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Fees and Registration

HOW TO REGISTER	MAIL	FAX	WEBSITE
	Mail completed form with payment to: AMIFs 14247 Saffron Circle Carmel, IN 46032	Fax completed form and credit card information to: 317-815-5877	Download, complete or fax or mail, with payment, to AMIFs office www.amifs.org

QUESTIONS? Call AMIFs at 317-815-5857

REGISTRATION FEES: AMIFs Member: \$2995 Non-Member: \$3295

PLEASE PRINT

Name _____ Title _____

Company _____

Department _____ Internal Mail Code _____

Address 1 _____

Address 2 _____

City _____ State _____ Zip _____

Country (if other than U.S.) _____

Telephone _____ Fax _____

Email _____

First Name for Badge (if other than above) _____



PAYMENT OPTIONS

Payment enclosed • Check made payable to AMIFs

Charge to my credit card VISA Mastercard AmEx

Credit Card # _____ Exp. Date _____

Signature _____

Note: Cancellations must be made in writing. Cancellations received within 14 calendar days of the event are subject to a \$200 fee. No refunds will be made within 7 calendar days of the event and no-shows will be billed the full registration fee. Call us if you have special registration needs.

THE FEE FOR THE INSTITUTE IS:

AMIFs Member fee US \$2,995 • Non-member fee US \$3,295

The fee includes institute instruction and materials and accommodations (see below) as well as most meals. Registrations may be completed online at our website, mailed, or faxed to AMIFs. A copy of this brochure and current registration information can be obtained from the website – www.amifs.org. Registration and payment must be received before the institute begins. For information regarding administrative policies such as complaint and refund please contact our office at 317-815-5857.

ACCOMMODATIONS: Washington University in St. Louis, Missouri is an independent university known internationally for excellence in teaching and research and for the quality of its faculty and student body. Founded in 1853 as a non-denominational community of scholars, the University ranks among the nation's leaders in higher education. Its undergraduate, graduate, and professional programs are highly regarded.

The air-conditioned dormitory rooms provide private accommodations with bed linens, blanket, pillow and towels for each participant. (AMIFs will reserve all rooms and make room assignments.)

NOTE: University facilities are strictly non-smoking except in designated areas.



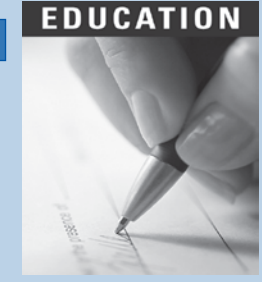
Association for Management Information in Financial Services

14247 Saffron Circle
 Carmel, IN 46032

www.amifs.org

INSTITUTE

Comprehensive Performance Management
 AMIFs Institute 2009



July 19 – 24, 2009 • St. Louis, MO



Testimonials

- ✓ *"The Institute was an unbelievable experience."* —Mike Onesko, Comerica Bank
- ✓ *"The AMIFs Institute was by far the most informative, educational and enjoyable workshop I have ever attended. It was clear that AMIFs is in-tune to the needs of financial managers in today's competitive banking environment."* —Renee Ouellette, Union Trust Company
- ✓ *"Outstanding instructors that have deep industry knowledge and experience. They put the fun in profitability and performance measurement."* —Celine H. Chang, Bearing Point
- ✓ *"I personally came out of the institute with more practical knowledge & tools to take back than any other training I have been to."* —Peggy Barsten, NWFCs
- ✓ *"Very thorough content."* —Virgil Lyons, Commerce Bank
- ✓ *"I found the course to be very applicable and relevant to my job- and one that promoted interaction among all attendees."* —Tim Cronin, BOK Financial
- ✓ *"The Institute is a great way to learn about topics that are relevant to our industry. But most importantly, it is done in a very relaxed and enjoyable atmosphere. Who knew learning could be so much fun!!!!"* —Senai Barlow, Comerica

