

**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**

**Todd Beard, Alabama AFP President**

**9:10am to 10:00am Chaz Mitchell, Deputy Chief Administrator,**

**City of Birmingham, Office of Mayor Woodfin**

**Building Communities through Servant Leadership & Putting People First**

Mayor Woodfin’s Vision for the City of Birmingham concerning budget priorities, economic development and community revitalization.

**10:00am to 10:50am Rusty Yerkes, Assistant Professor of Finance**

**Brock School of Business, Samford University**

**Blockchain, Cryptocurrencies and Initial Coin Offerings**

“Blockchain, Cryptocurrencies and Initial Coin Offerings.”    Blockchain and distributed ledger technology (DLT) has allowed for the rapid emergence of applications such as cryptocurrencies.  Bitcoin is the most mature and most widely adopted virtual or digital currency.  The recent volatility in the value of Bitcoin coupled with a large number new cryptocurrency entrants has garnered the attention of regulators and main street investors and speculators.  Moreover, the large number of initial coin offerings (ICO’s) indicates strong interest in emerging blockchain technology.  In this talk I will take a brief look at Blockchain/DLT, the current state of the cryptocurrency market including Bitcoin and finally a look at initial coin offerings.

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

**11:00am to 11:50am Brian Buck, Executive Director**

**Morgan Stanley**

**Developments in the Short-Term Markets for Liquidity Investors**

Developments in the short-term markets have led to significant complications for liquidity investors. U.S. Money Market Fund reform, Tax reform and U.S. cash repatriation have changed the way many investment portfolios are structured. In addition, rising interest rates are having a major impact on recent investment performance and investment opportunities looking ahead. This session will examine how these themes are impacting treasury teams and how investors are responding. In addition we will discuss the steps needed to prepare an investment program for the road ahead.

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

**1:00pm to 1:50pm James A. Sadik, Managing Director,**

**True Partners Consulting LLC**

**Unclaimed Property – The Top Ten Things Financial Professionals Should Know**

Ever wonder…. Does my company have any unclaimed property liabilities? What are our unclaimed property audit risks, and do we have any “hidden” liabilities? How does a company get, and stay, in compliance for unclaimed property? This session will provide an overview of unclaimed property, geared towards finance professionals. The topics to be discussed will include recent legislation, compliance, audit activity and best practices for handling unclaimed property within your organization.

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

**2:00pm to 2:50pm Anand Goel, CEO and Founder**

**Optimized Payments Consulting**

**Understanding and Reducing the Cost of Card Payments**

As an organization’s card and alternative payments grow, so do the costs, complexity, risk and amount of data.  Attend this educational session and learn best practices for simplifying payments data and reducing card fees.

Objective 1 – understand the 3 key components of card processing fees

Objective 2 – learn best practices  in “optimizing” interchange and acquiring fees

Objective 3 – learn a framework for simplifying and analyzing payments data

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

**3:00pm to 3:50pm Michael Eady, President – Marketing**

**Knight Eady**

**Capital Difference: Service Company vs Tech Start-Up**

Discussing our history at Knight Eady as it relates to our company and the direct financial trajectory including how we started and with how much capital. Also discussing our newest venture which was launching a tech company which took a totally different route with focus on two different approaches to creating a solid foundational ground to launch a company: Service oriented busi-ness vs a tech company.

**3:50pm to 4:00pm Closing Remarks by Todd Beard, Alabama AFP President**