2017 ROCKY MOUNTAIN *Summit*

THURSDAY, MAY 18, 2017

7 a.m. – 6 p.m.

Grand Hyatt, The Pinnacle Club

OPENING PANEL

Brittney Morris Saunders
Denver Development Professional

LUNCHEON SESSION

Traci Brown,
Body Language Expert

CLOSING SESSION

Gauthier Vasseur,
Stanford University

Up to (7.2) CTP and FP&A credits by the Association for Financial Professionals.
Also approved for up to (7.2) CPE and (3.6) AAP credits.

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WELCOME TO THE 2017 ROCKY MOUNTAIN *Summit*

We are happy to celebrate over 30 years of providing the latest finance services, updates and technology to the Denver Market! What better way to celebrate than at the spectacular Grand Hyatt Hotel, Pinnacle Club in downtown Denver. We hope that you enjoy all of the great activities today has to offer and that you stay for the giveaways and the chance to mingle and meet other financial professionals during the end of day reception. Like in prior years, the Summit offers continuing education credits: up to 7.2 CTP, 7.2 FP&A, 2.4 AAP and 7.2 CPE credits in 9 breakout sessions on 4 educational tracks. Plus this year 3 general sessions that bring all the attendees together!

With so much going on, don't forget to check out the following highlights:

- **Silent Auction:** This year's Silent Auction promises to be great! With over 15 items available at a total market value of $2,500+, there's something for everyone. A signature item will be "A Weekend in Vail" One weekend in a 5 bedroom, single-family home located in East Vail next to the golf course, and a short 5-10 minute walk into Vail Village. Come ready to bid and win!
- **Grupio Conference App:** The Grupio App is back again! Be up to date with Grupio available for free. Search for 'Grupio' in the App Store and then select the Rocky Mountain Summit 2017. The app has venue maps, session and speaker details, exhibit and sponsor information and access to social networks to connect with friends and colleagues. It's everything you need in the palm of your hand.
- **Thank You:** Thank you to our Sponsors, Exhibitors, Silent Auction donors and the commitment of attendees like you. Without all of your support, the Summit would not be possible. Thank you for making this year's Summit a great success!
- **We Need You:** Do you like what you see? Then come be a part of the experience from the beginning. We welcome new volunteers and have a variety of ways to get involved. If interested, look for a RMAFP member or go to the Information Booth.

Finally, we will feature a charging station for your electronic devices and a work space if you need to take a few minutes away for that important phone call or email.

Again, a warm welcome to the 2017 Rocky Mountain Summit!

Liz Reichter, Summit Chair and Wendy Pesavento, Summit Co-Chair

THANK YOU

Silent Auction: We appreciate the support of our members, RMAFP Committees, and, most importantly, the local Colorado businesses and national organizations that have donated their time, services, and products for the enjoyment of conference attendees. Bid generously!

Volunteers: Thanks to the members, students and other professionals that generously volunteered their time today.

IMPORTANT TIPS FOR THE DAY

Level 1 – Payments & Technology "C" Track – *Colorado Room*
Level 1 – Financial Planning & Investments "D" Track – *Ballantine Classroom*
Level 3 – Quiet Workspace – *Third Floor Board Room*
Level 4 – Risk Management "B" Track AND End of Day Reception – *MDC/Terrace Room*
Level 4 – Treasury Management "A" Track – *Lanny and Sharon Martin Room*
Level 4 – Breakfast, Lunch, Breaks, General Sessions, Exhibit Hall, Registration and Silent Auction – *Fourth Floor Gallery*

EXHIBIT HALL and SILENT AUCTION bidding closes at 2:00 p.m.
TREASURY HUNT must all be turned in by 3:25 p.m.

