

TREASURY SYMPOSIUM

Presented by The Treasury Institute for Higher Education

2010

A FORUM TO EQUIP SENIOR TREASURY MANAGERS
FOR THE FUTURE - WHEREVER IT LEADS

LEADING TREASURY INNOVATION IN HIGHER EDUCATION
January 24-27, 2010 • Long Beach, CA • Renaissance Long Beach Hotel



www.treasuryinstitute.org

LETTER FROM THE CO-EXECUTIVE DIRECTORS

To Financial Managers in Higher Education:

The Executive Committee invites you and your staff to Treasury Symposium 2010, our tenth annual forum and the beginning of our second decade as an organization!

More than ever we believe it is important for all of us to participate in this year's Symposium. Higher Education Treasury is at an inflection point where past structure and process may not apply to a new future. The past two years of dramatic events have made clearer the interdependencies within our organizational departments and the call for new best practices. We have an opportunity in front of us to develop strategic initiatives and roles that will lead educational organizations through a challenging financial environment into a new era of growth.

The Executive Committee is confident that the Treasury Institute for Higher Education is the best platform for senior finance officers to learn, share and benchmark best practices in treasury management. We look at the breadth of knowledge of our participants and are convinced that our organizations are ready for a significant period of advancement. We intend to support this opportunity by leveraging the vast collective experience of all participants, and provide a foundation for idea sharing and formative dialogue.

Treasury Symposium, and the Treasury Institute, exist to give treasury officers an ongoing forum to learn from industry experts and each other. The Committee thanks our Founding Partner, Commonfund, our Alliance Partners, The Association for Financial Professionals (AFP), and the National Association of College and University Business Officers (NACUBO), our supporters, and our dedicated faculty. Our challenge now is to build upon this vision, and to continue to work together as we enter a new era.

See you in Long Beach!

Dennis W. Reedy
Co-Executive Director

Jon K. Speare
Co-Executive Director

THE TREASURY INSTITUTE FOR HIGHER EDUCATION

CO-EXECUTIVE DIRECTORS

Dennis W. Reedy.....Indiana University
Jon K. Speare Commonfund

EXECUTIVE COMMITTEE

Alvin C. Rodack.....The Ohio State University
Joan K. PiscitelloIowa State University
Joseph D. TinucciUniversity of Colorado

DIRECTOR OF PROGRAMMING

Steve Gangloff.....University of Illinois

PROGRAM COMMITTEE

Pamela Arms.....University of Pennsylvania
Stew CobineIndiana University
Steve Gangloff.....University of Illinois
Susan GilbertUniversity of Pittsburgh
Amy Kweskin.....Washington University in St Louis
Nancy Majerek.....University of Notre Dame
Jim MatteoUniversity of Virginia
Terri Mimms.....Purdue University
Jim Pierce.....Georgia Institute of Technology
Brian Smith.....University of North Carolina

FOUNDING PARTNER

commonfund
Moving missions forward.

ALLIANCE PARTNERS



The Treasury Institute exists as an independent, not-for-profit institution, in no small part due to the commitment of its partners.

MESSAGE FROM THE PROGRAM COMMITTEE

As Treasury Symposium celebrates its tenth anniversary we'll take time to reflect on our successes and shared experiences. Savvy Treasury professionals know however, that their focus can't be backward-looking; it needs to be fixed on the future and the opportunities that lie ahead.

This year's program will help participants prepare for their future by understanding how the business of higher education is changing. . .

- from determining how to diversify your counterparty risks to becoming a full partner in your institutional Enterprise Risk Management program;
- from substantial regulatory changes in Washington D.C. to the resulting impacts on capital markets;
- from changing approaches by ratings agencies to new standards from accounting governing boards to managing your way through an IRS audit of your debt portfolio;
- and finally, to an introduction to Carbon Neutrality – an environmental subject with major financial repercussions.

At Treasury Symposium 2010 we will challenge your thinking about these and many other issues of strategic importance to your institution. Join us for a highly rewarding experience networking with Treasury leaders, industry experts, and financial professionals all serving in higher education. We promise that you will return to your college or university with new ideas and fresh perspectives.

