SUMMIT 2017

Alabama Association for Financial Professionals

8:00am to 9:00am **Registration**

8:00am to 9:00am **Breakfast**

9:00am to 9:10am **J. Howard Finch, Ph.D, Dean and Professor of Finance**
Opening Remarks **Brock School of Business, Samford University**

Trent Green, Alabama AFP President

9:10am to 10:00am **Hatton C.V. Smith, CEO Emeritus & President of National Accounts, Royal Cup Coffee**

Resurgence of the UAB Football Program & Its Financial Impact on the City of Birmingham

Two years after the UAB school president shut down the program, UAB makes a reinvigorated and triumphant return to college football. Hatton Smith will discuss the effort involved and how this has impacted the local economy. UAB now has a $22.5 million operations facility attached to a brand new covered practice field that will be used in the 2017 season.

10:00am to 10:50am **Karen Poist, SALT Group Leader, Barfield, Murphy, Shank & Smith, LLC**
Kim Tarnakow, Senior Manager, Barfield, Murphy, Shank & Smith, LLC

What Is a SALT Scrub and Why Should I Use It?

A State and Local Tax (SALT) Analysis is used to identify potential areas of risk and exposure in the state and local tax area. Leaders Karen Poist and Kim Tarnakow will explain how a SALT Analysis can provide information that will help you manage your company's state and local taxes. By being proactive and identifying issues today, you can protect the future value of your company for tomorrow.

10:50am to 11:00am **Break**

11:00am to 11:50am **Todd Talbot, Senior Financial Advisor, Principal Securities**

Leverage Cash Flows

Todd Talbot will discuss concepts and specific examples where corporations are leveraging cash flows. Companies are transforming certain expenses into tax-advantaged corporate assets.

11:50am to 1:00pm **Lunch**

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1:00pm to 1:50pm **Randy Freeman, Chief Financial Officer, Brasfield & Gorrie, LLC**

Brasfield & Gorrie Overview and Discussion of Economic Environment of the Construction Industry

Randy Freeman will present an overview of Brasfield & Gorrie, which is one of the largest privately held construction firms in the nation and second on Modern Healthcare's list of the nation's top healthcare general contractors. He will discuss strategies on how Brasfield & Gorrie positioned itself to take advantage of counter-cyclical opportunities that arise in times of economic weakness despite being in an industry dependent on a strong economy and robust spending.

1:50pm to 2:00pm **Break**

2:00pm to 2:50pm **Cathy Gregg, Managing Director, Treasury Strategies**

Evolving Corporate Treasury Priorities Tackle New Market Realities

Treasury Strategies continually assesses the state of the treasury profession and key issues on the horizon. Based upon our rich experiences from consulting to corporate treasurers and bankers as well as our extensive regulatory advisory work, it is clear we are closing the book on the financial crisis. Our clients see the regulatory onslaught beginning to temper, interest rates beginning to rise, economies gaining traction and, importantly, banks back in the banking business.

In short, our clients are seeing a "new starting line" and reshaping their treasury priorities accordingly. In this presentation, we divide these priorities into four categories: Forecasting and risk management, Treasury organizational structure, Banking, and Treasury technology. Participants will learn how treasury is taking fresh approaches in tackling these key priorities to address organizational challenges. We'll also cover some of the tools available, which can help in these efforts.

2:50pm to 3:00pm **Break**

3:00pm to 3:50pm **Steve Hines, Co-Founder and Chief Financial Officer (CFO), ThreatAdvice**

Cyber Crime & Security

Cyber is now the number one threat to our national security. Steve Hines will talk about recent data breaches and the financial, operational, legal and reputational impact they have had on companies. He will touch on how criminals operate in the dark web and how each person can become more cyber-safe and cyber-sound. He will discuss whether umbrella liability policies cover cyber incidents, and tools to determine an institution's cyber-preparedness.

3:50pm to 4:00pm **Closing Remarks by Trent Green, Alabama AFP President**

Speaker Biography (alphabetical by last name)

Randy Freeman

Chief Financial Officer (CFO)

Brasfield & Gorrie, LLC

Randy Freeman serves as Chief Financial Officer for Brasfield & Gorrie, LLC. Prior to joining B&G in 1993, he served as an Audit Manager with Coopers & Lybrand (now PwC).

He graduated from Samford University in 1984 with a B.S. in Business Administration and a concentration in Accounting. Randy was recognized as Alumnus of the Year in 2014. He is also a member of Samford's Board of Overseers and of the Brock School of Business Advisory Board.

Cathryn ("Cathy") R. Gregg, CCM

Managing Director

Treasury Strategies, A Division of Novantas, Inc.

Cathy Gregg sets the group's strategic direction and manages senior client relationships. Her guidance improves strategies and risk management operations for corporate treasury. She is highly involved in advancing treasury technology applications and has focused on payment systems and banking evolution since founding Treasury Strategies in 1982.

Cathy has been a vocal advocate for client interests in regulatory matters, speaking to the U.S. Senate Banking Committee regarding the Volcker Rule and authoring numerous papers on the financial collapse, money fund regulations and the impact of regulatory change on U.S. liquidity markets. She has been a keynote speaker at the Federal Reserve Bank of Chicago Payments Conference, NACHA, TAWPI, the AFP National Conference, and numerous regional treasury and bank conferences.

Cathy received her MBA from the University of Chicago following a BA in Economics and Psychology from Kenyon College, where she has served on the Board of Trustees. She is a certified CCM, and has served on the advisory boards of a number of Treasury Strategies' bank clients. She is also an avid gardener and cook.