ROCKY MOUNTAIN SUMMIT COMMITTEE

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Speaker(s)
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OPENING SESSION:

PANEL DISCUSSION:
The New Face of Development in Denver

Moderator: Brittany Morris Saunders, President of Sewald Hanfling Public Affairs

Panelists: Fiona Arnold, President, Mainspring Developors; Tykus Holloway, Deputy Chief Projects Officer, Office of Mayor Michael B. Hancock, City and County of Denver; Paul Washington, Market Director – Rocky Mt. Region, JLL; Jason Winkler, Industry Denver

Brittany Morris Saunders just took on the role of President of Sewald Hanfling Public Affairs this past February. Sewald is a Denver-based lobbying, business development and communications firm. Saunders was formerly Senior Vice President, Economic Development and Public Affairs with the Downtown Denver Partnership. In that role, Brittany directed economic development, housing, retail, public policy, marketing and communications efforts for the Downtown Denver Partnership and the Downtown Denver Business Improvement District (BID). She is entering her 5th and final year as a Mayoral appointed Denver Planning Board member and is a member of the Downtown Denver Expeditionary School Board.

Fiona Arnold, President of MAINSPRING Developers. She has served in Governors Cabinet as Executive Director of Office of Economic Development and International Trade. Arnold has held high level positions at multiple Colorado companies and currently serves as a Board member of many non-profit organizations geared towards youth education and leadership.

Arnold holds a Bachelor of Commerce (Accounting) from the University of Tasmania; a Bachelor of Laws (Hons) from the University of Adelaide; and a Master of Laws, International & Comparative, from Southern Methodist University in Dallas, Texas.

She has been a Governor appointed Commissioner of the Business Experiential Learning Commission, the Colorado Workforce Development Council and the Colorado Opportunity Scholarship Initiative.

Tykus Holloway is the Deputy Chief Projects Officer for the Office of Denver Mayor Michael B. Hancock. He is responsible for leading collaborative processes that ensure the community and stakeholders are engaged in major and transformative projects. He has also served as the Director of Policy, Planning, and Sustainability for Denver's Public Works Department.

He is a Denver native and a proud graduate of Montbello High School, Colorado State University, and Florida Atlantic University. Mr. Holloway is a professional engineer and certified city planner. He is married and has two young boys.

As Market Director, Paul Washington oversees day-to-day operations for JLL's Rocky Mountain Region. Prior to joining JLL, Paul held the role of Executive Director of the Denver Office of Economic Development. He is a graduate of UC Berkeley where he also earned his Law degree from Boalt Hall School of Law.

Jason Winkler is the owner and partner with his wife Ellen of Industry Denver, a real estate development company with the innovative co-working office building as the spark for RiNo.

Session Description:

Denver and the State of Colorado have been a hotbed of economic activity with over 200,000 new people expected to move into the city of Denver alone by 2040. The challenges for the next 20 years are how we develop our city and our state to address the safety and security of our community, attract the most talented people and continue building on our reputation as a tech hub and the place for new start-up businesses through smart development. Join our panel discussion with those who are doing the planning, investing and building today, to bring us our vision for tomorrow.

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GENERAL SESSIONS:

Liar Liar Pants on Fire

Speaker: Traci Brown, Motivational Speaker

Traci Brown is a Body Language and Unconscious Persuasion Expert. Through dynamic presentations she assists groups across all industries learn the tools to hear "Yes!" more easily and more often. Traci is a frequent guest on local and national TV shows decoding body language of celebrities, politicians and those involved in current events. Traci is a high-content, high energy speaker who is sure to motivate, educate and entertain at your next meeting. She enjoys using the body language and unconscious persuasion skills she teaches in her presentations in all sorts of business negotiations, with personal clients and has even adapted the skills to talk herself out of an embarrassing number of traffic tickets.

Additionally, Traci is a Three Time US Collegiate Cycling Champion and former member of Team USA. Traci is the president of the National Speaker's Association Denver Chapter. She's the author of two books, Body Language Confidential and Body Language for Profits. She holds a business degree from the University of Colorado and is a certified master practitioner of Neuro Linguistics, Hypnosis and Hawaiian Huna.

Session Description:

Can You Tell When Someone is Lying?

Let Body Language Expert Traci Brown Show You How to Detect Fraud Before it Happens!

Are you winning the game of Two Truths and a Lie?

You play every day and don't even know it.

Win the game across the negotiation table, in the treasury department and with your team to dramatically improve your bottom line

...and detect fraud before it happens.

