

ENTERPRISE

Integrate Enterprise Risk Management
with Performance Management

RISK

MANAGEMENT

Measure and Manage Enterprise Risk
to Enhance Decision Making

July 18–20, 2006
Chicago, IL

LINK Your Risk Management to
Organizational Strategy

HOW COSO is a Successful Framework
for Managing Enterprise Risk

USE Measures and Metrics to Accurately
Improve the Managing Process

Presented By:



In Association With:



REASONS to Attend

1. **ACCURATELY** measure risk with enhanced metrics
2. **DISCOVER** the frameworks for managing risk
3. **IMPROVE** your corporate risk management strategy
4. **UTILIZE** performance measures to minimize the threat of enterprise risk
5. **NETWORK** with the industry leaders in risk management

WHO Should Attend

- Chief Risk Officers
- Vice Presidents of Risk Management
- Directors of Risk Management
- Directors of Internal Audit
- Corporate Actuaries
- Compliance Officers
- Directors of Risk Reporting

Dear Risk Management Professional,

In the business environment, there is no organization that is safe from risk. Despite unplanned market debacles, bankruptcies, terrorist attacks and natural disasters, organizations are still expected to increase their profitability and hit expected earnings. This is why it is important for organizations to use bullet-proof risk management strategies to add economic value.

Historically, organizations measured and managed risk types in isolation. That is, until enterprise risk management was developed. Currently, leading organizations have enhanced their risk management system by viewing the impact of risks on an enterprise-wide system.

The American Strategic Management Institute will bring together some of the nation's leading experts for **Enterprise Risk Management 2006**, which is being held July 18-20, 2006 in Chicago, IL. This conference will offer a first-hand look into current ERM topics and strategies.

ASMI recognizes that **Enterprise Risk Management 2006** can offer companies the competitive edge that they need to stay ahead in today's fast paced environment. Join your colleagues from across the nation to learn from the ERM leaders. Register today by calling (703) 894-0920 or visit us online at www.ASMIweb.com. Reserve your spot now as space is limited. I look forward to seeing you in Chicago!

Best Regards,



Ryan MacDougall
Director, Center for Financial Performance
American Strategic Management Institute

RECEIVE UP TO
16 CPE CREDITS

“Succinct and no-nonsense
practical example of
success.”

Ioannis Melenikiotis
Director, Business Planning & Development
Alliance One International Bank

FEATURED Speakers



Carl DeMaio

President and CEO
American Strategic Management Institute



Simcha Segal

Senior Manager
Deloitte Consulting

Day One: Tuesday — July 18, 2006

7:30	Registration & Continental Breakfast	
8:30	Keynote Address: Achieving Organizational Success through Measuring and Managing Risk across All Business Units	
9:45	Developing Performance Measures and Metrics to Enhance the Accuracy of Risk Assessments	
11:00	Improving Corporate Risk Management Strategies with Performance Measures	
12:00	Networking Luncheon	
	Track A: Establishing and Implementation	Track B: Measuring and Modeling
1:00	Understanding the COSO Framework for Managing Enterprise Risk	Measuring the Effective Frameworks for Managing Operational Risk
2:15	Establishing Measures for Understanding Organizational Risk Appetites	Utilizing and Measuring Economic Capital
3:15	Implementing an Enterprise-Wide Risk Management Program	Modeling Dependencies and Measuring Risk
4:30	Networking Reception	

Day Two: Wednesday — July 19, 2006

7:30	Continental Breakfast	
8:30	Establishing a Corporate Awareness of Enterprise Risk	
9:45	Understanding Enterprise Risk through Quantification	
11:00	Enterprise Risk Management: Theory versus Reality	
12:00	Networking Luncheon	
	Track C: Risk Frameworks	Track D: Operational Risk
1:00	Mitigating Enterprise Risk through Sarbanes-Oxley Compliance	Establishing a Framework for Managing Operational Risk
2:15	Turning Your Enterprise Risk Management Strategy into Action	Devising Measures for Mitigating Operational Risk
3:15	Establishing a Framework for Creating Risk Metrics for Improved Enterprise Risk Assessments	Convergence: Integrating Operational Risk, Corporate Governance, Business Process and Performance Management
4:30	Conference Adjourns	

Workshops: Thursday — July 20, 2006

8:00	Continental Breakfast	
	Workshop A	Workshop B
9:00	Quantifying and Analyzing Risk for Enhancing the Accuracy of Risk Assessments	Devising Risk Metrics for Understanding Enterprise Risk
12:00	Workshops Adjourn	

DAY ONE Tuesday — July 18, 2006

7:30

Registration and Continental Breakfast

8:30

KEYNOTE SESSION:

Achieving Organizational Success through Measuring and Managing Risk across All Business Units

With the onslaught of uncertainties brought from current market conditions, bankruptcies, terrorist attacks and natural disasters, no organization is immune to risks. Today's leading corporations have focused on enterprise risk management as a requirement for minimizing severity and frequency on unfavorable events and improving the performance of the organization. In this keynote address, you will:

- Improve performance strategies through proper mitigation plans and enterprise risk management
- Gain competitive advantages and organizational growth through managing the risks of your enterprise
- Harness measurement strategies to reduce organizational risks

9:30

Break & Refreshments

9:45

Developing Performance Measures and Metrics to Enhance the Accuracy of Risk Assessments

- Utilize performance measures to strengthen risk prediction capabilities
- Recognize key risk indicators and detect threats that heighten enterprise risk
- Integrate risk measurement practices into a comprehensive performance management system

“Right amount of injecting examples from [the speakers] experience.”

Bob Ursillo
Manager, Financial and Strategic Planning
Telephone & Data Systems, Inc.

11:00

Improving Corporate Risk Management Strategies with Performance Measures

- Identify shortcomings in corporate risk management strategies with performance measures
- Develop solutions for mitigating enterprise risk and improving corporate performance
- Understand the role employees play in managing risk

12:00


Networking Luncheon

1:00

 Track A
Establishing and Implementation

Understanding the COSO Framework for Managing Enterprise Risk

- Discover why COSO may be inappropriate for use in operational risk management
- Reveal the similarities and distinctions between the most recent framework and previous frameworks
- Learn COSO's definition of enterprise risk management

 Track B
Measuring and Modeling

Measuring the Effective Frameworks for Managing Operational Risk

- Learn how the risk assessment methodology is subjective and conceptually flawed
- Assess the COSO framework and the benefits for your organization
- Devise a strategy for successful framework implementation

DAY ONE Continued

2:00

Break & Refreshments

2:15



Track A
Establishing and Implementation

Establishing Measures for Understanding Organizational Risk Appetites

- Devise risk measures through establishing accurate parameters
- Avoid overly adverse reactions to corporate risk
- Understand how enterprise risk management can alleviate the challenges of identifying corporate risk tolerance

Evan R. Busman, Consultant, Towers Perrin



Track B
Measuring and Modeling

Utilizing and Measuring Economic Capital

- Understand how to define economic capital
- Identify specific risk types associated with economic capital and devise measures for each type
- Overcome the pitfalls associated with establishing economic capital

Matthew Pollard, Director of Enterprise Risk Management, First Energy Corporation

3:15



Track A
Establishing and Implementation

Implementing an Enterprise-Wide Risk Management Program

- Learn how to implement an effective and sustainable enterprise-wide risk management process
- Integrate risk management with strategy and forecasting
- Utilize the various risk reporting and tools available to risk managers



Track B
Measuring and Modeling

Modeling Dependencies and Measuring Risk

- Learn to model the impact of two or more risk factors that are acting concurrently on an enterprise
- Examine the capital requirements to support the business, given the company's risk tolerance
- Study the interaction of critical risk factors and the impact of extreme events

4:15

Adjourn



4:30

Networking Reception

Join us for a complimentary networking reception, as a way to get to know your colleagues and featured speakers. You will have the opportunity to exchange ideas with your fellow delegates and will establish long-lasting professional relationships.

“Good questions and interaction. Good real life examples—not just theory.”

Steve Anderson
Finance Director
Thrivent Financial

DAY TWO Wednesday — July 19, 2006

7:30

Continental Breakfast

8:30

Establishing a Corporate Awareness of Enterprise Risk

One of the most important steps in launching a successful enterprise risk management program is to instill a corporate awareness of risk. In many corporations, there is a lack of understanding amongst employees as to what the causes and effects of enterprise risk are. In this session, you will learn to:

- Train employees to see themselves as individual risk managers
- Foster a culture of accountability and transparency
- Provide employees with incentives for minimizing corporate risk

9:30

Break & Refreshments

9:45

Understanding Enterprise Risk through Quantification

- Utilize the tools that alleviate the challenges of quantifying and analyzing risks
- Integrate quantification practices into your comprehensive enterprise risk management strategy
- Improve the accuracy of risk models and measures through quantification

11:00

Enterprise Risk Management: Theory versus Reality

- Learn how real companies are starting to implement ERM
- Understand how the real approach differs from theoretical frameworks such as BASEL II and COSO
- Use practical measures to understand and control risk

12:00

Networking Luncheon

1:00

 Track C
Risk Frameworks

Mitigating Enterprise Risk through Sarbanes-Oxley Compliance

- Understand SOX as a means of continually assessing and improving the strength of internal controls
- Achieve SOX compliance to gain competitive advantages and prevent fraud
- Improve your the risk profile of your organization through SOX compliance

 Track D
Operational Risk

Establishing a Framework for Managing Operational Risk

- Understand the problems of integrating the key elements of an operational risk management framework
- Achieve success in utilizing solutions for overcoming integration challenges
- Utilize an integrated framework to provide support and guidance to senior-level decision-makers



DAY TWO Continued

2:00

Break & Refreshments

2:15

 Track C
Risk Frameworks

Turning Your Enterprise Risk Management Strategy into Action

- Identify different risk types and devise a clear enterprise risk management strategy
- Articulate corporate risk mitigation objectives to employees
- Integrate risk management strategies into overall corporate activities

 Track D
Operational Risk

Devising Measures for Mitigating Operational Risk

- Understand how minimized operational risk can result in improved corporate performance
- Establish measure that can pinpoint the greatest sources of operational risk
- Utilize performance measures and risk to drive organizational change

3:15

 Track C
Risk Frameworks

Establishing a Framework for Creating Risk Metrics for Improved Enterprise Risk Assessments

- Understand the strengths and weaknesses of commonly used metrics
- Discriminate between right and wrong metrics for organizational risk assessments
- Enhance data collection capabilities and improve risk management strategies

 Track D
Operational Risk

Convergence: Integrating Operational Risk, Corporate Governance, Business Process and Performance Management

- Enhance transparency through the integration risk, governance, business process and performance management
- Discover the trends for a more efficient convergence
- Study best practices from leading organizations on integrating risk into organizations

4:15

Conference Adjourn

“Right amount of information provided to group.”

Paul Gannon
Finance Director
Thrivent Financial

WORKSHOPS Wednesday — July 19, 2006

PERFORMANCE Management Survey

We've entered a new era of performance accountability in the corporate world. Organizations are under pressure to show results in order to survive in today's competitive market. The American Strategic Management Institute (ASMI) is pleased to unveil its online Performance Management Survey! This survey is designed to evaluate your organization's progress on implementing performance management. The purpose of this survey is to collect and report on the current practices being employed by similar organizations that use performance measurement and performance management systems. By filling out this quick survey, you will play a pivotal role in our research. Also, as a way of saying thank-you for completing the survey, you will receive a summary report based on your responses.

The Performance Management Surveys can be found at:
www.ASMIweb.com/Survey/

8:00

Continental Breakfast

9:00

Choose to Attend one of the Following Workshops:

Workshop A

Quantifying and Analyzing Risk for Enhancing the Accuracy of Risk Assessments

Understand An organization that can model and measure risk is the organization that can understand its risks. Enterprises have historically been unable to understand their risks simply because many unexpected risks have been too difficult to quantify. A lack of quantification adds to the difficulty of measuring and modeling risk. For the modern risk professional, there are methodologies and technologies available to simplify the process of quantifying. In this workshop you will gain the knowledge necessary to:

- Understand the methodologies available for measuring and quantifying risk
- Apply best practices in measuring cash flow at risk, Monte Carlo simulations, Value at Risk and economic capital
- Integrate quantification practices into your comprehensive enterprise risk management strategy

Workshop B

Devising Risk Metrics for Understanding Enterprise Risk

An organization cannot properly assess its risks without the proper risk metrics. The wrong metrics within an enterprise risk management framework can mislead and provide useless information to the organization. However, the right metrics can provide comprehensive data and information that executives and risk managers want on enterprise-wide risks. In this workshop, you will gain the knowledge necessary to:

- Understand organizational risk measurement needs
- Identify the strengths and weaknesses of prevalent risk metrics
- Utilize data and information from risk metrics to drive change

12:00

Workshops Adjourn

BRING this Enterprise Risk Management Program In-House!

The American Strategic Management Institute (ASMI) offers in-house customized educational programs specifically for Enterprise Risk Management professionals. These in-house training sessions allow organizations to gain the knowledge that they need, in the comfort of their own facility. Using cutting-edge tools and strategies, our Enterprise Risk Management experts will produce practical and efficient performance measures tailored to your organization.

- Strategies to measure and manage enterprise risk
- Development of enterprise risk system custom-fit for your organization
- Execution and implementation for enhanced performance

When your staff completes this training program, they will immediately be able to understand, adapt and evolve the information they have learned. Ultimately, your staff will be able to create highly useful strategies on their own for your organization.

For more information about this and other ASMI in-house training options, please contact Blake Humble at 858-874-6876 or email him at: BHumble@ManagementWeb.org.

Venue and Hotel

Enterprise Risk Management 2006 will be held at the Four Points Sheraton at O'Hare in Schiller Park, IL where a limited number of rooms have been reserved at the discounted rate of \$124.00. Contact the Four Points Sheraton at O'Hare at the number provided below to make reservations and be sure to reserve by July 3, 2006 to receive the American Strategic Management Institute (ASMI) discounted conference rate.

Four Points Sheraton at O'Hare
10249 West Irving Park Road
Schiller Park, Illinois 60176
Reservations: 847-349-5037
www.fourpointsohare.com



Exhibiting & Sponsorship

To learn more about exhibiting and sponsorships at the **Enterprise Risk Management 2006**, please contact Paul Rogers at 858-874-6876 or email him at PRogers@ManagementWeb.org

Tuition

The tuition rates for attending **Enterprise Risk Management 2006** are:

Conference rate: \$1,495
Workshop rate: \$395

Group Discounts

For more information on group discounts for the **Enterprise Risk Management 2006**, please contact Paul Rogers at 858-874-6876 or email him at PRogers@ManagementWeb.org

CPE Credit



Delivery Method: Group-live
Program Level: Intermediate
Prerequisites: None
Advanced Preparation: None
CPE Credits: 16 possible credits

The American Strategic Management Institute (ASMI) is registered with the National Association of State Boards of Accountancy (NASBA) 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 sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As seats are confirmed six months before the event, some changes or topic changes may occur in the program. The American Strategic Management Institute is not responsible for changes, but will work to ensure a comparable seat is located to participate in the program.

PERFORMANCE Journal Update

Experience our monthly informational newsletter that provides the latest news and cutting edge practices on corporate performance management. We continuously compile articles, white papers and excerpts from a multitude of sources to supply updates on news and research on how organizations are measuring and managing results in their organizations. This newsletter also provides information on ASMI's upcoming conferences, to keep our visitors updated on the latest strategies and best-practices.

For more information on our Performance Journal, visit us online at: www.PerformanceJournal.com.

HOW Can I Register?

1. **ONLINE** at www.ASMIweb.com
2. **VIA FAX** to 703-894-0482
3. **VIA PHONE** to 703-894-0920
4. **VIA MAIL** to 1515 N. Courthouse Rd, Suite 600 Arlington, VA 22201

- Yes! Register me for the **Enterprise Risk Management 2006**.
 Yes! Register me for the Conference plus One Workshop. Please circle choice: **A** **B**
 Please call me. I am interested in a special Group Discount for my team

Delegate Information

NAME		TITLE	
OFFICE		ORGANIZATION	
ADDRESS			
CITY		STATE	ZIP
TELEPHONE		FAX	
E-MAIL			

Payment Information

- Training Form
 Purchase Order
 Check (Accepted by mail only)
 Credit Card



CREDIT CARD NUMBER
EXPIRATION DATE
NAME ON CARD

Priority Code: B170