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**Leading Financial Expert to Address PCMA Meeting and Event Planners:
Finally, a Solution to Staying on Budget**

LOS ANGELES, September 10, 2007—Financial management expert Gene Siciliano will deliver an address called The Meeting Budget to members of the Professional Convention Management Association (PCMA) on Thursday, September 20 from 3:30 to 5 p.m. at the Radisson Hotel Newport Beach. Also known as “Your CFO for Rent,” Siciliano has a three-step strategy that will help planners organize an event for 10 attendees or 10,000 without worrying about a financial crisis along the way.

“For professional meeting and event planners a key element is the budget—laying it out and sticking to it, using it to bring the meeting off on time and on budget,” says Siciliano, an award-winning member of the National Speakers Association. “My talk gives these professionals powerful ideas and tools for making that job easier and it shows them how to pragmatically apply them. That in turn makes the planners themselves more likely to succeed in their jobs and their careers.”

The three elements of Siciliano’s thesis and PowerPoint presentation are:

1. A checklist to identify and manage all the tasks to be done, organized by functional area
2. A timeline to visually lay out when all those tasks need to be completed in the most compatible way, guaranteeing that nothing slips through the crack
3. The budget itself, which shows how much can be spent on each task in order to bring off the show without overspending.

“Each is organized to collect the information needed to effectively use the next tool in the set, culminating in a budget that was compiled with less difficulty, more buy-in, and the relative certainty that nothing will be missed and the event will be on or under budget,” says Siciliano.

Sheila Smith Cornett, president of the Southwest and Pacific Chapter of PCMA this year, says that PCMA is dedicated to the education of event and meeting planners and that budget is always a big deal. “Many planners don’t have a background in finance, and they have a lot of trouble planning a budget,” says Smith Cornett. “But sticking to a budget is a huge part of being a meeting and event planner, although it very rarely happens,” she joked.

Siciliano has spoken at hundreds of business associations and companies across the country, including Warner Bros, National Tour Association, National Pool & Spa Association, Young Entrepreneurs Organization, Credit Managers Association of California, American Society of Association Executives. His articles on financial management and cost control have appeared nationally in *Management World Magazine*, *Professional Speaker*, *Sharing Ideas*, *Free Enterprise* and his firm’s newsletter “Management Update™.”

For more information, please visit www.CFOforRent.com. To schedule an interview with Gene Siciliano, please contact Carolyn McKibbin at 617.230.4886 or Carolyn@IctusInitiative.com.

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