



LET'S FOCUS  
ON **YOU**

**/IFP 2018**  
CHICAGO | NOVEMBER 4-7

# AFP 2018

CHICAGO | NOVEMBER 4-7

## TABLE OF CONTENTS

### What's In It for You?

AFP MindShift.....	2
Payments Hub.....	4
Learning Styles and Knowledge Types .....	5
Wellness Zone .....	6

### What's Your Goal?

AFP 2018 Task Force .....	8
Educational Session Highlights	
– Treasury Management Sessions .....	9
– Payments Sessions .....	10
– Financial Planning & Analysis Sessions .....	11
– Capital Markets and Investments Sessions.....	12
– Risk Management Sessions .....	13
– Career Development Sessions .....	14
– Retirement Plans & Benefits Sessions .....	15
AFP Executive Institute .....	16
Pre-Conference Workshops.....	17

### Who Will Inspire You?

Keynotes .....	19
Event / Spotlight Speakers.....	20
AFP Pinnacle Awards.....	22

### Who Do You Want to Meet?

Networking Events .....	24
Exhibitors.....	26

### What Will You Experience?

Chicago.....	28
Hotels and Shuttle Service.....	29
Registration.....	30
Teams .....	31
Convince Your Boss .....	32
Sponsors .....	33



/IFP 2018

WHAT'S IN IT  
**FOR YOU?**

# AFP MINDSHIFT

Let's cut through the hype.

We're offering unbiased, actionable advice on the trends and tools you should pay attention to in emerging technologies.

## Here are some of the issues we'll cover:

- Artificial Intelligence
- Big Data Analytics
- Blockchain
- Digital Transformation
- Fintech to Automate Corporate Strategy
- Future of Work
- Leveraging APIs in Cash Management

### DID YOU KNOW?

**Only 17%** of organizations are prepared for the changes that new technologies will bring to their treasury and finance functions.

- AFP MindShift Survey



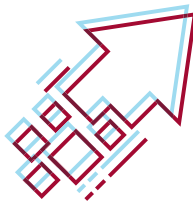
## MindShift Row

Come to the Exhibit Hall to meet with providers that are disrupting and transforming finance and treasury.

TUESDAY | 8-9:30 A.M.

### AFP MindShift Keynote

Two visionaries, Nancy Giodano and Mike Walsh, share their insights into key advancements in artificial intelligence, robotics, and augmented reality impacting organizations of all sizes. Following these dynamic presentations, Ron Insana moderates an in depth discussion focused on how these innovations are impacting the treasury and finance profession.



#### NANCY GIORDANO

Founder, *Play Big Inc.*  
Executive Producer, *Giagom Change*

#### How Technology, Demographics and Values Are Disrupting the Future of Work

Artificial Intelligence, Robotics, and Virtual and Augmented Reality are increasingly making certain job functions obsolete and the treasury and finance industries are not immune. Strategic futurist Nancy Giordano delves into both the advancing technologies and the critical shifts companies and the workforce must confront to stay relevant in the future.



#### MIKE WALSH

CEO, *Tomorrow*  
Author, *The Dictionary Of Dangerous Ideas* and *FUTURETAINMENT*

#### Reinventing Leadership for the Age of Machine Intelligence

While many fear that robots will take their jobs, the rise of machine intelligence begs a more important question: what is the true potential of human intelligence in the 21st century? Mike Walsh, futurist and author, presents a vivid portrait of a brave new world orchestrated by machines that think, and how tomorrow's leaders must adapt to survive and thrive in an age of accelerating technology.

MODERATOR

#### RON INSANA

Senior Analyst, *CNBC*  
Financial Industry Expert





# PAYMENTS HUB

## One location covering one BIG topic.

You'll find all sessions in the Payments track plus networking events for payments professionals in this central location.

*Program as of 3/12/18. Subject to change.*

## Here are some of the issues we'll cover in the Payments Hub:

- Intercompany payables efficiencies
- Smart receivables including lockbox automation
- Early adopters of real-time payments
- Card programs with enhanced technology
- Real-time payments fraud and cybersecurity
- Payments and APIs
- Blockchain for reconciliation
- Technology trends for global payments

## Networking Events in the Payments Hub:

- Payments Breakfast
- Payments Mixer
- Payments Reception
- Payments Roundtable

PROBLEM SOLVED IN LESS TIME  
THAN YOUR LUNCH BREAK

### Payments Hub Challenge

We're giving vendors just 15 minutes to help solve some of your biggest issues in payments. Put their innovative solutions to the test at the Payments Hub Challenge.



