

2015 UNC TREASURY MANAGEMENT PROGRAM

Customizable
Dual-Track
Format

- Foundations in Treasury Management
- Strategic Issues for Treasury

September 20-23, 2015
Chapel Hill, NC

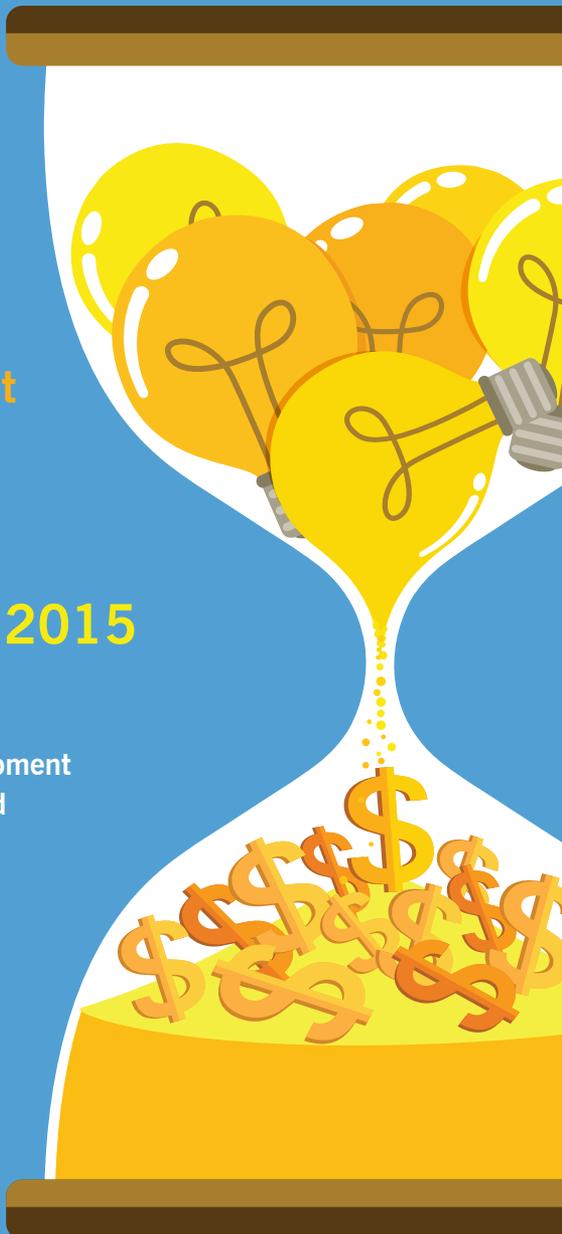
An on-campus professional development opportunity at an institution ranked among the top five internationally for financial value



UNC

KENAN-FLAGLER
BUSINESS SCHOOL

Executive Development



www.UNCTreasury.net

Why You **MUST** Attend the 2015 UNC Treasury Management Program

The UNC Treasury Management Program is an exceptional professional development opportunity for treasury practitioners. Its dual-track approach emphasizes the core mission of corporate treasury departments—to maximize corporate liquidity and mitigate financial risk. Choose from **Foundations of Treasury Management** for those who are new to the field, or **Strategic Issues for Treasury** for more seasoned professionals. But the program goes well beyond that to examine the treasury function within the context of critical, contemporary challenges.

LIQUIDITY

Credit is readily available and banks are eager to increase their loan portfolios. The Federal Reserve is signaling changes ahead for interest rates. Should you negotiate fewer and simpler loan covenants? What about extending duration for revolvers from three to five years? Is now the time to expand your bank relationships and identify “reliable replacements” to ensure a source of capital for the time when credit tightens again and banks are not so eager to lend?

BANK DEPOSITS ARE NOT WHAT THEY USED TO BE

New regulations for banks are making corporate deposits not associated with operational business less attractive to bankers. Do you need to use “off balance sheet offerings” or products that require at least 31-day notice to withdraw funds?

STOPPING FRAUD

Constant improvement in such measures as positive pay may make it harder to commit transaction fraud. But do you understand your increasing exposure to fraud losses under the “reasonable risk prevention measure” clause in your bank agreement? Are your fraud prevention practices up to date?

ELECTRONIC PAYMENTS AT A TIPPING POINT

ACH payment transactions are increasing as the move to electronic payments continues. But the increase has not taken hold as broadly across middle market companies, where it is estimated that it will take 17 more years for firms to pay a majority of their suppliers electronically. Why is this and what does it mean for your electronic payment initiatives?

CARDS AND THEIR REBATES

Rebates on interchange fees for P-cards, commercial cards, T&E cards, payroll cards and cards to pay invoices are driving increased usage. Many companies are even granting faster payment terms to entice suppliers to accept card payments for invoices. Is expanding card usage a strategy you should consider?

