



Tampa Bay FEI News

January 2010

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Sponsor Spotlight

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President's Letter

Dear Members and Sponsors,

I hope everyone had a relaxing and enjoyable holiday season as we ended an incredibly challenging year for most financial executives. Although the timing and speed of an economic recovery is still opaque, there appears to be certain key indicators that would suggest 2010 will be an improvement over 2009.

At this time of year, many people have recently completed or are in the process of completing their 2010 goals. One goal I believe important for all executives (financial or otherwise) to pursue every year is to build and strengthen professional and personal relationships. Interestingly enough, I had an incredibly meaningful and insightful breakfast with eight executive-level professionals this morning, most of whom are involved with FEI either as members or sponsors. The group shared information about their companies' performance, new endeavors and general opinions about what 2010 might hold. Without going into the details of the various conversations, I am confident that each of us walked away believing that we both gave and received good ideas and insight. Without trying to be self-promoting, this illustrates the spirit and objectives of FEI—to bring executives together to share insight, perspective, opinions and ideas. Although at times it may be difficult to quantify the benefits of maintaining and cultivating a strong network, I am confident that the overwhelming majority would agree that strong networks provide tangible and meaningful benefits. The Board has truly put forth an incredible effort to ensure that the Tampa Bay Chapter of FEI provides a truly valuable networking organization for its members and sponsors. With that said, I am pleased to share the following information:

1. During the last 18 months, we have grown our membership by over 15% and are on track to beat our 2009/2010 membership

(Cont. on page 2)

President's Letter

(Cont. from page 1)

targets. Thank you, Jim and Janet, for your hard work in growing the Tampa Bay Chapter.

2. We have increased our sponsorship to 24 prominent Tampa Bay companies while improving the average ratio of practitioners to service providers at each evening event.
3. We continue to increase our average attendance at our evening events.

We have several great events forthcoming, so I look forward to seeing all of you soon. I highly recommend attending the golf outing that is only a few months away.

I wish everyone a very prosperous 2010.

Sincerely,

Steve Torres
President, FEI Tampa Bay Chapter, 2009-2010

Sponsorship News

Dear Members and Sponsors,

We are pleased to welcome two new sponsors of our chapter. Cherry, Bekaert & Holland and Forest Financial Group have recently joined as sponsors, bringing our sponsor total to 24 for the year. We remain deeply appreciative of the continued support of our sponsor group and their active participation on all of our committees. You will find additional information on our new sponsors in the "Sponsor Spotlight" section on page 8 of the newsletter. Contact information for all of our sponsors can also be found there, as well as on our website.

Sincerely,

Ray Lawless, VP Sponsorship, FEI Tampa Bay Chapter 2009-2010

CFO Spotlight

Edward Valaitis, VP of Communications for the Tampa Chapter of FEI, recently interviewed the CFO of Switch and Data, George Pollock, Jr. to gain his perspective and insights for FEI members.



George, can you tell us a little about yourself?

I was born and raised in the Tampa bay area. I went to Jesuit High School and for college I received my Bachelors and Masters degrees from the University of Florida. I began my career in the tax department at Deloitte and

Touche. I then spent 5 years with Communications Equity Associates, a global boutique investment bank based in Tampa. I have been at Switch and Data for ten and a half years. I have been married for 18 years and we have a 14 year old daughter and 12 year old son.

My passion is bicycle racing. In college, I raced for Team Florida, which was the club sport for the University of Florida. In 1990, I was on the team that represented the school at the US Collegiate National Championships in California. More recently, I have participated in charity rides including the MS 150 and the Harpoon B2B ride in Boston, which is a single day 150 mile ride from Boston to Vermont.

If you had the chance to do it over, would you have picked the same profession?

That's an interesting question. As I grew up, I was not really aware of the investment banking world. My father was a senior executive at a large company and I followed his path into business. When I am traveling, I spend most of my time in New York City and really enjoy working with the bankers on transactions and articulating the value of our services and the opportunities for our shareholders for value creation. Given this interest, I would probably have gone into investment banking.