*Payments Hub, the Payments Breakfast and the Payments Mixer are sponsored by*

**FIS** **fiserv.**



# LEARNING OPTIONS

You'll experience a deeper understanding with active learning options.

Everyone learns differently so we're offering dynamic options for educational sessions. Choose the method that will have the greatest impact on you.

## LEARNING STYLES



### INNOVATION SERIES

Cut to the chase with a **30 MINUTE PRESENTATION** focused on an innovative concept.



### LEARNING LOUNGE

**DIG DEEPER INTO THE TOPIC** with the speaker following select sessions.

Sponsored by



Deutsche Bank



### **NEW** - CAMPFIRE SESSION

Take in a big idea by a presenter who then shifts to a facilitator, engaging the audience for **DIFFERENT PERSPECTIVES AND SOLUTIONS**.

## KNOWLEDGE TYPES



### OPERATIONAL

Sessions include content to improve your **SKILLS** and **TACTICS**.



### STRATEGIC

Sessions include strategies to drive **ORGANIZATIONAL CHANGE**.



### MINDSHIFT

Sessions include actionable advice on **EMERGING TECHNOLOGIES**.

# WELLNESS ZONE



A healthy AND productive workplace can be a reality.

WHAT'S IN IT FOR YOU?



**LANCE BREGER**

President  
*Infinity Wellness Partners*

Learn techniques to channel and boost your energy throughout the day with one of the top 25 health promotion professionals in the nation, Lance Breger.

## Wellness Zone sessions:

- Deep Sleep
- All-Day Energy
- Power Meditation
- Avoid Office Body
- Muscle Tension Release
- 2 Minutes to Less Stress

## DID YOU KNOW?

**78%** of businesses say **employee well-being** is a critical part of their business plans.

– State of the Industry Survey Report 2017, Virgin Pulse

**89%** of workers at companies that support well-being efforts are more likely to **recommend their company** as a good place to work.

– American Psychological Association

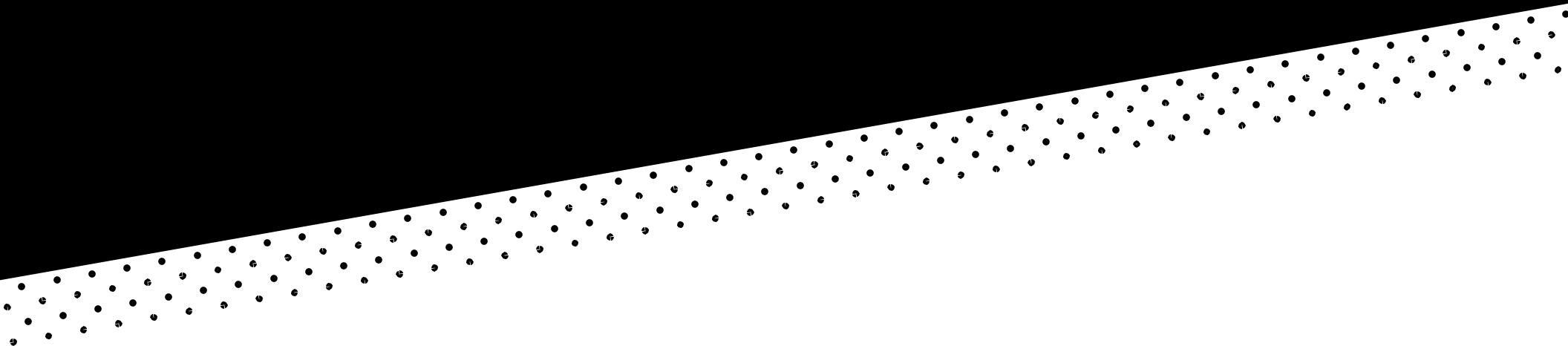
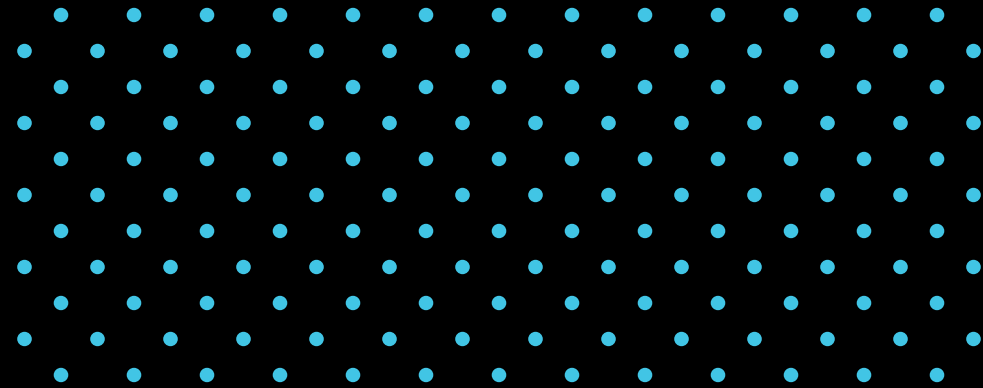
**70%** of employees are interested in taking proactive steps to **improve their health**.

