2023 NORTHWEST SUMMIT FOR FINANCIAL PROFESSIONALS

MAY 18, 2023 | SEATTLE, WA



7:00 AM-7:45 AM

Crystal Ballroom



REGISTRATION, NETWORKING & CONTINENTAL BREAKFAST

Welcome comments and educational sessions will immediately follow.

7:45 AM-8:50 AM

Crystal Ballroom

Speaker:

Moderator: Jennifer Ceran

Board Member Former CFO and Treasurer

Catherine Portman

VP, Treasurer Palo Alto Networks

Tara Thiara

Senior Vice President Treasurer - Expedia Group



THE POWER WITHIN – WOMEN IN FINANCE

What does it take to become a female leader in the world of finance? How do female leaders effectively navigate the complexities of Corporate America while guiding the company through challenging economic times? Our moderated panel of top women in finance will discuss their career journeys, the responsibilities they have to their teams and companies, and how they harness the power within to lead with empathy and strength.

Key Takeaways:

- 1. Navigate your career to become a leader
- 2. Build strong teams
- 3. Learn the importance of DEI and allyship
- 4. Manage through organizational change
- 5. Steer the company through tough economic times

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8:50 AM-9:40 AM

Crystal Ballroom

Speaker:

Ed Barrie Treasurer & Chief Product Officer Treasury4, Inc. Elizabeth Sidhu Sr. Director of Tax OneTrust



PERIODICITY: A FINANCIAL APPROACH TO NON-FINANCIAL DATA

A Financial Approach to Non-Financial Data, we will discuss concepts such as periodicity of non-financial data, data analytics, and data collaboration across the organization.

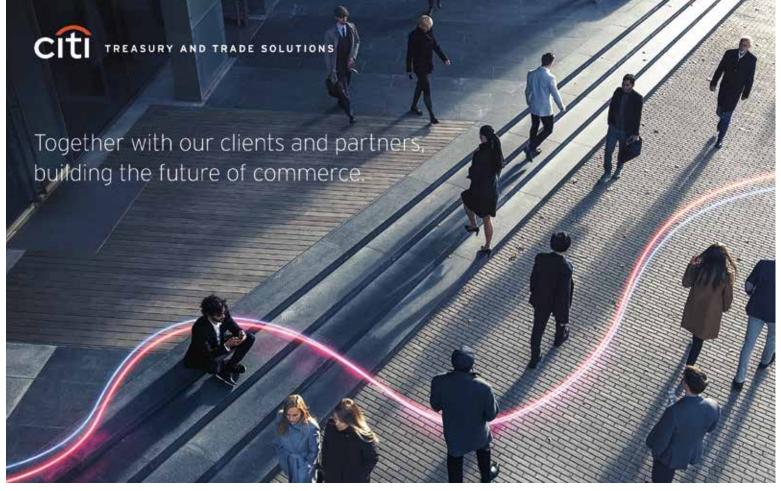
9:40 AM-9:50 AM

Crystal Ballroom



NETWORKING BREAK





9:50 AM-10:40 AM





David Tao Director, Client Advisory

Paulette Wong Director Global Payments Operations

Dilara Yazar Senior Treasury Manager Amazon

INTERSECTION OF TREASURY AND COMMERCE

Historically, Treasury and AP/AR/Payroll departments have worked closely together to develop solutions aimed at driving process and cost efficiencies, However, the lasting impact from the recent pandemic along with technology advancements are causing business models to evolve across industries, with many companies embracing a direct-to-consumer strategy.

The growing intersection between Treasury and Ecommerce/Commercial teams means that treasury and payments professionals must work closely together to implement technical financial services and digital solutions to help drive sales enablement. Our panelists will focus on personal experiences to highlight best practices when working effectively to navigate these complex and dynamic partnerships.

In addition, panelists will discuss how they partner with their banks to deliver the scale, frictionless experience, and payment ubiquity required to succeed in today's evolving landscape.