- **Are business owners and financial institutions telling you the truth about their P&L?**
- **Is your business relationship as solid as you think it is?**
- **Is anyone really who they say they are in the first place?**

And most importantly, did your kids eat those donuts… or did the dog?

In this fast paced keynote you'll learn how to use Traci's system to separate the lies from the truth in today's headlines...and in your own life.

It's Time to Put the Fires Out. Here's How:

- Instantly tell if someone is lying
- Know which lies are important
- Know which lies you should tell
- Quickly uncover the truth

7 Keys to Lead a Successful Digitalization of Finance

Speaker: Gauthier Vasseur, Data Executive

Gauthier Vasseur's executive track record spans from large enterprises (Google, Oracle, Hyperion) to bootstrapped, series A and Pre-IPO companies (Semarchy, Trufa, TriNet). He ran many facets in Finance, Operation and Marketing, building up teams, analytics and scalable processes for growth and transparency.

A technology evangelist at heart, he has based his successes on his passion for innovation and their application for internal and external customer successes. From his wide-ranging experiences, he had countless opportunities to develop extensive management and leadership skills supported by a data driven passion.

Gauthier's expertise enables him to share his all-encompassing knowledge via publications, executive trainings and courses at Stanford University where he teaches 2 classes:

- **Analytics - Big Data:** a management approaches that blend systems, Data People and Process.
- **Growth hacking and B2B startup marketing**

Avid surfer, astronomer, and photographer Gauthier never misses an opportunity to push the boundaries of his knowledge to new frontiers.

Session Description:

While the benefits of digitalization, in terms of innovation, agility, collaboration and insight are well understood, Finance teams continue to struggle to transform in ways that can positively impact processes and organization.

The foundation of digitalization requires mastering data and all its constituents: technology, data, process and people. Mastering data is a journey, but there are concrete and sustainable steps we can take today to change our work and become digitalization leaders.

Join us to learn the 7 keys to start on the right tracks.

EXHIBITORS

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MBS Multi-Bank Securities, Inc.

Public Trust Advisors

SAFE Checks — The Check Fraud Prevention Specialists

WesPay

SESSION DETAILS:

4 tracks, 3 sessions each — running concurrently for a total of 12 session options + 3 general sessions

- **CTP Credit** — Up to (7.2) CTP renewal credits
- **FP&A Credit** — Up to (7.2) FP&A renewal credits
- **AAP Credit** — Up to (2.4) AAP renewal credits
- **CPE Credit** — Up to (7.2) CPE renewal credits

TRACK A – GLOBAL TREASURY

A1 - Implementing an Inter-company Netting System

Speaker(s): Doug Thompson, Director Treasury, IHS Markit and Heather Alger, Managing Director, PNC Bank

Doug Thompson works at IHS Markit and has served in corporate treasury roles for 3 public companies. Doug graduated from Miami University (Ohio) with a degree in finance and economics and has an MBA from the University of Cincinnati.

Heather Alger works at PNC Bank in Chicago, providing FX risk management services for multinational corporate clients. Heather has an MBA from the University of Michigan and a Bachelor of Science in Engineering from Duke University.

Session Description:
In this session, we will demonstrate how IHS Markit has successfully implemented a global inter-company netting system that takes approximately 150 inter-company balances across 12-15 currencies and runs these through a monthly, on-line netting process. Will highlight benefits and lessons learned over the three years the program has been in place.

Session Objectives:
1) Gain an understanding of how a multi-currency inter-company netting system is run
2) Learn the benefits and savings of a multi-currency inter-company netting system
3) Hear about limitations of a netting system and tips for a successful implementation

Pre-requisite: Basic understanding of inter-company transactions in a global company

A2 - How To Become A Strategic Financial Leader (CFO or VP of Finance)

Speaker: Alysha Cooke, CPA, VP of Finance, P2Binvestor

In her roles as VP of Finance and Board of Directors Secretary/Treasurer at P2Binvestor, a Denver-based marketplace lender, **Alysha Cooke** works not only to ensure the numbers are accurate, but also to ensure they form the basis for making informed business decisions. Her previous experience at Deloitte & Touche, LLP and the Governmental Accounting Standard Board helped shape the way she views financial information for organizations. Her key areas of expertise include: derivatives and hedging, revenue recognition, debt vs. equity, forecasting.