– UnitedHealthcare Survey



/IFP 2018

WHAT'S  
YOUR **GOAL?**



# AFP 2018 TASK FORCE

The AFP 2018 Task Force, made up of your practitioner peers, has put together an agenda of actionable sessions delivered by people who live and breathe this stuff.

## TREASURY MANAGEMENT TRACK

### Tom Gallo

Vice President, Treasurer  
*ABM Industries*

### Saumya Mohan

Americas Region Treasurer  
*Tesla*

### Kammy Tsang

Senior Treasury Manager  
*Equinix, Inc.*

## PAYMENTS TRACK

### Charles Ellert, PMP

Manager Systems Automation and  
Payment Strategy  
*Verizon Communications, Inc.*

### Barbara Landolt, CTP

Assistant Treasurer  
*CSAA Insurance Group, a AAA Insurer*

### Tom Wolfe, CTP

Treasury Consultant

## RISK MANAGEMENT/ CAPITAL MARKETS & INVESTMENTS TRACKS

### David Groeber

Treasurer, Director of Visionary Structures  
*Tuthill Corporation*

### Craig Parr, CTP

Senior Vice President Finance &  
Chief Risk Officer  
*Flowers Foods, Inc.*

### Carlos Ramirez, CFA

Assistant Treasurer  
*Signode Industrial Group*

## FINANCIAL PLANNING & ANALYSIS TRACK

### Emmanuel Caprais

Vice President Strategic and  
Financial Planning & Analysis  
*ITT Inc.*

### Johnnie Goodner, CTP

Vice President, Finance & Treasury  
*Sally Beauty Holdings, Inc.*

### Mariya Guttoh, FP&A

Vice President, FP&A Manager  
*Bank of the West*

### Cassandra Joelle James, FP&A

Senior Manager, FP&A  
*The Cheesecake Factory*



Photo from the AFP 2018 Task Force Planning Meeting

# EDUCATIONAL SESSION HIGHLIGHTS

WHAT'S YOUR GOAL?

## KNOWLEDGE TYPES



STRATEGIC

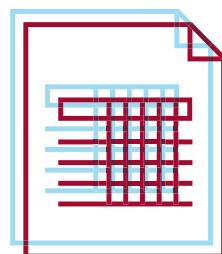


OPERATIONAL



MINDSHIFT

## Treasury Management



### Riding the Tide of Change

With tax reform a reality, global treasury personnel are looking for best practices around product usage, global balance sheet structure, efficiency and impact mitigation. With an eye towards issuance and market activity, this discussion looks at optimal capital structures, available investment solutions, and opportunities within investment grade credit. An expert panel highlights the ways several multi-national companies are making these market disruptions work to their advantage.

*BlackRock, Priceline Group,  
The Coca-Cola Company*



### Can a Bot do Your Rolling Cash Forecast?

Bots have the potential to play a vital role in improving cash flow forecasting. But how efficient are bots? Will they bring more negatives than positives to Treasury functions? Will the data be more accurate? Attend this session for an in-depth discussion of these questions and explore how new technologies can improve the forecasting process.

*AbbVie Inc., Treasury Advisory Services*



### Artificial Intelligence in Corporate Treasury: Added Value?

Gain a structured perspective on how to drive your Big Data and AI strategy and demystify integration of these opportunities in your operations. Beyond the potential that can be released from your data, learn about leveraging the data and insights from your financial institutions and other providers.

*Citi*

**Recommended by:**

AFP 2018  
TASK FORCE MEMBER



**Kammy Tsang**  
Senior Treasury Manager  
Equinix, Inc.

## LEARNING JOURNEY



Follow a customized learning journey to tackle a specific challenge.