Institute Overview

The Institute is an outgrowth of the AMIFs mission to be a leader in providing management accounting, financial and economic education for performance information professionals in the financial services industry. The Institute's curriculum on Performance Management is a basic, comprehensive training program. Students will participate in work groups on complex, real-world problems. In addition to receiving full instruction each day, students will be responsible for completing assignments each evening. Individuals who successfully complete the one-week program will be awarded the AMIFs Institute's Certificate of Performance Management. To ensure the maximum learning experience, class size will be limited to no more than 25 students. Speakers will include university professors and financial industry practitioners. The program level is Intermediate, limited prior banking experience is suggested.

Individuals who will benefit the most from this program include:

- ✓ Management Accountants
 - ✓ Financial Analysts
 - ✓ Profitability Consultants
 - ✓ Performance Analysts
 - ✓ Strategic Planners
 - ✓ Business Analysts
- AMIFs will provide a special edition of the Journal of Performance Management as advance reading for this course. These are no other prerequisites or advanced preparation required. The Institute delivery method is group live.

About AMIFs?



The Association for Management Information in Financial Services (AMIFs) is the preeminent organization for management information professionals in the financial services industry. Founded in 1980 (known then as NABCA), AMIFs is a not-for-profit professional association dedicated to developing and advancing the profession of management information for the financial services industry. Members receive the "Journal of Bank Cost & Management Accounting" quarterly newsletters, and access to many members only benefits on our website.

CPE

Recommended CPE for this course will be 48 CPE credits for CMAs and CPAs in the field of Management Advisory Services. AMIFs is registered with the National Association for State Board of Accountancy 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, Nashville, TN, 37219-2417. Web site: www.nasba.org.



Curriculum

SUNDAY, JULY 19TH
3:00 p.m. – 6:00 p.m.

- ✓ Introductions
- ✓ Course Overview
- ✓ Current Issues in Management Accounting and ALCO Bank Performance

MONDAY, JULY 20TH
8:30 a.m. – 5:00 p.m.

- Asset Liability Management & Profitability**
- ✓ Growth, Leverage & Profitability
 - ✓ Principle of Liquidity Management
 - ✓ Introduction to Interest Rate Risk Management
 - ✓ Case Study on Funds Gap and Duration Gap
 - ✓ Managing Liabilities - Deposits & FHLB Borrowing
 - ✓ Fundamentals of Hedging

TUESDAY, JULY 21ST
8:30 a.m. – 3:00 p.m.

Funds Transfer Pricing and Capital Assignment

- Funds Transfer Pricing**
- ✓ Overview of Industry Practice
 - ✓ Definition and Objectives
 - ✓ Matched Maturity Concept
 - ✓ Understanding the Mismatch
 - ✓ Case Study

Risk Based Capital

- ✓ Regulatory vs. Accounting vs. Economic Capital
- ✓ Capital Management
- ✓ Capital Allocation Methodologies

Capital and FTP Best Practices

- ✓ Industry Best Survey Background
- ✓ Survey Scope and Process
- ✓ Survey Questions and Responses
- ✓ Industry Implications

EDUCATION



WEDNESDAY, JULY 22ND
8:30 a.m. – 5:00 p.m.

Advanced Cost Management - Cost Development

- ✓ Business Performance Management (BPM) Model
- ✓ Developing an ACM Information Database
- ✓ ACM Unit Cost Development Case Study
- ✓ Administering an ACM Information Database

Profitability Measurement

- ✓ Organizational Product Profitability
- ✓ Product Profitability
- ✓ Introduction to Customer Profitability
- ✓ Case Study

THURSDAY, JULY 23RD
8:30 a.m. – 3:00 p.m.