Key Takeaways:

- 1. Learn best practices in navigating these complex and evolving partnerships
- 2. Understand how partners' priorities are changing in the areas of speed, ubiquity, and access
- 3. Understand how Treasury can best work with their partners to ensure compliance





NETWORKING BREAK

Concurrent Session Option A

11:00 AM-11:50 PM

Crystal Ballroom



Daniel Haber VP, Working Capital Consultant U.S. Bank

Leo Gil VP of Product Bottomline Technologies

Cathy Fields Assistant Treasurer, Sr. Director of Global Risk Management Hitachi Vantara LLC

NOT UNDER YOUR MATTRESS: LIQUIDITY AND CASH FORECASTING IN A RISING RATE ENVIRONMENT

As the world grapples with inflation, rising rates, and geopolitical tensions, corporate treasurers must contend with uncertainty and prepare for rapid changes in the way they manage their business. Cash managers today face challenges with heavy administrative burdens, complex processes, and decentralized platforms that each require manual oversight.

The presenters will explore improvements in cash forecasting and the renewed focus on sweep accounts as familiar tools that have been relied upon. They will also touch on strategies treasurers have successfully utilized to boost days sales outstanding and better control days payable outstanding. The discussion will examine strategies and tools to automate preparation of daily cash positions before the business day begins. We will also focus on the building and analysis of global cash forecasts via multiple sources of data, including repetitive items and historical data.

The presenters will examine the use of automation, cash positioning and forecasting tools and how treasury professionals are leveraging technology innovations for data and modeling expertise with advances in multi-bank connectivity.

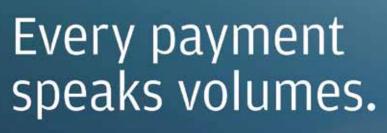
The presenters will also differentiate how successful cash managers review their optimal liquidity positions regularly, automate multi-bank reporting with advanced workstations, perform DSO/DPO/peer comparison trend analysis, and review investment parameters and risk tolerance.

Key Takeaways:

- 1. Gain an understanding of some of the most discussed cash management strategies in the current environment.
- 2. Explore new strategies such as automation and cash forecasting tools and practices.
- 3. Review the digital journey many treasurers have taken for automating their liquidity and cash flow processes for cross currency transactions, just-in-time sweeps, and other functions.
- Examine critical strategies for cash forecasting including reviews of short-term funding strategies, improving the forecasting model and data capture, and alignment of short-term forecasts with long-term models.







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Concurrent Session Option B

11:00 AM-11:50 PM



COMPETITIVE ADVANTAGES TO CHAMPION THE TALENT WAR

Noble Ballroom

Speaker:

Brian Benavidez

Rogue Ales & Spirits

Bethany Curiel

SVP/Treasury Management Sales Market Manager Umpqua Bank

John Lauseng

Aldrich Advisors

Moderator:

Angela Scott Client Engagement Manager Umpqua Bank

11:50 AM-12:30 PM

Crystal Ballroom



NETWORKING LUNCH

HOT TOPICS IN TREASURY

Enjoy networking with industry peers during our soup, salad, and sandwich buffet lunch. For dessert, attendees will enjoy an assortment of cookies and sweet bars.

With the economic volatility that we experienced in 2022 and with more unexpected events, fully expected, in 2023, there is no better time for our popular hot topics session. Hear from three leading treasury managers

as they share insights in a moderated panel. Panelists will touch on embedding the consequences of recent economic trends into cash flow planning, staying ahead of increasingly sophisticated cyber criminals,

recruiting, and retaining top talent, the need for greater automation (and where do API's fit in?), and how

the evolving payments space gives rise to competitive advantages and reducing costs. This is a fast-paced

must-see session where we will share best practices for future proofing your treasury.

The future of work is at the rapid paced intersection of human x digital. Top talent increasingly favors

12:30 PM-1:20 PM

Crystal Ballroom

Speaker:

Heidi Blair

Clearwater Paper Corporation

Julie Boyd

Assistant Director Treasury & Cash Management Cambia Health Solutions

Beth Omar

Zillow Group

Moderator:

Derrick Walton

GTS Head of Emerging Payments and Innovation



NETWORKING BREAK

1:30 PM-2:20 PM

1:20 PM-1:30 PM Crystal Ballroom

Crystal Ballroom



Speaker:

Andy Ai SVP, Treasury Solutions Group PNC

Katy Ruckle State Chief Privacy Officer Washington Technology Solutions

CYBERCRIME AND PAYMENTS FRAUD: THE CURRENT LANDSCAPE AND **HOW TO PROTECT YOUR ORGANIZATION**

Cyber-attacks rank as one of the top enterprise-wide risks facing organizations today — regardless of size, geography, or industry. With the frequency and severity of threats from social engineering, business email compromise, and ransomware attacks trending upward, knowing how to help protect your organization is more important than ever. Financial losses brought about by these types of attacks continue to soar, and it is common for costs related to overcoming a fraud event to exceed the amount of the loss itself. Additionally, there are non-financial impacts like reputational risk associated with high-profile fraud events, such as those affecting the targeted organization's customers or constituents. This session will survey the current cybercrime and payments fraud threat landscape; explore emerging and evolving threats and trends; and share ideas to help your organization maintain good cyber and risk hygiene and protect itself from these very real and potentially costly dangers.

Key Takeaways:

- 1. Gain an increased awareness of the current cybercrime and payments fraud threat landscape
- 2. Gain actionable ideas to help protect your organization against these dangers

employers who invest in the workplace experience and employee success. Join Umpqua Bank and Aldrich Advisors as they discuss differentiating strategies to attract, retain, and motivate associates.

Kev Takeaways:

- 1. Learn actionable ideas for designing an engaging employee experience
- 2. Consider how to optimize productivity and create opportunities to upskill your workforce
- 3. Learn treasury-specific best practices for modernized and simplified accounting workflow

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TREASURY

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2:20 PM-3:10 PM

Noble Ballroom

Speaker:

Tarrell Gamble SVP, Capital Markets Blaylock Van, LLC

William Goldthwait VP, Head of Investment Strategy State Street Global Advisors

Timothy Smallow



MAKING SENSE OF ALPHABET SOUP; DEI, ESG,& SRI

DEI, ESG, SRI? It is a veritable Alphabet Soup of acronyms that investors must wade through in the investment landscape. Are investors jumping on the bandwagon in this space, bailing out, or something in between? Please join Blaylock Van LLC and State Street as we make sense of this investment landscape and whether it is appropriate for your organization to consider some of these offerings in the short-term investment space. We will also discuss risk considerations, various ways investors can gain exposure to these types of investments, and the best practices for implementing them.

Key Takeaways:

- 1. Gain a better understanding of the ESG and DEI investment space, risks, and best practices for incorporating them into their investments
- 2. Hear about the direct impact their underlying investments can have
- 3. Hear from an underlying investor in this space and gain insight into implementation approaches

3:10 PM-3:30 PM





NETWORKING BREAK

3:30 PM-4:20 PM

Crystal Ballroom

Speaker:

Larson McNeil IP Morgan Chase Jim Scurlock Senior Director, Assistant Treasurer Expedia Group



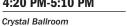
TREASURY AS A STRATEGIC BUSINESS PARTNER

Hear Expedia and J.P. Morgan discuss the strategic value that Treasury can bring to an organization by driving digitalization, enabling new business models, and enriching data.

Key Takeaways:

- 1. Drive digitalization in corporate treasury and payments: How the treasury function can automate and digitize processes such as payment initiation, bank account management, cash reporting and visibility, etc.
- 2. Enable new business models: The role that a treasury organization can play in enabling new business models, such as marketplace payments, digital commerce, and customer loyalty.
- 3. Enrich data: The importance of robust, enriched data in a treasury function
- 4. Optimize treasury by creating a centralized data lake to have a 360-degree view of Treasury
- 5. Standardize important data to leverage machine learning and Al
- 6. Leverage data visualization

4:20 PM-5:10 PM



Speaker:

Jeff Morton Lead Portfolio Manager, Short Duration



ENHANCED CASH SOLUTIONS: WHEN IS THE RIGHT TIME TO EXTEND?

Join DWS for a robust discussion on the current state of short duration markets and where we see opportunities in what we believe could be the tail end of the current interest rate cycle.