**I need to know how market disruptions can positively affect my corporate balance sheet.**

[See your Journey](#)

## VIDEO



Check out this AFP 2017 session recording:  
**Digital Identity: The Cornerstone of Commerce and Transaction**

[Watch the Video](#)

# EDUCATIONAL SESSION HIGHLIGHTS

Program as of 3/12/18. Subject to change.

WHAT'S YOUR GOAL?

## Payments



### VIDEO



Check out this AFP 2017 session recording:  
**Navigating the Payments Landscape:  
Reducing Payment Fraud and  
Leveraging Real-time Payments with  
Open APIs**

Watch the Video



### Creating a Global T&E Card Program While Leveraging Enhanced Technology and Capabilities

Harley-Davidson transformed its decentralized T&E card program—with 13 different card providers over five countries—into one Global T&E Card Program, covering 28 countries for 3,200 employees. H-D summarizes their RFP process and program implementation process. Attendees gain insight into the challenges encountered, and successful outcomes—increased employee satisfaction, enhanced fraud prevention and increased rebate.

*Harley-Davidson, Inc, Citi*



### From Innovating to Driving Impact: Capitalizing on the Fintech Boom to Transform Your Business

In this case study, journey through the experience of a leading North American logistics company, Livingston International that successfully capitalized on the fintech boom by integrating automation into their corporate strategy, and transitioned their financial operations into a digital platform to effectively transact with customers.

*Livingston International, VersaPay Corporation*



### Modernizing Retail: Eyeing the Cost of Payments

Find out how Walmart managed their payment processes by implementing innovative measures including, Dynamic Debit Routing, PINless capabilities, end-to-end network optimization and network advocacy, innovative currency solutions, as well as active monitoring of fees and downgrades. While low margin merchants are usually the first to employ cost cutting measures, all companies can benefit from Walmart's practices.

*Walmart, J.P. Morgan*

## LEARNING JOURNEY



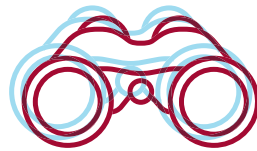
Follow a customized learning journey to tackle a specific challenge.

**I want to understand how I can leverage Fintech.**

See your Journey

# EDUCATIONAL SESSION HIGHLIGHTS

Program as of 3/12/18. Subject to change.



## Financial Planning & Analysis

### Integrating Treasury & FP&A

Sunovion Pharmaceuticals was in the midst of significant organizational changes including acquisitions, new internal financing processes, and major investments to launch products. In this rapidly changing environment, they needed more advanced balance sheet modeling, planning, and cash forecasting capabilities in addition to tight collaboration and integration between treasury and FP&A. Learn how Sunovion met this challenge head on while significantly improving cash forecasting accuracy, deploying a best practice based treasury and FP&A operating model, and leveraging a foundation for continuous improvement.

*Sunovion Pharmaceuticals, Peloton Group*

### Using Big Data Analytics in Executive Reporting

This discussion examines the role Big Data analytics tools play in reporting to executives and the Board and whether it is a good idea to give executives access to these tools as a substitute for regular reports. Additional conversation includes a look into which visuals should be used when creating these reports, the options for exporting visuals and data, and how to clean up the exports in common office software.

*ThinkOutsideTheSlide.com*

### It's Not Just Finance: Product Investment Decisions in Corporate Transition

In 2017 CSC and Hewlett Packard Enterprise merged service businesses to form DXC Technology. After the merger an executive investment review committee was established to decide product funding priorities and oversee the new company's product management organization integration. The committee needed to understand product performance, integration progress, and new investments' potential value creation. However, providing the committee with detailed financial information was a challenge. Learn how financial, operational, management and other information and performance measures can be integrated to enhance new product funding decisions.

*DXC Technology*

#### Recommended by:

AFP 2018  
TASK FORCE MEMBER

**Mariya Guttoh, FP&A**  
Vice President, FP&A Manager  
*Bank of the West*



WHAT'S YOUR GOAL?

#### KNOWLEDGE TYPES



STRATEGIC



OPERATIONAL



MINDSHIFT

#### VIDEO



Check out this AFP 2017 session recording:

**Unlocking the Power of Storytelling in Business**

[Watch the Video](#)

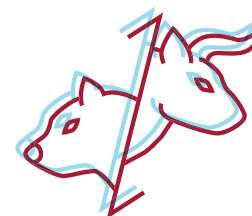


# EDUCATIONAL SESSION HIGHLIGHTS

Program as of 3/12/18. Subject to change.

WHAT'S YOUR GOAL?

