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CHAPTER ADMINISTRATOR

For additional information about FEI, please contact our Chapter Administrator, **Genia Gordon** at 407-277-8383 or genia@fei-centralflorida.org.

MEETING REGISTRATION

We request that all members register and pay by credit card for meetings online, if at all possible.

President's Letter

February 27, 2007

To Our Members, Sponsors and Friends,

Welcome to March with Financial Executives International. Our Chapter and membership meetings are continuing our exciting programs for 2007. Our committee chairs have been active planning excellent programs, meetings, and member services. You'll learn more about our plans in this Newsletter.

We had a great meeting last month. We had close to 100 members, sponsors, and guests attending to hear Craig Miller, CEO of Ruth's Chris.

This month promises to be just as exciting. At this meeting we will be awarding our **Financial Executive of the Year Award** and we have many great nominees for this important award. Our program should also be very interesting; Grace Hinchman, Senior Vice President of Financial Executives International, will be speaking. Grace has a very impressive resume and I know her presentation will be informative.

Mark your calendar for next month's meeting, **Academic Night**, where we honor our future financial leaders. Making this evening even more exciting is our speaker, **Lee Corso**, ESPN College Sports caster. This promises to be a fun evening.

As with all professional organizations, our success is dependent on the active involvement of the Members and Sponsors and we encourage your participation. The nominating committee is presently meeting and will be nominating your board of directors and committee chairs for the next year. If you would like to become more involved, please feel free to contact me.

Enjoy the evening with KPMG as our Platinum sponsor and many thanks for your continued support of our Chapter!

With best regards,

Dr. Stuart Michelson

President

Central Florida Chapter of FEI

May Speaker – Thomas M. Schoewe

Executive Vice President and Chief Financial Officer of **Wal-Mart Stores, Inc.** See more information on page 4.

MEMBERSHIP COMMITTEE

Eric Morris, Chair

Share the Wealth

Think about it. Networking, knowledge, advocacy, ethical leadership. Plus the cachet of belonging to the premiere organization of its kind. Membership in FEI offers a wealth of benefits. This month we are excited to launch our newest membership recruiting campaign, **Share the Wealth**. The campaign is designed to help current FEI members and chapters literally "share the wealth" of FEI with qualifying prospects.

New members who join FEI before April 22, 2007 enjoy special benefits including:

- **Save 50%** off the initiation fee, a **savings of \$125**
- Enjoy **free registration** to attend the **FEI Summit** in Boston, May 20-22, an **additional savings of \$995**

For each chapter we have provided **Share the Wealth** business cards. The purpose of the cards is for members to take some ... and pass them on to prospects. The cards point interested prospects to a special web site, fei.org/sharethewealth, where they can apply directly for this special offer.

We encourage you to **Share the Wealth** with eligible financial executives in our community. They'll thank you for it. The payoff is big for them ... and for our chapter! Please feel free to contact Nancy Ehlers at FEI, nehlers@fei.org or (973) 765-1099 with any questions.

NEW MEMBER WELCOME

- **Markus Windesheim**
Performance Controller
Siemens Power Generation, Inc.
- **Brian Blancher**
Director of Tax
Siemens Power Generation, Inc.
- **Katherine P. Clarke**

The chapter now has **116 members**, a net **increase of 18** from the beginning of the year.

FINANCIAL EXECUTIVE OF THE YEAR

Award Criteria and Nominations Process

The Central Florida Chapter of Financial Executives International solicited nominations for the "**Financial Executive of the Year Award.**" Nominations were open to all current members of FEI who have demonstrated outstanding performance as a financial executive in service to their company, their community and their profession. We will announce this year's recipient at the March 1, 2007 meeting.

The individual nominated should have exhibited qualities such as:

- **Significant leadership qualities.**
- **Assumption of broad new responsibilities.**
- **Made major contributions to his/her company** such as helping the company go public (or private), significant expansion or growth, major profit improvements, significant system implementations, reinvigorated a troubled operation, etc.
- **Actively involved in demonstrating growth as a financial or accounting professional** through professional certifications, continuing education or publication of education materials, and participation in professional organizations.
- **Demonstrated commitment to our local community** through leadership or participation in civic or charity endeavors or personal activism.

