

# NORTHWEST SUMMIT FOR FINANCIAL PROFESSIONALS

MAY 16 – 18, 2018 | SENTINEL HOTEL | PORTLAND, OREGON

## Wednesday, May 16th, 2018

11:00am – 12:00pm



### ARTISTS REPERTORY THEATRE

Founded in 1982, Artists Repertory Theatre is the longest-running professional theatre company in Portland. Artists Repertory Theatre's mission is to produce intimate, provocative theatre and provide a home for artists and audiences of varied backgrounds to take creative risks. We will tour the ART space and hear from members of the staff and the Board on the challenges facing a non-profit arts organization. Learn what Artists Rep is doing to address the issue of rising real estate costs by providing affordable spaces for artists to create through their ArtsHub program. Tour will be led by Artists Rep Board Treasurer Cyrus Vafi and ArtsHub & Producing Partnerships Director Jerry Tischleder. Cyrus will walk us through the how a non-profit theatre group can survive financially. We will explore the mix of earned revenue and donations. How do the increasing operation costs factor into survival and how has ART had to adapt to recent financial pressures?

2:30pm – 3:30pm



### CHOCOLATES AND TREASURY – A DELICIOUSLY RICH MIX

Take a unique peek behind the scenes of one of Portland's very own award-winning chocolate makers. This is a one-hour informative tour guided by one of the chocolate makers and finance team members. Learn where chocolate comes from, how it's made, and the financial challenges facing a chocolatier. We will explore how the finance team navigates an industry with increasing demand and instability with global supply. We will look at global trends and the impact to treasury functions at a local level.

5:00pm – 7:00pm



### ICD WELCOME RECEPTION

JackKnife;  
614 SW 11th Ave.  
Portland, OR 97205

Kick-off the conference with peer networking while meeting new business contacts.

*event sponsored by ICD*

## Thursday, May 17th, 2018

7:30am – 8:15am



Grand Ballroom, 3rd Floor

### REGISTRATION, NETWORKING & CONTINENTAL BREAKFAST

Join industry peers prior to the conference to network and enjoy a continental breakfast. Welcome comments will immediately follow.

*registration sponsored by Ascendant FX*

8:15am – 9:30am



Grand Ballroom, 3rd Floor

### A CONSULTANT IN CORPORATE AMERICA: BUILDING OUT TREASURY STRATEGICALLY

**Rhys Williams**  
VP and Treasurer  
Cubic Corporation

As a Deloitte consultant, Rhys Williams learned how to evaluate processes, systems, and financial models. Since leaving consulting and joining corporate America, he has worked in all areas of treasury and in different industry verticals: technology, quick service restaurants, retail and apparel, and subscriptions. Rhys will discuss his approach to structuring treasury to strategically support corporate activity as he shares anecdotes of challenges and solutions implemented throughout his career.

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The bank  
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world

9:30am – 10:30am

Grand Ballroom, 3rd Floor

**Scott Anderson**

Chief Economist and  
Executive Vice President  
Bank of the West



**LET THE GOOD TIMES ROLL: WHAT COULD POSSIBLY GO WRONG?**

2017 was a year of improving economic growth both here and abroad. Record stock market prices, widespread job growth, and improving consumer and business confidence reigned. So what does 2018 have in store for us? A number of policy levers have been pulled from Federal tax reform, Federal Reserve rate hikes to punitive tariffs, while the potential for geopolitical conflict is elevated. Join us for a stimulating discussion of the economic outlook and the forces that will shape all our economic and financial futures.

*session sponsored by GTreasury*

10:30am – 10:45am

Billard Room, 2nd Floor



**NETWORKING BREAK**

10:45am – 11:45am

Library, 2nd Floor



**INTEGRATING TREASURY TECHNOLOGIES**

Integrations are helping treasury departments become considerably more efficient while increasing transparency and reducing errors. Integrating Treasury Technologies addresses various integration challenges and explores case studies of successful integrations between Portals, Treasury Management Systems, Banks and Analytics Applications. Additionally, this presentation will provide a general overview of advanced trading and investment risk management technology.

**Tom Knight**

EVP & Treasurer - Institutional  
Cash Distributors (ICD)

**Andrew Doll**

Treasury Analyst - Starbucks

10:45am – 11:45am

Renaissance, 3rd Floor



**NEW MATH - THE NEW TAX LAW AND ITS IMPACT**

Gwen will give us an update on the new tax law and its impact on everything. (Ha-ha) Gwen is the Executive Director of the Oregon Facilities Authority. The OFA issues private activity municipals for agencies and non-profits around the state of Oregon. With the new tax law, those financings have lost their tax-exempt status.