Steve Gangloff
Director of Programming

FEATURED SESSIONS

TREASURY'S ROLE IN THE CHANGING HIGHER EDUCATION LANDSCAPE

Stephen Golding, VP Finance & Treasurer, University of Pennsylvania

With an extensive background that ranges from managing financial resources of the University of Pennsylvania to implementing a full scale ERP system at Johns Hopkins School of Medicine, Mr. Golding brings a wealth of experience and a unique perspective on how the role of Treasury has evolved in higher education. In this quickly changing environment where sources of funding for universities are constrained, investment programs are under pressure and being re-invented, and there is increasing regulatory scrutiny to "put the brakes" on growth in higher education, schools increasingly look to Treasury to help them move forward with facilities and programs that will enhance their capabilities. Find out what lies ahead for Treasury and learn what strategic initiatives will pay the most dividends for your institution.

MOVING TOWARDS CARBON NEUTRALITY IN HIGHER EDUCATION: WHAT WILL IT TAKE AND COST?

Wendell Brase, Vice Chancellor for Administrative & Business Services, University of California - Irvine

"Climate-neutral" is a taller order than many people realize and requires far more than simply redoubling our efforts. Wealthy universities are taking the easy way out by buying emissions credits rather than taking direct actions to reduce or offset their carbon emissions. Although emissions credits will no doubt play some role in achieving climate-neutral, our primary intent should be direct action. We need to think big in terms of plans, investments, funding strategies, new business concepts, and comprehensive efforts, because the goal is immense, especially for research institutions. It may be the most challenging goal we ever face in our career.

SCHEDULE OF ACTIVITIES

WORKSHOPS: Sunday, January 24, 2:00 - 4:00 p.m.

RECEPTION: Monday, January 25, 5:30 - 7:00 p.m.

GENERAL AND CONCURRENT SESSIONS:

Monday, January 25, 8:15 a.m. - 5:15 p.m.

Tuesday, January 26, 8:15 a.m. - 5:15 p.m.

GENERAL SESSIONS: Wednesday, January 27, 8:15 a.m. - 12 p.m.



WORKSHOPS

IRS Bond Audit Survival

Rich Bellis, University of Notre Dame; Valerie Pearsall Roberts, Jones Day

Enterprise Risk Management Issues that Impact Treasury

Grace Crickette, University of California System

GENERAL SESSIONS

What to Look For Now that the Recession Has Ended

Michael Strauss, Commonfund Asset Management Co., Inc.

A Synopsis of the Internal Bank in Higher Education

David Hanson, PhD, Emory University

Rating Agency Update

moderator: MaryFrances McCourt, Indiana University;

Susan Carlson, Standard & Poors; Roger Goodman, Moody's Investors Service; Doug Kilcommons, Fitch Ratings

Governmental Update

Denise Laussade, Purdue University; Jeanine Arnett, Association for Financial Professionals

Financial Advisors: How Much Help is Right for You?

moderator: Denise Laussade, Purdue University;

Amy Kweskin, Washington University in St. Louis; Jim Pierce, Georgia Institute of Technology; James Sansbury, University System of Maryland

The Role of Investors in Capital Markets, Part II

John Augustine, Barclays Capital; Akiko Mitsui, Vanguard Group Investments

Idea Exchange

GREEN STATEMENT

In an effort to reduce waste and decrease the use of paper products at the meeting, there will be no paper copies of session presentations or handouts at the event. One week before the conference you will be provided with a web link to the available presentations. At that time, please review them and print the ones you'd like to have at the conference. The presentations will be available online for 6 months after the event.

RECEPTION

Join us for a relaxed, casual evening by the pool. Drinks and hors d'oeuvres create a perfect backdrop for networking or just taking it easy after an intense day of sessions. The reception is from 5:30 to 7:00 Monday evening.

PCI/DSS WORKSHOP (in addition to Symposium program; additional registration and fee required)

JANUARY 27, 2010

Learn how best to manage PCI compliance at your institution

Understand how the PCI Council's Special Interest Groups' recommendations and new QSA Quality Assurance program will affect you

Benefit from the experience of other institutions that are working on PCI compliance on their campuses

Get your questions answered, including what to expect from the PCI Council in the future

For more information, see the insert in this brochure or visit the workshop website:

<http://www.treasuryinstitute.org/symposium/2010-PCI.html>

Workshop facilitated by Walt Conway, QSA

CONCURRENT SESSIONS

<p>“BIG PICTURE:” How Can Health Care and Higher Education Coexist <i>John Miller, University of Missouri System; Diana Hoadley, JPMorgan; Bob Muller, JPMorgan</i></p>	<p>INVESTMENT: Short Term Investment Policies for a New Market <i>MaryFrances McCourt, Indiana University; Barbara Fava, PFM Asset Management, LLC; David Hertan, Commonfund</i></p>	<p>DEBT: Debt Structuring Considerations for Today’s Market <i>Madeline Lee, California Institute of Technology; Brian Smith, University of North Carolina at Chapel Hill; Linda Fan, Prager, Sealy & Co., LLC</i></p>
<p>RISK: Diversifying Counterparty Risk <i>Lorraine Arvin, University of Chicago; Dennis Tupper, Deutsche Bank</i></p>	<p>INVESTMENT: The Changing Endowment Spending Model <i>Kathy Hart, North Carolina State University; Kim Pate, Emory University; Chris Cowen, Prager, Sealy & Co., LLC; Jon Speare, Commonfund</i></p>	<p>OPERATIONS: Evaluating Your Banking Partner <i>Nancy Majerek, University of Notre Dame; Terri Mimms, Purdue University; Pam Arms, University of Pennsylvania</i></p>
<p>RISK: Financial Malfeasance and Internal Controls <i>Rayleen Pirnie, EPCOR; Pam Arms, University of Pennsylvania</i></p>	<p>INVESTMENT: Investment Portals & Money Funds: Moving Into the Future <i>Terri Mimms, Purdue University; Jeff Recker, Bank of New York Mellon; Jon Speare, Commonfund</i></p>	<p>DEBT: Creating Liquidity in the Capital Markets <i>Odile Disch-Bhadkamkar, Stanford University; Thornton Lurie, Goldman, Sachs & Co.; David Utz, Goldman, Sachs & Co.</i></p>
<p>OPERATIONS: Accelerating Collections: What’s Next in Electronic Deposit Solutions <i>Ruth Harpool, Indiana University; Mark Walker, Wells Fargo Bank</i></p>	<p>DEBT: New Derivative Reporting Standards FAS 157 & GAS 53 <i>Jason Little, University of Notre Dame; Johan Rosenberg, Sound Capital Management, Inc.</i></p>	<p>INTERNATIONAL: Streamlining Your International Cash & Operational Needs <i>Patti Reid, Columbia University; Gonca Latif-Schmitt, Citigroup</i></p>
<p>DEBT: Practical & Effective Bond Compliance <i>moderator: Stew Cobine, Indiana University; Rich Bellis, University of Notre Dame; Jim Matteo, University of Virginia; Todd Mitchell, IRS</i></p>	<p>INTERNATIONAL: International Banking Issues <i>Ruth Harpool, Indiana University; Jason Little, University of Notre Dame</i></p>	<p>RISK: A Senior Management Perspective on Cyber Security <i>Walt Conway, QSA, Treasury Institute for Higher Education</i></p>

NOTE: a full conference agenda, detailed session descriptions and other conference information are available on the Treasury Institute website: www.treasuryinstitute.org



Certified Treasury Professional

Approved by the Association for Financial Professionals (AFP) for CTP/CCM credits.



NASBA CPE CREDIT INFORMATION – Program Level: Update • **Field of Study:** Management Advisory Services
Prerequisites: No prerequisites and/or advance preparation is required • **CPE Credits:** 17 CPE Credits. *The Treasury Institute for Higher Education is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: www.nasba.org.*



HOTEL INFORMATION

The Renaissance Long Beach hotel is located at 111 East Ocean Boulevard, Long Beach, California 90802. The Treasury Institute has been able to secure a special room rate of \$195 single/double (plus tax) for Symposium attendees. This rate extends three days prior to the conference dates and three days after. Please make your reservations as early as possible by calling 1-800-468-3571 or by going on-line to <http://treasuryinstitute.org/symposium/hotel>. Be sure to mention that you are attending the Treasury Symposium 2010! Additional information about Long Beach, California and the Renaissance Long Beach is available online at <http://www.treasuryinstitute.org>.



TRANSPORTATION

Renaissance Long Beach hotel is served by two major airports. The Los Angeles Airport (LAX) is approximately 24 miles from the hotel. A Super Shuttle costs \$17 (reservation required) and a taxi costs about \$65, each one way. Long Beach Airport (LGB) is approximately 11 miles from the hotel. A Super Shuttle costs \$19 (reservation required), a bus costs \$1 and a taxi costs about \$40, each one way. For more information, visit the Renaissance Long Beach website: <http://www.treasuryinstitute.org/symposium/hotel/transportation>

SYMPOSIUM INFORMATION

SYMPOSIUM DRESS CODE: Business casual is appropriate dress for all symposium activities.