Session Description:
The role of CFO or VP of Finance, has shifted from finance-only tasks to a broader scope of responsibilities. CFOs are now major influencers in moving the business forward by managing strategic initiatives that span all departments. In this talk, financial professionals will learn how to become strategic leaders with tangible take-aways.

Session Objectives:
1) Learn how digital banking services can increase your speed to market and expand your product and service offerings
2) Explore the types and functionality of APIs that are available and coming soon
3) How to think like an adviser, plan ahead and have backup plans

A3 - Managing Global Treasury Technology: A Case Study on Prologis' In-House Banking

Speaker(s): Jason McCabe, CTP, Principal Consultant, Elire; Ashley Bolton, Director- Enterprise Solutions, Prologis and Carola DeRosa, Director-Project Management, Prologis

Jason McCabe is an experienced professional with over 6 years of Treasury Management experience, most recently leading a European In-House Banking Implementation project for an international real estate firm. He has vast experience with successfully leading full cycle strategic treasury project implementations, project management, and business process mapping.

Ashley Bolton has 23 years of experience in information technology, management, and consulting, spanning multiple industries. Prior to joining Prologis, Ashley served in senior management roles at Dell, BearingPoint, and Accenture. In these roles, she had responsibility for delivering high visibility IT projects and leading managed services initiatives for multiple clients.

Carola DeRosa is the Director of Global Project Management at Prologis with oversight of technical and business objectives for Accounting in North America, Europe, Asia and Latin America. She has extensive experience in project management with cross-functional team leadership including full software lifecycle development across demanding internationally dispersed environments. Carola is an Agile Certified Scrum Master with a foundation in business and accounting.

Session Description:
Many companies take advantage of an In-House Banking program to gain efficiency and effectiveness within their treasury management. However, an In-House banking implementation can be difficult to manage, especially on the international level. Learn first hand how Prologis and consulting partner, Elire, successfully implemented the latest IHB technologies despite challenges that come with having key resources to the project being in different regions of Europe and the United States. Discover tips and tricks for managing treasury IT projects across regions, including communication channels, having key members in opposite timezones, and more.

Session Objectives:
1) Discuss In-House Banking's growing role in Treasury Departments and why organizations are implementing
2) Provide tips and tricks for managing treasury IT projects internationally
3) Hear the successful case study of Prologis' IHB project and the benefits it has brought the organization

TRACK B – INVESTMENTS

B1 - The Post-MMF Reform Treasury Investment Environment: Alternative Investments and Best Practices

Speaker: Jason Owen, VP of Business Development for Southern California and Colorado, Institutional Cash Distributors, LLC-ICD.

Mr. Owen joined ICD in August 2009 and he is VP of Business Development for Southern California and Colorado. Previously within ICD, Mr. Owen had several roles on the ICD Global Trade Desk, including managing accounts, ICD client communications, product demonstrations, and servicing daily trading. Prior to joining ICD, Mr. Owen was with Thomas Lloyd Capital, LLC, the investment banking arm of the Zurich-based Thomas Lloyd Group, Robert Half International Inc. as a Staffing Manager, and at Merriman Curhan Ford & Company as an associate in the Corporate and Venture Services Group. Mr. Owen has a B.A. in Global and International Studies from the University of California at Santa Barbara, and is both Series 7 and Series 63 certified.

