



Presents its:

29th Annual Conference

Monday, September 25, 2017

Milwaukee Marriott West
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Waukesha, WI 53186
www.marriott.com/mkemw

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WELCOME

Members and Guests,

It is my pleasure to invite you to the 29th Annual Wisconsin Association for Financial Professionals Conference. This year's conference will be held at the Milwaukee Marriott West located in Waukesha, WI on Monday, September 25th.

We are honored to have as our keynote speaker, Patrick McDonough, CFO of the Milwaukee Bucks. Patrick will speak to the business and financial considerations of Professional Sports. McDonough joined the team in 2014 and is responsible for all aspects of financial reporting and planning, accounting, treasury and risk management, for Fear the Deer entities. Milwaukee is buzzing with exciting projects and the Milwaukee Bucks are no exception to this. Do not miss this exciting opportunity to hear more about how the new arena will bring a "world-class sports and entertainment district to downtown Milwaukee."

Our luncheon speaker is Anne Reed, President & CEO of the Wisconsin Humane Society. The Wisconsin Humane Society is the oldest and largest Wisconsin organization committed to animal welfare dating back to 1879. Anne will discuss the changing role of philanthropy in corporate business planning. Anne Reed became CEO of the Wisconsin Humane Society in January of 2010, after almost three decades as a business litigator at the Milwaukee law firm of Reinhart Boerner Van Deuren SC.

We will offer three (3) educational breakout sessions in each of the four (4) breakout sessions. The conference will offer up to 6.1 CTP and 6.1 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 2017/2018 WIAFP annual membership. Annual membership includes eight (8) scheduled monthly meetings from October through May with great lunches, informative speakers and superb networking.

A sincere thank you to our event sponsors: Associated Bank, Bank of America, BMO Harris Bank, JPMorgan Chase, PNC Bank, Town 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 seeing you there!

Sincerely,
Nicole Cota

Nicole Cota, WIAFP President and Conference Chairperson

SPEAKER SESSIONS

Morning Keynote Speaker: 8:40 – 9:35AM

Patrick McDonough, Chief Financial Officer
Milwaukee Bucks



Patrick J. McDonough, CPA, serves as the CFO for Fear the Deer LLC, which owns and operates the Milwaukee Bucks LLC, an NBA team and various affiliate entities which are developing 25 acres in downtown Milwaukee, including a new multi-purpose arena scheduled to open in September 2018

McDonough joined the team in July 2014 and is responsible for all aspects of financial reporting and planning, accounting, treasury and risk management for Fear the Deer entities. McDonough also serves as a board member of Make a Difference Wisconsin, which provides teenagers with financial literacy lessons and resources, serving more than 57,000 students since 2006. In 2016, he was named CFO of the Year by the *Milwaukee Business Journal*.

Prior to joining the Bucks organization, McDonough spent 13 years within the Sports Team Finance group of Madison Square Garden, responsible for all financial aspects of the New York Knicks.

A native of Scranton, Pennsylvania, McDonough holds a BS in Accounting from the University of Scranton, where he was a three-year letterman on the men's basketball team.

The Business and Financial Considerations of Professional Sports

Luncheon Keynote Speaker: 12:30 – 1:20PM

Anne Reed, President & Chief Executive Officer Wisconsin Humane Society



Anne Reed became CEO of the Wisconsin Humane Society in January of 2010, after almost three decades as a business litigator at the Milwaukee law firm of Reinhart Boerner Van Deuren SC.

At the Wisconsin Humane Society, Anne stepped into the leadership of Wisconsin's oldest and largest animal welfare organization. Since 1879, WHS has been saving the lives of animals in need, and carrying out its mission to build a community where people value animals and treat them with respect and kindness. WHS helped to pioneer the idea that every animal available for adoption in a shelter could be free of time limits, taking as long as needed to be adopted. WHS operates shelters in Milwaukee, Saukville and Racine, and a new spay/neuter clinic for the public in West Allis.

Anne serves on the board of directors of the Shelter Animals Count, a national database initiative. She was named to the *Milwaukee Business Journal's* "Women of Influence" list in 2015. As a lawyer, she was named one of the *Wisconsin Law Journal's* "Women In The Law;" was named to the list of "Wisconsin Superlawyers," and authored a law blog which was twice named one of the 100 best in the country by the American Bar Association's *ABA Journal*.

