



SUMMIT 2022

ALABAMA ASSOCIATION FOR FINANCIAL PROFESSIONALS
SEPTEMBER 15

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 15, 2022.



Sessions have been designed to offer up to six (6) continuing education credits for CPE and CTP programs as well as up to two (2) FPAC credits and six (6) 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



Ken Smith

Senior Director of Research &
Information Services
Huntsville/Madison County
Chamber



Ken is a native of Huntsville and a graduate of Mississippi State University where he received a bachelor's degree in Industrial/Organizational Psychology and a master's degree in Public Administration. He joined the Chamber in 1992 and has served 30 years in economic development and industry recruitment, focused on supporting the community's manufacturing, commercial, retail and office markets. Ken completed economic development training at Georgia Tech and is a graduate of the University of Oklahoma Economic Development Institute.

He is an active member of the Economic Development Association of Alabama and the North Alabama Industrial Development Association and is a graduate of Leadership Huntsville/Madison County and Huntsville's Leadership Management Academy.

SESSION SPEAKERS



Patricia ('Patty') Phillips Cobb, CPA, CTP
Vice President – Cash Management, Protective Life Corporation

Patty has 30+ years of Accounting and Finance experience working in various industries, including public accounting, aluminum (Alumax Inc., now Alcoa), airline (Delta), wire and cable (Superior Essex), aggregate (Vulcan Materials) and insurance (Protective Life). Patty currently leads the cash management team at Protective Life and is responsible for cash operations, banking relationships, services and fees, short-term investments (MMKTs), cash management systems/Vendors, FBAR, SOX and compliance reporting, as well as being the liaison with all departments and lines of business regarding internal and external audits, acquisition integrations, fraud claims, etc. Patty has served on the AAFP and Better Basics Boards and is currently serving on the VHCS Foundation Board.



Jeff Taylor, CTP
Senior Vice President, Treasury Management Commercial Fraud Forensics & Payments Strategy, Regions Bank

Jeff joined Regions in 2014 and serves in a leadership role within the Regions Treasury Management line of business. He leads the Bank's efforts to evaluate, mitigate, and educate Commercial clients regarding fraud and the development and execution of the Bank's Commercial Payments Strategy. Prior to this role, Jeff led the Treasury Management Products and Services team responsible for Payables, Receivables and Fraud solutions. Prior to joining Regions, Jeff held positions in Treasury Management with SouthTrust and Wachovia Banks, as well as experience in sales and management in other industries.



Stan Sargent
President & Chief Executive Officer
Clear Winds Technologies

With over 25 years of leadership experience in the IT field, Stan draws from a wealth of knowledge into his position as both President and CEO of Clear Winds Technologies. Prior to his time at Clear Winds Technologies, Stan worked as an IT Manager and Lead Engineer at several Fortune 500 companies. Stan founded Clear Winds Technologies (CWT) in 2001 with the goal of meeting every IT need his clients would experience to enable them to concentrate on their own business and placed a strong emphasis on quality customer service. Clear Winds Technologies has now expanded throughout the nation.

SESSION SPEAKERS



Dan Baum

Senior Vice President, Head of Payments Product Management
Federal Reserve Financial Services – FedNowSM Service

Dan Baum is the Senior Vice President and Head of Payments Product Management for FedNowSM at the Federal Reserve Bank of Atlanta. Baum previously served as Vice President, Retail Payments Office (RPO) product and revenue management, where he led the RPO's product development group for ACH and Check. He also led the Federal Reserve System's automated clearinghouse (ACH) 2.5 growth initiative and played a high-profile role in several efforts for the check service line. From 1996 to 2005, he worked at the Richmond Fed, where managed day check operations and later led the Fifth District's check administration department.



Jorge Jimenez

Chairman of both Juniper Payments LLC & Global Fintech Forum LLC

Jorge Jimenez is Chairman of both Juniper Payments LLC and Global Fintech Forum LLC, which collaborate on domestic and international payment solutions, along with innovations such as blockchain, automated payments, and compliance tools. Throughout his 20-year career in payment systems, Jorge has helped change conventional wisdom on payments by helping financial institutions capitalize on the latest payment innovations while implementing new payment infrastructures for entire countries. He received a Master in Business Administration in 2001 from a joint program between the London School of Economics and Bocconi University of Milan. That same year, Jorge joined the operational arm of the Italian Central Bank, SIA Group, where he was first Project Director for the new European Clearing House in support of the newly introduced Euro (STEP2) and later in charge of developing the national payment infrastructure for Central Banks in Latin America and Africa. Jorge has worked with governments and Central Banks in over 50 countries, including the Federal Reserve where he was Product Development Director for their International ACH solution. He is also currently advising the Office of Technical Assistance of the U.S. Treasury on foreign policy as it relates to Payment Systems, and Financial Inclusion, pursuing a PhD in Economics from UNED University in Madrid and is the proud recipient of the 2019 Rich Oliver Leadership in Payments Award.

