



SUMMIT 2021

ALABAMA ASSOCIATION FOR FINANCIAL PROFESSIONALS
SEPTEMBER 16

PROGRAM

OVERVIEW

The Alabama Association for Financial Professionals (AAFP) is a non-profit, professional association for the purpose of providing a forum for treasury and cash management professionals to exchange ideas in an informal and educational environment.

The AAFP Summit typically draws more than 150 financial and accounting professionals, treasury service providers and business students in the northern and central Alabama area. The Summit is a one-day event held at the Brock School of Business at Samford University (800 Lakeshore Drive, Birmingham, AL 35229) from 9:00 a.m. to 4:00 p.m. CT on September 16, 2021.

Sessions have been designed to offer up to six (6) continuing education credits for CPE, CTP and FPAC programs as well as Professional Development (PD) credits for Samford Business Students. Programs are approved by the Alabama State Board of Public Accountancy, the Association for Financial Professionals and Samford University.



KEYNOTE SPEAKER



Nick Sellers
Chief Executive Officer
The World Games 2022



The World Games
2022 BIRMINGHAM, USA

The World Games is an international sports event held every four years, in the year following each Summer Olympic Games. Staged over 11 days, The Games represents the pinnacle of competition for 3,600 of the world's best athletes from more than 100 countries. The World Games 2022 will be held in Birmingham, Alabama from July 7-17, 2022, generating an estimated economic impact of \$256 million for the city.

Nick Sellers brings a wide breadth of leadership experience to The World Games 2022 Organizing Committee. Sellers joins The World Games 2022 from Alabama Power, where he most recently served as vice president of the Mobile Division. He has deep sports experience from his time as Director of Operations for the Alabama Sports Foundation, where he was responsible for sponsorships, ticketing and operations plans for large-scale events such as the SEC Baseball Tournament, Arby's Hardwood Classic Invitational and Regions Charity Classic. He is the chairman of the Alabama Sports Council and serves on boards of the Bryant-Jordan Scholarship Foundation, Birmingham-Jefferson Convention Complex, and Board Emeritus member of the Alabama Sports Hall of Fame.

After earning his undergraduate from the University of the Pacific in Stockton, California, Sellers went on to earn his Juris Doctor from the Birmingham School of Law. He resides in Birmingham with his wife and three children.

SESSION SPEAKERS



Drew Honeycutt

Chief Executive Officer, Innovation Depot

CEO and serial entrepreneur Drew Honeycutt has successfully started, operated and sold multiple businesses in various industries, including software, real estate, construction and facilities management. Innovation Depot is a downtown startup incubator that has more than 100 member companies and has had a \$2.65 billion impact over the past five years. A Birmingham native, Honeycutt was selected in May 2020 due to his knowledge of the local ecosystem and his experience in the startup market in Birmingham.



Kevin Olsen, AAP, APRP, NCP

Senior Vice President and Payments Professor, VSoft Corporation

Kevin Olsen is a certified AAP (Accredited ACH Professional), APRP (Accredited Payments Risk Professional), NCP (National Check Professional), as well as a certified NCP Instructor with additional computer network, database, and security settings. Over the past couple decades, Kevin has been involved with product creation, design, implementation, education, and consulting for multiple platforms within remote deposit capture, ACH, and faster payments. Kevin has worked with financial institutions of all sizes in multiple countries to create products services, departments, systems, teams, and results that help financial institutions become more productive, compliant, and secure.



Paul LaGaipa

Senior Vice President, StoneCastle

Paul LaGaipa joined StoneCastle in 2018 and serves as Senior Vice President of Institutional Cash Management. He possesses over 30 years of broad institutional asset management and wealth management experience. Prior to joining StoneCastle, Mr. LaGaipa was Director of Institutional Sales at Alvarez & Marsal (A&M) Investment Management where he focused on developing an FDIC-insured management platform. Prior to joining A&M, he was Senior Director of Cash Management Solutions with eCD Market which was purchased by StoneCastle. Mr. LaGaipa spent 20 years as a Senior Private Client Advisor with RBC Capital Markets, Wachovia, PaineWebber and Drexel Burnham. He received a B.S. in Finance from Florida State University and lives in Connecticut with his family. His youngest son is a junior at the University of Alabama in Tuscaloosa. Roll Tide!

SESSION SPEAKERS



Paul M. Perry, FHFMA, CISM, CITP, CPA, CDPSE
Member & Leader of Security, Risk & Controls Group, Warren Averett

Paul Perry is the practice leader of the Security, Risk & Controls Group at Warren Averett. Paul and his team focus on cybersecurity, information technology related projects, risk assessments, internal controls, internal audit and control-related projects, including System and Organization Control engagements. Paul is a thought leader, published columnist and regular speaker on topics such as cybersecurity, data analysis, internal controls and information technology.



Sarah Beth Clement Magette, CPA, CFE
Consulting Manager, Warren Averett

Sarah Beth Clement Magette is part of the Security, Risk & Controls Group at Warren Averett. As an internal controls and data analytics expert, she has hosted several podcasts and co-authored articles on a variety of business process improvement topics. She is a graduate of Samford University and holds a Master of Accountancy from the University of Alabama.



Steve Bullock
Vice President, Insurance & Financial Services, Kyriba

Steve Bullock leads an element of Kyriba's sales team, focused on the insurance and finance sectors. He has 30+ years in the treasury space—14 years within a blue-chip corporate with responsibility for hedging, investments and the TMS. This is coupled to a variety of roles with global treasury software businesses and his responsibilities including regional managing director, principal consultant and client relationship manager.