SYMPOSIUM SESSIONS: The Treasury Institute for Higher Education reserves the option to substitute speakers or topics.

SMOKING POLICY: Smoking is prohibited at Symposium 2010.

SIGNATURE SUPPORTERS

--	--	--

MAJOR SUPPORTERS

JANUARY 24 - 27, 2010 · LONG BEACH, CA

SYMPOSIUM FEE: \$695 · ASSOCIATION FOR FINANCIAL PROFESSIONALS (AFP) MEMBERS: \$595

Please complete and return the registration form as soon as possible. **We encourage you to register on-line and use your Visa, MasterCard, or Discover at our secure web site, www.treasuryinstitute.org.**

The fee for Treasury Symposium 2010 is \$695. Members of the Association for Financial Professionals (AFP) may register for \$595 by providing their membership number. AFP membership must be current as of the date of the symposium to qualify for this discount. The fee for the PCI/DSS Workshop is \$250. To attend both, the fee is \$795 for Non-AFP Members and \$695 for AFP Members.

The fee may be paid by either check or credit card. Please specify payment method on your registration form. Please make checks payable to: Treasury Institute for Higher Education. Mail registration forms and checks to • P.O. Box 189 • Bloomington, Indiana 47402-0189. Registration forms may also be faxed to 812-339-0138.

Registration acknowledgment will be e-mailed to you within five business days of receipt of your registration. If an e-mail address is not provided, you will receive confirmation via US mail. Payment will be requested at the time of onsite registration if prior payment has not been received. For additional information please call us at 812-339-6374. In the event of cancellation or change in hotel or date, registrants will be notified by e-mail. Neither the Treasury Institute for Higher Education nor its Symposium administrator Professional Development Group II, Inc. will be responsible for any expenses incurred in conjunction with Symposium activities which are modified or cancelled.

The fee includes: all Symposium sessions, workshops, meals, receptions, refreshment breaks, and all Symposium materials. An additional fee is required for the PCI/DSS workshop. Reception attendees must be 21 or over.

Symposium registration is limited to 150 representatives from colleges and universities and supporters of the Treasury Institute for Higher Education (see page 6 for a listing of our supporters). If you have any questions regarding this policy, please e-mail Dennis Reedy at dreedy@indiana.edu.

■ NAME (WILL APPEAR ON BADGE) _____

*AFP MEMBERSHIP NO. _____

**Only required if taking AFP discount. AFP membership must be current at Symposium date.*

TITLE _____

INSTITUTION _____

ADDRESS _____

CITY/STATE _____ ZIP _____

E-MAIL _____

PHONE _____ FAX _____

PLEASE INDICATE ANY SPECIAL DIETARY OR OTHER NEEDS _____

PLEASE CHECK ONE: I HAVE ATTENDED # _____ PREVIOUS SYMPOSIUMS FIRST TIME ATTENDING SYMPOSIUM

PROFESSIONAL CERTIFICATIONS: CTP CCM CPA OTHER: _____

■ PAYMENT OPTIONS

ATTENDING: SYMPOSIUM ONLY PCI/DSS WORKSHOP ONLY SYMPOSIUM & WORKSHOP
\$695/\$595 AFP MEMBERS \$250 \$795/\$695 AFP MEMBERS

AMOUNT \$ _____ METHOD OF PAYMENT: CHECK OR CHARGE:   

CREDIT CARD NO.: _____ EXP. DATE: _____

SIGNATURE: _____

No refund will be made for cancellations after 1/1/10. Substitutions are allowed, but must be made in advance with notification to The Treasury Institute at 812-339-6374 or faxed to 812-339-0138. All registrations and payments are handled by Symposium administrator Professional Development Group II, Inc. For additional information please call 812-339-6374 or e-mail treasury@prodev.com.



PEER GROUP PARTICIPANTS

Participants involved in organizing, developing and conducting Symposium 2010 represent a diverse mix of higher education institutions including:



Treasury Institute
for Higher Education

P.O. Box 189
Bloomington, IN 47402-0189
www.treasuryinstitute.org

PRSR STD
US Postage
PAID
Permit No. 118
Spencer, IN
47460