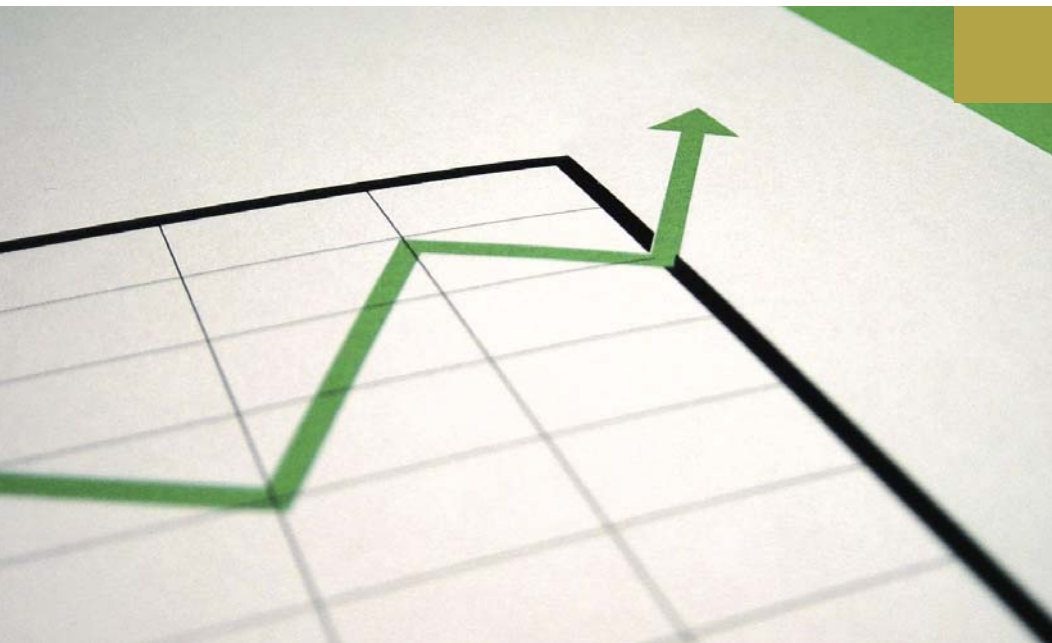




The 2010

# Cost Management Conference

Downturn. Upturn. Your Turn.



Conference: January 26–27, 2010

Pre-Conference Workshop: January 25, 2010

Westin New York at Times Square, New York, NY

Sponsored by: **Deloitte.**

## Benefits from Attending

- Learn to Preserve Cost and Liquidity Gains Made During the Downturn
- Deploy Cost Management Strategies that Address Both the Ongoing Downturn and Leverage the Upturn
- Ensure that Your Operating Model and Overall Cost Structure are Scalable to Support Both Revenue and Earnings Growth
- Prioritize Resources and Investments to Effectively Transition from the Downturn to the Upturn



## Pre-Conference Workshop Monday, January 25, 2010

Registration 1–1:30 pm

### Best Practices Workshop: Cost Management as a Core Competency

Seminar 1:30–5 pm

Transformational cost management is a strategic initiative that requires both vision and operational discipline. While many organizations take incremental steps to minimize costs, a sustainable transformation requires a strategic and holistic approach that considers all levers of the business and operating model. This workshop will impart best practices, tools and applications to enable participants to leverage outcomes for their own strategic cost restructuring efforts.

Omar Aguilar, Principal, **Deloitte Consulting LLP**  
Rick Ferraro, Director, **Deloitte Consulting LLP**

## Tuesday, January 26, 2010

Registration and Continental Breakfast 8–8:45 am

Welcome and Introductions 8:45–9 am

### A Global Economic Update: Considering the Future

A 9–10 am


For many of us, the economic outlook remains uncertain. It is becoming increasingly more difficult to predict the future and the related consumer demands for goods and services. Dr. Bart van Ark, Vice President and Chief Economist of The Conference Board will provide his insights about the major geo-political, economic and industry trends challenging business executives ability to manage for tomorrow.

