

# Financial Forum

February 2008



## INSIDE

President's Letter .....	2
Summit 2008 .....	2
Resources at National website .....	3
New Logo for FEI members	3
Mmembershhip Recruiting .....	3
Career Mgmt Meetings .....	3
Meeting Notice .....	4
Past Meetings .....	4

This month's Happy Hour Sponsor .....



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## NEXT MEETING: THURSDAY, FEBRUARY 21, 2008

*Supreme Court Roundup — A Look at Major Decisions of a Court More Focused on American Business*

### About the Speaker

Lindley (“Lin”) Brenza is trial lawyer and partner with the law firm of Bartlit Beck Herman Palenchar & Scott, in its Denver office. He left the Chicago office of Kirkland & Ellis more than 15 years ago to form Bartlit Beck, and moved from Bartlit Becks’ Chicago office to Denver about 7 years ago. He is a graduate of the University of Chicago Law School (1987) and Dartmouth College (1984) where he was a Mathematics and Computer Science major. In law school, he was an editor of the *Law Review*. He

spent a summer working in the office of the Solicitor General of the United States, where he worked with now Chief Justice John Roberts on matters to be argued before the Supreme Court. After law school, he worked as a law clerk for Judge Frank H. Easterbrook at the Federal Court of Appeals in Chicago, and the late Chief Justice William H. Rehnquist at the United States Supreme Court. In addition to private practice, Mr. Brenza has served in the Justice Department as Associate

Deputy Attorney General of the United States, and spent some time identifying potential candidates for judicial appointment or elevation while working briefly at the Office of Legal Counsel, also at the Justice Department. He also has worked as a prosecutor in the Northern District of Virginia. Today, his practice is focused on science based legal disputes including patents, trade secrets and products liability, as well as general business law involving contract and antitrust law.

### Professional Development Session

Sponsored by **Parson Consulting**

2 CPE credits available

### Establishing Practices in Reporting Excellence – Better Data Drives Better Decisions

Gaining access to performance related information in a timely consistent manner is critical to the office of finance’s ability to serve their internal customers. Most organizations today are data rich and information poor, as a result obtaining relevant performance information in a form factor that is easily understood, shared, and acted upon is increasingly difficult. To address this, many leading organizations are adopting known Reporting Excellence best practices – to help key decision makers get to the information that matters faster and make decisions with

greater confidence. These Reporting Excellence best practices enable information specialists to focus on consolidating basic management reporting processes into a single operating framework which includes support for planning, budgeting, forecasting, standard reporting, and ad hoc reports. Establishing this consistent basis of reporting and information management, designed to support the business conversation means finance spends less time on reconciling history, addressing data validity, and more time on in-depth information analysis

that supports the business and transforms the office of finance into the performance backbone of the organization that supports growth and provides a competitive advantage.

### About the Presenters

Todd Schreiner and John Genell are Directors with Parson Consulting’s Finance practice and will be presenting our topic this month. Todd has over 16 years of experience advising and leading business and technology programs for Fortune 1000 clients and brings a wealth of knowledge in

*(continued on back page)*

## FEI MISSION:

- to inform its members of evolving financial, economic and related technological issues;
- to help prepare its members to successfully address these issues;
- to provide forums for peer interaction and discussion of issues;
- to promote ethical practices and conformance with FEI's Code of Ethics;
- to represent the views of its members before legislative and regulatory bodies and the public; and
- to enhance public recognition, understanding of and support for FEI and its membership.

## STRATEGIC PARTNERS



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## PRESIDENT'S LETTER

Greetings,  
The many who joined us at our January meeting were treated to an exciting evening courtesy of David Licko, CFO of the Denver Newspaper Agency. The entire meeting was held at the Denver Newspaper Agency's printing facility in north Denver. Everyone had the opportunity to tour the highly automated plant and to gain a new appreciation as to what is involved in getting our daily newspaper to us first thing in the morning. I know that I, for one, will be more tolerant when my morning Rocky is a wee bit late. Many thanks to David and the folks he recruited as tour guides for this event.

David also arranged for John Temple, Editor, Publisher and President of the Rocky Mountain News, to speak with us after dinner. His comments and responses to questions were especially enlightening in view of the fact that our event occurred just after the Douglas Bruce episode at the State Legislature and the telling of a joke that was in poor taste (to say the least) at the Citizen of the West event.