Session Description:
- 2016 year in review (MMF Reform, Brexit, Election, Rule 385), 2017 look ahead (New innovations in Cash Investing/reporting/technology, what to expect with rate hikes this year)
- Many Organizations revisited/rewrote Investment Policies in advance of Prime fund reform - Rundown of short-end of curve investments - Prime,

Govt, Bond funds, CP, SMAs, Deposits – Compare/contrast, pros/cons, operational aspects

Best Practices: Best way to invest/trade in multiple products, track and utilize comprehensive reporting and analytics, technology integrations

Session Objectives:

1) What did we learn from 2016?
2) What to expect in 2017
3) Understanding the innovations in treasury utilized and what competitors and contemporaries have done/are doing to adapt to the new investment environment

B2 - Managing Cash Investments Internally – A Case Study

Speaker(s): Anne Tell, Senior Director- Global Treasury,and Matthew Flynn, Senior Director-Assistant Treasurer, Level 3 Communications

Anne Tell is Senior Director/Global Treasury. 25+ Year Treasury professional, responsible for all aspects of domestic cash management and corporate oversight of global treasury operations. Experience at Level 3 Communications includes cash management, cash investments, acquisition integration, and assistance with capital markets activities. Prior positions at Jones Intercable included Accountant, Senior Auditor, Treasury Manager and Assistant Treasurer.

Matthew Flynn is Senior Director/Assistant Treasurer. Experienced corporate finance professional, responsible for financing strategy and balance sheet management, executing capital market transactions, acquisition due diligence and cash forecasting and investing. Held prior positions advising and executing restructuring, financing and M&A transactions at AlixPartners, Barclays Capital and Goldin Associates, and was the International Treasury Manager at AT&T Corp.

Session Description:

Outsourcing investment management is an option for many companies, but when it is not, are you ready to manage the process? Starting with basic investment principles of safety, liquidity and yield, through a review of the actual process at Level 3, we will provide concrete suggestions to manage cash investing internally.

Session Objectives:

1) Understand key principles of cash investing
2) Learn how to develop a framework for investment decisions (policy, liquidity, products)
3) What to consider when reviewing your company's investment process

Pre-requisite(s):

1) Understanding of cash investment objectives and terminology
2) Understanding of cash forecasting, working capital and liquidity management

B3 - Where Do We Go From Here? Liquidity Management in a Post Reform Environment

Speaker(s): Varun Kapoor, Regional Director, Goldman Sachs Asset Management and Dan Wilson, University of Colorado Treasurer's Office

Mr. Kapoor has been with Goldman Sachs for over 10 years and is the Regional Director for Goldman Sachs Liquidity Solutions group in the SouthWest of the US. He is based locally in Denver and works with corporations across the region to help provide solutions to managing cash with an emphasis on preservation of capital, access to liquidity and yield.

Mr. Wilson was appointed to this position on August 12, 2015 by the Board of Regents of the University of Colorado. He is responsible for investments of $2.5B, debt of $1.5B, and for the overall Treasury functions of the university.

Session Description:

Please join University of Colorado and the GSAM Liquidity Solutions Team in a discussion on how corporates have deployed their investments post reform. This session will explore the front end markets, global central bank policy, continued proposed regulatory changes and the impact on current liquidity solutions for corporates and Universities. In addition, the panel will share experiences on how multinationals have leveraged investment opportunities as a result of dislocations taking place in the markets.

Session Objectives:

1) Understand the changing regulatory environment that governs US Money Market Funds;
2) Identify opportunities to access yield while preserving capital and having access to liquidity;
3) Leveraging tools and technology to streamline your investment research and analysis.

TRACK C – PAYMENTS

C1 - Technology: Ideas that are Changing the Business Landscape

Speaker(s): Darin Ambrecht, IT Technology professional; Rachel Grubb, VP, Treasury Management Sales Consultant, Wells Fargo Bank; Ana Rodriguez, Enterprise Applications Manager, Skullcandy and Steven Shafer, III, Working Capital Consultant, Wells Fargo Bank.

Darin Ambrecht is a strategic IT technology professional with 20 years of experience in ERP and CRM consulting, implementation, technical account management, solution architecture, pre-sales, integrations and operational optimization. He has architected solutions in the Procure-to-Pay and Quote-to-Cash process lifecycles and thrives on automating and streamlining processes utilizing the latest technologies. Darin resides in Colorado with his two sons and together they actively enjoy the Colorado lifestyle.