Dr. Bart van Ark, Vice President and Chief Economist, **The Conference Board**

#### Keynote:

### Driving Shareholder Value through a Cost Conscious Culture

B 10–11 am

Session Sponsor:  **Bigu**  
SPEAK

Creating shareholder value can be accomplished in a number of ways; however, in this economy it has been increasingly important to consider the expense side of the equation. Former CEO of Aveda Corporation, President of Reebok Apparel and Retail Group and Vice President of Nike, Inc., Marilyn Tam is also a successful entrepreneur and author, having published

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*How to Use What You've Got to Get What You Want.* In her keynote address, Marilyn Tam will share her perspectives on strategic planning, human resources and management that will drive profitability and productivity in a cost conscious culture.

Marilyn Tam, Speaker, Corporate Consultant, Author, Executive Director, **Us Foundation**

## Managing Out of Volatile Times

C 11:15 am–12:15 pm

This recession will end. They all do. But the recovery is not likely to follow a familiar pattern. Each industry segment will respond differently and needs to balance priorities between managing for the downturn and preparing for the upturn. Hear from Punit Renjen, Chairman and Chief Executive Officer, Deloitte Consulting LLP, on current economic and business perspectives and how Deloitte is helping its clients manage their way out of the volatile times to gain competitive advantage in the next business cycle.

Punit Renjen, Chairman and Chief Executive Officer, **Deloitte Consulting LLP**

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Luncheon 12:15–1:30 pm

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Choose D1 or D2 1:30–2:30 pm

## Flexible Resources:

### How to Manage Supply and Demand Effectively

D1 1:30–2:30 pm

In a not-for-profit organization that relies heavily on deep technical skills to increase economic growth and improve the quality of life in developing countries, managing costs of contractors, suppliers, and partners becomes a significant challenge. Glenn Miles, Director of Budgeting at The World Bank shares best practices and lessons learned in leveraging resources in a cost-effective way, including benchmark practices to drive results.

Glenn Miles, Budget Director, **The World Bank**

## Employee Benefits: Higher Costs Don't Always Mean Higher Value and Lower Costs May Not Equal More Savings

D2 1:30–2:30 pm

Employee benefit costs can consume up to 40% of payroll, and efforts to simply shift costs to employees or change plan benefits have not generated sustained costs savings. Pitney Bowes has developed a value-based health benefits program designed as a long-term investment in the health and wellness of its employees to generate sustainable productivity and cost efficiencies. Andy Gold, Executive Director of Global Benefits Planning will share best practices for designing a “life benefits program” to mitigate higher costs while creating more value to Pitney Bowes’ employees.

Andy Gold, Executive Director of Global Benefits Planning, **Pitney Bowes**

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Choose E1 or E2 3–4 pm

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## Improving Supply Chain Agility to Support Sustainable Growth

E1 3–4 pm

In response to the global recession, companies in a wide variety of industries have rushed to re-design their organizations to achieve cost efficiencies. World class organizations have focused their restructuring efforts on being able to quickly respond to changing market conditions by focusing on their supply chain agility. Leland Sandler, Executive Director of Organizational Strategy will share Amylin Pharmaceutical's initiatives to create a flexible, collaborative and global operating model to maximize cost savings and efficiencies while taking advantage of opportunities for strategic profitable growth.

Leland Sandler, Executive Director, Organizational Strategy, **Amylin Pharmaceuticals**

## Driving Structural Improvements to Maximize Return on Investment

E2 3–4 pm

Economic conditions have forced most companies to take strong improvement actions to address costs. Many are focused on short-term concerns like liquidity and customer retention. Management efforts going forward will need to drive structural changes such as reducing complexity, footprint optimization, and portfolio restructuring to leverage the upturn. Participate in a panel discussion to learn how the high profile companies such as Motorola, Capital One and others have designed and executed their respective cost transformation programs while catering to organizational challenges and priorities in a constantly changing environment.

