

SEPTEMBER 14, 2023

AGENDA

SUMMIT

ALABAMA ASSOCIATION FOR FINANCIAL PROFESSIONALS

KEYNOTE SPEAKER

Young J. Boozer, III

39th & 41st State Treasurer
State of Alabama

Young Boozer is the 41st State Treasurer of Alabama. He was elected to his first four-year term as Treasurer in 2010 and was unopposed and reelected to a second term in 2014. The State Treasurer is responsible for the cash management duties of receiving, depositing and investing state funds, unclaimed property, three savings programs and management of the state's collateral pool for public funds.

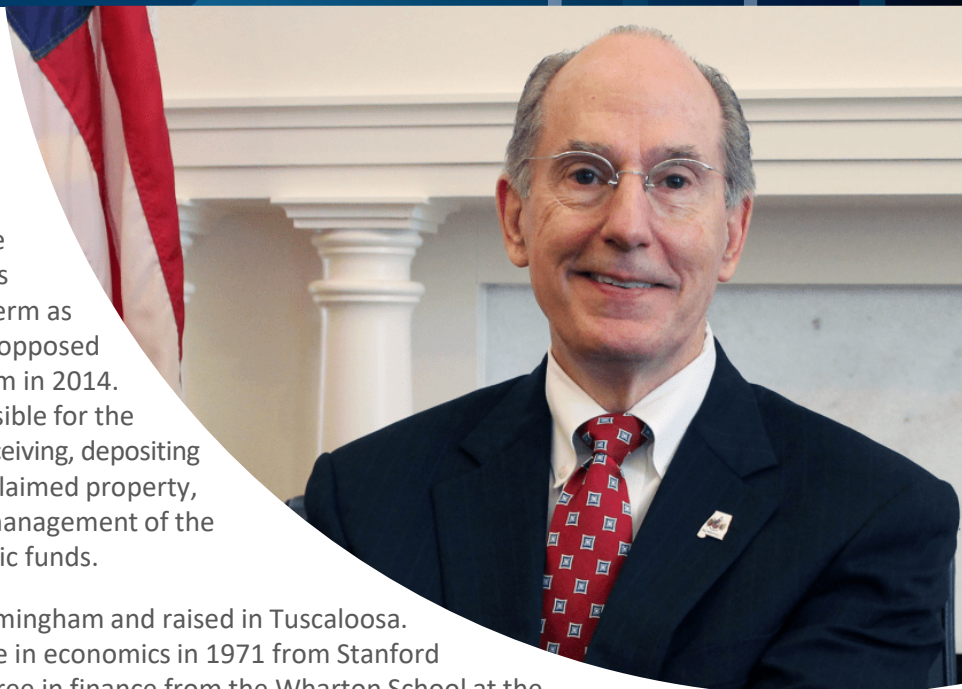
Young Boozer was born in Birmingham and raised in Tuscaloosa. He earned a bachelor's degree in economics in 1971 from Stanford University and a master's degree in finance from the Wharton School at the University of Pennsylvania in 1973. Prior to serving in public office, Boozer spent almost five decades in banking, finance and investments which took him from Citibank in New York and Crocker National Bank in Los Angeles, to Coral Petroleum in Houston and Colonial Bank in Montgomery.

Boozer's first two terms saw many accomplishments including leading the effort to restructure and save Alabama's Prepaid Affordable College Tuition Program (PACT) and working with the Alabama legislature to pass Amendment 856 that restructured distributions of the Alabama Trust Fund (Alabama's sovereign wealth fund of natural gas royalties) to provide a stable source of revenue to its recipients and provide for long-term, prudent management of its assets for higher total returns.

In his first term treasury staff was streamlined, while not only meeting, but exceeding, established performance levels. A needs-based college scholarship program was established to help first time college enrollees in Alabama which has awarded \$9.3 million to more than 2,700 Alabama students. In 2017, the office launched the State's ABLE (Achieving a Better Life Experience) savings plan for individuals with disabilities.

Several additional improvements were made to improve treasury operations such as expanding the types of investments in which the state treasurer could invest state funds (prior to this legislation, Alabama had some of the nation's most restrictive investment guidelines) and moving treasury's budget out of the State's General Fund.

