Fall Forum 2018 – September 13, 2018
Session Overview

KEYNOTE SPEAKER (Morning)

Title: *Beyond the Buzz: Emerging Technology - What will you do with it?*

Description: This session will discuss today's emerging technologies and ponder the practical application of these technologies in the future alongside this year's theme of learn, communicate, and innovate. A high level discussion of big data, artificial intelligence and distributed ledger technology will set the stage for further learning in the subsequent sessions as you consider tactical steps you can take, for use not only within your organization, but perhaps within your life.

Speaker: Mark Sorg; Wells Fargo Bank

Bio: Mark is a member of the Wells Fargo TM Insights Group. Mark has 14 years of treasury management, financial technology & strategy consulting experience. Mark's background also includes working capital optimization, e-commerce product management, ERP integration, revenue cycle enhancement and business process management. Prior to joining Wells Fargo, Mark held various sales management and leadership roles within the pharmaceutical and electronics industries. Mark received a Bachelor of Science in Business Administration from Butler University and is a Certified Treasury Professional and IOFM accredited Procure-to-Pay Solutions Consultant.

KEYNOTE SPEAKER (Lunch)

Title: *Potholes and Possibilities: What's on West Michigan's Economic Horizon.*

Description: From talent to tariffs, West Michigan's economy and business community are experiencing unprecedented growth challenges. But where there are challenges, there are opportunities. Learn how The Right Place, West Michigan's leading economic development organization, and their partners are taking on these challenges and positioning West Michigan for continued long-term economic growth.

Speaker: Tim Mroz; The Right Place

Bio: Tim is the Vice President of Marketing and Communications for The Right Place. He is currently responsible for leading the organization's strategic marketing, communications and advertising initiatives to promote West Michigan's business capabilities across the country and the globe. Tim joined The Right Place in 2008, bringing with him over 14 years of marketing communications and public relations experience. He serves on the board for the John Ball Zoo and Hello West Michigan. He has a Bachelor's of Arts in Communications and Media Studies from Grand Valley State University.

SESSION 1:

Title: *The New AP Strategy*

Description: This session will cover Accounts Payable challenges and help identify goals for developing new payment strategies. It will review the current AP environment and discuss how to develop a solid ROI.

Speaker: Kurt Wachtendorf; Commerce Bank

Bio: Kurt provides more than 25 of experience designing and implementing "paperless" and payment solutions for 250+ organizations in a variety of industries including finance, transportation, healthcare, manufacturing, distribution, retail, oil and gas, education and state and local government. After a successful career with IBM, Kurt has developed an outstanding reputation as a leading Certified Document Imaging Architect in the enterprises content management industry. Now with Commerce Bank, Kurt works with clients to evaluate their current P2P processes and create an Accounts Payable Automation Analysis "blueprint".

Title: *Current Events Impacting Corporate Treasury Investment Portfolios*

Description: Developments in the short-term markets have led to significant complications for Corporate Treasury investors. Tax reform and U.S. corporate cash repatriation have changed the way many portfolios are structured. The "dust has settled" on U.S. Money Market Fund reform, however European Money Market Funds are going through a similar set of changes at the end of 2018, with several important differences. In addition, rising interest rates are having a major impact on recent investment performance and investment opportunities looking ahead.

This session will examine how these themes are impacting corporate treasury teams and how investors are responding. In addition we will discuss the steps needed to prepare an investment program for the road ahead.

Speaker: Bob Leggett & Matt Terhune; Morgan Stanley

Bios:

Bob is the liquidity strategist for Morgan Stanley's Global Liquidity business. He joined Morgan Stanley in 2015 and has 29 years of industry experience. Prior to joining the firm, Bob was a senior portfolio manager at Goldman Sachs Asset Management where he managed short duration fixed income strategies on behalf of multinational corporations, central banks and insurance companies. He began his career at J.P. Morgan and served in a variety of roles including management reporting, pension payment processing and managing a team responsible for portfolio performance measurement and analytics reporting. Bob received a B.S in business administration from Villanova University and an M.B.A. in finance from the University of Connecticut.

Matt is a member of the Institutional Liquidity team focusing on providing short-term fixed income strategies to institutional clients. He joined Morgan Stanley in 2014 and has 11 years of industry experience. Prior to joining the firm, Matt was a money market sales associate at Standard Chartered Bank. Matthew received a B.S. in engineering from Pennsylvania State University. He holds his Series 7 and 63 registrations.

