



Mid-Atlantic AFP
ASSOCIATION FOR FINANCIAL PROFESSIONALS

Sponsors:



MAAFP.org/events | MAAFP@MAAFP.org



Treasury & Spring Financial Forum

Cost: Free to Members
Non-Members:
\$299 Onsite
\$199 Virtual

The Engineer's Club of Baltimore

April 24, 2024 | 8:20 AM to 4:30 PM

Registration / Coffee: 8:00 AM | Kickoff: 8:20 AM | First Session: 8:30 AM
Lunch: 12:20 PM | Conference Conclusion: 4:30 PM

**Online
Option
Available**



Sessions presented by industry thought leaders:

Economic Update – Olu Omodunbi, Chief Economist, Huntington Bank

Risk-Resilience: A Data-Driven Approach to Geopolitical Risk Alex Wolfson, Marsh; Steve Perry, Catholic Relief Services

Cash: Chain of Custody, Challenges and Considerations – Shelbee Holcomb, Brinks, Inc.; Robert Carter, Johns Hopkins

Changing Landscape for Ratings Agencies: – Dan Seymour, Vice President – Senior Credit Officer, US Public Finance Group, Moody's

Navigating a Critical Intersection: Healthcare Delivery Amidst an Aging Population & Cyber threats Putting Us All at Risk

Matt Feeney, Executive Director, Healthcare Industry Specialist J.P. Morgan

Cyber and Privacy Headaches with Highly Regulated Industries - Spencer Pollock and Kelly Campbell; McDonald Hopkins

TMS + ERP = The Value Multiplier - Tracey Ferguson Knight, Principal Consultant, SAAS-Y

7.8 CTP and FP&A Recertification Credit Approval is pending from the Association for Financial Professionals



8:20	Welcome and Kick off	
8:30	Economic Update Olu Omodunbi, Huntington Bank	A global economist will provide an overview of the current U.S. and global economies and reflect on how today's economic environment differs from that of the past. The economist will also provide context around interest rates, inflation, geopolitical issues and their impact on the US. Economic indicators. Supply chain, deglobalization and the impact of aging population, and transformational technology will also be addressed.
9:25	Risk-Resilience – A Data-Driven Approach to Geopolitical Risk Alex Wolfson, Marsh Steve Perry, Catholic Relief Services	Geopolitical conflicts and unrest pose significant challenges for organizations operating in affected regions or those with assets, contracts, or investments in impacted areas. Presenters will explore the current U.S. and international political risks and provide a strategic perspective on the importance of data-driven analysis. Takeaways: 1. Navigating unstable geopolitical environments requires data and risk analysis; 2. How leadership changes may profoundly impact international relations, lead to policy uncertainty, and disrupt markets. 3. Understand, accept, and transfer inherent risks to capitalize on global growth opportunities.
10:30	Cash: Chain of Custody, Challenges and Considerations Shelbee Holcomb, Brink's, Inc. Robert Carter, John Hopkins	Expert presenters will explore the fundamentals of cash solutions, from cashflow and security considerations to industry trends and future directions. The presenters will give valuable insights and strategies to optimize cash handling within your organization. Discover practical solutions to address challenges in cash handling, including safety mandates and cost optimization strategies. Lastly, engage in a Q&A session to dive deeper into specific concerns and gain actionable takeaways for effective cash management practices.
11:30	Rating Agencies Dan Seymour, Moody's	A thought leader will explain the role of rating agencies in the global capital markets, discuss themes and emerging risks in global credit, provide an overview of trends in default rates, perspectives on emerging risks and provide an outlook for credit based on macroeconomic conditions, interest rates and geopolitical risks.
12:20	Networking Buffet Lunch	
1:15	Navigating a critical intersection: Healthcare delivery amidst an aging population and cyber threats putting us at risk Matt Feeney, J.P. Morgan Chase	Healthcare is in a state of crisis. Aging of the world's population, shifting care delivery methods and reimbursement models, the rapid advancement of AI, and the ever-increasing threats on technical infrastructure are disrupting healthcare. There are transferable lessons for all industries with respect to navigating impacts of qualified employee shortages in essential jobs; cyberattacks and fraud creating trust concerns; and financial crises leading to accessibility issues and increased costs. These patterns are only expected to intensify. Our presenter will discuss these trends and impacts with an eye toward resiliency.
2:15	Cyber and Privacy Headaches Spencer Pollock, Attorney Kelly Campbell, Attorney McDonald Hopkins	Attorneys will address cyber threats and privacy concerns and attacks for highly regulated industries. Presenters will provide best practices for mitigating loss, the result of data breaches, cyber-attacks, ransomware incidents and business email compromise situations, including coordinating vendors as part of a specialized response team to assist in remediation, identifying applicable cyber-laws and notification requirements, law enforcement liaising, messaging and public communications, and responding to regulators.
3:20	TMS + ERP: The Value Multiplier Tracey Knight, SAAS-Y	A fintech evangelist will detail many ways that integration between a treasury management system and an enterprise resource planning system add more value to an organization. She'll discuss new technologies to treasury/finance like APIs and ML and how they are driving treasury/finance to new levels.
4:20	Wrap up and Conclusion	