**Gwen Griffiths**

Director - Oregon  
Facilities Authority

**We do our best work outside the office.**

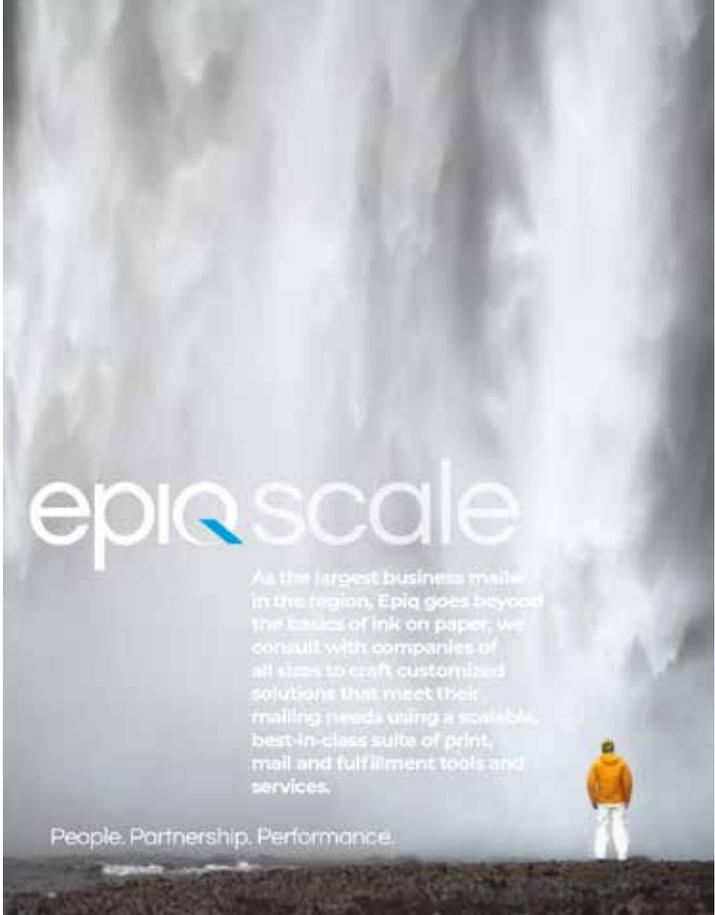
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10:45am - 11:45am

Card, 2nd Floor

**Marques Mercier**  
Senior Portfolio Manager  
and Head of Global  
Government Funds in  
Global Liquidity - Invesco Ltd.



## SHORT END OF THE CURVE: INVESTMENT SOLUTIONS FROM MONEY MARKET FUNDS TO ULTRA SHORT FUNDS

In the Post Money Market Reform World, what has become the premiere choice of liquidity for investors? What is the current state of the cash market?

What investment solutions along the short end of the curve are the most suitable for cash investors? This segment will cover these range of topics along with the current economic environment and how the various flavors of cash management investment products perform in this cycle. The dynamics covering treasury supply, the yield curve, and the impact of Fed Monetary Policy on the front end of the curve from money markets to the ultra-short space.

11:45am - 12:30pm

Grand Ballroom, 3rd Floor



## NETWORKING LUNCH

12:30pm - 1:30 pm

Grand Ballroom, 3rd Floor



## FIRESIDE CHAT WITH EBAY AND CUBIC CORPORATION

**Brent Bounds**  
Vice-President,  
Treasurer - eBay

**Rhys Williams**  
VP and Treasurer  
Cubic Corporation

**Moderator:**  
**Gregory Saliba**

President  
Taurus Capital Management

Brent Bounds and Rhys Williams will share their expertise and vision at our inaugural fireside chat as the multitalented professor, fund manager, and author Greg Saliba moderates. This strategic discussion will focus on high level treasury changes necessitating a pivot in the coming year and what is giving treasurers heartburn, such as the new tax bill and the ever-changing face of fraud, security, and hacking.

*lunch and session sponsored by HomeStreet Bank*

# Institutional Trading and Investment Risk Management

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For more information, please contact us at: [info@icdportal.com](mailto:info@icdportal.com)

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1:30pm - 1:45pm

Billard Room, 2nd Floor



## NETWORKING BREAK

1:45pm - 2:45pm

Card, 2nd Floor



## THE 5 PILLARS OF CONSIDERATION WHEN SELECTING AND IMPLEMENTING A TREASURY MANAGEMENT SYSTEM

### Eric Reyhle

VP, Business Development  
GTreasury

As treasury departments undergo the selection and implementation of a Treasury Management System (TMS) vendor, there are several key pillars they should keep in mind. The transition to a TMS can change a treasury department from a primarily supportive role and into the role of strategic advisor and risk manager. For a treasury department, having the right technology in place is essential to their success! The use and need of Treasury Management Systems have become abundantly clear over the past years. Companies are looking for technology solutions to gain greater visibility into cash, streamline processes, and improve controls. However, once a TMS vendor is selected the real journey has just begun. This session will discuss the pillars of consideration as your treasury team selects a TMS vendor, as well as the steps involved during the implementation process of a TMS. Selection and implementation are key elements in the TMS lifecycle, as they are the true groundwork to a successful project. This fast-paced session will emphasize all the components necessary to select and implement a TMS on time and within budget.

