

FMS | Financial
Managers
Society
Philadelphia Chapter



2010 East Coast Regional Conference



The Four Seasons Hotel | Philadelphia, PA

September 19–21, 2010

Fall Back in Time
FMS Philadelphia Celebrates 60 years

www.fmsphila.com

WELCOME TO YOUR JURASSIC ADVENTURE

DISCOVER

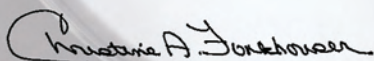
This year marks **FMS Philadelphia Chapter's 60th Anniversary** and we welcome you as we celebrate the chapter's history, accomplishments and commitment to community banking. It is only through the support of our membership, past and present, that we have been able to accomplish so much. In great appreciation, we invite you to join us on Sunday, September 19th at The Academy of Natural Sciences, where all participants, their spouse and guests are invited to take a look back in time at our shared history, to reconnect with old friends and to form new relationships as we consider the Chapter's future and all its promise.

The FMS Philadelphia Chapter is honored to host the 2010 FMS East Coast Regional Conference on Sunday, September 19th to Tuesday, September 21st at the Four Seasons Hotel. This year's conference features a diverse slate of presenters on a wide range of current topics that are relevant and sure to add value to your organization. The scheduled program and events of the conference offers one of the best networking forums to community bankers.

EXPLORE

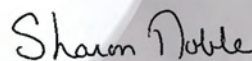
While you're in town, we encourage you to sample the local cuisine, take a trolley tour of our city, visit its many historic sites and landmarks, watch the National League Champion Philadelphia Phillies play at Citizens Bank Park or tour one of our superb museums on the Parkway. Make sure to join us on Monday night as the head sommelier of the Four Seasons engages our palates with an assortment of fine wine, chocolate and cheese. This is a gathering you won't want to miss.

We look forward to welcoming you to Philadelphia. See you in September!



Christine Funkhouser, Co-Chairman

The GTM Group
150 N. Radnor Chester Road
Suite C200
Radnor, PA 19087
610.977.0090
cfunkhouser@gtmgrp.com



Sharon Noble, Co-Chairman

Merck Sharp & Dohme Federal Credit Union
335 West Butler Avenue
P.O. Box 127
Chalfont, PA 18914
215.996.3771
snoble@msdfcu.org



Sunday, September 19, 2010

2:00–5:00PM - Registration

Four Seasons Hotel

Sponsored by The Kafafian Group

6:00–9:00PM - Welcome Reception

The Academy of Natural Sciences

19th Street & Ben Franklin Parkway

Philadelphia, PA

Sponsored by FHLB of Pittsburgh

Walk among live butterflies, see skeletons of more than a dozen dinosaurs and enjoy a wonderful animal presentation all while networking with old and new friends alike.

Butterflies!, features a lush, tropical garden filled with colorful plants and a multitude of live butterflies from Central and South America, East Africa, and Southeast Asia. Enjoy 20 to 40 different species.

Wander into Dinosaur Hall. Measuring up to 42 feet in length and weighing-in up to an estimated 7.5 tons, Tyrannosaurus Rex was one of the largest predators to have ever walked the earth.

Monday, September 20, 2010

8:30–11:00PM Wine, Chocolate and Cheese

Four Seasons Hotel

Join us for a fabulous evening of wines, chocolates and cheeses. Swirl and sip wines while sampling cheese and decadent chocolates wonderfully paired to please your palette.

The Four Seasons Sommelier, Scott Turnbull, has hand selected a variety of wines for your tasting.



Conference Agenda

Monday, September 20th

Breakfast Sponsored by Stradley, Ronon, Stevens & Young, LLP 7:00 a.m.–8:15 a.m.

Conference Welcome Address 8:15 a.m.–8:30 a.m.

Christopher S. Connell, Esquire 8:30 a.m.–9:20 a.m.

Stradley, Ronon, Stevens & Young, LLP

A Brave New World—The Impact of Financial Regulatory Reform in 2010

Financed Regulatory Reform has dominated the headlines for several months, and it appears that we have, or soon will, reach the end of the debate. The era of re-regulation is upon us, and the financial services industry must now navigate the waters of significant, and often complex, rules and regulations.

William Brewer, Partner 9:20 a.m.–10:10 a.m.

Crowe Horwath LLP

Accounting Issues for Financial Institutions: FASB and SEC Developments

An update on newly issued and proposed accounting standards affecting Financial Institutions, developing accounting issues and recent activities of the FASB and SEC.

Coffee Break Sponsored Crowe Horwath, LLP 10:10 a.m.–10:30 a.m.

Steve Twersky, Senior Vice President 10:30 a.m.–11:20 a.m.