Treasury Strategies assists corporations across a wide range of overall treasury challenges and treasury technology needs. We assist in three ways: Assessment, Optimization and Implementation. With years of experience for hundreds of companies, we have a well-developed 360° view of the treasury market.

Steve Hines

Co-Founder and Chief Financial Officer (CFO)

ThreatAdvice

Steve Hines is co-founder and CFO of ThreatAdvice, a multi-faceted cybersecurity platform located in Birmingham, Al. Steve is a CPA with several years of experience in public accounting, 21 years experience in the mortgage and banking industries, and has founded a number of startups as well as the angel investment firm Emergent Holdings.

Steve currently serves as educational director and content writer for ThreatAdvice. Cybersecurity continues to become more and more of a constant challenge for all organizations, and most cyber intrusions actually come through the "weakest line of defense" - the employee. Because of this fact, ThreatAdvice focuses on educating all enterprise employees on how to be cyber-safe and cyber-secure, thereby decreasing the chances for the business to be hit with a costly cyber breach.

Additionally, it is critical for all enterprises to get a baseline review relative to their current cyber policies, procedures, and preparedness, and ThreatAdvice helps in this regard by assessing and testing the overall enterprise cybersecurity preparedness. Finally, many institutions of all types are either under insured or uninsured when it comes to cyber coverage. ThreatAdvice realizes this lack of breach recovery preparedness, and through its sister company CyberDefendInsurance provides robust, comprehensive, and affordable cyber coverage for all types of businesses and organizations.

Speaker Biography (alphabetical by last name)

Karen Poist

Member, SALT Group Leader

Barfield, Murphy, Shank & Smith, LLC

Karen Poist is a member at Barfield, Murphy, Shank & Smith and joined the firm in 1998. The main industries that Karen serves include professional services, manufacturing and distribution, M&A. In addition, she also leads the State and Local Tax (SALT) Group M & A. Karen uses her caring attitude and expertise to provide her clients with exceptional service.

She provides training and seminars that focus on SALT topics as well as other pertinent tax issues. Karen attributes her success to her determination and responsibility, as well as the support she receives from her family.

Originally from Cobleskill, New York, Karen now lives in Hoover with her husband, Chad. They have four children ranging in age from 15 to 23. Her parents continue to reside in the house she grew up in and Karen loves going home to visit. In her free time, she also enjoys watching her children play baseball.

Prior to joining Barfield, Murphy, Shank & Smith, Karen was a field agent for the IRS in New York State which provided her with great experience in assisting clients who are undergoing an audit. In addition, she obtained years of experience working in the private sector with a large governmental contracting firm in the Washington, D.C. area which held 70 divisions in the parent company and owned 45 subsidiaries. This provided Karen with knowledge and experience in the complex area of consolidated, combined and unitary state income tax filings.

Hatton C.V. Smith

Chief Executive Officer (CEO) Emeritus & President of National Accounts, Royal Cup Coffee

Royal Cup Coffee

Mr. Hatton C. V. Smith served as the Chief Executive Officer of Royal Cup, Inc. until July 27, 2014. Mr. Smith served as the President of the National Coffee Service Association. He serves as Chairman of the Baptist Health Foundation. He served as Chairman of Coffee Development Group. He has been an Independent Director of ServisFirst Bancshares, Inc. since 2007 and Director of its subsidiary ServisFirst Bank since May 2005. He is a Member of The Board of Directors at the Rotary Club and Chairman of the Lead Gifts Campaign of the Mountain Brook City Schools Foundation. Mr. Smith serves on the boards of The Club, McWane Center, the American Cancer Society, the Birmingham Chamber of Commerce and Mountain Brook Community Education. He serves as a Trustee of the United Way and Baptist Health System. Mr. Smith serves as a Trustee of Washington and Lee University. He served as Chairman of the Rebel Chapter of the Young President's Organization, Chairman of the Birmingham General Campaign for the United Way and President of the W&L Alumni Association. He is also past senior warden of the Episcopal Church of the Advent. Mr. Smith received a Bachelor of Arts from Washington & Lee University in 1973.

Todd Talbot, CFP, CLU, ChFC

Senior Financial Advisor, Registered Representative

Principal Financial Group

As a business-focused financial professional, Todd is passionate about helping businesses protect and grow their business. Family, an active lifestyle, and giving back to the community are important to him. He lives these priorities by coaching youth sports, working out, and staying involved in the business community.

Kim Tarnakow

Senior Manager

Barfield, Murphy, Shank & Smith, LLC

Kim Tarnakow joined Barfield, Murphy, Shank & Smith in 2005. As a senior tax manager, she serves a variety of clients, ranging from small, closely-held businesses to large corporations. Kim's specialty is in the state and local tax area, which includes large multi-state companies, business licenses, unclaimed property, sales/use taxes and ad valorem taxes. She also has experience and specializes in the Research & Development (R&D) Tax Credit.

Her colleagues and clients would describe Kim as hard working and willing to share her extensive knowledge with others. She attributes her success to the wonderful support system she has in her family. From the first time she was introduced to accounting in college, she "was hooked!"

Kim grew up in Columbus, Ohio. She and her husband have also lived in Boston, Dallas and Memphis. She currently resides in Vestavia Hills with her husband, Mark, their two daughters and sweet dog. In her free time, Kim enjoys spending time with family, traveling and walking.