



Presents its

20th Annual Conference

Monday, September 15, 2008

Milwaukee Marriott West
W231 N1600 Corporate Court
Waukesha, WI 53186
www.marriott-hotels.com

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by the Association
for Financial Professionals

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Welcome

Dear WTMA Members and Guests,



On behalf of the WTMA, I am pleased to invite you to the Wisconsin Treasury Management Association's 20th Annual Conference. The conference will be held on Monday, September 15th, 2008 at the Milwaukee Marriott located in Waukesha, Wisconsin. As always, the conference should prove to be an excellent opportunity to gather new information and ideas on a wide variety of topics pertaining to treasury management. The Annual Conference is approved for up to five CTP/CCM recertification credits by the Association for Financial Professionals (AFP).

The WTMA will be celebrating its 30th Anniversary! Join us in our celebration!

I am excited to announce that our Conference opens with a panel discussion from Milwaukee's top treasury professionals addressing key issues Treasurers face in today's economic conditions. A must attend!!

Our luncheon offers our attendees the opportunity to hear from Paul Michael. Paul will encourage and challenge us to focus on our unique strengths on a daily basis.

To register for the 2008 Annual Conference, please complete and return the enclosed registration form with your payment as soon as possible. Please note the early registration deadline of September 1, 2008. All submissions received after that date will require an additional charge.

As in the past, you can renew or initiate your WTMA membership on the same registration form. Annual membership begins with the annual conference and includes participation in all of our regularly scheduled monthly meetings from October through May. The monthly meetings also qualify for CTP/CCM recertification credits. To review past topics of the monthly meetings and for additional information on the WTMA, please visit us at www.wi-tma.org

I would also like to personally thank all of our sponsors and member volunteers who help to make the WTMA Annual Conference possible. Their contribution is appreciated! If you have any questions regarding the conference or would like additional information regarding the WTMA, please contact me at 262-523-8255.

I hope you are able to join us for the conference in September, and look forward to seeing you at our monthly WTMA meetings as well.

Best Regards,

Nancy M. De Cairos
WTMA Vice President & Conference Chairperson

Panel Discussion and Program Session

MORNING SESSION

The day will begin with a general session featuring a panel discussion with Treasury professionals from three leading corporations located in Wisconsin. Current issues facing Treasury professionals and potential strategies for dealing with these opportunities will be presented to the panel members.

On the enclosed conference registration, you will find a space for any issues or topics you would like presented to the panel for discussion. The ultimate success of the discussion will depend on your input prior to the conference, as well as your participation during the general session. A question and answer session will follow the discussion.

Scheduled participants include:

- Aurora Health Care, Inc.
- Harley Davidson
- Milwaukee Brewers

Luncheon Speaker

Paul Michael is a Management Consultant and trainer who focuses on finding the best attributes within people. He consults with companies to maximize human capital through creating environments where happiness and well-being thrive. Paul's mission has been to deliver training that leverages the best of people and leads to greater business outcomes. He has worked with clients in the healthcare, utilities, and government sectors over the years. Paul has used his talent to help develop leaders and managers from some of the world's most forward thinking companies. Additionally, Paul has helped with the selection process using in-depth, structured interviews to identify the best talent for clients. Paul lives in Lincoln Nebraska with his wife of 24 years and six daughters.



Session 1 10:10 - 11:00

TRENDS IN TREASURY TECHNOLOGY & AUTOMATION

Bob Stark, Thomson Reuters

Treasury systems have significantly benefited from advances in technology, most specifically the use of the internet for business applications. This session will focus on two key topics: 1) De-mystifying ASP or 'Software-as-a-Service' and 2) How the web helps straight-through-processing (STP) between systems to share information as one common platform. Attendees will learn about ASP treasury systems and what is different about ASP vs. installed software. Attendees will also gain insight into emerging trends in system-to-system integration and how Internet technologies aid true STP.

FOREIGN EXCHANGE RISK MANAGEMENT STRATEGIES: AN OVERVIEW OF OPTION STRUCTURES

Angie Kappel, KeyBank

Attendees will gain an overview of Foreign Exchange Risk Management Strategies, with a focus on market participating structures, including examples from both an FX buyer and seller perspective.