Rachel Grubb is a Treasury Management Sales Consultant with Wells Fargo and has 10 years' experience working with the cash flow conversion cycle of businesses ranging in size from several million in revenue to Fortune 500 companies across the United States. Rachel is a graduate of the University of Pittsburgh and an AFP Certified Treasury Professional. Like most Coloradans, Rachel enjoys being active physically and professionally. Outside of skiing and backpacking, she also sits on the board of North Littleton Promise and is the President of the Rocky Mountain AFP.

Ana Rodriguez is the Enterprise Applications Manager for Skullcandy, Inc. She began her career at Skullcandy six years ago, starting as an Ecommerce Operations Manager and moving on to manage their Cloud ERP System and other business-critical applications. She received a Master's Degree in Business Administration from the University of Utah and a B.S. degree in Accounting and Economics from Utah State University. Ana raced downhill mountain bikes at a professional level and she loves to ski and hang with her dog. She resides in Park City, Utah.

Steven Shafer is a working capital and business process automation consultant with Wells Fargo's Product Solutions Consulting Group. He provides industry guidance to Wells Fargo commercial banking, technology, media, financial institution and healthcare clients. His background includes: domestic and international treasury management sales, treasury management, treasury operations, ERP integration, revenue cycle enhancement, business process management, and small business management. He has over 20 years' experience in process management and consulting in both the public and private sector.

Steven holds a BA in Theatre Arts from Brigham Young University and an MBA from Appalachian State University. He is an AFP Certified Treasury Professional, and an Accredited ACH Professional.

Session Description:

Session Objectives:

1) Understand generational and technological impacts on society
2) Discuss how technology is changing the way we do business
3) As businesses, learn how to evaluate new tools in the payments space and where to go from here

In a few years, virtual reality, drones and self-driving cars may be part of normal day-to-day life. Not long ago, this was considered science fiction. However, forecasts from major research firms about commerce in 2020 show a much different world from today. Learn from a panel of IT, technology architects, and corporate practitioners how technology is revolutionizing our world, what to expect for your business, and how to evaluate emerging tools.

C2 - Faster Payments: Impact on Working Capital Strategies

Speaker(s): Jim Nelson, Senior Vice President, National Payables Solution Manager and Matt Payne, Working Capital Consultant, U.S. Bank

Jim Nelson has been with U.S. Bank since September of 2011. Before that, Jim spent 13 years at competitive financial institutions working in treasury management, commercial card, and electronic invoicing. Jim is the Managing Senior Vice President of the Working Capital Solutions team, a Treasury Management group, dedicated to helping clients optimize their treasury processes. Some of Jim's recent accomplishments include co-creating the Working Capital DNA model for U.S. Bank, authoring the library of Working Capital Guide Books, building client and partner online resources and actively engaging social media to create higher brand awareness around treasury solutions. Ultimately, Jim uses his experience in consultative selling, persuasive writing and event strategy to promote a client's process optimization.

Matt Payne has been with U.S. Bank since October of 2016, working with a vast array of treasury solutions. He optimizes Working Capital Solutions by providing treasury processes through a lively discipline of questioning, listening, diagnosing and advising. Matt has the ability to overlay the client's culture and desires on top of industry best practices to provide a tailored fit to the client's needs. Matt's education coupled with his experience working with both, commercial and corporate organizations of varying sizes makes Matt well-qualified to effectively consult any client. He holds a Bachelor of Science and Business Management from Brigham Young University.

Session Description:
Same Day ACH, Zelle (ClearXchange), and Real-Time Payments offer opportunities to quickly, efficiently, and securely distribute and receive payments. It's important to critically think through the impact on a companies' working capital strategy. We will explore the potential impact on working capital that these new payment technologies create by discussing the benefits and the risks associated with a defective deployment plan.

Session Objectives:

1) Learn about the key considerations when contemplating the deployment of Same Day ACH, Zelle, or Real-Time Payments (RTP) on their working capital strategies
2) The risks of process confusion, inefficient reconciliation, and payment fraud will be discussed, as well as approaches to avoid each
3) Participants should come away with a plan to ensure that they are positioning their organization for success with these new innovative payment technologies, should they intend to utilize them.