SESSION SPEAKERS



Matthew Graham

Vice President of Corporate Strategy and Investments
Graham & Company, LLC

Matthew joined Graham & Company in 2018. His primary responsibilities include promoting the continued growth of Graham & Company's brokerage teams as well as sourcing investment opportunities for the Company.

Prior to his time at Graham & Company, Matthew worked for Eastdil Secured in Washington, DC where he contributed to the successful closing of over \$3.4 billion of commercial real estate debt, equity, and joint-venture transactions across office, industrial, multifamily, retail, and other commercial uses. Matthew is also a cofounder and Principal of Graham Capital, a real estate private equity firm focused on the acquisition and development of industrial real estate across the Southeast.



Christopher Ruscitti, CTP, APPSC, AOCSC

Senior Vice President, Solutions Advisor, Treasury Solutions Group
PNC Bank

Chris Ruscitti is a Senior Vice President and Solutions Advisor in PNC's Treasury Solutions Group. He understands client needs and challenges, and, in partnering with PNC's Product Management, Operations, and Sales groups, designs solutions to address and improve those needs. Chris re-joined PNC in 2020, bringing his background and experience in operations, product management, risk, and treasury consulting to his current role. Chris has 32 years of professional experience, with a track record of helping his customers improve their treasury operations. A frequent speaker at industry conferences, Chris has been a Pittsburgh AFP member since 2004, including serving as President from 2008 to 2012.

Chris holds a Master of Business Administration from Carnegie Mellon's Tepper School of Business and a Bachelor of Business Management from Robert Morris University. Chris also holds the Certified Treasury Professional accreditation from the Association of Financial Professionals (AFP), as well as Accredited Order-to-Cash and Procure-to-Pay Solutions Consultant credentials from the Institute of Financial Management (IOFM).

SCHEDULE

September 15, 2022

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: Ken Smith

Senior Director of Research & Information Services
Huntsville/Madison County Chamber

Huntsville's Economic Engine: Drivers Behind the Growth

The Huntsville metro area is one of the leading technology communities in the country and is outpacing the U.S. in growth and economic recovery. This rising star of Alabama has the highest concentration of engineers in the country and is ranked #3 for STEM workers behind San Jose and Boulder. Ken Smith will talk about the key factors driving this growth and discuss Huntsville's comprehensive master plan – The BIG Picture - which is a five year strategy to direct the future of economic growth, neighborhood redevelopment, transportation and quality of life for Huntsville residents and businesses. Ken will describe how this plan has guided funding and policy decisions for Huntsville as well as what it means to the city's economic forecast for 2023 and beyond.

[Drawing for 1st prize at conclusion of Ken Smith's presentation](#)

10:00 a.m. to 10:50 a.m.

Dan Baum

Senior Vice President, Head of Payments Product Management
Federal Reserve Financial Services – FedNowSM Service

Prepare to Accelerate Your Business with Instant Payments

The Federal Reserve is paving the way for an industry transition toward ubiquitous, faster payments in the U.S. With real-time clearing and settlement capabilities to support a broad range of transaction types and use cases, FedNowSM, The Fed's instant payments service, promises to empower financial institutions, technology providers, and businesses to serve the hyper digital world of tomorrow. This session gives payments leaders a look into the developments that are forthcoming, the benefits of instant payment, and outlines why taking action today is paramount to stay ahead or else risk falling behind. Leave this session empowered with the knowledge your organization needs to embrace instant payments.

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

Break

SCHEDULE

September 15, 2022

11:00 a.m. to 11:50 a.m.

Matthew Graham

Vice President of Corporate Strategy and Investments
Graham & Company, LLC

Bouncing back: 2022 commercial real estate outlook

Graham & Co was recognized in 6 of the 23 "CRE Deals of the Year" for the year 2021, according to the Birmingham Business Journal. Matthew Graham will provide insight on how Graham & Co prevailed during the turmoil and uncertainty brought on by the COVID-19 pandemic and how they reacted to the surge in commercial real estate transactions in 2021. Economic, social and digital disruptions combined to force a change in how CRE is developed, financed and used. He will discuss how those factors influenced financial decisions at Graham & Co and what they foresee for the short and long-term in their industry.

Drawing for Social Media Prizes

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

Lunch

1:00 p.m. to 1:50 p.m.

Patricia ('Patty') Phillips Cobb, CPA, CTP

Vice President – Cash Management
Protective Life Corporation

Jeff Taylor, CTP

Senior Vice President, TM Commercial Fraud Forensics & Payments Strategy
Regions Bank

Stan Sargent

President & Chief Executive Officer
Clear Winds Technologies

Fraud Prevention Panel: Payments, Cybersecurity, and other scary stuff

Every fraud prevention journey can benefit from more good ideas and lessons from best practices. Join industry leaders in a panel discussion about the evolving payment fraud techniques, how to adapt to those changes and insights to ensure long-term protection against attacks.

