



Strategy & Execution Frameworks

From Plans to Performance: Evaluating Corporate Actions & their Results

Friday, June 16, 2006

Please accept this invitation for you and your colleagues to attend this joint seminar program of DePaul University and Credit Suisse HOLT. In the past, this day-long seminar has been highly valuable and insightful for companies, money managers, and security analysts.

- Secrets of the trade: How hedge funds and institutions measure corporate actions and performance
- Human Capital Foresight™: Hewitt Associates' revolutionary research linking human capital investments and future returns
- Why Bruce Lee would have been GREAT at business evaluation
- Recognizing the dynamic cash drivers of strategy and execution
- Identifying the difference between a great *company* and a great *stock*, and great *products* and great *businesses*
- Shrink and grow rich? When business growth can be good or bad
- The trouble with traditional PE, PB, and EPS: not wrong, just incomplete
- Knowing what to buy or sell, but not when: beyond the fundamentals

Center SEV Seminar:

Thursday, June 16, 2006 – CHICAGO
9:00 a.m. until 4 p.m.

Presenters include Joel Litman, Director at Credit Suisse HOLT, Dr. Mark Frigo, Professor, DePaul University, Mark Ubelhart and Samir Raza of Hewitt Associates, and Steven Abernathy of the Abernathy Group Hedge Funds.

To register and confirm your attendance, please email
CenterSEV@depaul.edu

Attendance is limited. Please RSVP early.

The Center for STRATEGY, EXECUTION, and VALUATION

Strategy, Execution, & Performance

From Plans to Performance: Evaluating Corporate Actions & their Results

Date: Friday, June 16th, 9 a.m. – 4 p.m.

Place: DePaul Center, Downtown Chicago, One East Jackson Blvd., Room 8005

8:30 a.m.	Registration
9:00 a.m. – 10:00 a.m.	If you can't measure it, you can't manage it The core benefits of Balanced Scorecards and VBM Continuum of causality: leading and lagging indicators The roots of finance: quantitative non-financial indicators
10:00 a.m. - 11:00 a.m.	The Economic Reality of Corporate Performance When cash is not cash and why: trials of cash flows measures The FIRST RULE of stock price performance The overwhelming importance of embedded expectations
11:00 a.m. – 12:00 a.m.	A Top Hedge Fund's Perspective in Company Evaluations Metrics and measures in buying and selling equities A special presentation by The Abernathy Group
Noon – 1:00 p.m.	Lunch
1:00 p.m. – 2:00 p.m.	The Human Capital Foresight Initiative: Linking human capital to corporate performance A special presentation by Hewitt Associates
2:00 p.m. – 3:45 p.m.	Strategic Issues in Execution and Performance Why Bruce Lee would have been great at business evaluation How DuPont can make you a genius: not the company, the financials What to buy but not when: beyond the fundamentals
3:45 p.m. – 4:00 p.m.	Summary and Conclusions