CONTROLLING ENERGY COSTS AND CREATING VALUE THROUGH ENERGY PRICE RISK MANAGEMENT

Jeffrey LeMunyon, Linwood Capital, LLC

Energy prices are high, volatile, and moving higher. This session will give attendees a practical framework within which to address energy price risk and to add value to their organizations. Concepts of Cash Flow at Risk and Earnings at Risk will be discussed as they pertain to energy risk.

HOW TO TRANSFORM YOUR A/P PROCESS: THE TRUE VALUE OF AUTOMATING YOUR PAYMENTS

Everett Doolittle, PowerTrack U.S. Bank

In today's current economic climate, most organizations are looking for a way to tighten their belts. In fact, the Gartner Group estimates that a 5% reduction in operating costs has the same impact as a 30% increase in sales. This session will provide attendees with valuable information on how they can reduce the costs of the A/P process and find additional cost savings through payment automation.

Session 2 11:15 - 12:05

LOCKBOX INTEGRATION USING REMOTE DEPOSIT CAPTURE

Karl J. Lamar, JPMorgan Chase

A Receivables best practice that results in working capital gains and process efficiencies starts with the conversion of paper-based transactions to an electronic equivalent—image capture and presentation through a centralized repository. With the advent of remote scanning solutions that include both checks and corresponding remittance documents, it's possible to extend traditional lockbox value deep into your back office. This session will discuss remote deposit capture and the benefits that can be used in conjunction with an existing lockbox or on a "stand alone" basis.

HEDGING USD PAYMENTS TO CHINA: THE NON-DELIVERABLE FORWARD

Donald J. Lloyd, Associated Bank

With the proliferation of the China exports a unique currency exposure exists and is often hidden from a company. Participants of this session will clearly see the currency risks facing their company when sending USD payments to China. Once identified, a hedging solution will be presented in both concept and example.

THE SEPA VALUE PROPOSITION: WHEN WILL YOUR COMPANY BE ABLE TO START REAPING THE BENEFITS?

Tanja Schubert, ABN Amro Bank

There has been much hype about the Single European Payments Area (SEPA). Corporate treasurers have visions of scaling down to a single account for all EU business. Although this may be a possibility, when can it become a reality?

PERFORMING A CASH MANAGEMENT REVIEW TO IMPROVE CONTROLS AND REDUCE COSTS

Dennis Hoyt, Hoyt Treasury Services

This session will present an overview and methodology for performing a review of your cash management practices. In

Program Sessions

addition to addressing what areas Sarbanes-Oxley does not cover, you will also learn the major steps to take in performing the review, including the goals, areas to review, and what to do for each major area. Attendees will also learn some easy lessons on specific problems to look for during their review.

Session 3 1:40 - 2:30

MAKING YOUR BUSINESS SUCCEED, END-TO-END (PAYMENTS)

Rich Swenson, Bank of America

A large portion of the Treasury's responsibility is the smooth transaction of payments—whether made or received. This session examines new solutions to accelerate payments, at both ends of the spectrum, to create greater opportunities for working capital efficiencies. This session will include ways to automate your manual and paper-based processes and convert more paper-based payments to electronic. How a comprehensive payments strategy helps to collect payments, post cash faster, reduce costs, optimize disbursements. Access payment information how and when you need it. How to receive funds faster and improve Day's Sales Outstanding.

FOREIGN EXCHANGE HEDGING: CONCEPTS AND EXAMPLES

Donald J. Lloyd, Associated Bank

Today, too many FX providers miss the practical application of FX hedging tools and tend to speak to only parts of the complete hedge complex. By attending the session the participant will come away with an organized understanding of the foreign exchange hedge complex and their appropriate use. The session will provide a framework making FX hedging discussions much more effective to companies. Examples will be provided further demonstrating the use and effectiveness of FX hedging tools.

AUTOMATING PAYABLES FOR EFFICIENCY AND WORKING CAPITAL ADVANTAGE

John Widdifield, JPMorgan Chase

This session will review the benefits of and opportunities for end-to-end AP automation by converting paper documents (PO's, shipping notices, invoices and payments/remittance advices) into an electronic, straight-through process via a new and emerging business settlement network for B2B commerce. Attendees will learn various emerging best practices in A/P, how to benchmark, what are the key measures of AP efficiency, and how to maximize working capital and return on cash employed around proactive early payment discount management.