Key Takeaways:

- 1. Learn about the current state of the short duration markets and outlook
- 2. Understand when the right time is to extend portfolio duration
- 3. Explore tactical solutions and the pros and cons of various short duration approaches

5:10 PM-6:30 PM

Crystal Ballroom



NETWORKING RECEPTION

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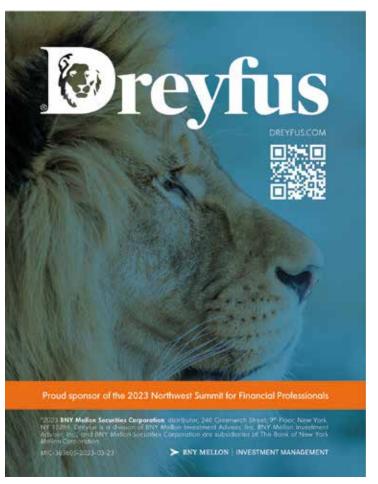
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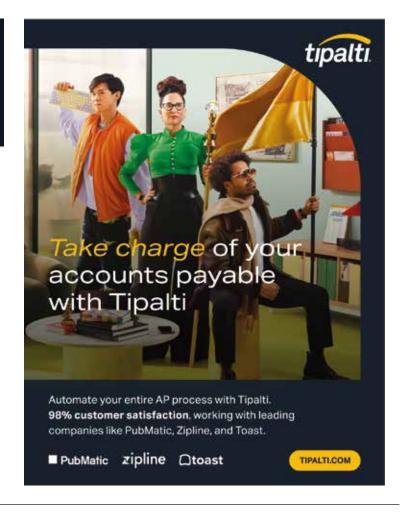
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The Aldrich Group of Companies John Lauseng 5665 Meadows Rd #200 Lake Oswego, OR 97035 Phone (877) 620-4489 info@aldrichadvisors.com aldrichadvisors.com



Bank of America Anton Akervall 121 SW Morrison Street, 17th Floor Portland, OR 97204 Phone (503) 973-6694 anton.akervall@bofa.com business.bofa.com



Bank of Idaho Mary Francis 999 Main St. Ste. 101 Boise, ID 83702 Phone (509) 396-5206 MaryFrancis@bankofidaho.net bankofidaho.com



Citi
Candace Wenzel
601 Union Street, 3705
Seattle, WA 98101
Phone (415) 269-1486
candace.k.wenzel@citi.com



Dreyfus Alex Bird 200 Park Avenue, 7th Floor New York, NY 10166 Phone (415) 860-2426 alexander.bird@dreyfus.com dreyfus.com



DWS
Dave Woods
222 South Riverside Plaza
Chicago, IL 60606
Phone (917) 443-5697
dave.woods@dws.com



Elire, Inc Tony Callis 16475 Park St Livonia MI, 48154 Phone (804) 307-5635 tony.callis@elire.com elire.com



Asset Management Goldman Sach Asset Management 555 California St, Floor 45 San Francisco, CA 94104 Phone (407) 421-6963 goldmansachs.com



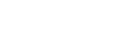
JP Morgan Chase Jared Masher 1301 2nd Avenue, Floor 25 Seattle, WA 98101 Phone (206) 500-4507 jared.d.masher@jpmgorgan.com jpmorgan.com/payments



KeyBank Lindsay Gentile 1301 5th Ave Seattle, WA 98101 Phone (206) 684-6033 Lindsay.gentile@key.com key.com



PNC
Patty Soto-Bobadilla
10500 NE 8th Street 20th Floor,
Bellevue, WA 98004
Phone (206) 719-3607
patricia.soto-bobadilla@pnc.com
pnc.com/treasury



State Street Global Advisors Charles Praska I Iron Street Boston, MA 02210 Phone (415) 279-8592 Charles_praska@ssga.com ssga.com/cash



Tipalti Inc Adrienne Lusk 10151 E Hillsdale Blvd Foster City, CA 94404 adrienne.lusk@tipalti.com tipalti.com



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U.S. Bank Randy Teddy Seattle Tower, 1420 5th Ave Seattle, WA 98101 Phone (206) 344-2248 randal.teddy@usbank.com usbank.com



Treasury4 Ed Barrie 835 N Post St Spokane, WA 99201 Phone (509) 824-1771 ed@treasury4.com treasury4.com



Umpqua Bank Angela Scott 5885 Meadows Rd, Ste 400 Lake Oswego, OR 97035 Phone (414) 758-1454 angelascott@umpquabank.com umpquabank.com