

CFO FORUM

Fusing academia with industry



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The CFO Forum at the University of Washington Business School promotes communication between CFOs of leading corporations and UW faculty. Fusing academia with industry, the program promotes discussion and research on current topics of concern to CFOs. The Forum provides a means for CFOs to share their knowledge, and learn about the latest finance research.

The unique focus of this forum on research and knowledge dissemination differentiates it from other finance related organizations. CFOs gain access to input from faculty and other CFOs on key issues. Faculty learn the inside perspective on the financial issues currently arising in the business world, which helps to better focus future research.

"At today's CFO Forum, there was good energy in the room, and I thought the exchange was great!"

MIKE CAVE, VICE PRESIDENT, CHIEF FINANCIAL OFFICER, BOEING COMMERCIAL AIRPLANES GROUP

The need for research and knowledge dissemination is especially important given the rapid changes in areas affecting CFOs.

The Internet and other technological advances, financial market innovations, economic fluctuations and increased globalization have significantly changed businesses in fundamental ways, creating new challenges for financial managers. The Forum allows practical problems

to generate research, which in turn will affect future practice. Member firms and Business School students are the first beneficiaries as faculty research enters into practice and into the classroom.

"The CFO Forum is an excellent way for financial executives to interact with the Business School faculty on topical issues and provide a perspective based on actual experience, an essential ingredient in the evolution of the Business School curriculum and research projects. I have found the meetings to be very thought provoking and have personally benefited from the insights provided by the many talented participants from both the business community and the faculty."

STEVE GIESE, VICE PRESIDENT, CONTROLLER, SALTCHUK RESOURCES, INC.

The CFO Forum contributes to the educational mission of the Business School. CFOs in the Forum provide input regarding program and curriculum offerings that they believe would enhance the educational experience of the students. Students study current topics with practical relevance to the business community. Access to the CFOs, for example through speaker series and mentoring programs, gives students a better understanding of financial issues, and helps them prepare to undertake careers in finance.

The group assembles quarterly for Forum discussions on current topics. Recent topics include:

- *How to Evaluate an Investment in Technology from a Financial Perspective*
- *When is Goodwill Impaired?*
- *Managing Expectations*

The sessions promote interactive discussion and the exchange of knowledge among CFOs of leading corporations, Business School faculty, and local experts.

"It's important to continue to educate those of us operating daily in the business environment as to new ways of thinking and new tools we can use. And, it's important for academia to understand that in some cases these exciting, interesting tools are not used precisely as taught. It's really two ends coming together to form a stronger basis of shared knowledge..."

MICHELLE BURRIS SENIOR VICE PRESIDENT, CHIEF FINANCIAL OFFICER, CORIXA
(as quoted in *UW Business* magazine, p. 19)



TO GET INVOLVED:

Interested CFOs and potential corporate partners can learn more by contacting:

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"The CFO Forum presents an opportunity to connect and interact with the University of Washington's Business School and our future leaders, as well as providing me and my colleagues with cutting edge research, ideas and thoughts that improve our business decisions."

BILL LONGBRAKE, WASHINGTON MUTUAL VICE CHAIR, ENTERPRISE RISK MANAGEMENT AND CHIEF FINANCIAL OFFICER