BEYOND PLAIN VANILLA SWAPS

Chad Winston, M&I Bank

Treasury professionals are increasingly familiar with the basic hedging structures used to manage floating rate debt—interest rate swaps, caps and collars. However, when confronted with a steep yield curve, many find the initial financial cost to hedge their exposure unattractive, even given the relative level of rates and the potential future benefit. By combining interest rate options, both with and

without interest rate swaps, floating rate borrowers can reduce their initial cost of hedging. This discussion will present a few different strategies ("beyond plain vanilla"), and note the benefits and costs of each strategy.

Session 4 2:45 - 3:35

CURRENT ELECTRONIC PAYMENT FRAUD TRENDS AND RISK MITIGATION BEST PRACTICES

Timothy Schmidt and Steven Helgen, US Bank

This session will highlight recent fraud trends in the electronic payment industry, giving attendees the knowledge to help identify possible payments fraud going forward. Additionally, session attendees will leave with a set of best practices and suggested tools for mitigating electronic payment fraud within their organizations.

A ROADMAP FOR GLOBAL TREASURY – EXPLORING LEVELS OF CONTROL

Amanda Kurnos, Wells Fargo Bank

This seminar will focus on the challenges global companies face in developing effective global treasury structures and provide strategies for managing international disbursements and receivables. Leading technology and tools to assist corporates when centralizing treasury management operations will be discussed in a consultative approach. Amanda will provide building blocks for corporate practitioners to employ as they review their global treasury strategy. Like all difficult questions, the answer to how to structure a solid global strategy is, "it depends". The Levels of Control approach allows flexibility for any corporate structure.

IMPROVING YOUR BOTTOM LINE DURING TIMES OF SOFTENING DEMAND

Natraj Shanker, Resources Global Professionals

As the current business climate continues to challenge the world's strongest companies, leaders are feeling the pressure to reduce costs and increase efficiencies. Many are turning to Business Process Management (BPM) techniques to achieve breakthrough results. This session will provide insight into the impact of driving change during an economic downturn within various areas of an organization, including Accounting & Finance, Information Technology, Supply Chain and Human Resources. Discussion will also include a review of process improvement tools and their application.

INDIA: TRENDS IN WORKING CAPITAL MANAGEMENT

Brittany Pletz and Fiona Deroo, Bank of America

Many companies are expanding into India, as it is the world's fastest growing free market economy and is the second most favored foreign domestic investment destination after China. As corporations consider doing business in India, they are often faced with the daunting challenges of understanding and managing local banking relationships and treasury processes. This session will explore these challenges and seek to arm Corporate Treasurers with the information they need to effectively navigate the complex India banking environment.

Schedule At A Glance

7:30-8:30 Conference Registration and Continental Breakfast - Sponsored by Wells Fargo Bank

8:30-10:00 General Session Treasure Panel Discussion - Harley Davidson, Aurora Health Care, Inc. and Milwaukee Brewers

A

B

C

D

10:10-11:00 Trends in Treasury
Technology & Automation

Bob Stark
Thomson Reuters

FX Risk Management
Strategies
Overview of Options

Angie Kappel, CTP
KeyBank

Controlling Energy Costs
Values Through Energy
Price Risk Management

Jeffrey LeMunyon
Linwood Capital, LLC

How to Transform Your
A/P Process
True Value of Automation

Everett Doolittle
PowerTrack US Bank

11:00-11:15 Refreshment Break - Sponsored by Associated Bank

11:15-12:05 Lockbox Integration Using
Remote Deposit Capture

Karl J. Lamar
JPMorgan Chase

Hedging USD Payments
to China

Donald J. Lloyd
Associated Bank

The SEPA Value Proposition
When Do the
Benefits Come?