SCHEDULE

September 16, 2021

8:00 a.m. to 9:00 a.m. **Registration & Breakfast**

9:00 a.m. to 9:10 a.m. **Opening Remarks** by Alex Keene, Alabama AFP President

9:10 a.m. to 10:00 a.m. **Keynote Speaker: Nick Sellers**
Featuring the Magic City on the World Stage

The World Games is a unique opportunity to present Birmingham and the state of Alabama to the world. Birmingham will be the first U.S. city to host the World Games since the inaugural event in 1981 in Los Angeles.

Nick Sellers will discuss the collaboration and leadership of the Birmingham Organizing Committee and the City of Birmingham that led to the selection in 2015 by the International World Games Association for Birmingham to host the games in 2022. He will talk about the financial planning and organization required to realize the projected economic impact of \$256 million for the city. He will expound on the vision to be the best and most innovative competitor, spectator and sponsor experience in the history of The World Games.

Drawing for 1st prize at conclusion of Nick Seller's presentation

10:00 a.m. to 10:50 a.m. **Paul M. Perry**, FHFMA, CISM, CITP, CPA, CDPSE
Member | Security, Risk & Controls Practice Leader, Warren Averett

Sarah Beth Clement Magette, CPA, CFE
Consulting Manager, Warren Averett

Unmasking Fraud by Using Internal Controls

According to the Association of Certified Fraud Examiners, occupational fraud —fraud committed by individuals against the organizations that employ them—is among the costliest forms of financial crime in existence. During this session, Paul Perry and Sarah Beth Magette will discuss the following:

- Fraud statistics in the current environment
- Best practices to prevent, detect and deter fraud, including the benefits of understanding and utilizing data analytics
- Recent real-world examples of fraud

The goal of the presentation is to empower and educate all individuals to be proactive in preventing, detecting and deterring fraud in his/her organization.

10:50 a.m. to 11:00 a.m. **Break**

SCHEDULE

September 16, 2021

11:00 a.m. to 11:50 a.m. **Steve Bullock**, Vice President, Insurance & Financial Services, Kyriba
Perfecting the Cash Forecast: How to Add Business Value to Your Organization

Cash forecasting is an art that is rarely perfected. Every organization talks about forecasting more effectively, but few allocate sufficient people, time, and technology to build an effective program. Understanding the importance of an accurate cash forecast that can be relied upon for key financial decisions is critical to making the right investments in forecasting.

During this webinar, speakers discussed the challenges and misconceptions about cash forecasting, including the following topics:

Drawing for 2nd prize at conclusion of Steve Bullock's presentation

11:50 a.m. to 1:00 p.m. **Lunch**

1:00 p.m. to 1:50 p.m. **Kevin Olsen**, AAP, APRP, NCP
Senior Vice President & Payments Professor, VSoft
Predicting Payments: Faster? Faster Fraud? Digital, Crypto, Where Will It Go?

Join the Payments Professor to hear what he believes are the top ten happenings in the world of electronic payments in the year and decade ahead. What should you be on the lookout for, what is already happening and what will happen. As with everything in payments and electronic banking, don't be surprised to see mention of fraud and the need for security, but is it the same fraud and security we have seen in the past, or is it changing and evolving as we work to implement new payment offerings? How will you need to change and evolve?

1:50 p.m. to 2:00 p.m. **Break**

Drawing for 3rd prize at conclusion of Break

SCHEDULE

September 16, 2021

2:00 p.m. to 2:50 p.m.

Paul LaGaipa, Senior Vice President, StoneCastle Partners, LLC
Going Into and Coming out of a Low Interest Rate Environment

Many Treasury and finance professionals remember going into and coming out of the financial crisis of 2008-2015. While different from 2008, the pandemic brought about similar and familiar hurdles—zero interest rate environment, money market mutual fund reform discussions, and carefully balancing acceptable risks in search of any meaningful yield.

This session will explore the similarities/differences in today's market from a decade ago, point to meaningful leading indicators of opportunity, and compare solutions that help treasury professionals best insulate their cash portfolios while increasing the impact and value of their cash.

2:50 p.m. to 3:00 p.m.

Break

3:00 p.m. to 3:50 p.m.

Drew Honeycutt, Chief Executive Officer, Innovation Depot
Innovation Depot's Brand Transformation

Over the course of a challenging year during the pandemic, Birmingham's Innovation Depot has completed a brand refresh, created two new programs, developed a mobile app for Depot members, launched a new website, and made several building enhancements. The Depot team has been hard at work cementing Birmingham's status as one of the country's rising startup ecosystems—one that has undergone many changes over the last five years. While The Depot once housed/trained a wide assortment of companies across industries, the organization has narrowed its focus to high-growth, tech-enabled or science-enabled businesses, whether in software or biomedical sciences.

CEO Drew Honeycutt will explain how Innovation Depot is at the tipping point of building a critical mass of startups led by entrepreneurs who've been provided with the playbook for success. In some ways, the changes The Depot is announcing were always on the horizon, he said. The pandemic may have just sped them up. "For us, nothing has really changed as far as the direction we were going," Honeycutt said. "It's about widening the funnel, giving more people access to what we're doing, and being a catalyst for our community."

3:50 p.m. to 4:00 p.m.

Closing Remarks by Alex Keene, Alabama AFP President

Drawing for 4th and final prize

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DRAWING

Every attendee will receive an entry into a drawing for:



Two (2) tickets to the Opening Ceremony of The World Games on July 7th in Protective Stadium at the Birmingham-Jefferson Convention Complex (BJCC)

plus



Two (2) 30oz Tumblers, Officially Licensed Products of The World Games

Value of each prize set: **\$130**

There will be 4 sets of prizes awarded throughout the day



The World Games

2022 BIRMINGHAM, USA

July 7 to 17, 2022

2021 SUMMIT



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