



CFO Magazine's Corporate Performance Management Conference will be held at The Plaza Hotel, New York, NY on February 6-8, 2005.



Keynote Addresses:

Under the leadership of **William Teuber Jr.**, EVP and CFO at EMC, the finance organization at technology giant EMC has long strived for excellence in planning and performance management. That implies much more than financial planning, analysis of key performance indicators, and execution support. It means helping the business understand all the economic dimensions of an emerging business investment opportunity, and it means helping the business set the parameters for sound execution. Mr. Teuber offers his view of finance's evolving leadership role in influencing people to pursue and create value as a matter of course.

David Kelsey, SVP and CFO of Sealed Air, will discuss how the finance organization at Sealed Air Corporation operates on a principle that David Kelsey calls "realistic leadership." Being realistic starts with communicating accurately about the current performance of the business and encompasses what is possible for the business to achieve in the future. David Kelsey explains how finance at Sealed Air strives to provide leadership on multiple fronts. These include taking actions on items such as taxation and liability management that will contribute to the bottom line; establishing a framework for investing in the business that facilitates intelligent risk taking; and developing a pool of talented leaders for positions throughout the company.

Scott Di Valerio, Corporate Vice President and Corporate Controller of Microsoft, will explain how one thing is certain: past business performance is no guarantee of future results. That said, how you structure your finance organization can have a material bearing on the speed and agility with which your company responds to environmental change. Microsoft is now implementing a new model for the finance organization, a model that senior management believes is key to the company's ability to deliver superior performance over the long-term. That, of course, is the ultimate horizon for any public corporation upon which all other activities are predicated. Scott Di Valerio has prepared a special presentation for this CFO magazine conference in which he outlines the proposed finance structure, the factors that went into its inception, and how results so far are measuring up.

Featured Speakers include:

Leslie Culbertson - VP and Director, Corporate Finance, Intel
Christine Mead - CFO and President, Service, Technology, and Finance, Safeco Insurance
Peter Mondani - Manager, Financial Leadership Development and Human Resources, GE
Robert Paladino -SVP, Global Performance, Crown Castle International
Bruce Nolop - EVP and CFO, Pitney Bowes
Donna Coallier - Partner, PricewaterhouseCoopers, panel moderator
Adrian Sliwotzky - Managing Director, Mercer Management Consulting
G. Bennett Stewart III - Senior Partner and Co-Founder, Stern Stewart & Co.

Other Featured Speakers:

Sue Lea - Director, Finance Systems, Diageo
Kathleen Wilhide - Director, Corporate Compliance, Business Performance Management Software Research, IDC
Brian Hartlen - SVP, Geac
Craig Schneider - Assistant Editor, CFO.com
Michael Nagel - Principal, Balanced Scorecard Collaborative
Kevin Thompson - SVP and CFO, SAS
Amy Kwan - Senior Director, Sarbanes-Oxley Program, Cisco Systems
Andrea Freund - CFO, The Palladin Group
Mark Bazrod - President, LPI Software Funding Group
Patrick Miorin - CFO and Assistant EVP, PA Builders Association
Penny Abernathy - SVP, International and Development, *The Wall Street Journal*
William Byrne - SVP and CFO, New York Racing Association
James Lessersohn - VP, Finance and Corporate Development, *The New York Times Company*
Donna Coallier - Partner, PricewaterhouseCoopers, panel moderator