Tanja Schubert
ABN Amro Bank

Performing a Treasury Review
to Improve Controls
and Reduce Costs

Dennis Hoyt
Hoyt Treasury Services

12:10-1:30 Lunch - Sponsored by M&I Bank

12:30-1:30 Luncheon Speaker Paul Michael - Sponsored by Johnson Bank

1:40-2:30 Make Your Business Succeed
End to End Payments

Rich Swenson
Bank of America

Foreign Exchange Hedging
Concepts & Examples

Donald J. Lloyd
Associated Bank

Automating Payables
for Efficiency & Working
Capital Advantage

John Widdifield
JPMorgan Chase

Beyond Plain Vanilla Swaps

Chad Winston
M&I Bank

2:30-2:45 Refreshment Break - Sponsored by ABN / RBS

2:45-3:35 Current Electronic Payment
Fraud Trends and
Risk Mitigation

Timothy Schmidt / Steven Helgen
US Bank

A Roadmap for
Global Treasury
Exploring Levels of Control

Amanda Kurnos
Well Fargo Bank

Improving Your
Bottom Line During
Times of Softening Demands

Natjar Shanker
Resources Global Professionals

India: Trends in
Working Capital
Management

Brittany Pletz / Fiona Deroo
Bank of America

3:35-3:45 WTMA, Inc. Annual Meeting - Members Only

4:00 Grand Door Prize Drawings - Provided by JPMorgan Chase

3:35-6:00 Closing Reception - Sponsored by Bank of America

Registration Information

Payment/Confirmation

All registrations must include the attached registration form, accompanied by a check or credit card information for the full registration fee. Checks are to be made payable to WTMA, Inc. Registrations will not be processed without full payment. Registration will not be confirmed before the conference.

Cancellations

Notification of cancellation must be called into Nancy De Cairos 262-523-8255 by September 5, 2008. Cancellations received after Friday, September 5, 2008 will be subject to a \$50 cancellation fee. No refunds will be given after September 12, 2008.

Dress/Attire

Conference participants are encouraged to wear business casual attire for the conference.

Hotel Accommodations

The Wisconsin Treasury Management Association negotiated with the Milwaukee Marriott to offer the

special rate of \$129 single/double occupancy. All rates are subject to state and city tax. To reserve a room, please contact the Milwaukee Marriott at 262-574-0888 and mention the Wisconsin Treasury Management Association prior to September 8, 2008. Participants are responsible for making their own hotel reservations.

