

a canadian roundtable executive series

November 27-28, 2012

Toronto, ON

cfo canada

CFOs worldwide are being called upon to guarantee company-wide financial stability while overcoming challenges created by the volatility of global market conditions. Recognizing collaboration as an integral part of mitigating impacts and creating success has forged an environment characterized by strategic partnership and insightful forecasting with fellow leaders at PTLA's premiere CFO CANADA event.

www.ptlacademy.com

Featuring The Following Thought Leaders:



Beth Summers
Chief Financial Officer
Just Energy Group, Inc.



Dezső J. Horváth
Dean
Schulich School of Business



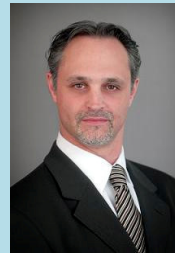
Peter Sweeney
Vice President and CFO
Allied Properties REIT



Gord Fowler
Chair
CASB



Jim Falle F.C.A.,
EVP and CFO
Aviva Canada



Kent Carson
SVP and CFO
Holcim (Canada) Inc.



John Glicksman
EVP and CFO
PowerStream Inc.



John Power
CEO
Longview Solutions



Jane Windmeier
SVP Global Financial
Systems and CFO
Target Canada



Steven Rostowsky
CFO
Sprott Inc.



Brent Mooney
Chief Financial Officer
Compass Group Canada



Gestur Kristjansson
Chief Financial Officer
San Gold Corporation



Dale Ingelhart
VP Finance and Accounting
Motorola Mobility Canada



Bill Tofflemire
Chief Financial Officer
Wal-Mart Canada Corp



Josette Melanson
Vice President,
Planning and Analysis
Sun Life Financial



Keith Wettlaufer
CFO and EVP Commercial
Commercial Services (Ret.)
Energy Generation Sector



Michael Washinushi
Chief Financial Officer
SiriusXM



Michael Salter
Chief Financial Officer
Medical Facilities Corp.

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Day 1, November 27, 2012

7:30: Registration and Morning Coffee

8:30 Opening Keynote Address To Entire Delegation International Convergence of Accounting Standards – What Does it Mean for Canada

- Reviewing Canada's adoption of IFRS – How did we get here?
- IFRS Transition 2011 – successes and speed bumps
- Key messages about the IASB's future agenda

Gord Fowler, Chair, CASB

DAY ONE CHAIRPERSON: Keith Wettlaufer, CFO and EVP Commercial Services, Energy Generation Sector (Ret)

TRACK ONE

9:40 Session
Mastering Loss Prevention Across Businesses
-Reducing internal theft through advanced screening
-Implementing a comprehensive monitoring and analytics system
-Developing a company-wide strategy for minimizing loss
Brent Mooney, Chief Financial Officer, Compass Group Canada

TRACK TWO

9:40 Session
Striving for Efficiencies in the Back-Office
- Factors to consider before jumping into outsourcing
- Identifying the right back office services partner for business growth
- Important factors for sharing back office services
Kent Carson, Senior Vice President and CFO, Holcim (Canada) Inc.

10:30 CONTENT ROUNDTABLES: In-depth group discussion offering key insight from leading Subject Matter Experts.

Roundtable A

Enabling Corporate Agility

- How the CFO powers the corporate agenda
- Optimizing and exploiting your investment to do more with less
- Demystifying data complexity to support growth

John Power, CEO, Longview Solutions

Roundtable B

Scotiabank: Session TBA

**David Skurka, Deputy Head, Global Investment Banking
Scotiabank**

Roundtable C

Balancing the Competing Priorities of the CFO

- Deriving strategic value from all decisions made in forecasting, IT, Business Development, and Compliance
- Achieving optimal compliance through the design of internal controls, evaluation and testing

Gestur Kristjansson, Chief Financial Officer, San Gold Corporation

11:30 NETWORKING SESSION

12:00 General Session: Thought Leader Panel

Developing an Effective Strategic and Operational Plan

- Aligning strategic and operational plans
- Addressing current-day challenges in the planning process

Dale Inglehart, Vice President, Finance and Accounting, Motorola Mobility Canada

Jane Windmeier, SVP Global Financial Systems and CFO, Target Canada

John Power, CEO, Longview Solutions

Jim Falle F.C.A., Executive Vice President and CFO, Aviva Canada Inc.