TRACK D – RISK MANAGEMENT

D1 - Don't Become a Statistic: Cybersecurity Best Practices for Treasurers

Speaker(s): Tammy Gedetsis, Sr. Product Manager-Key Total Treasury and Clark Smith, Director of Finance and Treasurer, Young Electric Sign Company (YESCO)

Tammy Gedetsis is the Senior Product Manager for Key Total Treasury, KeyBank's corporate online channel, within the Product & Innovation group in Enterprise Commercial Payments. She's responsible for developing strategy and delivery of Key's commercial products & services via Key Total Treasury.

Clark Smith is the Director of Finance and Treasurer of Young Electric Sign Company (YESCO)—one of the largest manufacturers of custom signage in the United States. Since Clark began his career with YESCO, his role has evolved to span several areas including treasury, financial planning, credit management, financial reporting, tax compliance, and ERP implementation.

Session Description:
Gain insight into current fraud security, prevention measures and best practices. The focus of this session will include: fraud case studies shared by YESCO, situations unique to the financial industry, the impact of cyber-breakdowns on the U.S. economy, and best practices to protect your company and employees from cyber fraud.

Session Objectives:

1) Gain understanding of current cybersecurity issues facing treasurers today
2) Identify cyber fraud red flags to be on the lookout for
3) Gain action items to implement and protect your company, customers and employees from cyber fraud

D2 - Monte Carlo Simulation: Better than Average

Speaker(s): Sam Peay, Sr. Treasury Analyst, Ancestry and Matt Brimhall, COO, TreaSure

Sam Peay has degree in Economics from Southern Utah University and a master's degree in OR/MS from the Colorado School of Mines. His career includes roles at the Missile Defense Agency, Goldman Sachs and Usana Health Sciences. Sam earned his CTP credential in 2015.

Matt Brimhall has been working in Treasury for 15 years with roles in several publicly traded companies. He has made a habit of turning treasury departments into strategic leaders. Matt is the Co-founder of TreasSure, where his efforts focus on the development of Cash Analytics, an alternative TMS solution.

Session Description:
Corporate treasury has an expanding lineup of institutional investments from which to choose, beginning with same day liquidity products to products out a year or more on the curve. The presentation will begin with the latest update on SEC 2a-7 reform, Basel III regulatory requirements and their implementation dates. This presentation will cover new strategies for a post- zero interest rate environment and evolving investment policies. Increases in the selection of liquidity products have led to an even greater necessity for diversification in:

- MMF's
- Enhanced cash & Ultra short duration bond funds
- FICA/FDIC CD/CDARs
- Fixed Income products
- SMAs

The presentation will conclude with the benefits of tracking and reporting all of these investments within a single environment, utilizing advanced investment technologies and exposure analytics applications.

Session Objectives:

1) MMF Reform and Basel III legislation effects on Treasury/Investing
2) Available alternative products on short-end of liquidity curve, and their relative pros and cons
3) Technologies' roles in assisting/advancing Treasury departments

D3 - Foreign Currency Hedging for Competitive Advantage and Growth

Speaker: Brendan McGrath, CFA, Director-Corporate Risk Management, North America, Western Union Business Solutions

Brendan McGrath is the Director of Corporate Risk Management for North America at Western Union Business Solutions. He leads a team of 8 professionals that help businesses of all sizes identify FX risk and optimize their hedging strategy. He has a bachelor's degree in economics and is a CFA charter holder.

Session Description:
This seminar will provide you with an understanding of how FX markets work, how FX volatility can affect businesses operating internationally, and what you can do to mitigate this risk. Participants will come away with knowledge and practical skills that will help them understand and manage currency related issues in their organizations.