The Changing Role of Philanthropy in Corporate Business Planning

Only a few decades ago, corporations' decisions about philanthropy were fairly simple. The commitments and passions of a few individuals – the CEO, founder, or a key client – often drove decisions about what causes to support; and funds available after other uses, together with tax laws, drove decisions about how much to spend. Today, the landscape is very different. Phrases like leveraged philanthropy, aligned philanthropy, strategic philanthropy, cause marketing, and social enterprise abound. Some companies build entire business models around philanthropy. And yet, behind it all, a basic human desire to make the world better remains, and is constant. This session will explore the changing ways that businesses can plan, with discipline and clarity, to help solve problems and create stronger local and global communities.

Speakers and Program Sessions – *Speaker Presentations will be available at www.wiafp.org prior to the conference. If you would like to have printed copies with you at the conference, please print them from www.wiafp.org.*

Session 1: 9:45 – 10:35AM

Out with the old, in with the new. New ways hackers are trying to scam you. How to protect your company and employees from Social Engineering.

Sarah Berndt, Vice President
Johnson Bank

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Brian McNulty, Assistant Vice President
Johnson Insurance

bmcnulty@johnsonins.com

By now, everyone is familiar with Positive Pay tools and how to protect your company from external fraud. But the game of fraud is changing. We will cover some recent cases of Social Engineering attempts and share tips from our Head of Corporate Security on how to protect your company. We will also cover important Social Engineering Insurance coverage your company should have as well as how to educate your employees on these scams.

Sarah Berndt, has over 18 years of banking experience, primarily in Treasury Management. She manages the Treasury Management Team for the Southeast Region as well as a portfolio of commercial clients containing both public and private entities. Sarah graduated from the University of Wisconsin-Whitewater with a degree in Finance and also holds a Certified Treasury Profession (CTP) designation. She is a member of the Wisconsin Association for Financial Professions (WI AFP) and a tutor with the Schools of Hope program at the United Way of Racine County.

Brian McNulty, has worked in property and casualty insurance for 12 years, the past nine of which have been with Johnson Insurance. Prior to entering the insurance industry, he was a sales executive for an international contract manufacturer.

Brian completed his bachelor's degree in marketing at DePaul University in Chicago, Ill., where he also was schooled in the consultative selling approach he has refined and still uses today. A strong believer in servant leadership, he is actively involved in the Racine community as foundation treasurer on the board of directors for the Racine Founders Rotary, and as board president for Focus on the Community.

Rebooting the Fed: What a new generation of Central Bankers will mean for the US economy in 2018 and beyond.

Tom Toerpe, Senior Vice President
Associated Bank

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By June of 2018, the Federal Reserve is likely to have a new Chair, Vice Chair and up to four other new members. As a younger generation of central bankers takes over monetary policy and regulation of the banking system, their decisions will profoundly influence inflation, the dollar, the labor market, deposit volumes, transaction processing, and the fixed income and money markets. A brief 20 minute presentation will be followed by 30 minutes of discussion, so come prepared to offer your own observations, and to listen to the ideas of other attendees.

Tom Toerpe is Senior Vice President in Associated Bank's Capital Markets department, where he specializes in interest rate risk management for the bank's corporate, business banking and commercial real estate clients. Tom joined Associated as a relationship manager in 2002 and started the bank's interest rate risk management practice in 2007. Today he is part of a ten person team that works with clients to hedge interest rate, foreign currency and commodity risk.

Prior to joining Associated, Tom was a portfolio manager at Bank One Capital Markets and ABN AMRO Bank in Chicago, where he helped finance the buildout of over \$5 billion in cable TV, broadband, cellular and satellite networks. He has also structured securitization programs for a wide variety of asset classes including auto loans, trade receivables and insurance receivables.

The Emerging Digital Payment Experience: Transforming Value for Consumers

Kent Wuebben, Vice President Business Development, Corporate Client Banking
JPMorgan Chase

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The presentation addresses the following question: how can merchants use payments to transform the consumer experience as part of their evolving business strategy and objectives? Consumer expectations are changing and the emerging payment landscape reflects this. Payments are a crucial part of transforming the consumer experience. Approaching payments strategically can help businesses grow, manage costs and prepare for the future.