To be considered or to nominate another member, nominators completed the brief application form specifying all qualifications. More in depth follow up was made by the selection committee.

The nominations deadline was Friday, February 1st.

There is no honor more significant than recognition of your peers. FEI members that have made a significant contribution to our profession and that have been an active contributor of the growth of our FEI chapter should be recognized for their accomplishments.

We are very pleased to honor our nominees and award winner at the March 1st dinner meeting. Please join us in our celebration of their qualities.

PROSPECTIVE MEMBERS

Anyone interested in membership in FEI should contact **Eric Morris**, Chair of the Membership Committee (see his contact information in the middle column of page 3), or any other committee member, board member or the Chapter Administrator for information and an application.

NEW MEMBER RECEPTION

Our Chapter's newest members are cordially invited to a **New Members' Reception** on March 14th at Sam Snead's (301 East Pine Street, Downtown Orlando). Invitations are being e-mailed separately.

New Members should join the Chapter Directors, the Membership Committee and your fellow new members for hors d'oeuvres and cocktails from 6:00 to 8:00 p.m. It should be a fun evening of good conversation and great camaraderie.

We thank our Sponsor for this special reception, **CoAdvantage**, and their CFO, **Mark Lowrey**, for their gracious sponsorship of this event.

New Members should RSVP to Genia at 407-277-8383 or genia@feicentralflorida.org.

MEMBER SPOTLIGHT

Debbie Adkins

Debbie Adkins, our Chapter VP and Program Chair has joined **Cross, Fernandez & Riley, LLP (C/F/R)** Accountants and Consultants as a partner leading the firm's Forensic Accounting and Litigation Support practice. Prior to joining C/F/R, Debbie worked as sole proprietor of her own forensic accounting CPA firm.

Debbie is currently a member of the AICPA, the FICPA, FEI and the University of Central Florida Alumni Association. She is an associate member of the Association of Certified Fraud Examiners (ACFE).

Besides serving on Central FL's FEI Board, Debbie also serves on the Board of Directors for the Friends of Orange County Library System, Quest, Inc., the Association of Certified Fraud Examiners and the Florida Metropolitan University Accounting Advisory Board. She is a frequent presenter at national conferences and seminars on topics including internal controls, Sarbanes-Oxley and fraud. Adkins has also authored forensic accounting CPE courses, is a teacher for the University of Phoenix, DeVry University, Kaplan University and Axia College and a host/author of a monthly web audio accounting news digest.

BOARD OF DIRECTORS

OFFICERS & DIRECTORS

Dr. Stuart Michelson
Chapter President
Professor of Finance, Stetson University
386-822-7376 (smichels@stetson.edu)

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Chapter Vice President
Partner, Cross, Fernandez & Riley, LLP
407-398-7817
(dadkins@cfrcpa.com)

Jim Bria
Chapter Treasurer
Controller, The Trane Company
407-551-1119 (jbria@trane.com)

DIRECTORS

Richard A. Asta, CEO
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(RAsta@prang.com)

Fred Barone
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Mark A. Bennie, Controller
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407-736-3140
(mark.bennie@siemens.com)

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Stuart W. Jones, President & CEO
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407-688-7362
(sjones@ProfMgtCo.com)

D. Eric Morris, CFO & Treasurer
Wayne Automatic Fire Sprinklers, Inc.
407-877-5519
(emorris@waynefire.com)

Bryan R. Roub
321-795-6483 (bryan@roub.net)

PROGRAM COMMITTEE

Debbie Adkins, Chair

SCHEDULE OF EVENTS

March 1:
Chapter Dinner Meeting
Financial Executive of the Year
Sponsored by: **KPMG**

April 5:
Chapter Dinner Meeting
Academic Night
Speaker: Lee Corso
ESPN College Football Analyst
Sponsored by: **Gray Robinson**

May 3:
Chapter Dinner Meeting
Thomas M. Schoewe
Executive Vice President and CFO
Wal-Mart Stores, Inc.
Sponsored by: **Trammell Crow**

Menu Selections:

March 1:
Contemporary Caesar Salad
Pepper and Asiago Crusted New York Strip Steak
Seasonal Fruit & Custard Tart

April 5:
To be determined

May 3:
Cinco de Mayo Celebration On the Third
Join us for a very festive evening.