## Capital Markets and Investments Sessions



### Disruption: Distraction or Opportunity? A Look at Today's Liquidity Environment

This session focuses on balance sheet impacts and cash deployment strategies following global disruptions from regulatory and legislative changes; including corporate tax reform, Brexit, and EU Money Market Fund Reform. The panel shares experiences on how corporations have reformulated their approach using technology in order to monitor and make decisions about risk management, cash segmentation and product solutions in a changing environment.

*Blackstone, Goldman Sachs*

#### Recommended by:

AFP 2018  
TASK FORCE MEMBER

**David Groeber**

Treasurer,  
Director of Visionary Structures  
*Tuthill Corporation*



### Mind the (Yield) Gap: Corporate Cash Strategies for Rising Rate Environments

For years, cash managers "enjoyed" steady short-term bond markets, but the landscape has shifted. With rising rates and increased yields, suddenly the unrealized losses are increasing, and the impact of elevated cash balances on EPS has caught the CFO's attention. To balance the portfolio, and capture higher yields, alternative strategies should be implemented. This session examines available portfolio construction tactics as well as those utilized at Garmin to successfully position their portfolio to benefit from recent rate increases and volatility.

*Garmin International, Inc.,  
Treasury Partners*

### Keep Calm and Carry On: How Corporations are Preparing for European Money Market Fund Reform

In the United States, investors had to deal with Money Market Fund reform in 2016 and now it's Europe's turn. With the January 2019 implementation deadline rapidly approaching, this expert panel explains the EU regulatory changes, the anticipated impact on offshore money market fund industry, and the strategies corporate investors are considering as a result.

*Deutsche Asset Management,  
Agilent Technologies, Inc., AbbVie Inc.*

## KNOWLEDGE TYPES



STRATEGIC



OPERATIONAL



MINDSHIFT

## BLOG



Your treasury and finance peers are sharing their perspectives on the AFP 2018 blog.

Can I Really Afford to be out of the Office?  
— Ann Anthony, CTP, Treasurer,  
South Jersey Industries, Inc.

[Read the Blog](#)

# EDUCATIONAL SESSION HIGHLIGHTS

Program as of 3/12/18. Subject to change.



## Risk Management



### Creating Resilient Treasury Risk Management in Volatile Times

At the intersection of risk management and real life sits resilience: the ability to assess unforeseen events, adjust strategy quickly, while achieving successful outcomes for the corporation. A panel of Treasury professionals discuss the challenges faced in implementing a treasury plan to prepare for unexpected risk: FX exposure risks posed by the Brexit vote; climate change preparations, how they worked, or didn't, during a natural disaster and managing risks as Treasurer when commodity prices plunged unexpectedly.

*The Timken Company,  
Cliffs Natural Resources, Blackbaud,  
Sycamore Associates LLC*



### Treasury Fraud: Locking Down your Best Defense

The cybercrime landscape is constantly shifting, with criminals finding new and more sophisticated ways to gain access to your company's information and funds. The most significant threat to today's treasurers include the use of ransomware and an alarming increase in treasury fraud—from business email compromise to malicious insiders. To mitigate these risks the best defense is often a good offense. An expert panel of banking and corporate treasury professionals give you a comprehensive look at strategies for implementing a risk-based approach, effective technologies and the role insurance can play in preventing treasury fraud.

*Tiffany, Prologis, HSBC*



### Cybersecurity: The Critical Role of Your Human Firewall

Globally, cyberattacks through business email are one of the largest threats to corporates, accounting for more than \$5 billion dollars in losses. Combatting this rampant fraud requires a combination of cybersecurity technology and vigilant human capital. In this panel discussion, Anadarko Petroleum and Rotary International share best practices in educating their human firewall to mitigate risk and an FBI agent stresses the need for ongoing education to aggressively combat threats. Practitioners will also demonstrate fraud scenarios, and highlight procedures for combatting fraud.

*Anadarko Petroleum Corporation,  
Rotary International,  
Federal Bureau of Investigations,  
Bank of America Merrill Lynch*



## PODCAST

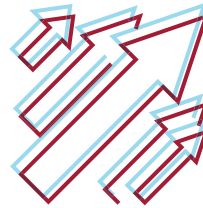
Get a preview of featured speakers with the AFP Conversations podcast:

**AFP 2017 Speaker, John Drzik of Marsh & McLennan Describes a World of Risk, Threats and Opportunities**

[Listen to the Podcast](#)

# EDUCATIONAL SESSION HIGHLIGHTS

Program as of 3/12/18. Subject to change.