Kent Wuebben, works with existing corporate clients to consult on their payments environment and identify cost savings and efficiencies to ensure optimal use of technology. Kent has over 10 years of acquiring an issuing experience within the payments ecosystem, working with various financial technology providers such as FIS/NYCE, Ingenico e-Payments, Vantiv and Chase. In the course of his career, Kent has successfully engaged with some of the largest and most prominent clients in the industry. His success in establishing and cultivating these relationships is based on leveraging his extensive industry experience and skill set to drive customer value.

Navigating Market Uncertainty: An Economic Outlook

Michael Gregory, Managing Director
BMO Financial Group

michael.gregory@bmo.com

Attendees will find this session important because it will provide a practical, data-driven outlook on the economy and why financial executives need to start preparing today for a fluctuating global market. This session will examine forecasts on global interest and exchange rates, as well as the North American economies, diving into why and how businesses need to understand and respond to consumer trends.

Michael Gregory is the Managing Director, Deputy Chief Economist and Head of U.S. Economics for BMO Capital Markets. Michael is responsible for managing BMO's forecasts and analysis on global interest and exchange rates and the North American economies. He also works very closely with the U.S. and Canadian fixed income sales and trading desks, with responsibility for macro-strategic research on central bank policies and credit research on the Canadian government sector.

Connecting Service with Simplicity - An API case Study

Paula Reed, Vice President and Global Product Manager
Wells Fargo

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Banking-As-A-Service is a new way to deliver banking services by leveraging cloud-based technology known as APIs. Application programming interfaces (APIs) allow the bridging of systems and software applications. The latest types can connect you to your bank, provide consumer and account verifications and allow deeper engagement through digital channels. In this session, you will learn how companies are using APIs to automate treasury operations, improve their ability to mitigate risk and customer service performance, as well as increase customer agreement.

Paula Reed is a Vice President and Global Product Manager with Wells Fargo's Treasury Management group, which offers the industry's leading treasury solutions on a single global platform. Paula recently joined the Treasury Management Banking-As-A-Service product team as a Product Manager focused on consistency and governance over the delivery of the Treasury Management APIs.

Prior to her current role in TM Product, Paula held a role in TM Implementation and Delivery team where she lead strategic efforts to improve the Wells Fargo customer experience and to streamline the TM Enrollment process for Wells Fargo customers and team members.

As a 20 year veteran of Wells Fargo, Paula also spent several years in TM Operations and TM Client Services. Paula lives in Plymouth, MN with her husband and 2 children. She actively volunteers in her church and spends time with her family boating and watching sports activities.

Cybersecurity Threats and Fraud

Larry Brennan, Senior Vice President, Merchant Data Security and Cybersecurity Director
Bank of America Merrill Lynch lawrence.brennan@bankofamericamerchant.com

How to Protect Your Establishment from these Uninvited Guests.

Merchants continue to be targeted by fraudsters whether they are small businesses or the largest ecommerce and big box stores. This presentation will walk you through the most current threats to watch for as well as current fraud trends. Most importantly, guidance will be provided on how to protect your business in this challenging environment.

Larry Brennan serves as the Senior Vice President of Merchant Data Security and Cybersecurity Director for Bank of America Merchant Services, responsible for ensuring that BAMS clients and associates are provided the tools and resources to prevent or react in the event of a data breach or cybersecurity attack. In this role Brennan's team works with merchants in the event of an Account Data Compromise ensuring that merchants are able to identify, contain and remediate any Account Data Compromise they may endure. He is also responsible for ensuring that Merchants, Sales and Relationship teams are provided proper guidance in regards to the Merchants Data Security requirements through webinars and Cybersecurity presentations.

Brennan previously held the role of Site Leader for the Bank of America Merchant Services Inside Sales Team where he was responsible for more than 100 Merchant Services Telesales Representatives supporting two lines of business which included the staffing, developing and training Sales representatives responsible for selling Merchant Services products and services to Small Business customers via the telephone.

Larry has over 19 years of financial services industry experience (15) of which has been in the Merchant Service and prior to working for Bank of America Merchant Services retired from the Navy after 22 years of service.

Session 3: 1:30 – 2:20PM

Cyber Security - Risk Transfer or Prevention?

Derek Lacziniak, Director of Cyber Liability
M3 Insurance derek.lacziniak@m3ins.com

There may not be a topic that is more current than Cyber Security, at the time of this submission the world is coming off a global ransomware virus named "wannacry" and currently investigating a new and more severe global virus threatening utility companies. Financial professionals are not without means to get a "headline news" understanding of this topic, but that information stream fails to bring the exposure of Cyber Security down to a level that is meaningful to them. This presentation is unique in that it will not be full of "fear mongering" and

WHY this is an important topic, but rather key ways that organizations and individuals can mitigate this risk and respond to it if needed.

Derek Lacziniak is recognized as a leader in the field of Cyber Security Risk Management and has been published on different topics of risk management over seven times in the last two years while maintaining a monthly blog for M3 Insurance. Derek keeps up with his knowledge in this area by attending and presenting as well as maintain. To keep up in this area Derek attends and presents at Cyber Security summits across the United States focused in the areas of risk management, security trends, and network infrastructure. 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 mechanism 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.

Hedge Accounting Relief Is Around the Corner!

Justin Calvert, Director Strategic Risk Management Solutions
Bank of America Merrill Lynch

justin.calvert@baml.com

New accounting guidance expected to be issued in the third quarter of this year will simplify hedge accounting and more closely align risk management activities with the financial reporting for hedging relationships. The new guidance will significantly change what qualifies for hedge accounting, how hedge effectiveness is assessed and hedge ineffectiveness is measured, and how the hedging results are presented in the financial statements.

Justin Calvert is part of the Strategic Risk Management Solutions group, which provides consultative services for Bank of America Merrill Lynch's Corporate and Commercial clients centered on the risk management of interest rate and foreign exchange exposures.

Prior to joining Bank of America Merrill Lynch, Justin worked at Barclays Capital in Global Finance Structuring & Advisory focusing on structured capital markets and risk solutions transactions. Prior to Barclays, Justin worked at Deloitte advising some of the firm's largest clients on complex accounting and valuation matters, including mergers and acquisitions,

leveraged buyouts, recapitalizations, joint ventures, derivatives and hedging, asset securitizations, debt and equity financings, and structured transactions.

Justin has a Bachelor of Arts in business and master's of accounting degrees from the University of Florida. He is a CFA charterholder and a CPA.

ESOPs 101: Create your own Buyer for your Business

Tim Stewart, Attorney / Shareholder
Dewitt Ross & Stevens, S.C.

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More and more business owners are using employee stock ownership plans (ESOPs) as their business succession plans. This presentation will highlight the pros and cons to the owners and their financial advisors.

Tim Stewart has an understanding that employers need to continually work to ensure their employee benefit plans are accurate, up-to-date and designed in a manner that helps an employer recruit and retain employees, Tim navigates the employee benefits arena while helping his clients achieve their goals. He has extensive experience in employee benefits and employment matters. From his office in Milwaukee, Tim also helps businesses in Wisconsin, Missouri, California, Maryland, New York, Georgia, Michigan and around the United States establish and maintain employee stock ownership plans (ESOPs). In addition, Tim is the author of the DeWitt Ross & Stevens [ESOP News Feed](#).

Session 4: 2:40 – 3:30PM

Borrowers Boot Camp: Loan Document Fundamentals

Robert Heinrich, Attorney Shareholder
Reinhart Boerner VanDeuren, S.C.

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Want to be able to “talk the talk” of loan documents? This session will open with a discussion of various types of financing facilities, possible structures and terminology. We will then walk through at a high level, the fundamental provisions of a credit agreement including key defined terms, representations, covenants and events of default.

Robert Heinrich is a shareholder with the law firm of Reinhart Boerner Van Deuren s.c. He advises borrowers and lenders in structuring, documenting and administering credit facilities and other financing transactions. In addition, Bob counsels clients on Dodd-Frank regulatory compliance matters concerning swaps. A craft beer fan, Bob is the chair of Reinhart's multi-disciplinary food and beverage practice group and co-founder of its craft brewery, distillery and winery team. This means that any time he is drinking beer he is doing diligence on potential clients. He is a member of the State Bar of Wisconsin and the Illinois State Bar Association.

Transforming Lockbox in to an Information Delivery Asset

Michael Reynolds, Vice President
Technology Management Resources, Inc. (TMR)

mreynolds@tmrsolutions.com

There are three on-going realities in the payments industry: Checks are NOT dead; Payment volume of all kinds is increasing; Lockbox penetration (outside of large corporate) is about 30%. Today it is not about the payment channel – it is how to connect to the receivables related DATA across those channels. This is where the real value is for financial institutions and their treasury clients. lockbox is the key to unlocking this value by transforming it in to an information delivery asset.

Michael Reynolds is a 30+ year veteran in the banking technology and payments industry. As a frequent speaker at industry payment conferences, Mr. Reynolds brings a broad understanding of the key business, technology and management drivers affecting the payments industry today. This includes a focus on the changing payments landscape where traditional lockbox (checks) and electronic payment channels increasingly intersect. He is currently Vice President at TMR Solutions, Inc.

Using Options to Hedge Foreign Exchange Exposure

Bob Grinko, Vice President
Associated Bank, N.A.

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Foreign Exchange is a hot topic for any corporate management with FX exposures. Foreign Exchange can impact reported earning, in this session you will gain insight on how to hedge foreign exchange in volatile markets and how to use foreign exchange options to take advantage of favorable movements in the market. You will also learn to hedge your foreign exchange risk while maintaining flexibility.

Robert Grinko works with commercial companies to help them manage their foreign-exchange risk – a task he was well prepared for when he joined Associated Bank in 2008. Prior to coming to Associated Bank Robert spent 10 years at Fifth Third Bank in the foreign exchange department working with middle market and large corporate companies. He has over 25 years of foreign exchange risk management experience.

Robert earned his Bachelor's in Marketing from Illinois State University, and completed his MBA at the American Graduate School of International Management (now Thunderbird School of Global Management), headquartered in Glendale, Arizona.

GENERAL INFORMATION

Presentation Copies:

Copies of the speaker presentations may be available on-line at www.wiafp.org on September 15, 2017. Please print any copies that you would like to bring with you to the conference.

Cancellations:

Notification of cancellation must be called into Nicole Cota at (414) 283-2208 by September 18, 2017. Cancellations received after Monday, September 18, 2017 will be subject to a \$50 cancellation fee. No refunds will be given for cancellations after September 22, 2017.

Dress/Attire:

Conference participants are encouraged to wear business casual attire for the conference.

Hotel Accommodations:

To reserve a room, please contact the Milwaukee Marriott West at 877-651-7666. Participants are responsible for making their own hotel reservations.

CTP/CCM and FP&A Recertification Credits:

The 29th Annual Conference offers participants the opportunity to acquire CTP/CCM and FP&A credits to enhance your professional standing. This year's conference has been approved for up to 6.1 CTP and 6.1 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 Nicole Cota at (414) 283-2208 or email nicole.cota@associatedbank.com

ONLINE REGISTRATION

Register at www.wiafp.org

WIAFP Annual Membership and Conference Fees:

The WIAFP membership fee for program year 2017-2018 is \$225. Annual membership entitles you to discounted conference registration fees as indicated below. Membership includes the monthly meetings at no additional cost. Non-members luncheons are \$40/meeting.

Conference Registration Fees:

	If received by 9/11/17	If received after 9/11/17
WIAFP Members	\$175	\$225
Non-Members	\$250	\$300
Breakfast or Lunch General Session only	\$50	\$50

When you register online you will have the following choices:

- Pay the Annual WIAFP Membership Fee of \$225 plus the Conference Registration Fee to attend the Conference at the Member rate of \$175, for a total of \$400.
- Pay to attend the WIAFP Conference at the Non-member rate of \$250.
- Join the conference as a breakfast or luncheon participant only \$50

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

WIAFP
Aurora Health Care
Attn: Jeryl Anthony
PO Box 341880
Milwaukee, WI 53234-1880

Questions:

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

DISCOUNTED Registration Deadline is Monday, September 11, 2017
FINAL Registration Deadline is Thursday, September 21, 2017

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