



27th

ANNUAL CONFERENCE

March 24 – 25, 2010

The Sheraton BWI Airport Hotel
1100 Old Elkridge Landing Road
Linthicum, MD 21090

a regional association of



Welcome to the Mid-Atlantic Association for Financial Professionals 27th Annual Conference

Wednesday, March 24 – Thursday, March 25, 2010

For members who paid \$250, the conference is included in your dues.
For other members and non-members, the fees are as follows:

<u>Registration by March 5, 2010:</u>	Members	\$175
	Non-members	\$225
<u>Registration after March 5, 2010:</u>	Members	\$200
	Non-members	\$250

TOPICS INCLUDE:

Career planning	Payments fraud	Risk management
Cash forecasting	Short-term investments	Accounting update
Tax update	Account analysis	State of the economy
Counterparty credit risk	Treasury technology	

WHO SHOULD ATTEND:

Mid-Atlantic regional and local middle-market companies from all industries, banks, service providers, non-profits, state and local government entities including: CFOs, Treasurers, Controllers, Assistant Treasurers, Cash Managers, Treasury Analysts, Risk Managers, Bankers, Accounting and Finance Managers and Analysts and Treasury Consultants.

The conference provides an excellent opportunity to earn continuing education credits. Most of these presentations are eligible for CTP, CCM, CPE, and CAE credits.

HOTEL INFORMATION:

The Sheraton BWI Airport Hotel
1100 Old Elkridge Landing Road
Linthicum, MD 21090
443-577-2100

TO REGISTER: Visit our website at www.maafp.org.

CONFERENCE AGENDA

Wednesday, March 24

1:30 – 2:30	Registration
2:30 – 2:40	Opening Remarks
2:40 – 3:30	<i>Improving Cash Forecasting Without Adding Systems or Staff</i>
3:30 – 4:20	<i>Short Term Investments</i>
4:20 – 4:35	Refreshment Break
4:35 – 5:30	Panel Discussion: <i>Keep Your Job Skills Relevant</i>
5:30 – 7:00	Social Networking and Cocktails Visiting with Sponsors

Thursday, March 25

8:00 – 8:50	Continental Breakfast
8:50 – 9:00	Opening Remarks
9:00 – 9:50	<i>Effective Treasury Technology</i>
9:50 – 10:40	Concurrent Sessions: <ul style="list-style-type: none">• <i>The Future of Risk</i>• <i>General Accounting Update</i>
10:40 – 11:00	Refreshments
11:00 – 11:50	<i>Payments Fraud: Understanding the Law to Help Shield against Liability</i>
11:50 – 12:40	<i>What is possible</i>
12:40 – 2:00	Lunch and Keynote Speaker <i>Economic Outlook for 2010</i>
2:00 – 2:50	<i>Master the Art of Account Analysis</i>
2:50 – 3:00	Refreshments
3:00 – 3:50	Concurrent Sessions: <ul style="list-style-type: none">• <i>Counterparty Credit Risk</i>• <i>Tax Update 2010 – Trends and Issues</i>
3:50 – 4:00	Closing remarks & Drawings

The speakers are executives with the following organizations: the Association for Financial Professionals, Bank of America, Constellation Energy, Deutsche Bank, Ernst and Young, Grant Thornton, Jefferson Wells, the Mergis Group, PNC Bank, T. Rowe Price, and the Weiland Financial Group.

Mid-Atlantic Association for Financial Professionals 27th Annual Conference Sponsors

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The association's members represent a wide range of businesses, financial institutions, service providers, non-profits, state and local government entities and academic professors.

For membership and meeting information, please visit www.maafp.org.