah, Senior Treasury Manager, LinkedIn Corporation

**5:10 PM –7:00 PM RECEPTION**

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Register at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)

San Francisco Treasury Symposium registrations will be accepted online at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) beginning on Monday, March 14th.



## REGISTER EARLY—SPACE IS LIMITED

Postmarked or Online by April 22, 2016: \$400  
After April 22, 2016 and onsite registration: \$475

## 2016 Symposium Sponsors

The 27<sup>th</sup> San Francisco Treasury Symposium would like to thank and give a special recognition to this year's sponsors for their generous support of our event. Many have been with us since the beginning and we are also pleased to welcome our new sponsors.

**Bank of America Merrill Lynch**

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**Clearwater Analytics**

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**MUFG Union Bank, N.A.**

**Northern Trust Asset Management**

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**State Street Global Advisors**

**Wells Fargo Bank**

## Accreditation

Approved for up to 8 CTP/CCM recertification credits by the Association for Financial Professionals. Approved for up to 6.8 FP&A credits by the Association for Financial Professionals.

Contact us with questions at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)





# San Francisco Treasury Symposium

## 2016 REGISTRATION INFORMATION

- San Francisco Treasury Symposium registrations will be accepted online at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) **beginning on Monday, March 14.**
- Use this form to register and pay by mail. Please indicate below the sessions you will be attending. Pre-selection of event sessions is required.
- A confirmation **will not** be mailed to you.
- Transfers and/or refund requests allowed until April 29, 2016.
- Registration forms will not be processed unless the liability disclaimer is completed.

**Register online**  
**March 14<sup>th</sup> to April 22<sup>nd</sup>**  
**for your**  
**Early Bird discount**  
[www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)

**PLEASE CHECK THE SESSIONS (view on page 3) THAT YOU WILL BE ATTENDING:**

SESSION ONE	<b>9:40 AM to 10:40 AM</b>	<input type="checkbox"/> IA	<input type="checkbox"/> IB	<input type="checkbox"/> IC	<input type="checkbox"/> ID	<input type="checkbox"/> IE
SESSION TWO	<b>10:55 AM to 11:55 AM</b>	<input type="checkbox"/> 2A	<input type="checkbox"/> 2B	<input type="checkbox"/> 2C	<input type="checkbox"/> 2D	
SESSION THREE	<b>1:55 PM to 2:50 PM</b>	<input type="checkbox"/> 3A	<input type="checkbox"/> 3B	<input type="checkbox"/> 3C	<input type="checkbox"/> 3D	
SESSION FOUR	<b>3:10 PM to 4:00 PM</b>	<input type="checkbox"/> 4A	<input type="checkbox"/> 4B	<input type="checkbox"/> 4C	<input type="checkbox"/> 4D	
SESSION FIVE	<b>4:15 PM to 5:10 PM</b>	<input type="checkbox"/> 5A	<input type="checkbox"/> 5B	<input type="checkbox"/> 5C	<input type="checkbox"/> 5D	

**LIABILITY DISCLAIMER:** I hereby hold harmless the officers, promoters, lessees, and lessors of the 27th 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 \_\_\_\_\_

## 2016 San Francisco Treasury Symposium

**May 6, 2016, 7:30 a.m. to 7:00 p.m.**

**The Park Central San Francisco, 50 Third Street, San Francisco, CA 94103 • Tel: 415-974-6400**

**SYMPOSIUM FEES:** \$400 **Postmarked or online by April 22, 2016**  
 \$475 **Postmarked or online after April 22, 2016**  
 \$475 **Onsite registration**



**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](http://www.sftreasurysymposium.org) and follow the links to register

**QUESTIONS:** Submit questions at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) using the "Contact Us" tab.

**LOCATION:** The Park Central San Francisco, 50 Third Street, San Francisco, CA 94103

**CONFERENCE REGISTRATION:** (Please print)

Last name \_\_\_\_\_ First name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

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