

Best in class



Well are we? Perhaps not, but we in the Secretariat would like to think that members want us to be and that our plans will take us in that direction. A timely report for the Trade Association Forum, supported by the DTI, is helping us to

shape the governance review and the development of our strategic plan. Written by Alastair Macdonald, recently Director General for Industry at the DTI, the report reviews the evolution of trade associations and makes many recommendations on how they should be managed and report to their members.

Of course the Association is not just a trade association, we are a professional body first and also in many ways a commercial enterprise. However, our ability to keep members after they join depends on the services and support provided by the Association and keeping members' continuing interest and involvement in its development.

The report highlights that associations are in the business of representation and that relevant business disciplines need to be brought to their work. It can be found at www.taforum.org.uk.

The recommendations include a strategic planning framework, which provides a focus for an association's affairs, sets out long-term and short-term objectives, sets resources against objectives and indicates how performance will be measured at year-end:

- greater clarity on the role of the Executive and of the association's Council and Committees;
- an ambition to be best in class in the use of the internet and related developments;
- participation in benchmarking initiatives and regular membership surveys with reporting back on the results; and
- separate from the Annual Report, an annual Value for Money report to members.

It is encouraging to see that all these initiatives are

currently being reviewed by Council or the Secretariat. The last members' survey was held in May 1999, so we are proposing to repeat the exercise, by email only, during the summer months to see how we have performed in the last two years, and as input for the Association's strategic plan which will be presented to Council in November.

Secretariat news

Last month we said goodbye to Edda Dirks, who joined us as Jeremy Wagener's secretary in 1997, and who most recently was our website administrator. Edda's hard work was vital in building the site to its present position. Development of the website has been a key element in providing better information to members and others wishing to use the Association's services. During the summer Tom Gordon, our information systems manager, will be implementing a new look website developed under the direction of the Member Services Committee. The site will be taking advertisements under certain circumstances, but the primary emphasis is on improving services to members. We are planning a new Treasury Services section that will help treasurers to reach suppliers of financial products and services that they need in the ordinary course of their jobs. Many of these services will be from online financial product suppliers and market makers. Not all the dot.com company start-ups went to the wall in 2001; some have prospered by providing useful services supported by the deep pockets of their backers and we hope to bring you access to the best of these. In future the website will be looked after by a web editor who will be working towards improving the content of the site.

At its meeting in late May Council was briefed on the action we are taking to develop the first phase of the Association's e-learning programme. This will apply to the Certificate in International Cash Management and it is hoped the programme will go live in October in time to support students studying for their examination in April 2002. Support will be given through various routes including interactive exercises and case studies. These are being developed by Michele Allman-Ward who is co-director of our Cert CM US residential school that will be held for the first time in August at Duke University in North Carolina. Michele has taught at both our summer and winter cash management schools in the UK and holds the Cert CM herself.

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For secretariat details see inside back cover

E-learning is a priority for the education department which has plans to apply internet based support wherever it can most effectively be used to help students. The latest education data shows that students' pass rates are not rising as we had hoped (see page 67) and we will be trying to ensure that the internet support concentrates on those aspects of the course which are causing students to be marked down most heavily.

Tickets for this year's annual dinner on 14 November at the Grosvenor House are selling well with well over 1300 acceptances to date. This year

the speaker will be Judith Mayhew, City and Business Adviser to the Mayor of London. If you wish to attend do please book early since we are limited to about 1600 places. ■



DAVID CREED

Where were you all?

Regional Group:

Finance House

Organiser:

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There have been three meetings during the last ten months, covering a wide range of topics. In September 2000, Andy Ross of The Royal Bank of Scotland gave an interesting talk on internet banking and its implications for the treasury sector. In November 2000, Mike Richards and colleagues covered Networking and how to make it work for you and the headhunter. Most recently, Ronan White and colleagues (Anglo Irish Bank) gave a valuable and practical insight into the challenge presented by Securitisation for first time issuers in May 2001.

Attendance at all three meetings was disappointing with fewer than ten or 12 Members or Associates attending each time. Despite this, feedback from those who attended has been very positive and the after presentation discussion sessions provided good opportunity for the raising of specific questions and healthy debate. ■

GRAHAM SKEATS

Lombard Group Treasury

Regional Groups Contact details available at:
www.treasurers.org/know/services/reg.html

On the move...

Items for inclusion should be sent to Sam Dunmur, or emailed to sdunmur@treasurers.co.uk (please include your daytime telephone number). *Members are requested to inform the Association about a change of job or address as soon as possible. The Members Directory online means that all members can access up-to-date contact details at any time.* ■

Anthony Bowers AMCT, has been appointed Head of Audit at Instinet. Previously, he was a Vice President in Internal Audit with Reuters.

Philippa Foster Back FCT, Immediate Past President has been appointed Director of the Institute of Business Ethics with effect from 6th August 2001. She was formerly Group Treasurer of EMI group plc.

John Jones MCT, has been promoted from Assistant Treasurer to Group Treasurer of Imperial Tobacco Group plc.

Andrew Naish AMCT, has transferred from the Woolwich plc where he was Assistant Manager, Credit & Risk. He is now working in

Global Financial Risk Management at Barclays Capital.

Charles Osanyin AMCT, has been appointed Treasury Accountant at First Choice Holidays plc. He was previously Treasury Manager at Richmond Housing Partnership Ltd.

Stephen Wilson MCT, has been appointed Corporate Treasurer at Cordiant Communications Group. Formerly, he was European Treasurer for WPP Group plc.

Man-Sau Yi MCT, has been appointed Associate Director at Barclays Capital, New York. She was previously with Credit Suisse First Boston as Assistant Vice President. ■