Omar Aguilar, Principal, **Deloitte Consulting LLP**

Rick Ferraro, Director, **Deloitte Consulting, LLP**

Ed DelGrosso, Vice President, Mobile Devices Business Transformation, **Motorola**

Rob Anderson, Senior Vice President and Chief Financial Officer, Commercial Banking, **Capital One**

## Optimizing Your Working Capital During Challenging Economic Times

F 4–5 pm

With increasing pressure to optimize working capital, many organizations are automating payables operations. Replacing paper processes with a self-service supplier portal streamlines invoice and payment processing and improves liquidity. On-demand software-as-a-service is a low-cost, low-risk alternative to traditional enterprise software to achieve these results. Learn strategies for driving discounts and turning cost centers into profit centers.

David Peraino, Managing Director, Order-to-Pay Product Executive, **J.P. Morgan**

Barbara Cassera, Manager of Financial Systems, **Memorial Sloan-Kettering**

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Networking Reception: 5–6 pm

Hosted by: **Deloitte.**

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Wednesday, January 27, 2010

Continental Breakfast 8–8:45 am

Introductions 8:45–9 am

## Focusing on the Customer while Managing Costs Effectively

G 9–10 am

As a result of the volatility in the economy and less consumer spending, many retail companies have been quick to eliminate jobs to drive costs down. Will customers continue to drive business to companies that don't service them? QVC doesn't think so. Learn how QVC has continued to build their customer-centric focus while reducing costs through a holistic approach to customer service, using an end to end solution that leverages their resources and related costs effectively.

Dan McDermott, Senior Vice President, Customer Services, **QVC Inc.**

## Recalibrating Your Approach to Talent and Rewards for the Upturn

H 10:15–11:15 am

Many executives were faced with hard decisions regarding human capital during a time of reduced demand and growth. Now, as the economy turns around, it is critical to focus on talent, minimizing turnover intentions and putting into place effective reward systems by first understanding what employees really want and then realigning retention strategies to achieve those objectives. Learn how this company is approaching their employees for the upturn.

Theresa Shaw, Vice President of Strategic Talent, **Thomson Reuters**

## Engaging Your Employees: Spending Smarter to Manage Enterprise Costs

I 11:15 am–12:15 pm

Enterprises are most effective at transformational cost management when they effectively engage their employees in the process. In 2008, Wells Fargo launched an innovative approach within their decentralized culture to manage enterprise costs more effectively across their 80+ businesses. Months later, Wells Fargo acquired Wachovia Corporation, creating an opportunity to embed best practices in cost management across the combined organization. Laura Schupbach will share their approach to enterprise expense management.

Laura L. Schupbach, Executive Vice President, Head of Enterprise Expense Management, **Wells Fargo & Company**

Conference Adjourned 12:30 pm

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Westin New York at Times Square, New York, NY

Pre-Conference Workshop: January 25, 2010

## Registration Information

### Online

[www.conference-board.org/costmanagement2](http://www.conference-board.org/costmanagement2)

### Email

[customer.service@conference-board.org](mailto:customer.service@conference-board.org)

### Phone

212 339 0345

8:30 am to 5:30 pm ET Monday through Friday

### Conference (916010-2)

Dates: January 26–27, 2010

Location: Westin New York at Times Square

Associate: \$2,195

Non-Associate: \$2,495

### Pre-Conference Workshop (B06010-2)

Date: January 25, 2010

Location: Westin New York at Times Square

Associate: \$495

Non-Associate: \$595

## Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Cost Management Conference.

Hotel Reservations Cut-off Date:  
Thursday, January 6, 2010

### Westin New York at Times Square

270 West 43rd Street

New York, NY 10036

Tel 212 201 2700

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per person

For a team of three or more registering *from the same company at the same time*, take \$200 off each person's registration.



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