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CFO Spotlight Cont.

(Cont. from page 2)

What has been the most personally rewarding aspect of serving as CFO of Switch and Data?

This is a marathon. We reach interim goals as we continue along our journey of providing a great service, value creation for our shareholders and career development for our employees. The challenges are always changing and it is never easy. Having said that, I very much enjoy working with my colleagues towards the common goals.

What has made the company successful? What is the company's culture?

It starts with strong leadership and a defined strategy. We are a performance based culture. We communicate the strategies and our goals and we reward for performance. Easier said than done, however, if you get this right most of the time, then teams are aligned and we can be successful.

What can you share with us regarding the pending merger with Equinix?

This is a combination where both companies can take advantage of each other's strengths. We expect a close in the 2nd quarter and we continue to move towards this with our shareholder vote on January 29th.

What is the company's biggest challenge/opportunity going forward?

The biggest challenge today is that we have an agreement to be acquired and yet we are still two standalone businesses that compete for business every day. As such, we are working the integration and at the same time we must be prepared to continue to operate standalone if for some reason the deal does not close. The challenges are intensified given the uncertainty and the need for all of us to stay focused on growing our business.

How do you anticipate the merger will change your role?

I do anticipate my role changing. In the near term, I am focused on the transaction closing and making sure we maintain our business momentum and successfully integrate the two companies.

What word of advice would you give aspiring CFOs?

CFOs need to be business people and my most significant role is as an advisor to the CEO to develop the strategy, the growth plans and the financing of the business. So two things, one make sure you understand the business including why customers use your services, how you operate, go to market, etc. This job has never been just about reporting the numbers. Two, however, reporting the numbers and understanding how to influence the future are very important. So the best advice I can give is to hire people that know more than you in these areas and create a culture and environment for them to be successful. You must be able to rely on them to perform.

I understand that you like to read. What are a few of your favorite, recent books?

I read a fair amount typically focused on personal stories, economics and historical fiction. Two great books I have read include *Clemente: The Passion and Grace of Baseball's Last Hero*, which is about the life of Roberto Clemente. Another book was Ken Follett's *Pillars of the Earth*, an epic story of life in the 12th century in England.

FEI Spring Golf Outing

Tuesday, March 2, 2009

Please join us for our annual **Spring Social Golf Outing**. Play will be scramble format with prizes for **1st Place, 2nd Place, 3rd Place, Long Drive, and Closest To The Pin**. Awards will be presented following the event.

Location: Cheval Golf and Country Club, 4312 Cheval Blvd., Lutz, FL 33558
Phone: 813-948-2114

Program: **1:00 PM Tee Time** | Cocktails and hors d'oeuvres will be served following the game

Cost: **\$85** Per Person (Members, Sponsors & Guests); **\$40** Cocktail Reception Only

Cheval Golf and Country Club: Designed by Steve Smyers, this beautifully mature and meticulously maintained course meanders through Cheval Development's gated community where cypress trees abound along with native Florida wildlife including deer, alligators, otters, eagles, wading birds and more. Large elevated tees provide for optimum conditions and large landing areas around the well-bunkered, elevated hand-mowed greens provide a picturesque setting unequalled in Greater Tampa Bay. Not the typical Florida course, Cheval has elevation changes, drains well, has water play on 17 of 18 holes, has just under 100 scenic, strategically-placed sand traps, and has wall-to-wall irrigation. The golf course underwent an extensive renovation in 2008, including new Champions Bermuda greens and completely renovated bunkers.



