



Presents its:

32nd Annual Conference

Monday, October 5, 2020

Virtual Conference Experience

Approved for 6 CTP and 3.6 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.



WELCOME

Members and Guests,

It is my pleasure to invite you to the 32nd Annual Wisconsin Association for Financial Professionals Conference. This year's conference will be held in a virtual format on Monday, October 5th.

We will offer six (6) educational breakout sessions. The conference will offer 6.0 CTP and 3.6 FP&A recertification credits by the Association for Financial Professionals at the rate of one (1) credit for each 50 minutes of attendance.

Please register for the Annual Conference at www.wiafp.org. The Annual Conference begins our calendar year, so this is also a great opportunity to register online for your 2020/2021 WIAFP annual membership. Annual membership includes eight (8) scheduled monthly meetings from November through June with informative speakers and superb networking.

A sincere thank you to our event sponsors: BMO Harris Bank, First Business Bank, Morgan Stanley, PNC Bank, and Wells Fargo. I would also like to thank the members of the conference planning committee, whose efforts brought this event together.

We are looking forward to the coming year and are excited to share some new ideas with the organization. We want to hear your suggestions for the group, and would love to have your participation as a member and volunteer. Attending the Annual Conference is a great start – we look forward to our virtual experience!

Sincerely,

A handwritten signature in black ink, appearing to read 'Marcos Vega', written in a cursive style.

Marcos Vega, WIAFP President

SPEAKER SESSIONS

Session 1: 9:00 – 10:00AM

Cyber Liability Insurance – Where is it headed in this ransomware filled world?

Derek Laczniak, Director of Cyber Practice
M3 Insurance

derek.laczniak@m3ins.com

Cyber Security remains one of the hottest topics in risk management. This session will review trends associated with data security breaches, analysis of proper incident response, and critical preventative measures that can be taken to remain protected.

Derek Laczniak, is recognized as a leader in the field of Cyber Security Risk Management and has been published both regionally and nationally on varying topics of cyber liability risk management numerous times in the last two years. In addition, Derek maintains a quarterly blog on cyber security for M3 Insurance as well as presenting on topics related to cyber security for private companies and national summits. Critical to Derek's Cyber Security expertise is his overall knowledge base relative to network security, network infrastructure and security exposure with respect to individual organizations and their operations. Derek has created a proprietary risk assessment strategy that helps quantify overall risk exposure of organizations of all sizes and scopes. In the course of this work, Derek has helped managed Cyber Risk through preventative controls and formal risk transfer mechanisms for individual companies in the middle market to publicly traded space.

Derek has been in the insurance business, as he says "his entire life" having been a product of a family that owned an agency and working in the agency business since high school. He is a graduate of University of Wisconsin – La Crosse with degrees in Risk Management and Economics. He is a licensed agent for Property and Casualty Insurance and a Certified Insurance Counselor (CIC) and Certified Risk Manager (CRM). He sits on the steering committee for the Wisconsin Innovation Awards and is a National Panel Member for Travelers Insurance Technology practice. He is pursuing his Chartered Property Casualty Underwriter (CPCU) designation with hopes of continuing on to complete his Law Degree.

Session 2: 10:00 – 11:00AM

Cash Investing in a Zero Rate Environment

Brian Buck, Executive Director
Morgan Stanley

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Matthew Terhune, Vice President
Morgan Stanley

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Global markets have experienced unprecedented volatility during early 2020. This has been met by swift and comprehensive actions from central banks, who have acted to stimulate the economy by cutting rates and announcing various quantitative easing programs. As investors digest the ongoing Covid-19 outbreak, levels of cash and liquid assets remain at elevated levels. This dynamic of very high levels of cash and very low interest rates presents a unique challenge. We will review best ways to think about managing cash and discuss balancing the desire for capital preservation and achieving attractive levels of income.

Brian Buck, is a Product Specialist for Morgan Stanley's Global Liquidity team. He is responsible for the strategy, development, delivery and marketing of short-term investment management products including money market funds, ultra-short bond funds, and separately managed accounts. He joined Morgan Stanley in 2008 and has 10 years of experience. Brian received a BBA in Finance from the University of Notre Dame.

Matt Terhune, is a member of the Institutional Liquidity team focusing on providing short-term fixed income strategies to institutional clients. He joined Morgan Stanley in 2014 and has 10 years of industry experience. Prior to joining the firm, Matt was a money market sales associate at the Standard Chartered Bank. Matt received a BS in engineering from Pennsylvania State University. He holds his Series 7 and 63 registrations.

Session 3: 11:00 – 12:00PM

Effective Bank Account Structure: Not a One-Size-Fits-All Approach

Scott Hogate, SVP, Treasury Solutions Advisor
PNC

scott.hogate@pnc.com

Gain insight into different types of account structures and common structure rationale, as well as the impact of an account structure on various internal departments. You will also learn strategies for evaluating the efficiency of their current account structure.

Scott Hogate, has more than 20 years of practitioner experience across numerous public and private industries, both domestic and international. In his current role as a treasury solutions advisor with PNC, Scott consults with clients and prospects on working capital efficiencies.

Scott earned his CTP designation and certifications for Receivables and Payables. He is based in Orange, CA.

Session 4: 1:00 – 2:00PM

Managing Liquidity in an Uncertain Environment

Michel Tram, Director of Liquidity Solutions
BMO Harris Bank, N.A.

michel.tram@bmo.com

Managing liquidity is critical in the wake of the COVID-19 pandemic.