1:45pm - 2:45pm

Library, 2nd Floor



## FASTER PAYMENTS: A PRIMER FOR TREASURY PROFESSIONALS

### Brian Guess

SVP, Commercial Payments  
KeyBank

This session will review the various Faster Payments solutions such as Zelle, Venmo, Real-Time Payments and others, that are currently operating today in the United States or are forthcoming. We'll dive into use cases including Person-to-Person, Business-to-Person, Business-to-Consumer and Consumer-to-Business. Plenty of time will be reserved for questions, as this topic is top-of-mind for many treasury professionals.



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1:45pm - 2:45pm

Renaissance, 3rd Floor

**Tiffany Couch**

CEO - Acuity Forensics



**THE THIEF IN YOUR COMPANY**

Fraud can happen anywhere – even in the most successful companies. The worst part? The Thief in Your Company is most likely the person you trust the most. We will address the emotional impacts of fraud and discuss why an assessment of fraud risk must also include an assessment of “who” is most likely perpetrating these crimes. A hint: it’s the last person you would suspect!

2:45pm-3:00pm

Billard Room, 2nd Floor



**NETWORKING BREAK**

*break sponsored by Washington Federal*

3:00pm - 4:00 pm

Library, 2nd Floor



**INTERNATIONAL TREASURY – COMPLEXITIES, CHALLENGES AND CONSIDERATIONS**

This session will discuss the complexities, challenges and considerations for a company looking to grow and expand internationally, and how the right banking partner is key to help navigate these issues.

**Yi-Xin Soh**

VP, International Treasury  
Sales Officer  
Bank of America Merrill Lynch

3:00pm - 4:00 pm

Card, 2nd Floor



**REPATRIATION: THE IMPLICATIONS ON CORPORATE CASH ALLOCATION DECISIONS AND SHORT-TERM FIXED INCOME.**

As treasury management teams evaluate key business considerations after tax reform, what does repatriation mean for your corporate cash offshore and onshore asset allocations? This session will cover how overseas cash is distributed across asset classes, corporations, and industries. Options on the mechanics, planning and obstacles, with audit in mind, will be discussed to transact the cash transfers. Learn how your industry peers are using this \$1.3 trillion cash balance and the resulting impact on fixed income market fundamentals and technicals.

**Tony Lotharius**

Director, Western Region  
State Street Global Markets

**Jeffrey Weaver**

Head of Money Market Funds  
and Short-Duration Strategies  
Wells Capital Management, Inc.

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3:00pm – 4:00 pm

Renaissance, 3rd Floor

**Julie Boyd**  
Assistant Director  
Cambia Health Systems  
**Roy Wright**  
Senior Vice President  
InstaMed



## SELECTING A PAYMENTS PROVIDER – MAKING CERTAIN YOUR GETTING WHAT YOUR PAYING FOR!

Finding a payments solution to meet the ever-evolving needs of your constituents as well as ensuring good ongoing cash flow constitute one of the most important treasury projects you can undertake. In the process you may endure some pain and get an education but the groundwork is crucial to getting the key components you truly need.

5:00pm – 8:00 pm

Rock Bottom  
Restaurant & Brewery  
206 SW Morrison St.  
Portland, OR 97204



## INVESCO PLATINUM PARTY

Join the NW Summit for an evening of platinum service and peer networking without worrying about picking up the tab! Network with attendees at Rock Bottom Brewery for a fun night of pool, shuffleboard, handcrafted brews, made-from-scratch food and spirits in a relaxed, casual environment.

*event sponsored by Invesco*

Please meet in 3rd floor Renaissance room at 4:45 p.m. to walk to the Platinum Party as a group.

## Friday, May 18th, 2018

7:45am - 8:30am

Grand Ballroom, 3rd Floor



## REGISTRATION, NETWORKING & CONTINENTAL BREAKFAST

*registration sponsored by Ascendant FX*



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8:30am – 9:30am

Grand Ballroom, 3rd Floor

**Jeff Hallin**  
VP of Capital Markets  
Standard Insurance Company



## GROWING TOGETHER FROM SHARED ROOTS: INSIDE THE MERGER OF STANCORP AND MEIJI YASUDA

Jeff Hallin, Vice President of Capital Markets, shares the history of the merger between The Standard, founded in Portland in 1906, and Meiji Yasuda Life Insurance Company of Japan, whose roots stretch back to 1880. The partnership arose from awareness of the opportunities the union of two organizations with similar, complementary cultures and business models offered. The presentation details the origins of the merger, as well as the challenges encountered in bringing it to fruition.