Program Schedule

DATE	PROGRAM	VENUE
03/02/10	Golf Outing	Cheval Golf & Country Club
03/18/10	CFO Legal & Regulatory Environment with Resources Global Professionals CFO Colleen Cunningham	Hilton St. Petersburg Carillon Park
04/20/10	Bill Potts, World Triathlon Corp.	Hilton St. Petersburg Carillon Park
05/20/10	Social Event	TBA
06/17/10	CFO Panel Discussion	Hilton St. Petersburg Carillon Park

Program News

Dear FEI Tampa Bay Members,

Happy New Year! I trust that everyone enjoyed his or her holiday season and that you have all been staying warm in the cold snap that has hit Tampa Bay. I feel like I am back home in Buffalo, but look forward to some warmer weather this weekend.

It has been two months since our last newsletter and a great deal has transpired with two outstanding events. The first was our Holiday Social, which was very well attended with a good showing of both new and potential members. Additionally, the meeting was held in conjunction with the American Society of Women Accountants (ASWA), and it was a distinct pleasure to have their members attend as guests of FEI. The wine tasting was very well received, and some great vintages and varietals available at discount pricing to our members.

We had excellent attendance at our January meeting featuring Ike Brannon, and it was extremely informative to learn about what is in store for our country with regard to the mammoth health care bill about to be unleashed at some point in 2010. Dr. Brannon was an excellent speaker with interesting insights as to the internal working of the bill inside the beltway in D.C., as well as his personal perspective on what needs to be accomplished in terms of impact for the organization.

In light of its commitment to provide new and beneficial events, the Program Committee wishes to announce FEI's new morning CFO roundtables. The roundtable setting will be a more intimate event which will enable group conversations on specific topics. As year-end is typically in full-swing in February, the Chapter will take a break from our evening programs next month. However, a CFO roundtable is in the works for February and details will be released soon.

Our March 18th meeting will feature Colleen Cunningham, former President of FEI Tampa Bay Chapter and Chief Accountant at AT&T. Her current role as Director at Resources Global Professionals has kept her busy with the DC Beltway, which has offered her the unique opportunity to keep her finger on the pulse of what our government's key players are finalizing as far as regulatory requirements (including IFRS). Colleen is an extremely engaging speaker who couples her many experiences in high finance with her broad regulatory knowledge to provide a program that is both interesting and informative.

For the April 20th meeting, we have just received a commitment from Bill Potts of World Triathlon. More information will follow on this event.

We are still finalizing the remaining events for the Chapter year, but we expect to have another social mixer in May (again in conjunction with ASWA), and June is shaping up to be another CFO panel discussion. Watch your email boxes for more info on these events. Wishing you prosperity and positive cash flow for the upcoming year!

Sincerely yours,

Brian Quimby, VP Programs, FEI Tampa Bay Chapter 2009-2010

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Membership News

Dear FEI Members, Sponsors and Guests,

Great news! We have almost reached our 2009/2010 goal of 140 Chapter Members. Of course, we would love to continue to grow beyond that and based on your feedback, this is a great organization.

The Board has decided to try something new in March—**“Bring a Qualified Guest”**. Again, we are asking you to spread the word and take action on FEI’s behalf. Each member is invited to bring a guest and the chapter will pick up the tab if the guest meets member qualifications (specific criteria can be found at www.financialexecutives.org, or contact me or any other Board member for more information on membership requirements). We have Colleen Cunningham, CFO of Resources Global International traveling in to speak on the CFO Legal & Regulatory Environment that month, so it should be a topic of interest for most prospective members.

We would like to remind our meeting guests that (although we love having guests) this is a membership-based organization and the objective of inviting guests is to allow them to evaluate over the course of a meeting or two whether or not they are interested in joining FEI. Both the Board and our Chapter Members would appreciate you formally becoming a member of FEI Tampa Bay Chapter if, after attending a couple of meetings, you are interested in continuing your involvement with the Chapter and its events. You can contact me or any other Board Member for additional information about the benefits of joining our Chapter.

Please welcome the following new or transferee members:

Patrick Hogan	Transferee from Charlotte
Julie Johnson	VP Finance, Clockwork Home Services
Joan Rodgers	Director Financial Reporting & Investor Relations, Quality Distribution
Richard Sander	SVP Finance, Provost (Transferee from Baltimore)

Warm wishes for a safe, happy, and healthy 2010.

