

Drive Profits in a Down Economy -- BBRT Conference Offers Solutions to Businesses

Now more than ever, finance executives are hard pressed to find new ways to cut costs, drive revenue, and manage effectively, but the Beyond Budgeting Round Table (BBRT) offers companies hope for not only surviving, but thriving in a recession. There is no doubt that the U.S. economy is struggling, and one-by-one some of the most respected and admired companies in the nation are laying off employees, closing stores or filing bankruptcy and ceasing operations altogether. According to the Associated Press, the unemployment rate reached 8.1 percent in February as cost-cutting employers slashed 651,000 jobs amid the deepening recession.

Companies are actively searching for solutions right now, and solutions can be found through the BBRT, specifically at the BBRT 8th Annual Conference on May 13-15 at the Hyatt on Fisherman's Wharf in San Francisco, Calif.

"This year the conference is devoted to managing for success in turbulent times and offers proven implementation secrets for out-performing the competition even during a recession," said Steve Player, director, BBRT North America region.

"The old ways of doing things are not working. Finance is transforming, and in the current state of the economy, it's more important than ever for finance executives to think outside of the box and make their organizations more adaptable to market conditions," Player added.

The BBRT conference will introduce finance executives to leading edge techniques and innovations in financial planning that have been tested and proven. Leading companies like Kaiser Permanente, Park Nicollet Health Services, PPL Utilities, StatoilHydro and Boldt Construction Company will discuss how they've implemented innovative processes such as rolling forecasts, lean planning, and adaptive planning to eliminate waste and drive profits.

The keynote address will be given by David Cooke, CFO, Park Nicollet Health Services, whose leadership in implementing lean planning and BBRT principles at Park Nicollet saved the company over \$15 million and reduced costs significantly for five years in a row.

Other speakers include Mark Graham Brown, noted speaker and author of ten books on performance management including *Beyond the Balanced Scorecard*; Jeremy Hope, author of *The Changing Role of the CFO*; and noted Lean author and lecturer Beau Keyte.

"We are also honored to feature Accounting Hall of Fame Member and Professor Emeritus Dr. Charles Horngren in a special session on the status and future of financial planning," said Player. The BBRT will also award the Horngren Visionary Award to the person who has made the greatest contributions to changing management philosophy during the last year."

The BBRT has led the effort in finance, planning, and business management transformations for the past 10 years. The BBRT offers a framework of principles that focus on continuous planning and adaptive control with a mission to transform management models to enable sustained high performance even in turbulent conditions. Membership into the Round Table offers access to

best practice studies, white papers detailing various members transformations, and CFO interviews, plus peer-to-peer collaboration with other organizations focused on improving business performance.

Among the BBRT membership roster are some of the most recognizable names in corporate America including American Express, Kaiser Permanente, MD Anderson Cancer Center, Charles Schwab, The World Bank, Park Nicollet Health Services, Bank of the West and DFW International Airport.

“These member companies are implementing processes that eliminate the barriers to success that accompany the traditional budgeting process (taking too much time and person hours to complete, being inflexible and invalid when the state of the economy changes, and resulting in ineffective employee compensation plans) and instead promote more adaptive approaches,” said Player.

Finance and planning professionals do not have to be members of the BBRT to attend the conference in May. For more information on the BBRT Conference or on membership, visit the BBRT website at www.bbrtna.org or contact Kisty Fairchild, marketing director, at kisty@theplayergroup.com or by telephone at (214) 239-0155.

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The Beyond Budgeting Round Table (BBRT) is a network of member organizations with a common interest in improving planning, forecasting and control, thereby improving overall performance. The BBRT's goal is to help organizations learn from world-wide best practice studies and to encourage sharing information, past successes and implementation experiences to develop dramatically improved solutions to traditional budgeting constraints. The BBRT is also based in Europe and Australasia. To learn more about the international based groups please visit www.bbrt.org.

Direct Media Inquiries To:

Kisty Fairchild

Marketing Director

The Player Group, LLC.

The Beyond Budgeting Round Table

(214) 239-0155

kisty@theplayergroup.com