TIME TO CONSIDER E-LOCKBOXES

While B2B check payments are declining, checks still account for at least 70% of payments greater than \$2,500, according to the Federal Reserve—while in the consumer arena, just 38% of payments are made by check. In response to the diversity of payment types that corporations are making, receiving companies are implementing E-lockboxes, where the receiving company gets a single stream of remittance data regardless of the payment form (ACH, card or check). Would this work for your organization?

EXPANDING MOBILE BANKING AND PAYMENTS

With the proliferation of smart phones and tablets, banks are investing heavily in mobile platforms. What impact will mobile device capabilities have on how you interact with your bankers? What new features and costs for mobile devices should you expect?

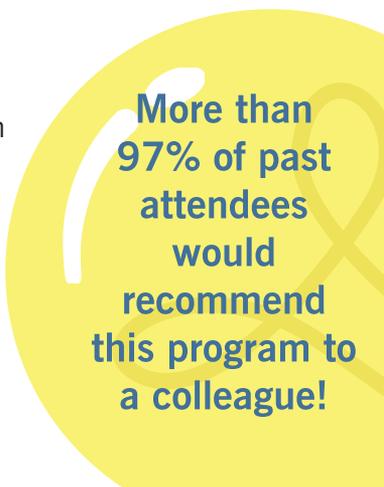
BANK FEES

Bank pricing power for treasury services eroded significantly in the past year. The median price paid for median volume of all services fell 1.1%. Are you sure you aren't paying too much for banking services?

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JOINT SESSION: PROTECTING YOUR CASH POSITION

This joint session focuses on practical steps you can take to maximize your firm's liquidity, minimize financial and operational risks, and control costs—all to ensure that you have enough cash on hand to meet expected and unexpected payment needs. The key is to appropriately tie together the critical treasury functions. Do you have all of the pieces in place to ensure the integrity of your cash position?



**More than
97% of past
attendees
would
recommend
this program to
a colleague!**

Curriculum

FOUNDATIONS IN TREASURY MANAGEMENT

How Money Moves: The Payment System -

An examination of the flow and clearing process for each type of B2B and C2B transaction

Remittances: Structure and Metrics -

A discussion of how to collect payments, maintain an efficient receivables cycle and monitor performance

Payment Methods and Your Liabilities -

A comparison of B2B payment processing rules and liabilities for check, ACH, wire and P-card

International Payments: Receipts and

Disbursements - An introduction to international payments and trade instruments—foreign exchange, letters of credit and more

Managing Plastic - A look at costs, benefits, implementation and management of various types of corporate cards

Cash Forecasting Techniques: Money Follows Information - A review of the science and art behind effective cash flow forecasting

Understanding Bank Loan Agreements - An attorney's perspective on key issues to understand and negotiate in bank loan agreements

The E-Commerce Framework - A review of electronic alternatives for making and receiving payments for B2B and C2B transactions

Basic Corporate Approaches to Investing - A primer on policy guidelines and objectives for investing short-term cash

Fraud: Who Pays? - An exploration of the causes of fraud and specific risk control measures for check, electronic and currency transactions

Think Like a Banker - An insider's view of the credit and operating risks a treasury management customer represents to a bank and how that affects cost

Who Should Attend?

Individuals whose responsibilities include treasury or cash management and who have general knowledge of financial principles. A background in treasury management is not necessary.



We ask that you enroll in the track best suited to your level of experience, but you may choose sessions from both tracks to tailor the program to your individual needs.

STRATEGIC ISSUES FOR TREASURY

Keys to Working Capital Management - A comprehensive examination of how to manage operational liquidity and enhance the use of working capital

Risk Management Framework in Treasury - A discussion of the benefits of integrating treasury operations with financial and operating functions to better manage liquidity and risk

Advanced Receipt Processing: Chasing Straight-Thru-Processing - A look at existing and emerging solutions to improve accounts receivables processing and create significant value to the corporation

Controlling Payables - Examinations of established and innovative payment vehicles that reduce cost and improve control

Arranging Credit: The Process and the Pitfalls - A hands-on workshop covering everything you need to know to evaluate and negotiate a credit facility

Financial Risk - An advanced look at key elements of interest rates, foreign exchange and counterparty risk management

Tools of a Top Investment Manager - A discussion of how to develop an investment policy, assign responsibilities, and identify and mitigate default risks

Legal Pitfalls - A review of white collar crime and the red flags that trigger federal investigations and prosecution

Advanced Forecasting Techniques - An examination of techniques to improve cash forecasting accuracy

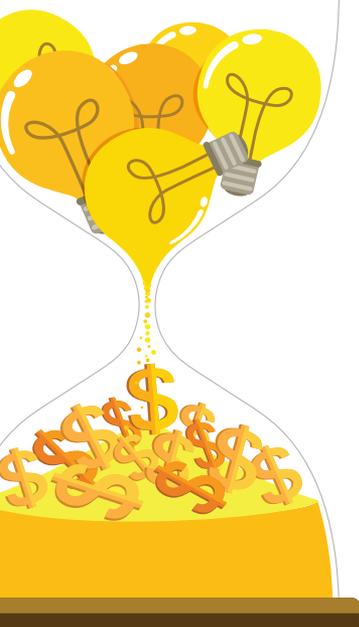
Global Business for Domestic Companies - A strategic overview of the growing importance of international treasury management for domestic companies

Choosing Credit Products Wisely - A discussion of the opportunities and pitfalls of various credit products for privately held firms

Who Should Attend?