After completing his second consecutive term as Treasurer in 2019 Boozer served as Assistant Superintendent of the Alabama State Banking Department and as a member of Governor Ivey's Study Group on Gambling Policy. On October 1, 2021, Governor Kay Ivey appointed Boozer as State Treasurer to complete the remaining term of John McMillan who resigned to serve as the executive director of the Alabama Medical Cannabis Commission.



SESSION SPEAKERS



Andy Ai, APPSC, AOCSC

Senior Vice President, Treasury Solutions Group – Manager
PNC Treasury Management

Anthony “Andy” Ai joined the PNC Financial Services Group in 2002 as an Analyst with the Treasury Management division. Subsequent postings included managing a recruiting team within Treasury Management Operations, serving as a sales Relationship Manager, and managing the Corporate Account Analysis and Account Servicing teams. In his current position, Andy leads the Treasury Solutions Group team where he consults with corporate clients to develop innovative solutions to meet their complex needs via diagnostics and detailed analyses of organizational procedures. He is also a frequent speaker at industry and client events on all topics related to working capital improvement and Treasury Management solutions, and interfaces with sales and product development groups to leverage business intelligence and develop products that meet client and industry needs.

Growing up in Overland Park, Kansas, he currently resides in Chicago, Illinois. Andy graduated from Duquesne University with a BSBA, Concentrations: Human Resources and Information Technology. He is also an Accredited Order-to-Cash (AOCSC) and Procure-to-Pay (APPSC) Solution Consultant.



Lisa Husken

Value Engineer - Kyriba

Lisa Husken is a value engineer for Kyriba. She has over 15+ years of management level treasury experience at various companies ranging from Fortune 500 companies (Faurecia Automotive) to privately owned companies (Irvin Products). Her expertise includes building a Treasury Department from the ground up, global cash management & forecasting, FX risk management strategies, bank relationship management as well as M&A. Lisa has also led the collaborative selection and deployment of an ERP platform. In her role at Kyriba, Lisa collaborates directly with executives in Treasury and Finance along with the various members of their teams to review and document current state vs. future state vision based on their strategic objectives. Lisa graduated from Central Michigan University with a Bachelor of Science in Business Administration, specializing in International Business.

SESSION SPEAKERS



Darin White

Margaret Gage Bush Distinguished Professor
Executive Director, Center for Sports Analytics
Brock School of Business, Samford University

Darin W. White, Ph.D., is the executive director for Samford University's Center for Sports Analytics and Margaret Gage Bush Distinguished Professor. He is the founding coordinator of the sports marketing and analytics program and the sports business M.B.A. program in Samford's Brock School of Business.

White is a highly sought resource for media seeking insights into sport business. His comments have appeared in media outlets including the Wall Street Journal, Sports Illustrated, Washington Post, Forbes, L.A. Times, Athletic, USA Today, ESPN Radio, Al Jazeera, Sports Business Daily, Bond Buyer, International Business Times, NPR, Bleacher Report, and the Capital Gazette. He served as a judge for the Yahoo Sports Technology Awards gala, the "Oscars of Sports Technology," in London.

White has served on numerous boards and authored more than 60 journal articles and conference proceedings during his career. He spent 12 years as a college soccer coach at Union University and was named Coach of the Year by Adidas and the National Soccer Coaches Association of America (NAIA south region). In 2023, White was inducted into the Union University Sports Hall of Fame. Since leaving college coaching, White has coached elite youth soccer teams in Tennessee and Alabama. His teams have advanced to the state championship game 13 times in 15 years and have won nine state championships.



Danny Capitel

Managing Director, South Atlantic & Florida - IntraFi Network, LLC

Danny has over 30 years of experience in banking and finance, with insights into funding, liquidity management, and customer acquisition and retention for banks. He is the Managing Director for your region and works out of the Atlanta, Georgia area. Prior to joining IntraFi 18 years ago, he was an accountant in the private sector and moved to sales with Pitney Bowes and Dictaphone. Danny earned his degree from The University of Tennessee.

SESSION SPEAKERS



Lindsay Gill

Director of Forensic Technology - Forensic Strategic Solutions

Lindsay H. Gill is the director of forensic technology at Forensic Strategic Solutions, LLC. Ms. Gill has a breadth of experience in data analytics, computer forensics, internal investigations, antifraud programs and controls, fraud vulnerability assessments, and investigative financial consulting. She has extensive experience with the latest data mining, data preparation, and visualization methods to detect fraud, waste, and abuse. Ms. Gill has experience with the latest interview techniques and has secured numerous confessions. Ms. Gill has conducted forensic investigations for publicly and closely held businesses in a wide range of industries, local and municipal governments, governmental and educational entities, and estates and trusts.