Title: *Communicating Your Value Proposition*

Description: We all make decisions based on the value we acquire from the solution. And we all define value differently based on our individual needs. The key to effective communication is to know how your clients define value and how you can create value for them. During this workshop, we will discuss the importance of defining value from the customer's perspective. We will also discuss how to communicate your value proposition to increase program participation. Key Outcomes:

- Define your value; then define what is important to your clients
- Recognize that each person defines value differently
- Develop a value proposition that clearly explains the tangible results your programs will deliver

Speaker: Dan Rundhaug; Davenport University

Bio: Dan is the executive director at Davenport University's Institute for Professional Excellence. He excels in both leadership and management skill sets, being able to create and communicate visionary direction as well implementing the necessary strategies to see the vision become a reality.

SESSION 2:

Title: *Commercial Banking Perspectives*

Description: Are you curious to know the "behind the scenes" process that banks follow when making a credit approval (or denial) decision? Perspectives will be shared from both the top-down (e.g., industries to avoid) as well as bottom-up (e.g., debt service coverage calculation) approaches to loan approval underwriting and monitoring. Furthermore, insights will be shared when a performing loan faces challenges and how banks internally manage the migration of increased risks over time. Please join us to hear JP Norkus, from DWH, share his experience as both a commercial lending leader as well as a Chief Turn-Around officer.

Speaker: JP Norkus; DWH

Bio: With over 25 years of experience, JP Norkus applies his commercial banking background, which included relationship management, special assets and regional credit approval, to DWH clients across a wide variety of industries. JP holds a B.B.A. in Finance from Grand Valley State University and an M.B.A. from Western Michigan University. He also has earned the Certified Turnaround Professional ("CTP") designation as well as the Chartered Financial Analysts ("CFA") designation.

Title: *The Evolving Role of Advanced Analytics and Robotics*

Description: The complexity and volume of an organization's data, coupled with the interconnectivity of today's business systems, create an amazing opportunity for businesses to obtain actionable insight and drive financial results. This session will cover the role advanced analytics are playing in organizations today and how you can use artificial intelligence, predictive modeling and robotics to increase efficiency and profitability.

Speaker: Kirstie Tiernan; BDO

Bio: Kirstie is Managing Director in Technology and Business Transformation Services department in the Chicago office of BDO with more than 15 years of experience providing data analytics, technology consulting and risk management services. A Certified Fraud Examiner and Oracle Certified Associate, Kirstie assists clients with utilizing data across the organization from multiple sources, locations, systems, languages and functions. She earned a B.S. in Computer Information Systems from Indiana University and an M.B.A in Fraud Management and Economic Crime from Utica College.

Title: *Engaging the Next Generation*

Description: To be an effective in today's workplace, it is vital to know how to engage all generations. By developing an understanding and appreciation of how generations differ, you can communicate more effectively and create a more satisfying and collaborative environment. This workshop will help you understand generational differences and use that knowledge to capitalize on the talents and strengths of all age groups. Key Outcomes:

- Identify "coming of age" experiences and their impact on each generation's values, expectations and workplace behaviors
- Communicate more effectively with a stronger understanding of generational expectations
- Evaluate and leverage the strengths of each generation to create a more collaborative environment

Speaker: Suzanne Callahan; Davenport University

Bio: Suzanne is the director of facilitation and corporate learning at Davenport University's Institute for Professional Excellence. She excels in executing engaging classroom experiences around topics of innovation and marketing strategy and serves as a passionate advocate for lifelong learning and workforce development.

SESSION 3:

Title: *International Treasury and FX*

Description: This session will cover International Treasury best practices, recent trends, risk management, and FX.

Speaker: Amy Kang & Jessica Platt; Bank of America

Bios:

Amy, Vice President, International Treasury Sales Officer: Based in Chicago, IL, Amy is an International Treasury Sales Officer, responsible for delivering global treasury and liquidity solutions to middle market clients in the Midwest region. Amy was previously based in Bank of America Merrill Lynch's London office where she held various roles within the Liquidity Product Management team, most recently as a Liquidity Specialist.

Jessica, Vice President, Global Rates and Currencies Origination, Bank of America Merrill Lynch: Jessica joined Bank of America Merrill Lynch in 2013 as a Rates & Currencies Advisor located in Chicago. She is responsible for advising Business Banking companies on how to manage foreign currency risk and interest rate risk, geographically covering the Central U.S. Prior to Bank of America Merrill Lynch, Jessica was an FX Advisor in New York at Citigroup and Credit Suisse, covering ultra-high net worth individuals, family offices, law firms and institutional clients from an FX investment, cash and risk management perspective. Jessica holds a Bachelor of Arts from the University of Pennsylvania

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Title: *Blockchain / Cyber*

Description: There is a lot of hype around Blockchain today. We will explore basic components of the Blockchain as well cover practical use cases that are being leveraged today and round off the conversation with a look at the current state of cyber security.

