



# What's Keeping CFO's Up at Night?

FEI CANADA  
ANNUAL CONFERENCE  
VICTORIA BC

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PANEL DISCUSSION

Friday June 9<sup>th</sup> @11:15am – 12:30pm



# Panelists

**Moderator: Fred Burke**  
*Chief Operating Officer & CFO*  
*Celtrade Canada Inc.*

- 1) **Panelist: Todd Genton**  
*GBS Partner – Financial Management*  
*IBM Canada Ltd*
- 2) **Panelist: Joel Freedman**  
*Chief Financial Officer*  
*Microsoft Canada Inc.*
- 3) **Panelist: Robert McFarlane**  
*EVP & Chief Financial Officer*  
*TELUS*



# AGENDA

11:15AM-12:30PM

- Summary: *IBM 'Value Integrator' Global Survey*
- Panelists will first answer a pre-set question & insight from their company & industry prospective.
- First Q&A from the audience
- Panelists then have the opportunity to weight in on the 2 & 3<sup>rd</sup> pre-arranged questions.
- Final Q&A from the audience.
- Closing comments & wrap-up.



# Panel Question #1

Can you explain what it **is today** that is the most challenging issue/opportunity you must manage in your role as a CFO, with a view to what the key issues that impact your industry at the moment?



# Additional Thoughts

Question's from the Audience?

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## Panel Question #2

How have resource demands been balanced out? In other words what do CFOs have to do to ensure that they have the right resources in place so that they can best use their **skills as strategists?**



## Panel Question #3

The last question asks for a bit of crystal ball gazing.

Would you care to make a forecast what's going to be keeping Canadian CFOs up at night next year, or even several years down the road?



# Additional Thoughts

Question's from the Audience?

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# Additional Thoughts

These are still uncertain times.  
Your strategy and planning has got you this far, and  
will continue to help you navigate the storm.  
Don't panic, remain focused, play the long game.

The optimist sees opportunity in every  
danger; the pessimist sees danger in every  
opportunity.

*Winston Churchill*