

EASY REFERENCE TOPIC LISTING

NEW YORK 2010 CASH EXCHANGE

A TREASURY MANAGEMENT CONFERENCE
HILTON NEW YORK – NEW YORK CITY
JUNE 2 – 4, 2010

AS OF MAY 5, 2010

(X) Executive Track (A) Advanced (I) Intermediate (B) Basic (#) Session
Executive Track Sessions are in Bold.

GLOBAL BANKING

- SWIFT for Corporations – The MetLife Case Study – Strategies for a Successful SWIFT Implementation (I) #1
- To Russia with Love – Treasury Outlook (A) #2
- The Economic Ascendancy of Brazil and What It Means for U.S. Companies (X) #3**
- Mid-Mkt - Making the Cross-Border Leap (I) #3
- Best Practices for Establishing an Effective International Payments Management Program (I) #3
- Going Global with Remote Deposit Capture (I) #4
- Managing Global Liquidity - Navigating the Changing Landscape (I) #5
- Treasury and Cash Management in the Middle East (X) #6**
- Everything You Always Wanted to Know About Banking in China (A) #7
- Integrating the Procure to Pay (P2P) Process to Improve Efficiency – Innovative Payments Solutions to Drive Bottom Line Growth (I) #7
- Hedging to Cash Conversion: Getting off the Rolling Roller Coaster (A) #7
- Obtaining Full Transparency in the Foreign Exchange Process (A) #8
- Roundtable Discussion – FX Risk Assessment And Protection (A) #10

CAPITAL MARKETS

- Current Trends of Hedge Accounting for Derivatives – Business as Usual? (X) #2
- Navigating the Changing Landscape of Cash Investing (A) #2
- Essential Analysis of Prime Institutional Money Market Funds (X) #4**
- Mid-Mkt - The Importance of Covenant Compliance in Today's Colder, Crueler Credit Markets (A) #6
- Recent Regulatory Changes and What They Mean for S-T Investors (I) #6
- Reform, Ratings and Returns: The New Era of Money Market Funds (I) #7
- Investments – Is it Time to Say Amen? (I) #8

TREASURY MANAGEMENT

- Working Capital Management Practices- Specific Tactics and Metrics for Treasury Use (X) #1**
- Work Your Working Capital: Survival Tactics for Your Company's Financial Resiliency (I) #2
- Unclaimed Property 101: From Policies and Procedures to Recovering Funds (I) #4
- Marketing and Controlling your Corporate Insurance Program -Control your own Destiny (X) #5**
- Beyond EBITA – The Importance of Liquidity (X) #7**
- Taming Commodity Risk with a Two Tier Hedging Strategy (A) #8
- Panel Discussion - Enhancing Treasury Operations for that Upcoming Treasury Audit (I) #9
- How to Manage a Corporate Treasury Department (A) #10
- Cash Flow Forecasting: A Hands-on Approach (I) #10
- Roundtable Discussion – Liquidity And Working Capital (A) #10

TREASURY TECHNOLOGY

- Rethinking Best Practices for Electronic Receivables Posting (A) #1
- Big R, Little I: How an Analytical Card Payments Review Can Create Big ROI with Little Investment (I) #2
- The Payments Convergence and the Benefits of Least Cost Routing: Image Exchange vs. ACH (A) #3
- What can Software as a Service (SaaS) Do for Treasury? (I) #3
- Financial Influenza: Cyber Crime and Check Fraud – Vaccines for Your Organization (I) #4
- Commercial Card - A Critical Piece of the Paper-to-Electronic Payment Migration (I) #4
- Something Old, Something New: Improve Cash Flow by Marrying Emerging and Traditional Collection Solutions (I) #4
- Leveraging Treasury Technology to Complete the Post-Acquisition Checklist (I) #5
- Fraud and Security: The Next Generation (I) #5
- Mid-Mkt - Onboarding Suppliers for Electronic Payments (A) #5
- Using Data Tokenization - How to Reduce Risk, Ensure Timely Revenue Collection and Enhance Customer Experience (I) #6
- Global Card Payments – Get the Value; Know the Rules (I) #6
- Mid-Mkt - Remote Deposit Capture: Does Business Size Really Matter? (I) #7
- Using a Social Networking Model to Push Adoption of Electronic Payments to Your Vendors (I) #8
- Mobile Banking: The Reality behind the Hype (I) #8
- Roundtable Discussion – Treasury Workstations (I) #10

BANK RELATIONS

- Bank Pricing 2010: Perceptions, Trends and Reality in Unusual Times (I) #1
- Optimizing the Bank Relationship: Getting the Most Out of Your Bank (I) #3
- De-Coding the Account Analysis Statement (I) #5
- RFP's: Ten Traps to Avoid (I) #6
- Bank Account Management: Controlling Your Analysis Fees and Beyond (I) #8

PROFESSIONAL DEVELOPMENT

- Networking for Financial Professionals (I) #2
- Preparing to Pass the CTP Exam (B) #10