Speaker Biographies



Olu Omodunbi
Senior Vice President, Chief Economist, Head, Private Bank, Economics Department
Huntington Bank

Olu is senior vice president and chief economist at Huntington Private Bank®. In this role, he leads Huntington Private Bank's Economics Department. Prior to joining Huntington, Olu spent five years at The PNC Financial Services Group, Pittsburgh, where he served as vice president and senior economist. Prior to joining PNC, Olu spent three years at Goldman Sachs, New York, where he served as an associate in risk management. Olu is a board member and vice president of programming at The Economic Club of Pittsburgh, and a member of Slippery Rock University's Economics and Finance advisory board council. He is the past research director at the non-profit FREE (Finance Requires Effective Education), a financial literacy initiative. Olu earned his Ph.D. in economics from State University of New York (Binghamton) with concentrations in labor economics and econometrics. He also has a Bachelor of Science in mathematics from New Jersey Institute of Technology. He is frequently cited in well-known national media.



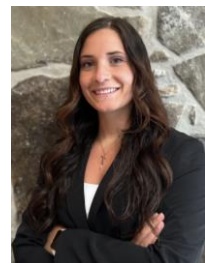
Alex Wolfson
Vice President Structured Credit & Political Risk
Marsh Specialty Marsh USA LLC

Alex is a Vice President in Marsh's Structured Credit and Political Risk practice group, based in New York City. His expertise includes political risk and structured credit products for banks, capital market investors, and corporate clients. Alex enjoys tackling complex risks and structuring innovative alternative risk transfer solutions when traditional products do not align with a client's needs. He holds a Bachelor of Arts from Trinity College in Hartford, CT.



Steve Perry
Global Treasurer
Catholic Relief Services

Steve directs global treasury operations at HQ and in over 100 developing programming countries. Responsible for establishing agency wide treasury policies and procedures. Supervises a Treasury staff of four which is responsible for liquidity, banking with 300 international accounts and 30+ global bank relationships. Oversees insurance and foreign currency risks and conversions in 40+ major and exotic currencies. Enforces security and compliance with federal and international regulations on terrorist vetting and OFAC. Steve holds an MS, a CTP from AFP and CPA.



Shelbee Holcomb
Account Executive
Brink's, Inc.

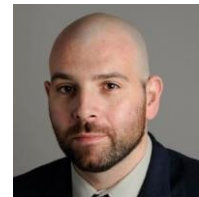
In her Account Executive Role at Brink's, Shelbee serves her vast portfolio of clients as she fulfills an intensive Business Development Manager role - advising new and current customers on the best solution for their business when it comes to handling their cash. She began her career at Brink's in 2021 in sales support, assisting account and sales managers, as she built upon her knowledge of the processes and internal workings of cash products and solutions, across multiple cash-dependent industries as part of the broader Treasury Management world. Shelbee also served as Account Manager at Brink's Inc. handling over 800 client accounts. She graduated from Mount St. Mary's University in 2021 with a Master's in business.