In addition, Matt Baldwin, Director of Research at the Denver Newspaper Agency also spoke to us about the marketing efforts and reach of Rocky Mountain News. Thanks again, David, for arranging all this.

This month's meeting (Thursday, February 21) will be held at our regular location and time (Networking begins at 5:45 PM) at the Denver City Center Marriott. Our dinner speaker will be Lin Brenza of Bartlet Beck Herman Palenchar & Scott. In addition, Parsons Consulting will be providing two hours of CPE from 4:00 to 5:45 PM.

I hope to see many of you at the February 21 meeting at the Denver City Center Marriott (17<sup>th</sup> & California).

Best regards,

*C. Ronald Kucic*  
Ron Kucic, President

### SUMMIT 2008

#### UNCERTAINTY MEETS OPPORTUNITY

May 4-6 | Arizona Biltmore Resort & Spa | Phoenix, AZ For more information or to register, go to: <http://www.financialexecutives.org/summit>.

Summit 2008 features 3 new specialized learning tracks focusing on Corporate Finance for Private Companies; Executive Leadership & Development and Finance & Information Technology.

Private company executives will gain strategic insights, tools and techniques for navigating today's challenging business environment through a dedicated track presented by FEI's Committee on Private Companies, and sponsored by PricewaterhouseCoopers Private Company Services. Included are content-rich sessions such as Making Enterprise Risk Management "Business as Usual"; Convergence: FASB and IASB Update; The Changing Marketplace and the Potential Impact on Private and Midsize Companies; and Management Missteps That Can Lead to Litigation.

Plus, View from the C-Suite: Uncertainty meets Opportunity - an interactive roundtable discussion on being and staying competitive in the global marketplace led by Forbes magazine publisher Rich Karlgaard, with panelists Mark Garrett, EVP and CFO of Adobe Systems Inc., Jonathan Halkyard, CFO and Treasurer of Harrah's Entertainment, Inc., and John Tierney, SVP and CFO of The Dial Corporation.

Book Your Summit 2008 Trip on Continental Airlines - Save 2-15% on Airfare FEI has partnered with Continental Airlines to offer a group discount off published fares of 2% to 15% or Zone fares on travel to Phoenix. Call your travel professional or Continental MeetingWorks at 800-468-7022 for reservations. Refer to Z Code ZDG7 and Agreement Code CRBP6R.

Or, save an additional 3% off by booking your own reservations at Continental.com. Choose your flight times and access your meeting discounts by inserting ZDG7CRBP6R in the Offer Code box.

## Resources at [www.financialexecutives.org](http://www.financialexecutives.org)

- Career Center/Jobs/Resume Bank: <http://www.financialexecutives.org/eweb/DynamicPage.aspx?Site= fei&WebKey=4cb294d8-7c94-4aa0-9896-b932654c38c6>
- Chapter Toolkit: [http://www.financialexecutives.org/eweb/Dynamicpage.aspx?site= fei&webcode=ctk\\_home](http://www.financialexecutives.org/eweb/Dynamicpage.aspx?site= fei&webcode=ctk_home)
- Upcoming Events: <http://www.financialexecutives.org/eweb/DynamicPage.aspx?Site= fei&WebKey=c67565b5-06d2-4577-af9c-fd2dac1fe41c>
- Financial Executives Research Foundation (FERF): <http://www.ferf.org>
- CPE Center: <http://www.financialexecutives.org/eweb/DynamicPage.aspx?site= fei&webcode=CPE>
- Financial Executive Magazine: <http://www.financialexecutives.org/eweb/DynamicPage.aspx?Site= fei&WebKey=dbc3a829-8b4e-484e-9f3e-e8d4d674c250>
- Technical Committees: <http://www.financialexecutives.org/EWEB/DynamicPage.aspx?Site= fei&WebKey=01b587c6-8169-4e57-98e2-29a10e3ebcc0>
- FEI Chapters Meetings: <http://www.financialexecutives.org/eweb/DynamicPage.aspx?Site= fei&WebKey=b270bb6b-6fce-4c71-a827-87dabf6fe226#chapter>
- Career Bookstore: [http://www.financialexecutives.org/eweb/Dynamicpage.aspx?site= fei&webcode=car\\_books\\_home](http://www.financialexecutives.org/eweb/Dynamicpage.aspx?site= fei&webcode=car_books_home)

## New Logo for FEI Members

Want to announce your affiliation with FEI? Two versions of “Member of” logos have been created and are approved for your use on pages such as MySpace and LinkedIn, or on your email signature. Click here to view and download the new “Member of” logos: [http://www.financialexecutives.org/EWEB/Dynamicpage.aspx?site= fei&webcode=mbr\\_memberlogo](http://www.financialexecutives.org/EWEB/Dynamicpage.aspx?site= fei&webcode=mbr_memberlogo).