Speaker: James Carr; Rehmann & Jim Bruxvoort; Trivalent Group

Bios:

James is the Director of consulting and works with a diverse team to identify and implement objectives and drive solutions. His extensive skillset includes Blockchain, information technology strategy, and cyber security. James supports outsourcing efforts that bring first-rate accounting, human resources and technology services to clients. He serves on the Firm's board of directors as the vice chairman.

Jim is the Director of Cloud Services and has 28 years of IT experience implementing solutions for clients that create value through technology. Jim leads a team of consultants that focus on secure solutions that meet industry best practices in the Cloud and on premise.

Title: *AR Automation*

Description: Every organization strives to get cash in the door as quickly as possible. Learn how to achieve faster, easier, more cost effective collections. Discussion on how bank technology can be leveraged to optimize receivables processing and improve working capital.

Speaker: Steve Tomczyk; J.P. Morgan

Bio: Steve is a Receivables Product Solutions Specialist in Commercial Banking supporting Healthcare, Higher-Education and Not-for-Profit organizations. He started at JP Morgan 10 years ago in Lockbox Operations and has since held positions varying from Client Services to Risk to Project Management. Steve works closely with clients to help them streamline their receivables and automate as much of the posting process as possible. He is based in Chicago, IL.

SESSION 4:

Title: *Supply Chain Finance*

Description: Discussion on the continuing trends seen in the market to use Supply Chain Finance ("SCF") as major source of Working Capital. We will touch upon and discuss both "Payables" & "Receivables" programs, the size and scope of the SCF market, current market conditions and expanding use of the SCF product, benefits of using the product and the expanding roles of Technology / Technology Platforms and Credit Insurance as part of a program.

Speaker: Bill Folker; Citizens Bank

Bio: Experienced finance professional with 40 years of experience in advising, arranging and distributing structured trade finance transactions; experience with large U.S. and Foreign Financial Institutions with a specific focus on Supply Chain Finance, ECA, structured trade finance distribution, credit insurance products, structuring and syndicating business in North America as well as in various emerging markets across a wide range of industries.

Title: *Overview of Treasury Technology: Applying Artificial Intelligence to Treasury Management Today and Tomorrow*

Description: This session will provide an understanding of how AI will impact Treasury departments in the short, medium, and long-term.

Speaker: Dan McCarty; PNC Bank

Bio: Dan is a Senior Product Advisor in the Treasury Solutions Group for PNC Bank. He has 24 years of experience in treasury management to go along with 16 years in large corporate lending. Dan received a B.A. in economics from the University of Notre Dame and an M.B.A in commercial banking from Indiana University. Dan is a past chairman and current member of ABA Payments Systems Committee and a member of the March of Dimes Southeast Michigan Board of Directors.

Title: *Presenting to the C-Suite*

Description: You have been invited to present to the C-Suite and have great information to share. Are you ready for this audience? Have you prepared the right content? Do you have a plan if your 30 minute presentation becomes a 10 minute presentation? This session will provide you with 6 tips that will enhance your credibility when presenting to the C-Suite.

Speaker: Jennifer Maxson; Jennifer Maxson & Associates

Bio: Jennifer is a passionate thought leader in the areas of networking, communication, leadership development, and public speaking. For the past 22 years, she has provided consulting services to clients throughout the United States and abroad, delivered customized individual coaching, executive coaching, and group training for clients. Jennifer is the 2018 ATHENA Award Recipient and has been honored as one of Grand Rapids Business Journal's 50 Most Influential Women in West Michigan.

Session 5:

Title: *Payments Industry Update*

Description: A look into recent ACH industry rule changes and how Same Day ACH (SDA) is changing the payments landscape for many companies today. In addition, this session will explore other faster payments initiatives that will provide great new solutions for many companies.

Speaker: Adrian Brown; The Clearing House Payments Authority

Bio: Adrian has more than 27 years of electronic payments and e-commerce experience in the financial industry. Adrian serves as the Education and Professional Services Manager at The Clearing House Payments Authority. Adrian has earned both the Accredited ACH Professional certification and

Accredited Payments Risk Professional certification. Adrian speaks about electronic payments and related topics at trade and industry association meetings and conferences throughout the state and nationally. Adrian has also served on various NACHA committees and panels.