*breakfast and session sponsored by Bank of America*

9:30am-9:45am

Billard Room, 2nd Floor



## NETWORKING BREAK

9:45am – 10:45am

Grand Ballroom, 3rd Floor

**Scott Campbell**  
Assistant Treasurer  
Dole Food Company



## DOLE FOOD COMPANY: A PANOPLY OF TALES

Scott Campbell will share Dole Food Company's 150+ year history as both a publicly and privately held entity, and the operational and treasury issues encountered by a global presence requiring physical delivery of fresh produce. Scott will discuss the daily challenges of Dole's treasury function which oversees cash management, foreign exchange, and logistical issues against the backdrop of ongoing technology improvements.

*session sponsored by Banner Bank*

10:45am-11:00am

Billard Room, 2nd Floor



## NETWORKING BREAK

11:00am – 12:00pm

Library, 2nd Floor

**Chad Dickson**  
SVP, Treasury Insights Consultant  
Wells Fargo Bank



## BEYOND THE BUZZ: BIG DATA, BLOCKCHAIN AND EVERYTHING IN BETWEEN

Hype is fast, but success takes time: how to capitalize on technology, imagination and opportunities. Investigate where technology is headed and how to prioritize implementation. What differentiates blockchain from DLTs? How does the Internet of Things impact competition? When should you replace inefficient processes with artificial intelligence applications? Learn about up-and-coming technologies that might benefit you. The pace and promise of change has never been greater.

Learn how essential new technologies affect how companies and their treasury and finance departments do business and how they may benefit you.

1. To understand what factors are causing the changes in innovation and customer and consumer expectations.
2. To gain insights into each of the key technologies driving today's change: Big Data; Artificial Intelligence; Internet of Things; Block Chain/DLT Internet of Things; and APIs.
3. To learn how treasury needs to get out in front of these technologies and socialize the message within their organizations.



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11:00am - 12:00pm



Renaissance, 3rd Floor

**John Gurgel**

Executive/Career Coach  
Lee Hecht Harrison

11:00am - 12:00pm



Card, 2nd Floor

**Sam Peay**

Manager, Treasury  
ancestry.com

12:00pm - 12:30pm



Grand Ballroom, 3rd Floor

12:30pm - 1:30 pm



Grand Ballroom, 3rd Floor

**Sam Peay**

Manager, Treasury  
ancestry.com

**Jennifer Cooperman**

CFO & Director Bureau of  
Revenue and Financial Services  
City of Portland, Oregon

**Suzanne Dutoit**

Cash Manager  
J.R. Simplot Company

**Moderator:**

**Chad Dickson**

SVP, Treasury Insights Consultant  
Wells Fargo Bank

## NETWORKING WITH LINKEDIN

Since Microsoft bought LinkedIn in June 2016, it has been positioned in the marketplace not just the social space. In addition to value to you as a professional, creating and maintaining a LI profile brings personal benefit as well. This workshop will explore the current social media space and LinkedIn's place within it. We will look at how to create and optimize your LinkedIn presence; how to extend your influence; how to leverage inside connections, get introductions and get noticed; and how to use LinkedIn's search and publishing functions. We will compare LinkedIn's free vs. fee features.

## MONTE CARLO SIMULATION: BETTER THAN AVERAGE

Most people attend a conference session dedicated to Monte Carlo simulation because they got lost or locked out of something else promising to be more interesting. The rare mention of Monte Carlo for treasury professionals gives it an air of the practice of the Dark Arts or some arcane voodoo. But this session promises a lighter, more enjoyable and digestible introduction to Monte Carlo simulation as a sensible tool for avoiding mistakes that wreck important analytical models.

Throughout the session, we will address common analytical pitfalls – especially those caused by using average values. We will break down the fundamentals of Monte Carlo in a way that avoids the torture we all endured as college students. Finally, we will look at a cash flow model that uses Monte Carlo to address uncertainty in future cash flows. By the end of the hour, you will hopefully consider Monte Carlo as a practical and powerful option for that key analytical model that just needs a little more oomph to get you the answers you need.

## NETWORKING LUNCH

## TREASURY MANAGER PANEL

This year our treasury managers come from both the public and private space to provide a broad range of color on a variety of topics. Our treasury managers will draw on their own relevant experience to share the challenges and successes in their respective treasuries against the backdrop of regulatory and technological changes in the industry. This extremely interactive session allows for extensive Q & A. Chad Dickson draws from his extensive background in treasury consulting to moderate.

*lunch and session sponsored by Wells Fargo*

## Thank You to the NW Summit Planning Participants:

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**Strategic planning provided by Jennifer Saliba, Rhino Consulting.**  
**For more information contact [events@consulrhino.com](mailto:events@consulrhino.com).**

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# NORTHWEST SUMMIT FOR FINANCIAL PROFESSIONALS

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