## Career Development Sessions

### Get Where You Want to Go and Keep Going: Managing Your Career Journey

Career advancement and development are critical components on the path toward achieving personal and professional satisfaction. Both must be relentlessly pursued in parallel tracks to realize success while navigating the inevitable ups and downs of a career journey. Learn from the practices that three successful professionals utilized to set and achieve their career goals. Acquire techniques that support successful career progression, while capitalizing on opportunities and utilizing available tools to overcome challenges and achieve goals.

*Corporate Performance Consultants,  
University of Rochester, Horizon Blue Cross  
Blue Shield of New Jersey, BNY Mellon*

### Leveraging Introversion as a Superpower

Introverts naturally have innate abilities that are key to building relationships, which are critical to effectively communicate in any endeavor. This is especially true with a career in finance. Even if you're not an introvert, understanding this superpower can unleash your own unique abilities and help you work better with introverts. Learn how to turn introversion into jobs, assignments and opportunities. Gain an understanding of how introverts can take on more than may be perceived and how to utilize this trait to quickly and effectively close skills gaps and drive results.

*The FPA Group*

### The Evolution of a Great Numbers Presentation

Presenting numerical information is a communication skill, and your numbers must tell a story. Just getting the numbers right is only 10% of your job, just as spelling your words correctly is only a tiny part of a writing challenge. With the backdrop of a common valuation and acquisition scenario, attendees learn techniques and walk through the steps needed to turn a meaningless pile of numbers into a coherent narrative that bolsters the presenter's reputation as a deep business thinker and not just a number cruncher.

*Lucidity*

## LEARNING JOURNEY



Follow a customized learning journey to tackle a specific challenge.

**I'd like to learn how to deliver effective presentations.**

[See your Journey](#)

## WHAT'S YOUR GOAL?

### Sunday Networking

#### CONNECTING WITH CONFIDENCE: MAKING THE MOST OF AFP 2018

Everyone wants to network at AFP 2018 to support their career and professional development. This interactive workshop is designed to help you walk away with tips and techniques to achieve your networking goals. Meet other attendees while acquiring new skills to introduce yourself with conviction and confidence, engage in mutually beneficial discussions, keep track of your new contacts and get the most out of your attendance at AFP 2018.



#### NICOLE MEYER

Founder & Managing Partner  
*The Meyer Partnership*

# EDUCATIONAL SESSION HIGHLIGHTS

Program as of 3/12/18. Subject to change.

WHAT'S YOUR GOAL?



## Retirement Plans & Benefits Sessions



### Key Considerations with Alternative Investments for Pension Plans

When considering whether to add alternative investments to the overall investment strategy of a company's pension assets, practitioners must weigh the advantages against the potential risks. Within a case study framework this session explores the legal and tax implications of using alternative investments as part of an investment strategy for pension assets, including common terms in agreements, best practices for institutional investors, side letter provisions to negotiate with investment funds, and strategies to minimize risk exposure to unrelated business income tax (UBTI).

*Hanesbrands Inc.,  
McDermott Will & Emery LLP*



### Proven Partnering Practices for Best-in-class Retirement Programs

The challenge of managing costs, reducing risk and ensuring compliance, within a complex regulatory and legislative environment while still achieving high participant satisfaction is a great one. This case study explores the dynamics of treasury, finance and human resources partnering techniques utilized by PATH, an international nonprofit organization and leader in global health innovation. Attendees walk away with best practices that generate a 98% participation rate and high asset retention, including financial wellness programs, while building a framework for measuring the success of the 401(k) plan and strategies to effectively communicate with participants.

*PATH, Bridgebay Consulting LLC*

## KNOWLEDGE TYPES



STRATEGIC



OPERATIONAL



MINDSHIFT



Certified  
Treasury  
Professional®



**FP&A®**

Certified Corporate  
Financial Planning &  
Analysis Professional



## One Step Closer to Recertification

We've made earning continuing education credits pretty easy. By simply attending AFP 2018 you have the potential to earn a majority of your credits, in just a few days.

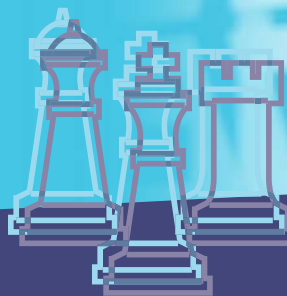
### Learn More

[www.AFP2018.org](http://www.AFP2018.org)

# AFP EXECUTIVE INSTITUTE

CHICAGO | NOVEMBER 5-6

Exclusive Sponsor  PNC



WHO WILL INSPIRE YOU?