Michel Tram, has extensive experience in helping corporate clients with liquidity management. Prior to joining BMO in September 2019, he worked for a fintech firm specializing in liquidity investment portals from 2015 to 2018. Prior to his fintech experience, Michel held senior facing roles in liquidity solutions with Bank of America Merrill Lynch from 2010 to 2015 and at Wells Fargo from 2006 to 2010. Michel started his career with JPMorgan in NY and covered a variety of functions in global custody, cash management, and Corporate Treasury operations. He holds a Bachelor of Business Administration majoring in Accounting from Baruch College.

Session 5: 2:00 – 3:00PM

Global Market Review and why does foreign exchange risk management matter?

Ron Waliczek, Client Sales Trader
Old National Bank

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Considering the three main headwinds that the global economy is dealing with: COVID, Brexit and the Presidential election, this is a good time to look at how the main economies are functioning, what the markets are doing and lastly, given that we are in the 4th quarter, 2021 sales and expense budgets are being formed and it is worth a conversation how the finance teams can think about their budgets and how to protect those budgets from the foreign currency aspect.

Economies I will discuss: US, EU, UK, Mexico, China

Ron Waliczek, has spent over 30 years involved in the financial markets. From the trading pits of the Chicago Mercantile Exchange and the Chicago Board of Trade, to his current role as a Client Sales/Trader at Old National Bank. He spent 22 years at the First Chicago / Bank One / Bank One Texas / JP Morgan, in numerous roles, all with the FX team. From a spot trader, to managing the sales team for the Western third of the U.S., based in San Francisco and LA. Ron's focus has always been on middle market like companies. Whether it is payments or acquisitions, balance sheet hedges or trapped cash, he will work closely with the client to provide guidance and execution of their transactions.

He has been a guest speaker at MBA programs at the University of Texas, SMU and the University of Washington, he has talked to undergrad classes as well. Lesson learned? 60% of undergrads fall asleep, MBA students are at 50% and corporate clients?? 30%! Ron has presented to the Global Grain Conferences in Switzerland, Singapore, Amsterdam and Puerto Rico. Along with at AFP's in Colorado, Cleveland, Austin, Salt Lake City and many others.

Ron is from the Southwest side of Chicago and graduated from the University of Illinois and was involved in the MBA program at SMU. He has 3 grown children and cat. He moved to Minneapolis in March when he joined Old National. He has enjoyed fishing (none caught yet) and running, always preparing for the February half marathon in Austin. This is his 11th year doing it.

The past board president of the Chicago Improv Foundation and volunteering at the House of Hope has kept him busy. "One of the best aspects of Old National Bank is their commitment to the communities they are located in. Getting involved to help is encouraged and supported and that, is a nice thing."

Session 6: 3:00 – 4:00PM

Present and Future State of ACH

Michele Barlow, AAP, NCP, Vice President
WACHA – The Premier Payments Resource

mbarlow@wacha.org

The U.S. payments system is moving toward faster payments. To support this initiative, the ACH Network introduced Same Day ACH. Now, payments are moving faster and more efficient. This session examines the upcoming changes to the Same Day ACH process, industry developments, opportunities and challenges of Same Day ACH.

Michele L Barlow, is the Vice President at PAR/WACHA, The Premier Payments Resource headquartered in Wisconsin. At WACHA she manages the education department, which is responsible for development and execution of association training and certification programs, conference and event planning, and member service. She is a past member of NACHA's Blue Ribbon Panel, a member of The Payments Institute's Board of Regents, the APRP Oversight Panel, is active on other national committees and a frequent speaker at industry events.

Prior to joining the WACHA team in 2009, she was a corporate trainer for a financial institution. She obtained her AAP and NCP certifications in 2010 and 2011 respectively. She holds a Bachelor of Arts degree from the University of Wisconsin.

GENERAL INFORMATION

Cancellations:

Notification of cancellation must be called into Alicia Buttchen at (262) 792-7126 by October 1, 2020. No refunds will be given for cancellations after October 1, 2020.

CTP/CCM and FP&A Recertification Credits:

The 32nd Annual Conference offers participants the opportunity to acquire CTP/CCM and FP&A credits to enhance your professional standing. This year's conference is approved for 6.0 CTP and 3.6 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance. By attending the Annual Conference, you can obtain educational credits along with the latest information on treasury management techniques and technology.

Questions:

If you have any questions regarding the conference, please contact Marcos Vega at (262) 933-2074 or email marcos.vega@bmo.com.

ONLINE REGISTRATION

Register at www.wiafp.org

WIAFP Annual Membership and Conference Fees:

The WIAFP membership fee for program year 2020-2021 is \$150. Annual membership entitles you to discounted conference registration fees as indicated below. Membership includes the monthly meetings at no additional cost. Non-members meetings are \$50/meeting.

Conference Registration Fees:

WIAFP Members \$100

Non-Members \$175

When you register online you will have the following choices:

- Pay the Annual WIAFP Membership Fee of \$150 plus the Conference Registration Fee to attend the Conference at the Member rate of \$100, for a total of \$250.
- Pay to attend the WIAFP Conference at the Non-member rate of \$175.

WIAFP will accept payment by check or credit card. If you choose check you can register on-line and mail your payment to:

WIAFP
Attn: Angela San Felipo-Gellendin, Treasurer
N78W8120 Topview Trail
Cedarburg, WI 53012

Questions:

If you have any problems with online registration, please contact Alicia Buttchen at (262) 792-7126 or email abuttchen@firstbusiness.com

FINAL Registration Deadline is Thursday, October 1, 2020

We would like to express a very Special Thank You To Our Sponsors:

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