Ms. Gill works closely with plaintiff and defense attorneys; corporate boards and governmental agencies. Ms. Gill has provided expert testimony in civil and criminal proceedings. Ms. Gill is a frequent guest lecturer on a variety of fraud related topics including the use of data mining tools to detect fraud, electronic evidence and discovery, and internal investigations.

Prior to joining the firm, Ms. Gill was an internal auditor at a major health care conglomerate. Her audit duties included evaluation of the adequacy, effectiveness, and compliance with the system of internal controls, recommendations to management for the correction of internal control deficiencies, improvement of operations, and reductions in cost.

SCHEDULE

September 14, 2023

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.

Young J. Boozer, III

39th and 41st State Treasurer of Alabama
State of Alabama

Updates from the Alabama State Treasurer's Office

As State Treasurer, Boozer is responsible for the cash management duties of receiving, depositing and investing all state funds, bond management, unclaimed property, two college savings programs and management of the state's collateral pool for public funds deposits. He also plays an essential role in managing the Alabama Trust Fund (ATF), Alabama's \$2.8 billion investment fund built from the proceeds of the sale of the state's offshore oil and gas reserves.

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

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

Andy Ai, APPSC, AOCSC

Senior Vice President, Treasury Solutions Group – Manager
PNC Treasury Management

Leverage Embedded Finance to Transform your Business

More than ever, customers, employees and trading partners are demanding integrated, connected experiences. Is your organization ready to deliver? In this session, you will learn about what embedded banking means, technology enablers, and how companies are leveraging embedded banking to create unique, differentiated user experiences.

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

Break

SCHEDULE

September 14, 2023

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

Lisa Husken

Value Engineer

Kyriba

Cash Flow Forecasting 2.0

The CFO no longer cares about your cash forecast! They need more. CFOs are focused on meeting free cash flow targets and require real-time insight to proactively manage liquidity across the enterprise to reduce vulnerability to rising rates and unlock growth. To support the CFO, Treasurers need to evolve beyond visibility into cash by making forecasting actionable – surrounding cash forecasts with data to enable intelligent investing, borrowing and working capital decisions to drive strategic growth and company valuation.

In this session, we will explore:

- The difference between cash forecasting and liquidity planning
- The impact of forecasting automation
- The value of APIs, AI and Analytics for Treasurers
- How to make your forecast actionable with data
- ROI and value engineering of forecasting and planning

Drawing for 2nd prize at conclusion of presentation

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

Lunch

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

Darin W. White, Ph.D.

Margaret Gage Bush Distinguished Professor

Executive Director, Center for Sports Analytics

Brock School of Business, Samford University

Unleashing the Power of Sports Analytics: Driving Success On and Off the Field

The world of sports is undergoing a data revolution, with analytics playing a pivotal role in driving success both on and off the field. From the famous Moneyball approach of the Oakland Athletics to advanced technologies tracking player performance, analytics has become a game-changer. It not only helps teams win by identifying undervalued players and optimizing strategies, but also enhances customer engagement through personalized experiences and targeted marketing. Moreover, sports analytics extends its benefits to the broader ecosystem by improving stadium operations and forming valuable partnerships. Helping brands measure the return on sponsorship investments (ROI) ensures companies can understand performance relative to other marketing expenditures, and/or identify revenue streams.

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

Break

SCHEDULE

September 14, 2023

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

Danny Capitel

Managing Director, South Atlantic & Florida
IntraFi Network, LLC

Cash Management Options for Safety-Conscious Investors

When people count on you to deliver solid cash management solutions and maintain cash flow, you need options that can deliver safety, liquidity, and convenience through all market environments. IntraFi, the nation's largest deposit network, provides solutions that deliver the flexibility that financial professionals need to thrive in today's market. In this session, we'll discuss the economic landscape today, trends in corporate cash management, and the pros and cons of various choices, including those that secure even the largest cash balances.

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

Break

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

Lindsay Gill, CFE

Director of Forensic Technology
Forensic Strategic Solutions

So, You Think You Found Fraud, Now What?

This presentation will provide a roadmap for responding to signs of fraud. We'll cover topics from the initial response to recommended actions.

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

Closing Remarks by Alex Keene, Alabama AFP President

Drawing for 3rd and final prize