

# 2020 NORTHWEST SUMMIT FOR FINANCIAL PROFESSIONALS

NOVEMBER 5-6, 2020 | VIRTUAL CONFERENCE



THURSDAY, NOVEMBER 5, 2020

8:00 AM - 8:50 AM



## INNOVATION IN TREASURY MANAGEMENT

Corporate Treasury is evolving at a faster pace than any other time in history and requires true banking partnerships to leverage innovation just now coming to market. In this session, real world problems and solutions will be shared on how Micron was able to drive economic and administrative efficiencies by implementing treasury tools that were not available until just within the last couple of years.

*Speakers:*

*Robert Lambert, Assistant Treasurer – Micron Technology*

9:00 AM - 9:50 AM



## PAYMENTS STATE OF THE UNION

Get an industry update about how expedited payments have evolved, the impact of recent changes and what's on the horizon. Explore how treasury organizations are grappling with transitioning from a batch world to a real-time world to meet ever-changing customer expectations — while remaining true to their business strategy.

**Session Objectives:**

- Receive an industry update on RTP and other faster payment options
- Get a better understanding of RTP's messaging capabilities and the interoperability between them
- Gain insight into the operational and systematic impacts of implementing a faster payments solution

*Speakers:*

*Everette Glass, SVP, Product Advisor, PNC Treasury Solutions Group – PNC*

10:00 AM - 10:50 AM



## HOW CYBER THREATS ARE AFFECTING THE GLOBAL ECONOMY STEPS YOU CAN TAKE TO DEFEND AGAINST THEM

The impact of cyber threats and attacks is anticipated to reach more than \$6 Trillion by 2021. It is critical to understand the motivation for these attacks, some of the most common techniques that are being used by the cyber criminals. What are the most common forms of cyber fraud for both organizations and individuals? How does your personal cyber hygiene impact your organization?

In this session, we will discuss the drivers behind most cybercrime and the methods that are being used to perpetuate these threats. You will learn best practices for protecting your organizations against these types of attacks as well as ways you can protect yourself and your family.

*Speakers:*

*Lynn Martin, SVP, Global Information Security – Bank of America*

11:00 AM - 11:50 AM



## FINANCIAL DISRUPTION AND TRANSFORMATION: STRATEGIES FOR YOUR NEW NORMAL

"I can't be strategic because I haven't automated and I can't automate because I don't have time." Does this describe the environment you are living in today? If so, you are not alone... In this session we will discuss highly actionable ways to address financial automation that can create momentum to tackle the strategic initiatives of your CFO and Treasurer. By starting with low cost, low resource technologies such as RPA and APIs, your organization can gain some quick hits, both freeing up time and starting to cultivate a data-centric mindset. These experiences and project successes are the foundation for adding on strategic projects using emerging tech like Big Data and AI.

This approach will take your organization to the next level.

### Session Objectives:

- Learn how APIs and RPA don't have to be enterprise wide initiatives and small micro projects can be the launching pad for larger and broader projects.
- Learn how these tools can help you address your organization's Big Data and help cleanse it for AI-readiness.
- Learn how AI can improve processes both operational and strategic in your organization.

### Speakers:

*Edward Johnson, Senior Vice President/Regional Market Leader – Wells Fargo, NA*

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## GLOBAL CASH MANAGEMENT AND LIQUIDITY OPTIMIZATION HITACHI VANTARA'S CASE STUDY IN CREATING AN EFFICIENT STRUCTURE AND FUTURE PROOFING TREASURY

Hear from the Senior Treasury Manager at Hitachi Vantara, a US based subsidiary of Hitachi Limited, how the Treasury team set out to optimize cash and liquidity to better support its evolving and growing business needs. Hitachi Vantara's objectives included the implementation of a multi-currency notional pooling structure, rationalizing bank partners, and automating back-end processes. The ultimate solution had to interface with STP of all payment files and enable automated reconciliation into their existing ERP system. The project took multiple years and involved a cross functional team of stakeholders working towards a common goal. Now that their cash management structure is optimized, they are embarking on implementing Virtual Accounts which represents the next phase of evolution for the structure that was implemented. Attendees will hear about the benefits of the project and lessons learned from this massive undertaking.

*Speakers:*

*TR Wooster, Senior Treasury Manager - Hitachi Vantara*

### PEER DISCUSSION ROUNDTABLE

1:30 PM - 2:20 PM



## CYBER FRAUD

What new cyber fraud issues surfaced during the Covid crisis? In the Cyber Fraud roundtable, we will look at:

- Best practices updated for working from home
- Timeline for assessing your protections, control and access
- What to do if a breach occurs: staff training

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Contact **Wes Blair**, SVP, Treasury Management Officer  
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1:30 PM - 2:20 PM



## FOREIGN EXCHANGE

How did you pivot in 2020 to resolve new challenges? Have you made adjustments going into 2021? In the FX roundtable, we consider:

- The fundamental economic, financial and political factors that are influencing post-pandemic currency markets,
- Challenges that finance and treasury teams are facing as interest rates remain pinned near the zero bound and FX volatility continues to rise,
- Best practices for managing the turbulence and uncertainty surrounding the US presidential election and Brexit.

1:30 PM - 2:20 PM



## PAYMENTS (AR/AP)

2020 has been the year to be fleet of foot in the Payments space to ensure that cash moves in and out of the company in optimal fashion. In this Payments roundtable, we will review:

- Control in motion, new tools
- Virtual cards for all payments, fraud protection
- Applications for other industries



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8:00 AM - 8:50 AM



## ECONOMIC UPDATE

The April 2020 World Economic Outlook forecasted growth for the global economy in 2020. The COVID-19 pandemic has certainly changed that. What is the future forward for the economy? In this session we will catalog the economic damage from this pandemic, describe the monetary and fiscal policies implemented to end the downturn, and most importantly, attempt to determine what path the economy will follow when the recovery begins. You will leave the session with salient talking points to help you lead your institutions through this economic crisis and recovery.

