

CFO Editorial Preview December 2009

Topline

InTech: Software as a service continues to gain ground: what CFOs need to know about its pros and cons.

Leadership/Insight: As the holiday shopping season reaches its apex, how are CFOs in the retail and consumer goods industries coping with the continuing slump in consumer demand?

Leadership/Insight: Rethinking layoffs as support mounts for a jobs-creation tax credit. Do CFOs think hard enough about the unemployment crisis that they are helping to create? Should they begin to think in terms of job creation, or at least in terms of maintaining current employment levels? Or is it better for the private sector to do what it needs to do, and leave it to a public-sector initiative to create jobs?

Credit & Capital Markets: Liquidity: How Much is Enough (Now)? Liquidity and liquidity risk management have been the constant focus of CFOs and treasurers during the recession. But are companies now easing up on their cash and near-cash holdings now, and will they in 2010? This story looks at the criteria firms are employing to decide how much cash they need beyond that employed on a day-to-day basis; how they have changed liquidity risk management and/or models in light of the last year; and how they are treating revolving lines of credit differently.

Accounting: Little-known to most CFOs is the fact that, even if Congress does nothing regarding a cap-and-trade or similar emissions-reduction bill, new EPA regulations go into effect in 2010 that require all publicly related companies to begin tracking their carbon emissions, so that they can begin to report them in 2011. How do they do this, and what's out there to help them?

On the Record:

Features

Pricing Strategies: As the recession ebbs, how will companies in various industries respond in terms of adjusting their pricing? What role does the CFO play in such efforts? What kind of analysis goes into a decision to raise a price by X%?

Issue date: 12/1/09
Space close: 10/15/09
Materials due: 11/2/09



CFOs and Health Care Reform: Did they miss a golden opportunity? We'll give a broad overview of reform and what it means for companies' bottom lines as well as profile health-industry CFOs and how they are preparing their companies to operate in a world where more cost pressure is being brought to bear.

In Practice

401(k) Trends: In the wake of the market meltdown, we'll take a look at trends in 401(k)s. And what do CFOs need to know about ETFs?

Scorecard: Cash flow and credit markets—and how companies are faring; a numeric look.

The Quiz: Test yourself--CFOs interactive and dialogue-generating back page providing interesting numbers and facts on topical issues.

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