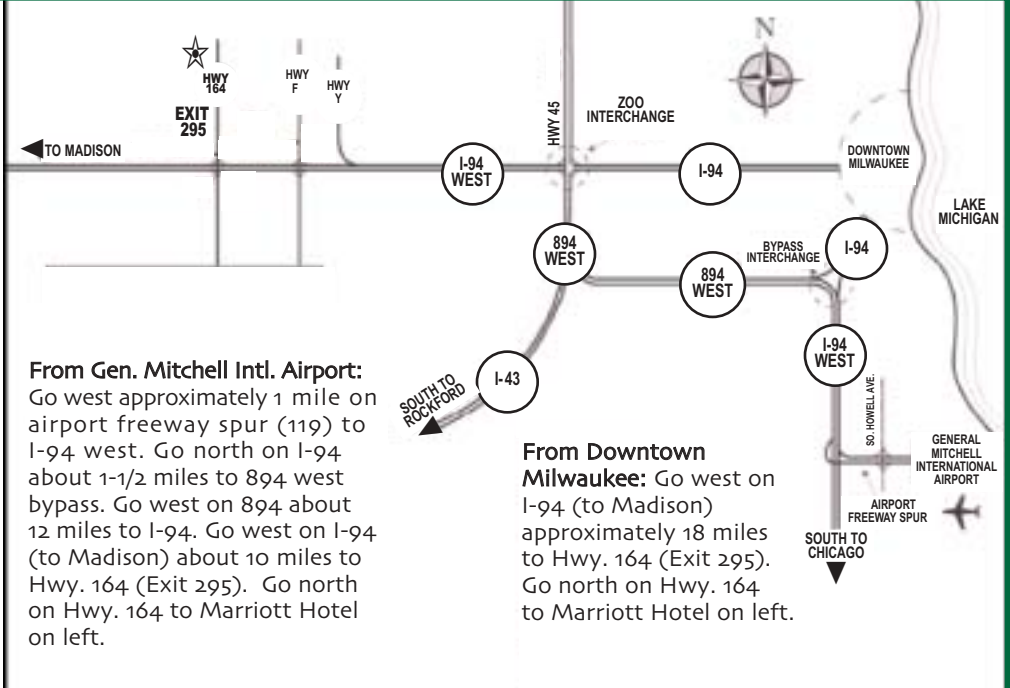
CTP/CCM Renewal Credits

The 20th Annual WTMA Conference offers participants the opportunity to acquire CCM/CTP credits to enhance your professional standing. In the past, the WTMA conference has been approved for up to five (5) CCM/CTP renewal credits by the Association for Financial Professionals. By attending the WTMA Annual Conference, you can obtain educational credits along with the latest information on treasury management techniques and technology.

Questions

If you have any questions regarding the conference, please call Nancy De Cairos at 262-523-8255 or Jeryl Anthony at 414-647-6361

Directions:

<p>From Madison: Go east on I-94 to Hwy. 164 (Exit 295). Go north on Hwy 164 to Marriott Hotel on left.</p> <p>From Rockford: Go north on I-90 to I-43. Take I-43 to Hwy. 83 (Mukwonago). Go north on Hwy. 83 to I-94. Go east on I-94 to Hwy. 164 (Exit 295). Go north on Hwy 164 to Marriott Hotel on left.</p>	 <p>From Gen. Mitchell Intl. Airport: Go west approximately 1 mile on airport freeway spur (119) to I-94 west. Go north on I-94 about 1-1/2 miles to 894 west bypass. Go west on 894 about 12 miles to I-94. Go west on I-94 (to Madison) about 10 miles to Hwy. 164 (Exit 295). Go north on Hwy. 164 to Marriott Hotel on left.</p> <p>From Downtown Milwaukee: Go west on I-94 (to Madison) approximately 18 miles to Hwy. 164 (Exit 295). Go north on Hwy. 164 to Marriott Hotel on left.</p>
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Conference Registration

REGISTRATION FORM

WTMA Annual Membership Fee:

The WTMA Membership Fee for program year 2008-2009 is \$150. (Annual membership entitles you to the discounted Conference Registration Fees for WTMA Members as indicated below.)

Conference Registration Fees:

	<u>If received by 9/05/08</u>	<u>If received after 9/05/08</u>
WTMA Members	\$125	\$175
Non-Members	\$200	\$250

Attendee Name _____ PLEASE CIRCLE: CCM CPA

CTP AAP

Company Name _____

Title _____ Business Phone _____ E-mail _____

Street _____ City _____ State _____ Zip _____

Please include this Registration Form with your payment for each registered individual.

- I am interested in becoming a WTMA officer, serving on the Board of Directors or volunteering for a committee. YES NO

Payment Options:

- I wish to pay the Annual WTMA Membership Fee of \$150, plus the Conference Registration Fee to attend the Conference at the Member Rate of \$125 for a total of \$275.
- I wish to pay to attend the WTMA Conference at the non-member rate of \$200.

WTMA will accept payment by check or credit card. Please check one below:

- Check. Enclosed please find a check made payable to WTMA Inc.
- Credit Card. The following is my credit card information. Circle one: MasterCard VISA

CARD No. _____ EXP. DATE _____

NAME ON CARD _____

AUTHORIZED SIGNATURE _____ DATE _____

If you have any special dietary needs, please indicate them here: _____

WHEN COMPLETED, PLEASE MAIL THIS FORM ALONG WITH PAYMENT TO:

Joseph S. Kavalary, WTMA Treasurer, Generac Power Systems Inc., P.O. Box 8, Waukesha, WI 53187

Credit card registrations can be faxed to Joseph Kavalary at 262-968-9372 or
e-mail to jkavalary@generac.com

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Please submit your panel discussion questions:

REGISTRATION DEADLINE IS FRIDAY, SEPTEMBER 5, 2008!

*We would like to express a very special
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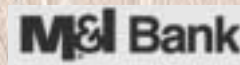
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WTMA, Inc.
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If undeliverable to
addressee, please route
to your organization's
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