Speaker Biographies



Robert Carter
*Treasury
Manager, Office
of the Treasurer
Johns Hopkins
University*

Robert Carter is the Manager of Domestic Banking in the Johns Hopkins University Office of the Treasurer. Bob joined JHU in 2015 after over two decades at American University in Washington, DC in various roles, including Director of Treasury Operations. His area of responsibilities at JHU include daily cash management/liquidity, managing banking relationships, securities gifts processing, prepaid cards and armored car service. Bob holds a Bachelor's degree from Pennsylvania State University and an MBA in Finance from American University. Bob is also a Certified Treasury Professional.



Dan Seymour
*Vice President
Senior Credit
Officer
Moody's Rating
Agency*

Dan is Vice President, Senior Credit Officer for local government ratings and covers credits primarily in the Northeast region. He previously covered credits for US state ratings. He joined Moody's in 2011 and has experience in a diverse portfolio of states, localities, utilities, transit systems, and special tax credits. Before joining Moody's, he was a reporter from the Associated Press and the Bond Buyer Newspaper. Dan holds a BA from Rowan University and a Master's degree from Baruch College. He is a Chartered Financial Analyst charter holder.



Matt Feeney
*Executive Director
Healthcare
Industry Solutions
J.P. Morgan*

Matt and his team provide consultative services to J.P. Morgan's Corporate Investment Bank and Commercial Bank Specialized Industries businesses. The Industry Solutions Specialists team conducts business process reviews for efficiencies, integration best practices, and for treasury operation optimization across the healthcare industry. Prior to joining J.P. Morgan in 2023, Matt worked at PNC Bank for fourteen years, holding a variety of positions within the treasury management healthcare vertical, including 10 years as a Treasury Solutions consultant, serving as the subject matter expert for system integration and best practices linked to treasury and clearinghouse solutions. Matt holds the Certified Healthcare Financial Professional designation from the Healthcare Financial Management Association (HFMA) and the Accredited Procure-to-Pay Solution Consultant (APPSC) designation from The Institute of Finance & Management. He graduated from The Pennsylvania State University with a Bachelor of Science in Finance from the Smeal College of Business with a minor in the Legal Environment of Business.



Spencer Pollock
*Senior Account
Executive
National Data
Privacy and
Cybersecurity
team
McDonald
Hopkins*

Spencer has handled hundreds of cyber incidents and data breaches, resulting in an 85% win-rate as lead counsel on over 50 civil defense jury trial. Spencer's practice includes helping clients respond to data breaches, cyber-attacks, ransomware incidents and business email compromise situations, including coordinating vendors to assist in remediation, identifying applicable cyber-laws and notification requirements, law enforcement liaising, messaging and public communications surrounding the incident, and responding to regulators. Spencer is a recognized leader in the data privacy and cybersecurity legal community and multimedia subject matter expert. Organizations without a plan or response team – and those who do not subscribe to national/international standards may face significant financial, legal, and reputational risks of \$2.66 million. Spencer provides clients with a full data breach response team, proactive guidance and helps write and implement policies to comply with state, federal, and international data security and cybersecurity laws. He also trains C-Suite leaders and their teams on data security and cybersecurity and performs vendor vetting and due diligence as required by law. Spencer earned his J.D. from the University of Baltimore School of Law. He completed his B.A. at the Sewanee: University of the South.



Kelly Campbell
*Associate
McDonald
Hopkins*

Kelly is an Associate at McDonald Hopkins and part of the firm's national Data Privacy and Cybersecurity team. Her practice focuses on advising clients in a wide variety of industries on addressing data privacy and cybersecurity incidents in compliance with state, federal and international laws. Her work includes assisting companies with the investigation of security incidents, messaging and public communications surrounding the incident, compliance with breach notification obligations, and post-breach responses. Kelly also provides clients with proactive, pre-breach services that focus on protecting personal, sensitive and confidential information and minimizing the risk of a data privacy incident. The International Association of Privacy Professionals (IAPP) recognizes Kelly as a Certified Information Privacy Professional (CIPP/US). In addition to her data privacy and cybersecurity practice, Kelly has experience handling complex commercial litigation and representing clients in state and federal courts. Kelly obtained her B.A. in public relations from the University of South Carolina. She earned her J.D. from the University of Baltimore School of Law, where she served as Editor-in-Chief of the University of Baltimore Law Review.