FTN Financial Capital Markets

Portfolio Strategies—Meeting Today's Difficult Challenges

This presentation will focus on constructing the optimal portfolio mix that best balances the desire to maximize yield with the need to prepare for the eventual increase in interest rates. The session will also address strategies for investing excess liquidity while making certain you are prepared for funding contingencies.

Rosemary Ondeck, CFSA, Principal & Randy Coneby, Principal 11:20 a.m.–12:10 p.m.

GTM Risk Management, LLC

Effective Management Reporting

What type of information are you providing to your Board and Audit Committee? Are they receiving the right information to be effective and make appropriate decisions? This presentation focuses on the information provided to the Board and Audit Committee and its relation to risk management and strategic objectives.

Christine Funkhouser, Director & Frank Nieves, Tax Manager 12:10 p.m.–12:30 p.m.

Global Tax Management, Inc.

New Tax Reporting for Uncertain Tax Positions on the Horizon for 2010

This short but informative session will cover the basics of the IRS announcements proposing the new Schedule for Uncertain Tax Positions required for 2010 corporate filers.

Lunch Sponsored by BNY Mellon Capital Markets, Inc. 12:30 p.m.–1:30 p.m.

Michael Barrack, Vice President, Client Services 1:30 p.m.–2:20 p.m.

Bill McDevitt, Risk & Compliance Engagement Manager

Compushare

Riding the wave of enterprise-wide recoverability; are you protecting your assets or just covering them?

Learn about the high importance of enterprise recovery solutions and the positive financial impact it can have on your business. Institutions are rapidly making changes to build an enterprise wide recovery program that incorporates the recovery of the business process, people and tools they use. In this session, you will learn how to make your business resilient using enterprise-wide solutions that will provide system high availability, critical systems recovery and enterprise functional testing.

<p>David Manges, Managing Director BNY Mellon Capital Markets Current Status and Trends in the Municipal Markets</p> <p>With States and Municipalities under increasing revenue pressure, what is the prognosis for borrowers and investors in the crucial part of the American Capital Markets? An update on the newest component of this market—Build American Bonds.</p>	<p>2:20 p.m.–3:10 p.m.</p>
<p>Coffee Break Sponsored by RSM McGladrey</p>	<p>3:10 p.m.–3:30 p.m.</p>
<p>Peter M. Brady, Managing Director, New York, Risk Management Practice RSM McGladrey Enterprise Risk Management Roundtable</p> <p>Discussion on enterprise risk management based on discussions with community, commercial and de novo financial institutions. Including, risk on an enterprise-wide basis; status of ERM; challenges and solutions in enhancing a corporate risk culture; trends in governance structure and risk policies; operational risk assessments and regulatory expectations; credit risk assessment, reserves and regulatory expectations; market risk measurements and concerns; liquidity contingency planning.</p>	<p>3:30 p.m.–5:00 p.m.</p>
<p>Tuesday, September 21st</p>	
<p>Breakfast Sponsored by P&G Associates</p>	<p>7:00 a.m.–8:15 a.m.</p>
<p>Marshal S. Auron, Senior Risk Consultant & Chief Liability Strategist Velligan-Blaxall Consultants, LLC Post—Financial Crisis Market and Liquidity Risk Management</p> <p>This presentation will review the major measures of market and liquidity risk management and demonstrate how they could be enhanced to deal with the financial environment we now face. The presentation contrasts compliance management with proactive management and discusses new approaches to integrating economic expectations and credit risk implications in market and liquidity risk management.</p>	<p>8:15 a.m.–9:05 a.m.</p>
<p>Amit Govil, Managing Partner P&G Associates Current Trends and Challenges of Internal Auditing</p> <p>This presentation will address both current and emerging trends and challenges faced by bankers (and auditors) as related to Internal Audit. This includes regulatory enforcement, economic and budget cutbacks, the current financial environment and so on and include discussion of the impact each has on the expectations of internal audit, the impact on audit quality, and how to manage those conflicting expectations.</p>	<p>9:05 a.m.–9:55 a.m.</p>
<p>Coffee Break Sponsored by Velligan-Blaxall Consultants, LLC</p>	<p>9:55 a.m.–10:20 a.m.</p>
<p>Amber L. Salvi, Managing Director PNC Capital Markets Derivative Strategies for Financial Institutions</p> <p>Interest rate swaps, caps and floors are popular tools that banks can use to effectively manage balance sheet sensitivities, achieve specific funding and investment objectives or express specific rate views. These products can also be used by community banks to expand their product set and create more lending opportunities on a loan level basis.</p>	<p>10:20 a.m.–11:10 a.m.</p>
<p>Rick Huff, Partner, Grant Thornton LLP Dave Swartz, Chair, Financial Institutions Group, Stevens & Lee Joe Harenza, Senior Managing Director and CEO, Griffin Financial Group, LLC Top 10s for Bankers under DFA—Accounting, Investment Banking and Legal</p> <p>We will offer some practical “Top 10” financial, operational and strategic observations from the perspectives of a senior external audit partner, a senior investment banker and a senior banking lawyer. The panel will explore some areas of potential focus for Boards and management in the increasingly complex operating environment and regulatory structure for financial institutions.</p>	<p>11:10 a.m.–12:40 p.m.</p>
<p>Closing Luncheon Sponsored by Grant Thornton, LLP, Stevens & Lee and Griffin Financial</p>	<p>12:40 p.m.–1:30 p.m.</p>