Advanced Cost Management – Cost Deployment

- ✓ Cost Deployment - Integrated Profitability Measurement
- ✓ Cost Deployment - Integrated Resource Management
- ✓ Establishing Performance Management Targets
- ✓ Pricing and Strategic Analysis

Profitability Measurement

- ✓ Customer Profitability
- ✓ Profitability Modeling

Frontline Integration – Putting Profitability to Work

- ✓ Why some banks "hit the wall"
- ✓ Dealing with and delivering to the customer
- ✓ Drivers of sales, service and profitability
- ✓ Simplifying delivery and connecting products and services to segments

FRIDAY, JULY 24TH
8:30 a.m. – 12 NOON

Data Aggregation

- ✓ Overview
- ✓ Case Study Presentations

Balanced Scorecard

Institute Instructors

Robert E. Kafafian, President & CEO, The Kafafian Group

Mr. Kafafian is President & C.E.O. of The Kafafian Group, Inc., a finance, systems, and operations consulting firm that specializes in performance measurement and profitability outsourcing for the financial services industry. Over the past twenty years he has consulted with and advised over 300 financial institutions in all fifty states. He was instrumental in the design and development of a nationally recognized bank profitability software product.

He is a frequent speaker and lecturer on a variety of banking subjects. He received his B.A. degree in Business/Economics from Moravian College and his M.B.A. in Finance from Fairleigh Dickinson University. Mr. Kafafian is past President of the Board of Directors of AMIFs and is an active Board member of a number of corporations, professional, community, and academic organizations. He recently completed an AMIFs journal titled, KEYS TO COMMUNITY BANK SUCCESS/Utilizing Management Information to Make Informed Decisions.

James J. Clarke, Ph.D.

Dr. Clarke is on the faculty of the ACB's National School of Banking and has served on the faculty of the ABA's Stonier Graduate School of Banking. He is also a faculty member on a number of state banking schools including Massachusetts, Connecticut, New York, and Pennsylvania. Jim has conducted seminars on ALM and strategic planning for bank associations and individual banks. He is responsible for the ALM education for America's Community Bankers. He conducts an annual seminar on "Current Issues in Asset/Liability Management" for Pennsylvania, Ohio, Illinois, Maryland, Connecticut, and Massachusetts Bankers Associations. Jim has a Ph.D. in Economics from the University of Notre Dame.

Robert B. McDonald, Product Controller Treasury Services Finance, Wachovia Corporation

Mr. McDonald is Product Controller for Treasury Services at Wachovia Bank where he is responsible for the P&L and profitable growth for TS products. Prior to joining Wachovia, he was Director of Financial Services for EMC Global Services where he was responsible for a Business Performance Management (BPM) enterprise gateway solution - the combination of periodic Key Performance Indicator (KPI) scorecards and business event process monitoring in real time. Prior to that, he was EVP and manager of Bank Operations & Technology for an East Coast bank and SVP at a Texas Bank Holding Co., where he had P&L responsibilities for a combined Bank Operations and Treasury Services business unit concept.

Mr. McDonald holds a BBA degree in Accounting from the University of Iowa, is a Certified Public Accountant and a Certified Profitability Professional. He is active in several business organizations, including the AICPA, AMIFs, BAI and ABA. He has a diversified background in management accounting and performance measurement systems, as well as senior management experience in Bank Finance, Bank Operations and Technology. This combination provides a unique perspective to establish business performance measurement criteria linked with financial management information results.

Kevin W. Link, CPA, CMA, President & CEO, Altius Solutions, LLC

Mr. Link is currently serving as Executive Director of AMIFs following a successful management consulting career with Anderson Consulting. As a Partner with over 17 years of proven industry leadership, Mr. Link worked with financial institutions in the development and management of strategic performance measurements systems. He developed deep financial services knowledge with experience in 200 of the largest global and domestic bank clients. Mr. Link is a recognized expert in the field of Strategic Performance Measurement, and Shareholder Value Analysis. He is a frequent speaker and the author of many performance measurement articles including the industry textbook – The Ernst & Young Guide to Performance Measurement for Financial Institutions.