1:00 LUNCHEON

2:00 General Session

Assessing Current Progress with IFRS Compliance and Examining the Growing Trend toward GAAP

- Determining the most appropriate financial reporting regulations for your specific market situation
- Comparing IFRS VS GAAP: Measuring the pros and cons of each before finalizing a conversion

Beth Summers, Chief Financial Officer, Just Energy Group, Inc.

3:00 CONTENT ROUNDTABLES: In-depth group discussion offering key insight from leading Subject Matter Experts.

Roundtable A

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John Power, CEO, Longview Solutions

Roundtable B

Scotiabank: Session TBA

**David Skurka, Deputy Head, Global Investment Banking
Scotiabank**

Roundtable C:

Achieving Visible Compliance Excellence for an Envable Reputation

- Mastering multi-layer compliance reporting
- Maintaining the integrity of financial statements post-IFRS conversion

Steve Rostowsky, CA, CFA, Chief Financial Officer, Sprott Inc.

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Day 1, November 27, 2012, CONTINUED

4:00 NETWORKING SESSION

TRACK ONE

4:30 Session
Best Practices in Financial Forecasting: "To Boldly Go"
- Emphasizing the difference between planning and forecasting
- Navigating the volatile and wacky business world we live in
- Scenario stress testing/Shock testing and the critical role it can play in effectively managing your business
- Examining the role of sensitivities
Jim Falle F.C.A., Executive Vice President and CFO, Aviva Canada Inc.

TRACK TWO

4:30 Session
The Emerging Role of the CFO
- Directing the organization through the heightened complexity and competitiveness of the global business environment
- Taking an active role in managing today's resources to ensure the optimal financial returns
Peter Sweeney, Vice President and CFO, Allied Properties Limited

5:30 End of Day One and Drinks Reception

Day 2, November 28, 2012

8:00: Registration and Morning Coffee

8:30 Opening Keynote Address To Entire Delegation

After The Meltdown: The Current State of the Global Economy and What Canada Must Do To Compete

- Canada's competitiveness formula: Innovate. Commercialize. Grow. And go global.

- Strategic investment opportunities in the global marketplace

Dezső J. Horváth, Dean, Schulich School of Business

DAY TWO CHAIRPERSON: Steven Rostowsky, CA, CFA, Chief Financial Officer, Spratt Inc.

TRACK ONE

9:40 Session
Setting the Financial Planning Cycle for IT and Facilities
- Exploring proven life-cycle planning and forecasting methodologies
Josette Melanson, Vice President Planning and Analysis, Sun Life Financial

10:30 Networking Break

11:00 Session
Seeking Out and Successfully Integrating the Most Effective Mergers and Acquisitions
- Integrating two diverse company cultures for a seamless transition to increased profit
- Accounting for the acquired company's debt in the overall fiscal wellness assessment of the corporation
John Glicksman, EVP and Chief Financial Officer, PowerStream Inc.

TRACK TWO

9:40 Session
Key Strategies for U.S. Companies Going Public in Canada
- Implementing an accounting approach to manage differences between IFRS and GAAP
- Navigating through capital market differences
- Gaining a handle on investor relations in the Canadian market
Michael Salter, Chief Financial Officer, Medical Facilities Corporation

10:30 Networking Break

11:00 Session
Strategically Managing Growth Today
- Maintaining an edge in an increasingly unpredictable economy
- Developing a deep understanding of all market trends intimately impacting your business
Keith Wettlaufer, CFO and EVP Commercial Services (Retired), Energy Generation Sector

12:00 General Session: Thought Leader Panel

Taking the Internal Lead on Sustainability Efforts

- Effectively educating the board, staff, and stakeholders alike on the myriad financial advantages of an active sustainability program

- Improving efficiency and reducing costs with an aggressive sustainability platform

- The role of the CFO in developing and executing a sustainability strategy

Panelists Include: Bill Tofflemire, Chief Financial Officer, Wal-Mart Canada Corp.