## The AFP Executive Institute is the place to step back and Think Big.

It was developed to help you become a better leader and thrive in your role. Reserve your seat by registering for AFP 2018 and selecting the box for AFP Executive Institute.

Attendance to the AFP Executive Institute is limited to corporate practitioners with the title of treasurer, chief financial officer, vice president of finance, assistant treasurer or controller.

### AFP Executive Institute Lounge

Located by the AFP Executive Institute, the AFP Executive Institute Lounge is your opportunity to connect with colleagues or check in with the office.

Monday Executive Institute Luncheon Speaker

#### JUDY SMITH

Founder & President, *Smith & Company*

#### Crisis 101: An Executive Perspective on Surviving & Thriving in an Era of Perpetual Crisis

The instant and global nature of the Information Age has made the ability to navigate crises of all stripes a critical component of an organization's success. Due to perpetual 24/7 news cycles and ever-expanding digital media platforms, it is harder than ever to successfully communicate a targeted message shaping public opinion. In this candid discussion, Judy Smith, one of the nation's top crisis experts outlines the best practices in crisis management she has gleaned over 25 years of experience on the frontlines of many of the most high-profile crises and scandals around the world.





# PRE-CONFERENCE WORKSHOPS

*Program as of 3/12/18. Subject to change.*

## Come early and dive deep to master a challenge.

Add any session to your Conference registration to reserve your seat.  
Plus, get bonus networking time with your peers in an intimate setting.

### MULTI-DAY SEMINARS

#### Intensive Certified Treasury Professional (CTP) Exam Review

Saturday – Sunday – Monday

Not eligible for CTP/CCM, FP&A or CPE credits

#### Treasury Management Fundamentals

Saturday – Sunday

Credits: 0.0 CTP/CCM | 15.0 FP&A | 15.0 CPE

### SATURDAY PROGRAMS

#### Advanced Cash Flow Forecasting

Credits: 7.8 CTP/CCM | 7.8 FP&A | 7.8 CPE

#### Painting with Numbers: A Different Perspective on the Craft and the Art of Presenting Numbers

Credits: 7.8 CTP/CCM | 7.8 FP&A | 7.8 CPE

#### Structuring Treasury to Manage Global Liquidity

Credits: 7.8 CTP/CCM | 0.0 FP&A | 7.8 CPE

### SUNDAY PROGRAMS

#### Financial Modeling: Techniques and Best Practices

Credits: 7.2 CTP/CCM | 7.2 FP&A | 7.2 CPE

#### Financial Literacy in a Digital World

Details coming soon.

#### Payments in the 21st Century

Details coming soon.


Find descriptions, instructors and pricing at [www.AFP2018.org](http://www.AFP2018.org)

/IFP 2018

WHO WILL  
**INSPIRE YOU?**


# KEYNOTES

Program as of 3/12/18. Subject to change.



**11/4  
SUNDAY**

Founder & CEO  
FUBU  
Investor, Shark Tank

 **BOOK SIGNING**

**DAYMOND JOHN**

## Achieving Your Goals

How does a man, with no formal business training, go from driving cabs and waiting tables to creating a global fashion empire with retail sales exceeding four billion dollars to date, and a starring role on one of TV's most popular shows? Daymond John shares the strategies that he attributes to his success and challenges you to exercise your brain in a way that cultivates a positive, goal-setting mindset.



**11/6  
TUESDAY**

Two-Time Super Bowl-Winning Quarterback & Five-Time NFL MVP

 **PHOTO OP**

**PEYTON MANNING**

## Beyond the Huddle

Peyton Manning shares real-world leadership tips on how you too can become a winner by adapting to changing circumstances. Peyton uses his unique perspective as a legendary professional athlete and philanthropist to share insights on creating a winning team culture and leading with passion.

WHO WILL INSPIRE YOU?

# EVENT / SPOTLIGHT SPEAKERS

These thought leaders bring the big ideas that can influence your strategy.

*Program as of 3/12/18. Subject to change.*



AFP Executive Breakfast Speaker

## DAVID E. SANGER

National Security Correspondent,  
*The New York Times*  
National Security and Political Contributor, *CNN*

Sponsored by



## Cyber Conflict: The New Way Nations Struggle for Power and Influence

Only a few years ago, the idea of cyber conflict among nations was the stuff of science fiction, but as David Sanger describes in the documentary thriller *Zero Days*, low-level cyberwar is here, and here to stay. It's a new class of short-of-war competition involving espionage and sabotage. We have seen Russia, China, Iran, North Korea and others use cyber as a new kind of weapon that is ushering in a new kind of competition and conflict where small and large organizations alike are increasingly becoming collateral damage.