*Speakers:*

*Jeffrey Kravetz, SVP, Regional Investment Director - U.S. Bank*

9:00 AM - 9:50 AM



## PLAYING MONOPOLY: HOW THE CONCENTRATION OF WEALTH AND POWER THREATENS THE POST-PANDEMIC WORLD ECONOMY

The biggest are getting even bigger. As the coronavirus pandemic ravages the global economy, middle class workers and small businesses are losing out to powerful and politically connected elites. But this isn't new. Technological changes, low interest rates, government bailouts, and a growing thicket of regulations have enabled the rise of a winner-takes-all economy over the last two decades - and the consequences are beginning to make themselves felt.

In this session, we will discuss how weak growth, rising debt, social unrest and trade wars are rooted in the way modern societies distribute wealth and power - and how, through advancing the interests of elites over those of workers, leaders have unleashed forces that will shake the political landscape, distort financial markets and reshape the post-pandemic global economy in the years to come.

*Speakers:*

*Everette Glass, SVP, Product Advisor, PNC Treasury Solutions Group - PNC*



# ACCOUNTS PAYABLE MADE EASY WITH CUSTOM-BUILT PAYMENT PROGRAMS.

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## PAYMENTS BEST PRACTICES FOR REMOTE BUSINESS CONTINUITY

If you're worried about the ability to process your invoices and make your payments when you can't be in the office, you're not alone. Traditional AP challenges are now intensified and supporting immediate needs while preparing for the future is our new reality.

Now is an ideal time to evaluate the efficacy of your payments program to ensure you aren't missing opportunities to mitigate risk, improve supplier relationships and reduce costs. Because it's become mission critical in the current environment, Comdata wants to help you. Join Comdata's Barbara Baldwin, VP of Strategic Sales, and Allen Gracey, VP of Corporate Payments as they present Payments Best Practices for Remote Business Continuity:

### Session Objectives:

- Industry Trends: The shift to electronic payments and tips for maximizing the payment solutions you're already utilizing
- AP Automation: Optimize your payables process to reduce cost and mitigate fraud risk

### Speakers:

*Barbara Baldwin, Regional Vice President - Comdata*

*Allen Gracey, Vice President of the MidAtlantic District - Comdata*

## SMARTER GLOBAL PAYMENTS AND CURRENCY RISK MANAGEMENT SOLUTIONS FOR THE GLOBAL MARKETPLACE

- ▣ Strong but simple cross-border solutions to streamline payments, including online trading and in-country payments
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11:30 AM - 11:50 AM



## ETHICS IN BANKING: A FIRST-HAND ACCOUNT OF THE BENEFITS AND CONSEQUENCES

In today's global economy, effectively designed ethics programs must go beyond legal and regulatory imperatives. While regulatory compliance remains the "price of admission" for doing business, individuals and organizations are held to higher standards. Among other things, organizations are expected to establish and promote a positive culture of ethical conduct; exhibiting a strong tone at the top set by boards and executive leadership; and administer fair, objective, and consistent levels of accountability throughout the organization. This unique keynote will examine these concepts and discuss the benefits for getting it right – and the consequences for getting it wrong. NW Summit is excited to welcome former attorney and TED talk speaker, Rashmi Airan, who served six months in federal prison following a conviction of bank fraud.

*Speakers:*

*Rashmi Airan, Speaker, Consultant, and Advocate*

12:30 PM - 1:20 PM



## ENABLING BUSINESS TRANSFORMATION THROUGH TREASURY TECHNOLOGY

Join J.P. Morgan for a fireside chat [or panel discussion] with a local Seattle tech company. The focus of the session will be on the company's recent business transformation and the significant role that the company's Treasury organization played in driving this change. Learn how Treasury earned a seat at the table, built a new Treasury organization and managed the significant risks associated with the new business model.

*Speakers:*

*Larson McNeil, Executive Director, Senior Product Strategy Manager, Wholesale Payments Solutions – J.P. Morgan*

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1:30 PM - 2:20 PM



## PAYMENT FRAUD & CONTROL

Controlling fraud in the payments process continues to be a focus for corporates. With many Treasury teams tasked to work with their banking partners and other vendors to find innovative solutions, this session will focus on practical examples of fraud detection tools and how to integrate those into your payments process.

1:30 PM - 2:20 PM



## TREASURY ON SPEED DIAL

The treasurer's role is critical from a day-to-day strategic and tactical level, but how does the rest of the organization perceive the value that treasury brings to the table? Using real-world examples, corporate practitioners will highlight the role their treasury team plays to support the organization's global business operations, the actions taken to ensure treasury has a consultative role during the company's planning stages and how they ensure internal partners have Treasury on 'Speed Dial' at all times.

Session Objectives:

- How to position the importance of Treasury within your organization and ways to ensure that Treasury is seen as a strategic partner
- What are the gold standards of efficiency within Treasury and how implementing those standards allows Treasury the capacity to add strategic value to the firm
- The important factors to building a world class Treasury organization.

1:30 PM - 2:20 PM



## TREASURY TECHNOLOGY

How did your treasury technology respond during the 2020 upheaval? In the treasury technology roundtable, we will review:

- Greater emphasis on liquidity and cash management: is your treasury system stressed?
- Gaps in your treasury-specific technology: where and when did they appear?
- Competency gaps: is everyone trained when the going gets thin?

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