Financial executives with significant experience in treasury or cash management practices and who are familiar with the field's practices and basic tools.

Great Networking Opportunities Add Value



Top flight classroom instruction is important. But so are the “sidebar” conversations you have with peers. From beginning to end, this program encourages interaction and engagement with instructors and treasury colleagues. Take advantage of these built-in opportunities to ask questions, pursue specific issues, network within the treasury field and benefit from the expertise of instructors.

- Sunday evening get-acquainted cocktail reception
- Working breakfasts each day
- Group dinner with instructors Monday evening
- Town Hall meeting Tuesday evening
- Wednesday morning joint session for all attendees:
Protecting Your Cash Position

About UNC Executive Development

For more than 50 years, UNC Executive Development has partnered with organizations to create customized programs to address their business challenges. The UNC Treasury

Management Program is coordinated by Phoenix-Hecht®, a standard-setting provider of informational products to the financial services industry. In 2013, the *Financial Times* ranked UNC Kenan-Flagler number eight overall in the world and number four in the United States for its customized development and business education programs that help organizations address these challenges.



Agenda at a Glance

Sunday Evening Reception	5:30 pm–6:30 pm
Monday and Tuesday Classes.....	8:00 am–5:00 pm
Monday Evening Dinner	6:30 pm–8:00 pm
Tuesday Town Hall Meeting	5:00 pm–5:30 pm
Wednesday Classes	8:00 am–11:45 am

Registration & Accommodations

Register Early & Save!

Register by **August 20, 2015** and pay just **\$1,795**—a **\$100 savings**.
After **August 20**, the registration fee increases to **\$1,895**.

Tuition includes course materials, round-trip transportation from the Carolina Inn to class, Sunday reception, Monday night networking dinner, refreshment breaks, daily continental breakfast, and lunch Monday and Tuesday.

Three Ways to Register

- 1. Online:** www.UNCTreasury.net
- 2. Call Us:** 800-864-2063
- 3. Mail:** Download a registration form online and mail to the address shown on the form.

Program Facility

The Friday Center
100 Friday Center Drive
Chapel Hill, NC 27599

All classes are held on the UNC campus at this state-of-the-art meeting facility.



Hotel Accommodations

The Carolina Inn
211 Pittsboro Street
Chapel Hill, NC 27516
919-933-2001

Room Rate: \$169/night
Room rate is available until
August 27, 2015, **or only as long as
rooms remain in the block.**
Use group code **#447948**





Make plans now to attend this exceptional, 2½-day educational event presented by a world leader in executive development, the UNC Kenan-Flagler Business School, and Phoenix-Hecht®, the industry leader in treasury management research and publisher of *The Blue Book of Bank Prices*®.

The UNC Treasury Management Program offers advantages no online course or webcast can match:

- A curriculum that covers the full range of treasury topics, from core issues to today's contemporary challenges
- A customizable, dual-track format that lets you tailor the agenda to your specific needs
- An on-campus setting where you can focus exclusively on developing your treasury management expertise and professional relationships
- Small group sessions conducted by treasury experts
- An experience-based, real-world approach to treasury management that offers solutions you can use immediately

More than 97% of past attendees would recommend this program to a colleague!

Instructors

Michael J. Alfonsi
Managing Director
AnalyticResults

Daniel L. Blumen
Partner
Treasury Alliance Group, LLC

Blaine J. Carnprobst
Senior Vice President
Huntington Bank

Karen A. Horcher, CFA, CGA
Consultant
Hedge Rho Management, Inc.

Craig A. Jeffery
Managing Director
Strategic Treasurer, LLC

Edwin A. Link
Managing Director
Tidewater Consulting

Joseph D. Mancano
Partner
Cedrone & Mancano, LLC

Breffni McGuire
Principal
BMCG Consulting

Penny Page
Vice President
Wells Fargo Bank

Matthew H. Ribbens
Senior Vice President
Branch Banking and Trust Company

Craig S. Saxer
Senior Vice President
PNC Bank

Keith Sherman, CFP
Senior Vice President
First Tennessee Bank

Garret Sloan
Director
Wells Fargo Securities

David W. Temme
Senior Vice President
PNC Bank

Catherine W. Towles
Senior Vice President
SunTrust Banks, Inc.

Barry Yelton
Managing Partner
Yelton Capital Management

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Academic and Program Directors

Steven F. Maier, Ph.D.
Academic Director

Michael J. Alfonsi
Program Co-Director

Edwin A. Link
Program Co-Director