Best regards,

Janet Watson, VP Memberships, FEI Tampa Bay Chapter 2009-2010

CONGRATULATIONS!

2010 CFO OF THE YEAR FINALISTS

An independent panel of judges has selected 20 finalists for the *Tampa Bay Business Journal's* 2010 CFO of the Year Awards.

The overall CFO of the Year, along with winners in each category, will be revealed during an awards luncheon on February 25 at the Quorum Hotel-Tampa, presented by Lanier Upshaw. Sponsors include AvMed Health Plans, Cherry Bekaert & Holland, Sandler Sales Institute, GTE Federal Credit Union, and FEI Tampa Bay Chapter. The 2010 finalists are:

Small Private

Dave Ascani, Persysent Software
 Julianne Dunham, Dixie Signs, Inc.
 Bruce Jonas, Masters Construction and Development
 Elinor M. Reynolds, Clark Campbell Mawhinney & Lancaster PA

Medium Private

Duke Intrapaiboon, Mission Critical Solutions
 Gina Mascio, LexJet Corp.
 Joseph V. Price, Advantica EyeCare

Large Private

Anthony D. DiLucente, Masonite, Inc.
 Rick Frier, Catalina Marketing Corp.
 Simon Gregorich, PODS Holding, Inc.
 Randy Lay, Lazydays
 Scott Shapiro, Highland Homes
 Vicki VannBerstein, PSCU Financial Services
 John A. Woelfel, JCI Jones Chemicals, Inc.

Nonprofit/Government

Lori Doughty, South County Family YMCA, Inc.
 Andrew T. Libby Jr., Tampa Housing Authority
 Mary Beth Rossi, David A. Straz, Jr. Center for the Performing Arts

Public Company

W. Michael Kipphut, Sykes Enterprises
 Judy Schmeling, HSNi (HSN, Inc.)

Recent Events



L-R: Jim Parker, Michael Holmes, Janet Dayton, and Jay Nudi



L-R: Daniel Regan, Caryn Bosworth, Janet Watson, Jim Casey and Eric Johansen



L-R: Stephen Rideout, Ian Larson, Vit Gulbis, Merissa Larson, David Doney, and Steve Johnson



L-R: Vincent Prigitano, Sergei Galeano, Ann Paxton, Jeff Hacker, Janet Watson and Brian Quimby



L-R: John Byrne, Al Satterwhite, Marie Palis, Bill Long, Steve Johnson and Richard Kelecy



L-R: Brian Lieberman, Angela Marvin, Jeff Hummel, and Eric Johansen

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Sponsor Spotlight

For over 60 years, **Cherry, Bekaert & Holland, L.L.P.** (CB&H) has provided high-quality financial and management services to a diverse and successful client base. As one of the nation's largest super-regional CPA firms, CB&H's resource network stretches nationally and internationally through an alliance with Baker Tilly International, a worldwide network of independent accounting firms featuring offices in 110 countries. Currently ranked among the top accounting firms in the nation, CB&H is uniquely positioned to impart quality, cost-effective and practical advice to clients that include multinational corporations, private businesses, nonprofit organizations, government entities, emerging or start-up firms, and successful individuals. Visit www.cbh.com for more information.

Forest Financial Group collaborates with clients to form a long term strategy to contain costs and ease benefit plan administration, remain in compliance, and introduce wellness initiatives. Our proactive service-oriented approach to employee benefits consulting has earned Forest Financial Group a reputation as a leader in the industry and a trusted partner among our international client base. We have developed proprietary tools and systems to meet the benefit plan objectives of businesses and organizations of all sizes. Forest Financial Group's unique combination of cost containment strategies and value added service solutions truly delivers value to our clients. Visit www.forestfinancialgroup.com for more information.

Please visit our Chapter website at www.financialexecutives.org to view the profiles of all Tampa Bay – FEI sponsors.

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