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

Break

Drawing for 2nd prize at conclusion of Break

SCHEDULE

September 15, 2022

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

Jorge Jimenez

Chairman

Juniper Payments LLC & Global Fintech Forum LLC

Making Heads or Tails of the New Payments Rails

What are Digital Currencies such as Crypto? What are the Central Banks payment differences between RTP, FedNowSM, and Fedwire? How does it all work? What should your position be? How do you move forward today and prepare for what is next?

This session aims at cutting through the noise about upcoming and new payment rails while describing a few examples of how a financial institution and a business can benefit from using new tools and approaches to compete and gain a new footing in a changing environment.

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

Break

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

Christopher Ruscitti, CTP, APPSC, AOCSC

Senior Vice President, Solutions Advisor, Treasury Solutions Group

PNC Bank

Advanced Artificial Intelligence for Accounts Receivable

Details of remittance payments can differ, depending on a remitter's A/P process, system data formats, reference fields, deductions and adjustments. Learn how artificial intelligence (AI) tools — like machine learning, robotic process automation and algorithms — are simplifying the A/R process for accounts receivable teams, while also increasing cash application hit rates and reducing operating costs.

- How machine learning can improve the A/R posting process and customer posting
- ROI factors to consider when evaluating AI options for A/R posting
- How to integrate advanced A/R tech

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

Closing Remarks by Alex Keene, Alabama AFP President

Drawing for 3rd and final prize

SPONSORS

The Alabama AFP sincerely thanks our sponsors for supporting our goals and making the Annual Summit possible.

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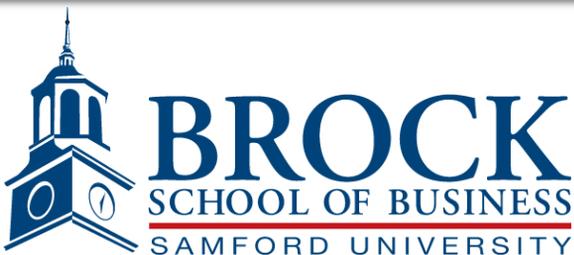
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DRAWINGS

Every attendee will receive two entries into a drawing for:



Basket of Huntsville themed goodies containing:

- Piper & Leaf Brew Kit for Concentrated Tea
- Rocket City Trash Panda Baseball & Decals
- Huntsville Cityscape Thermal Tumbler, 16 oz
- U.S. Space & Rocket Koozie
- U.S. Space & Rocket Salt/Pepper Shakers
- Huntsville Stone Coasters, set of 4
- Huntsville Guides

Value of each basket: \$120, 3 baskets available

Followers of the Alabama AFP on Social Media will be entered into one giveaway for each platform. Prizes: \$50 Amazon gift cards.



Alabama AFP



@AlabamaAFP



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REGISTRATION

All registration must be completed no later than 11:59 p.m. CT on September 9, 2022.

No registration will be allowed on-site. Registration is at the individual level, there are no team or group rates.

Registration fee includes:

- Admission to all sessions (no discounts for half-day or individual sessions)
- Breakfast
- Lunch
- One entry into drawing (3 chances to win)

Attendees who join all sessions can earn up to 6 CTP and CPE credits, up to 3 FPAC credits and up to 2 Samford PD credits. It is possible to earn multiple types of credits.

Registration types:

TYPE	PRICE	NOTES
Alabama AFP Member	\$ 0.00	Included in membership
Non-member/Visitor	\$ 50.00	Online registration
Samford Student & Faculty	\$ 0.00	Special code required
Sponsor	\$ 0.00	Special code required
Speaker	\$ 0.00	Special code required

Questions on registration or cancellations should be directed to Events@AlabamaAFP.org

LOGISTICS

Samford University will be hosting the AAFP Summit attendees in Cooney Hall at Samford's Brock School of Business. Please allow a minimum of 20 minutes for shuttle transportation and check-in.

❖ Check-in / registration starts at 8:00 a.m. Assume that check-in / registration will take 5 - 10 minutes, depending on when you arrive.

❖ It will be on the 4th Floor Regions Community Resource Room of Samford University's Cooney Hall (Brock School) of Business).

❖ Breakfast will be served from 8:00 a.m. to 9:00 a.m.

❖ The AAFP Summit sessions start at 9:00 a.m.



❖ Parking provided at the Samford Track/Soccer Stadium Parking Lot. The Soccer Stadium parking lot is across Lakeshore Drive. The address is 801 University Park Dr, Birmingham, AL 35209. Do not go in through the main gates of the Samford Campus. This parking lot is closer to Homewood High School.

❖ Shuttle service will start at 7:45 a.m. Assume it will take 15 minutes for the shuttle (trolley) to do a round-trip. Please plan accordingly.



❖ Once you arrive at the Business School (Cooney Hall), please proceed to the 4th Floor Regions Community Resource Room.

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