Michael Washinushi, Chief Financial Officer, SiriusXM

1:00 End of Day Two and Closing Remarks

why you must attend

Uncertainty within the capital and debt markets has triggered an intense focus on risk management for financial executives, and reinforced the need to collaborate more closely with internal and external audit departments. It has also generated a whole new focus on the role of the CFO.

Today's CFO roles are multi-faceted, with significant emphasis placed on business development, sharing insights into investment and M&A opportunities and delving into the HR, environmental and logistics business functions. A company's financial leaders represent confidence and assurance to investors, employees, stakeholders, and fellow executives.

The increased global risks of doing business mean that accurate market forecasting has become an essential tool for Canadian CFOs in addition to Financial Reporting under the recently implemented IFRS standards. Corporate tax and environmental policy concerns are also taking their place at the front of the Financial Executive's mind.

This unique, content-driven environment will allow CFOs and other financial leaders from the foremost Canadian companies to master the evolving role of the CFO, overcome global financial challenges and implement innovative strategies and tools to drive executive decision making and lift their firm far above the rest.

This High-Level PTLA event will Capitalize on Insight Drawn From Relationships with these Respected Canadian Companies and Organizations:

Aviva Canada Inc.
Baxter Corporation
Best Buy Canada
BMO Financial Group
Brookfield Investment Management
Cameco Corporation
Canadian Imperial Bank of Commerce
Canadian Tire Corp. Ltd.
Canadian Western Bank
CBC/Radio-Canada
Centennial College
CNW Group Ltd.
Economical Insurance Group
Edmonton Oilers Hockey Club
Enbridge Inc
Ernst & Young
Farm Credit Canada
Gran Tierra Energy Inc.
Home Capital Inc.
Home Depot of Canada Inc.
Home Hardware Stores Limited

ICICI Bank of Canada
Innova Life Sciences Corporation
Intact Financial
K-Line Maintenance & Construction Limited
LaFarge Canada Inc.
Leading Brands, Inc.
Lowes Canada
Maple Leaf Foods
Maple Leaf Sports & Entertainment
McCain Foods Limited
Mount Sinai Hospital
NAV Canada
Norbord Inc.
NovaGold Resources Inc.
Ontario Lottery and Gaming Corp.
Ontario Power Generation
Ontario Securities Commission
PepsiCo/Frito Lay
PetValu
Potash Corp.

Purolator Holding Ltd.
RBC Financial Group
Research in Motion
Rockwell Automation
SC Johnson Canada
Schulich School of Business, York University
Sherritt International Corporation
Sleep Country Canada
SNC-Lavalin, Inc.
Sobeys Inc.
Sodexo Canada
Softchoice Corporation
Staples Canada
Sun Media Corporation
TD Bank Group
The Brick Ltd.
The Hudson's Bay Company
TransCanada
Unilver Canada
Victoria Gold Corporation
Volvo Trucks

Subject Matter Experts



Longview Solutions provides a corporate performance management (CPM) and tax data management platform that leading companies such as Aon, Brunswick, Lexmark, The Home Depot, Trustmark, and Welch's use to drive performance with speed, visibility and financial integrity. Since 1994, Longview has been helping clients create a single repository of financial truth from which all, or any one of the following key financial processes can be performed: financial planning, budgeting, forecasting, modeling, disclosure management/XBRL reporting, statutory consolidation, management reporting, profitability analytics, tax data collection, tax provision/reporting and tax planning. Longview is an Exact company headquartered in Toronto, Canada with additional offices in Philadelphia, Chicago (USA), London (UK), and Amsterdam (NL). For more information visit <http://www.longview.com>