Tracey Knight
*Keynote Speaker,
Consultant,
FinTech Evangelist*

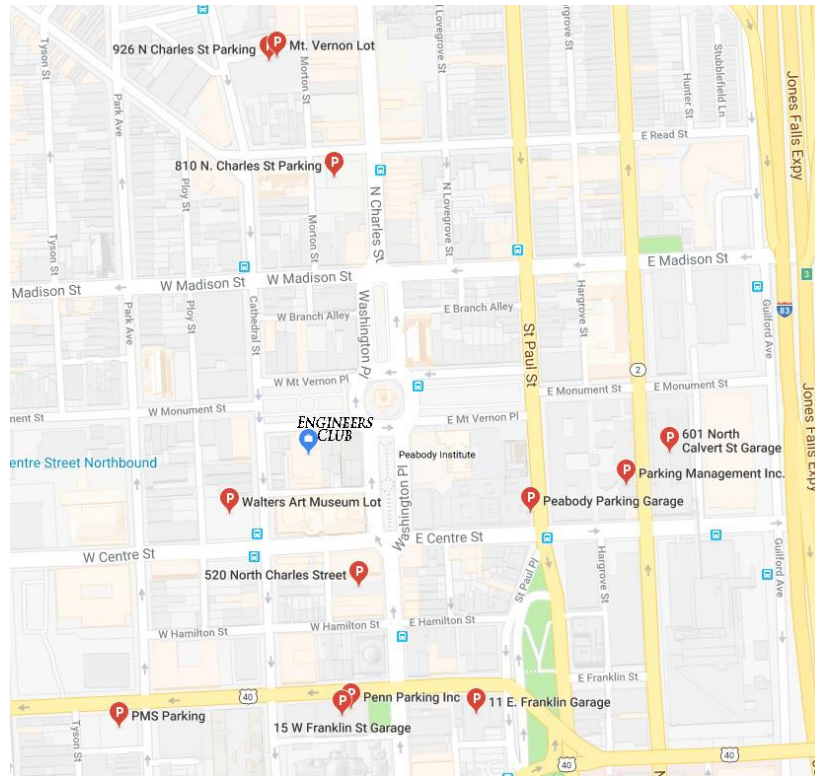
Tracey has worked with thousands of companies considering, selecting, and implementing technology to transform their treasury and finance departments. Experienced as both a practitioner and a vendor, she brings a unique combination of knowledge and skills to truly understand a company's current state, guide them through the buying cycle from education to demo to negotiation, and ensure requirements are met during the implementation. A former VP of Client Success, she had multiple opportunities to be a buyer of technology instead of a seller. From that vantage point, the difficulties of selecting a solution that meets requirements came clearly into focus. She was able to see how her team - helping to evaluate vendors / products - developed a strong bias toward an outstanding salesperson, even when they were selling an inferior product. Her ERR NOT™ methodology is designed to overcome the natural biases that make it difficult for people to make completely objective decisions based on their most important needs. She has a BS in Economics from the Wharton School at the University of Pennsylvania and is a popular and frequent speaker on webinars and at local, regional, and national AFP events.





Logistics

- Parking is available in designated lots within walking distance from The Engineer’s Club. See map →
- Coffee, Tea and other beverages will be served at 8:00 AM and replenished and available throughout the day.
- Conference Kickoff will be at 8:20 AM and end at 4:30 PM. Lunch served at 12:20 PM, will feature a diverse hot luncheon buffet, with several choices of entrée, soup and salad to accommodate most dietary needs / restrictions.
- Attendees will be provided with AFP CTP and FPAC recertification approval certificates. Eligible attendees may self report participation at a rate of 1.2 credits per hour.
- Virtual Option is available live only.
- Please text Laurel Egan Kenny at 339.793.3485 with questions.



Hybrid Instructions – for Approved Virtual Registrants Only

<https://us06web.zoom.us/j/84978502550?pwd=xDhwfw46uDv3V0Wl1ZrwEGSvaRG5Jd.1>

ZOOM Meeting ID: 849 7850 2550 | Passcode: MAAFP24Spr

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