Session Objectives:

1) MMF Reform and Basel III legislation effects on Treasury/Investing
2) Available alternative products on short-end of liquidity curve, and their relative pros and cons
3) Technologies' roles in assisting/advancing Treasury departments

2017 ROCKY MOUNTAIN Summit

THURSDAY, MAY 18, 2017

Grand Hyatt – The Pinnacle Club

SESSION TIMES	A TRACK Global Treasury *Capital Peak B*	B TRACK Investments Crystal Peak C	C TRACK Payments Crystal Peak A	D TRACK Risk Management Crystal Peak B
7:00 to 8:15 a.m.	**REGISTRATION * EXHIBIT HALL * CONTINENTAL BREAKFAST * SILENT AUCTION** *Foyer(s)*			
8:15 to 9:15	**WELCOME & OPENING GENERAL SESSION: Rachael Grubb, RMAFP President and Wendy Pesavento, Conference Co-Chair followed by "The New Face of Development in Denver" panel discussion.** *Capital Peak A Ballroom*			
9:30 to 10:30	**A1 Implementing an Inter-company Netting System** *Speaker(s):Doug Thomson & Heather Alger* *Company: IHS Markit & PNC Bank*	**B1 The Post-MMF Reform Treasury Investment Environment: Alternative Investments and Best Practices** *Speaker(s): Jason Owen* *Company: Institutional Cash Distributors (ICD)*	**C1 Technology: Ideas that are Changing the Business Landscape** *Speaker(s): Darin Armbrecht, Steven Shafer, III, Rachel Grubb & Ana Rodriguez* *Company: Wells Fargo & Skullcandy*	**D1 Don't Become a Statistic: Cybersecurity Best Practices for Treasurers** *Speaker(s): Clark Smith & Tammy Gedetsis* *Company: YESCO & KeyBank*
10:30 to 11:00	**EXHIBIT HALL * REFRESHMENT BREAK * SILENT AUCTION** *Foyer(s)*			
11:00 to 12:00	**A2 How To Become A Strategic Financial Leader (CFO or VP of Finance)** *Speaker: Alysha Cooke* *Company: P2Binvestor*	**B2 Managing Cash Investments Internally – A Case Study** *Speaker(s) : Anne Tell & Matthew Flynn* *Company: Level 3 Communications*	**C2 Faster Payments: Impact on Working Capital Strategies** *Speaker: Jim Nelson, Matt Payne* *Company: U.S. Bank*	**D2 Monte Carlo Simulation: Better than Average** *Speaker: Sam Peay & Matt Brimhall* *Company: Ancestry & TreaSure*
12:00 to 12:15	**EXHIBIT HALL * NETWORKING * SILENT AUCTION** *Foyer(s)*			
12:15 to 1:30 p.m.	**KEYNOTE & LUNCH * Beth Ongun, RMAFP Membership Chair & Director and Liz Reichter, Conference Chair followed by nationally recognized speaker Traci Brown presenting "Liar Liar Pants on Fire".** *Capital Peak A Ballroom*			
1:30 to 2:00	**EXHIBIT HALL * NETWORKING * SILENT AUCTION** *Foyer(s)*			
2:15 to 3:15	**A3 Managing Global Treasury Technology: A Case Study on Prologis' In-House Banking** *Speaker(s): Ashley Bolton, Carola DeRosa & Jason McCabe* *Company: Prologis & Elire*	**B3 Where Do We Go From Here? Liquidity Management in a Post Reform Environment** *Speaker(s) : Varun Kapoor & Dan Wilson* *Company: Goldman Sachs & University of Colorado Treasurer's Office*	**C3 Reducing Costs and Gaining Efficiency in Accounts Payable** *Speaker(s): Anthony Ai & Richard Hayden* *Company: PNC Bank & DeVry Education Group*	**D3 Foreign Currency Hedging for Competitive Advantage and Growth** *Speaker: Brendan McGrath, CFA* *Company: Western Union Business Solutions*
3:15 to 3:30	**REFRESHMENT BREAK * NETWORKING * SILENT AUCTION** *Foyer(s)*			
3:30 to 4:30	**CLOSING GENERAL SESSION * Kim Smith Gross, Immediate Past President followed by Guathier Vasseur presenting "7 keys to lead a successful digitalization of Finance"** *Capital Peak A Ballroom*			
4:30 to 6:00 p.m.	**NETWORKING RECEPTION * FOOD * DRINK * FUN * GIVEAWAYS * SILENT AUCTION CHECK OUT * Janet McCall, RMAFP Membership Co-Chair & Peter Maher, Incoming Director** *Foyer(s)*			

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