## Membership Recruiting Campaigns

*Free Summit Registration for new FEI Members Share the Wealth Membership Campaign*

Prospects can take advantage of \$125 off the application fee (\$600 to join), plus FREE registration for Summit 2008, to be held at the Arizona Biltmore Spa and Resort in Phoenix, May 4-6.

Steer prospects to the special URL ([www.financialexecutives.org/share](http://www.financialexecutives.org/share)) to apply online or download a Share the Wealth application — applications can also be customized to include your chapter logo and dues.

Contact Nancy Ehlers 973.765.1099 to receive a supply of customized applications and/or Share the Wealth cards.

## Career Management Meetings

Mark your calendars for Career Management Meetings with the dates below. Announcements with any speaker or topic information are sent prior to each meeting.

February 5 & 19  
 March 4 & 18  
 April 8 & 22  
 May 6 & 20  
 June 10 & 24  
 July 8 & 22  
 August 5 & 19  
 September 9 & 23  
 October 7 & 21  
 November 4 & 18  
 December 9

(Additional info on back page)

FEI Colorado Chapter

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## PD Session

(continued from front page)

performance management, financial management reporting and infrastructure, budgeting and forecasting, financial processes and operations, and application selection and design to our clients.

John has over 25 years of experience in Industry as well as Consulting. For the past 18 years he has focused on developing Planning and Reporting solutions for a wide range of organizations from mid-size to the Fortune 1000. John is the market leader for Parson's Denver and Minneapolis offices.

## Career Management

(continued from p. 3)

### Additional Information

The meetings are generally held at the offices of Sherman & Howard. Please come to the 30th Floor of the building, 633 17th Street (the doors will be open at approximately 7:30). The receptionist will direct you to the meeting room. Coffee & donuts will be served.

If you would like to be added to our Career Management Job Posting notification list, please email [josh@feicolorado.org](mailto:josh@feicolorado.org). Members on this list receive notification when new positions are received and posted.

## MEETING ANNOUNCEMENT

Thursday, February 21 2008

**Denver Marriott City Center  
1701 California**

4:00 PM	PD Session
5:45	Reception and networking
6:30	Dinner and Keynote Speaker



**A lovely bottle of wine will be raffled off at the conclusion of the meeting!**

**The PD session is sponsored by Parson Consulting**

**Please register online at [www.feicolorado.org](http://www.feicolorado.org)**, by Tuesday, February 19. At the bottom of the registration form it will ask if you'd like to attend the PD session. *Call the FEI Colorado Chapter office at 303.839.1858 or e-mail [josh@feicolorado.org](mailto:josh@feicolorado.org) with any questions.*

## Past Meetings

January 17, 2008

Denver Newspaper Agency

Keynote speaker: John Temple, Publisher, Rocky Mountain News

Tour of the DNA printing plant

December 4, 2007

Denver Marriott City Center

1/2 day Professional Development Session

KPMG Presentation: *Fair Value Measurements & Business Combinations*

Speaker: James Allen, Partner, KPMG

LuciData Presentation: *What Lies Beneath: What you should know internal threat management*

Speaker: Jeremy Wunsch, CEO and Director of Data Forensics, LuciData

November 15, 2007

Denver Marriott City Center

Keynote Speaker: Christine Perich, CFO, New Belgium Brewing Company

*From Bike Path to Microbrew Success Story*

October 18, 2007

Denver Marriott City Center

50th Anniversary Celebration

Keynote Speaker: Michael Cangemi, CEO and President, Financial Executives International

September 20, 2007

Denver Marriott City Center

Keynote Speaker: Richard D.Lamm, Co-director, Institute for Public Studies, University of Denver and former Governor of Colorado

*Illegal Immigration: A Budgetary Time Bomb*