Your Complete Experience

Hotel and Travel Information

Registrants are responsible for making/changing/canceling their hotel reservations. A special block of rooms has been reserved at The Four Seasons Hotel, One Logan Square, Philadelphia, PA 19103. We encourage you to reserve your room early. You may call The Four Seasons directly (215.963.1500) and mention that you are with FMS Philadelphia. Discount Room Rates: \$235 Superior Suite; \$295 Executive Suite.

Conference Attire

Business casual attire is appropriate for all events. Since conference rooms are often cool, please bring a sweater or jacket.



Enjoying Philadelphia

We are happy to provide you with more information about the sights and sounds of Philadelphia. Below you will find a list of some areas of interest that within walking distance or a short ride from The Four Seasons:

Our Museums

Franklin Institute Science Museum *5 minute walk*
Philadelphia Museum of Art *15 minute walk*
Rodin Museum *10 minute walk*

History and Science

The Academy of Natural Sciences *5 minute walk*
Constitution Center *10 minute drive*
Independence Hall *10 minute drive*
Liberty Bell *10 minute drive*
Betsy Ross House *10 minute drive*
Boathouse Row *15 minute walk*

Shop, Dine, Relax

Penns Landing
South Street
Rittenhouse Square
Pat's or Geno's Cheesesteaks

Catch a game

The Phillies are in town!

Enjoy the National League
Champions at the beautiful
Citizen's Bank Park.

Go online to www.phillies.com
for more information
and to purchase tickets.

Mr./Mrs./Ms.: _____ Badge Name: _____
Organization: _____ Title: _____
Address: _____ Chapter Affiliation: _____
City/State/Zip: _____ Officer Designation: _____
Email: _____ Asset Size: _____
Phone Number: _____ Spouse/Guest Name: 1. _____
Spouse/Guest Name: 2. _____

- FMS Member Early Registration (due by September 1, 2010) \$425
 Member (after September 1st) and Non-Member \$525
 Member/Non-Member 1 day only \$325
 Spouse/Guest (Includes Meals, Welcome Reception and Wine, Chocolate & Cheese) \$200
- Yes, I plan on attending the Sunday Night Welcome Reception _____# of guests
- Yes, I plan on attending the Monday Night Wine, Chocolate & Cheese
(Wine tasting by The Four Seasons) _____# of guests



Mail Your Completed Registration Form along with payment to:

M. Shane Michalak
Vice President/Controller
Harleysville Savings Bank
271 Main Street
Harleysville, PA 19438
P: 215.256.8828
msmichalak@harleysvillesavings.com

Amount: \$ _____
Check should be made payable to:
Financial Managers Society
Philadelphia Chapter

Refunds and Cancellations

Requests for refund of registration fees must be made in writing to M. Shane Michalak, FMS Philadelphia Chapter East Coast Regional Conference Treasurer at Harleysville Savings Bank, 271 Main Street, Harleysville, PA 19438, Fax Number: (215) 513-9390, E-mail: msmichalak@harleysvillesavings.com by September 9, 2010. No refunds will be processed after this date and telephone cancellations will not be accepted. Upon notification, a substitute attendee from your company may attend. All refunds are subject to a \$75 cancellation fee. It is the attendee's responsibility to contact the hotel directly to cancel accommodations. For more information regarding refund, complaint and program cancellation policies, please contact M. Shane Michalak, FMS Philadelphia Chapter East Coast Regional Conference Treasurer.

Registration Confirmation

When you register, you will receive a confirmation by email within seven (7) business days.



CPE Credits

Earn up to 13 hours of CPE Credit. Delivery Method: Group Live. Program Level: Update. Prerequisite: None. Advance Preparation: None. Fields of Study: Accounting, Auditing, Finance, Management Advisory Services and Taxes. *Financial Managers Society Philadelphia Chapter 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. Website: www.nasba.org*

Conference Sponsors

Proudly Sponsored by:



Platinum Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors

