



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS
Wisconsin

ANNUAL CONFERENCE SCHEDULE

Monday, September 25, 2017

8:00 AM	Conference Registration		
8:00-9:15	Buffet Breakfast - Sponsored by Associated Bank		
8:30	President's Welcome - Nicole Cota		
8:40-9:35	General Session Keynote Speaker - Sponsored by Associated Bank Patrick McDonough, Chief Financial Officer - Milwaukee Bucks		
	Milwaukee	Wisconsin	Geneva
9:45-10:35	Out with the old, in with the new. New ways hackers are trying to scam you. How to protect your company. <i>Sarah Berndt, VP / Brian McNulty, AVP Johnson Bank / Johnson Insurance</i>	Rebooting the Fed: What a new generation of Central Bankers will mean for the US economy in 2018 and beyond <i>Tom Toerpe, Sr. Vice President Associated Bank</i>	The Emerging Digital Payment Experience Transforming Value for Consumers <i>Kent Wuebben JP Morgan Chase</i>
10:35 -10:55	Refreshment Break - Sponsored by Wells Fargo		
11:00-11:50	Navigating Market Uncertainty: An Economic Outlook <i>Michael Gregory, Managing Director BMO Financial Group</i>	Connecting Service with Simplicity An API Case Study <i>Paula Reed Wells Fargo</i>	Cybersecurity Threats Fraud <i>Larry Brennan, Senior Vice President Merchant Data Security & Cybersecurity Director Bank of America Merrill Lynch</i>
12:00-12:30	Lunch - Sponsored by WIAFP		
12:30-1:20	Luncheon Speaker - Sponsored by PNC Bank Anne Reed, President & CEO - Wisconsin Humane Society		
1:30-2:20	Cyber Security Risk Transfer or Prevention? <i>Derek Lacznik, Director Cyber Liability M3 Insurance</i>	Hedge Accounting Relief is Around the Corner <i>Justin Calvert, Director Bank of American Merrill Lynch</i>	ESOPs 101 Create Your Own Buyer for Your Business <i>Tim Stewart, Attorney / Shareholder Dewitt Ross & Stevens, S.C.</i>
2:20-2:40	Refreshment Break - Sponsored by JP Morgan Chase		
2:40-3:30	Borrowers Boot Camp Loan Document Fundamentals <i>Robert Heinrich, Attorney Shareholder Reinhart Boerner Van Deuren, S.C.</i>	Transforming Lockbox in to an Information Delivery Asset <i>Michael Reynolds, Vice President Technology Management Resources, Inc. (TMR)</i>	Using Options to Hedge Foreign Exchange Exposure <i>Robert Grinko, Vice President Associated Bank</i>
3:35	WIAFP Annual Meeting - Members only		
3:45	Grand Door Prize Drawing - Sponsored by Town Bank		
3:45-5:00	Closing Reception- Sponsored by Bank of America		