



UNIVERSITY OF WASHINGTON BUSINESS SCHOOL

"The CFO Forum is a great way to exchange ideas with people at other companies who are dealing with many of the same issues as Alaska, and do so in a setting where we get the benefit of the UW Business School's world class faculty, who have done research or studied extensively in these areas. I have found my involvement very rewarding!"

BRAD TILDEN, EXECUTIVE VICE PRESIDENT—FINANCE AND CFO,
ALASKA AIR GROUP, INC.

CFO FORUM

To find out more, visit <http://bschool.washington.edu/cfoforum/>
or contact:

Jonathan M. Karpoff

*Norman J. Metcalfe Professor of Finance and
Faculty Director, CFO Forum*
206.685.4954
karpoff@u.washington.edu
<http://faculty.washington.edu/karpoff>

Tom Keehn

Corporate and Foundation Relations
206.543.4398
tkeehn@u.washington.edu

CFO FORUM / UNIVERSITY OF WASHINGTON BUSINESS SCHOOL
MACKENZIE HALL, BOX 353200 / SEATTLE, WA 98195-3200



Fusing academia with financial practice

CFO FORUM

Intellectually stimulating and useful dialogue engaging financial executives and researchers



The CFO Forum at the University of Washington Business School promotes dialogue among senior financial executives and UW faculty. The Forum provides a venue for CFOs to share their knowledge and to learn about current developments in financial research.

Forum meetings are an exchange of ideas, moderated by a UW professor.

There is no formal panel of experts — the experts are seated around the table. Invited guest speakers participate on equal footing with regular forum members.

Sample topics include:

- Disclosure — What, When, and How?
- Valuing and negotiation acquisitions
- The costs and benefits of Sarbanes-Oxley

2005 guests include:

Steve Hooper and Robert Headley,
Ignition Partners

Paul Atkins,
Commissioner, Securities and Exchange Commission

Roman Weil,
V. Duane Rath Professor of Accounting at the University of Chicago

The benefits from participating in The CFO Forum:

- Learn from other senior financial executives
- Share your knowledge and insights
- Pick up the latest finance research
- Influence what gets taught in business school classrooms

Through the Forum, financial executives impact the teaching and research mission of the UW Business School. To date, the Forum has sponsored 20 research projects of practical relevance to CFOs. UW faculty take the lessons of each Forum meeting straight to the classroom. This keeps business education vibrant and attentive to current issues.



What participants are saying:

"The CFO Forum provides a great opportunity to connect practical experience with academic thinking. The varied backgrounds and shared insights of the participants create new perspectives for everyone involved."

CHRISTINE MEAD, CFO & PRESIDENT-SERVICE, TECHNOLOGY & FINANCE, SAFECO CORPORATION

"The CFO Forum offers me an excellent opportunity to exchange views with other industry professionals and professors that helps me in shaping policy at our company."

BRIAN TURNER, CFO, COINSTAR INC.

"The CFO Forum is a unique setting in which financial executives and business school faculty engage in a lively exchange on the opportunities and challenges faced by managers today. It moves beyond business school publications in reaching out to the community and establishing a three-dimensional experience around timely research and topics."

JIM BEACH, CFO, THE COBALT GROUP, INC.

"...An incredible opportunity for MBA student observers to see what issues concern some of the most influential financial leaders in the Pacific Northwest and how they approach these issues. It's a great complement to what we learn in the classroom."

FLAVIO D. KAPLAN, UW MBA CLASS OF 2005

"I have found the meetings to be very thought provoking and have personally benefited from the insights provided by the many talented participants..."

STEVE GIESE, VICE-PRESIDENT AND CFO, SALTCHUK RESOURCES, INC.

"Great insights generated through open and interactive exchange of real experiences and new developments and findings from academic research."

MAURICIO MONTILHA, CFO, PHILIPS ORAL HEALTHCARE, INC.

Forum gatherings: Listen and learn, or share and debate. The option is yours.