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Iowa Treasury Management Association

October 2013

Iowa Treasury Management Association, P.O. Box 228,
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www.iowatreasurymanagement.org

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November Meeting

The November meeting will begin at 11:30am on Thursday, November 14, 2013. It is being held at the Des Moines Golf & Country Club in West Des Moines. The speaker for the November meeting will be Christa Addy, Marketing Product Manager at Shazam. Christa will be discussing EMV Chip Cards, specifically the technology involved and how the new technology change has impacted the US.

Lunch options this meeting will be the Chicken Bacon Lettuce Tomato Sandwich meal or the Grilled Tuscan Cheese Sandwich meal. Those who plan on attending need to register for the meeting on the website with their lunch selection.

Officers

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Guests

ITMA members are encouraged to bring guests to our meeting. We hope that guests will find our meetings enjoyable and provide educational opportunities and will, in turn, want to join. Members (or their guest) should bring \$30 to the meeting to cover the food and room costs. Checks can be payable to Iowa Treasury Management Association and given to the ITMA Treasurer.

Announcements/Upcoming Events

If there are any webinars, conferences, or announcements that would be beneficial to share with your fellow ITMA members, please email the details to Kyle Rice, ITMA Secretary, to add here in the monthly newsletter. All emails can be sent to kyle.rice@polkcountyiowa.gov.

Meeting Schedule

11/14/2013

Topic: EMV Chip Cards

Speaker: Christa Addy, Shazam

Location: Des Moines Golf & Country Club

01/09/2014

Topic: Strategic Global Operations

Speaker: Renee Schaaf, Principal

*Location: Des Moines Embassy Club,
Ruan Center, 33rd Floor*

02/13/2014

Topic: TBD

*Speaker: Mary Maloney, Polk County
Treasurer*

Location: Des Moines Golf & Country Club

See you there!

September Meeting Summary

Presentation:

Janine Durbin from Bank of America Merrill Lynch presented the October meeting. The title of the presentation was "Sink or Swim? How an Effective Discipline around Cash Flow Forecasting Can Keep Your Firm Afloat"

Some of the items from the presentation include:

- Importance of cash and how it has always been and continues to be king in the Treasury world due to uncertainty and regulatory environment
- Benefits of Cash Flow Forecasting and importance of being proactive instead of reactive using the following methods:
 - Optimize Working Capital
 - Improve Visibility to Global Cash
 - Avoid Liquidity Emergencies
 - Increase Cash Balances
 - Identify Weakness in your Business
 - Align Incentives across Company
 - Improve Capital Structure Planning
- Try and spend some time focusing on a more strategic stance for cash flow forecasting instead of tactical. Allocate time to planning short-term (<7 days), medium-term (1-4 qtrs), and long-term (12 month rolling)
- Get buy-in and input across all departments to achieve strategic planning goals
- Use best practices for effective forecasting
 - Leadership
 - Launch as Six-Sigma Project
 - Cross Functional Engagement
 - Leverage Technology
 - Look at all aspects of the Balance Sheet
 - Focus on Income Statement
 - Recalibrate (update as necessary)
- Proper cash forecasting promotes the best uses for cash
- Ultimately move from a 'transaction processor' perspective to a 'forward looking strategist'