ACADEMIC COMMITTEE

Mark Bennie, Co-Chair
Stuart Michelson, Co-Chair

2007 Program Update

Academic Night is scheduled for April 5th, 2007. The evening is sponsored by **Gray Robinson** and this year's exciting program features **Lee Corso**, the former football coach and an ESPN College Sports caster.

The summer internship program is in progress. We've submitted student resumes to member firms and interviews are underway. We have a great group of student candidates interviewing for positions. Last year seven FEI firms were involved and we placed 14 student interns.

Contact Mark or Stuart if you would like to be involved:

mark.bennie@siemens.com
smichels@stetson.edu

CFO Roundtable Discussions

Ann Graham, Chair

Your Central Florida FEI Board is considering offering its members an opportunity to get together with other fellow members, around breakfast or lunch, to share work experiences and discuss current issues facing them as CFO's, in a new roundtable format.

The roundtables would focus on one or more pre-agreed topics, of interest to all attending members. This new format would allow for a more informal, but facilitated exchange of ideas and real life experiences on best practices, with members sharing what worked and what didn't work for them. In addition, we could, if we wish, invite an expert in the particular topic to lend specific knowledge and advice.

We currently have a sponsor who is willing to host the first Roundtable Discussion meeting, so it would be completely free to the members.

Before we undertake this new initiative, we would like to get feedback from our members in order to assess the level of interest such a roundtable format would generate, and also to get a better feel for the topics that would be of most interest to our members.

Please take a few minutes to fill out the brief questionnaire which will be e-mailed to you, and return it to Genia Gordon, at genia@fei-centralflorida.org.

As usual, we appreciate your feedback as we try to enhance your FEI membership experience.

FEI'S CENTRAL FLORIDA CHAPTER IS PROUD TO HAVE THESE PARTNERS IN 2006-2007

FEI's Central Florida Chapter is
proudly sponsored by
these fine organizations:

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Accountants and Business Advisors
Verne E. Bragg, Partner in Charge
407.481.5115 / verne.bragg@qt.com



Jim McIlrath, Esq.
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Jason A. Johnson, CIMA, ARPC, CFM
Vice-President, Wealth Management Advisor
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Project Financial Professionals
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Denise Bennett-Walls, Managing Partner
(407) 712-7878 / dwalls@vaco.com

MAY SPEAKER

Thomas M. Schoewe
EVP & CFO — Wal-Mart Stores, Inc.

Appointed CFO in January 2000, Tom Schoewe is responsible for treasury, tax, accounting and control, business planning and analysis, internal auditing, and several other keys areas of the Company. In addition, during June 2005, the lead financial executive in each of the operating segments (Wal-Mart, SAM'S CLUB, and International) began reporting directly to him.

Prior to his employment at Wal-Mart, Schoewe served as Senior Vice President and Chief Financial Officer for Black and Decker Corp., a position he held from 1993-1999. Prior to that, he served four years as Black and Decker's Vice President of Finance and was responsible for all financial operations except treasury and tax functions. He previously held the position of Vice President of Business Planning and Analysis. He joined Black & Decker in 1986 after serving at Chicago-based Beatrice Companies, where he was Chief Financial Officer and Controller of Beatrice Consumer Durables, Inc.

During October of 2001, he joined the Board of Directors of Centex Corporation. Tom graduated from Loyola University of Chicago with a bachelor's of business administration in finance. He also attended the University of Chicago's executive MBA program and is a member of Financial Executives International.

PUBLICITY & COMMUNICATIONS COMMITTEE

Stuart Jones, Chair

Newsletters

This is our sixth of eight newsletters this year. We welcome articles from our members and sponsors, highlighting their accomplishments and other news. Our next deadline is Monday, March 26th. Please e-mail any articles to sjones@ProfMgtCo.com.

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Beemer, Pricher, Kuehnhackl & Hiedbrink, P.A.
Brown & Brown
Clark Consulting
CoAdvantage Resources
Colonial Bank
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