Certification Luncheon Speaker

## ALEXIS GLICK

CEO, *GENYOUth*

Sponsored by



## Uncertainty is the New Normal

We are living in unprecedented times. While economic data teeters, uncertainty surrounding government intervention, changing regulation, and growing deficits begs the question; how is public policy effecting economic growth? Additionally, what will the long-term repercussions be? Former finance executive and award-winning journalist, Alexis Glick provides expert insight on how organizations can best position themselves to thrive in the face of volatility while taking advantage of the new opportunities being created by our recovering financial system.



FP&A Luncheon Speaker

## DOUG STEVENSON, CSP

CEO, *Story Theater International*

## Lead, Engage and Persuade with a Story

All FP&A professionals have one thing in common: lots of numbers and data. The challenge in communicating that information is that numbers alone can be confusing or difficult to swallow if they are not presented in a way that provides context. Knowing how to choose, craft and tell the right story helps to convey sometimes complex information, with a keen focus on maintaining relationships. Logic explains, stories persuade, and while you can work all the numbers, those who succeed at the highest level do so because they build relationships based on trust. If you want to be more persuasive and influential, you need to become a better storyteller.

## EVENT / SPOTLIGHT SPEAKERS



Spotlight Speaker

### **SHAWN DUBRAVAC**

Author, *Digital Destiny: How the New Age of Data Will Transform the Way We Work, Live, and Communicate*

#### **Finance and Risk Management in a New Digital Age**

The next era of financial inter-mediation is upon us and the coming digital decade will transform every aspect of finance. Digitization is opening new market opportunities from AI-driven decision making to cryptocurrencies, while bots and other emerging technologies are influencing how individuals interact, changing the adviser-client relationship. Futurist and author, Dr. Shawn DuBravac shares how mounting cyber-attacks, the rise of artificial intelligence and digitized data are altering risk management, how decisions are made, and how valuations are derived.



Spotlight Speaker

### **RON INSANA**

Senior Analyst, *CNBC*  
Financial Industry Expert

#### **The State of Fortress America**

For several years, Ron Insana has been touting the rise of “Fortress America” amidst myriad voices heralding the emergence of the Asian Century. The Fortress, however, appears to have some cracks, as shifts in U.S. foreign, fiscal, and regulatory policies are making it less impregnable than ever before. What happens if the pillars of Fortress America—energy independence, manufacturing, technological innovation, demographic and political stability—begin to weaken? Ron explores how shifting domestic and global political environments could strain the economy, disrupt certain industries, and affect financial markets in the relatively near future.



# /AFP 2018 PINNACLE AWARDS

Recognizing Excellence  
in Treasury and Finance

Sponsored by  MUFG

## Share Your Solution with the World

With the AFP 2018 Pinnacle Awards your idea can have a big impact on the profession.

By recognizing the best in treasury and finance, the Pinnacle Awards aim to show successes in the industry while recognizing the practitioners moving the profession forward.

AFP, MUFG invite you to nominate your unique idea that increased revenue, reduced risk, enhanced productivity, saved costs or improved quality.

Three Pinnacle Award finalists and the grand prize winner will be honored at AFP 2018.

Submit your entry at [www.AFP2018.org/Pinnacle](http://www.AFP2018.org/Pinnacle)

WHO WILL INSPIRE YOU?



### VIDEO



Check Out Last Year's Finalists:

AFP 2017 Pinnacle Award  
Finalist Solutions

Watch the Video

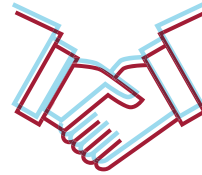


/IFP 2018



WHO DO YOU  
WANT TO **MEET?**

# NETWORKING EVENTS



WHO DO YOU WANT TO MEET?

*Program as of 3/12/18. Subject to change.*

Networking has a huge impact on professional development and we're giving you so many opportunities to take advantage of it at AFP 2018—from organized events to organic meet-ups throughout the convention center.

See the full list [www.AFP2018.org](http://www.AFP2018.org)

## EVENTS FOR EXTROVERTS:



Welcome Reception, Payments or  
FP&A Reception

GET OUT OF YOUR COMFORT ZONE!  
Try the **Certification** or **FP&A Luncheon**  
and sit back and listen.

## EVENTS FOR INTROVERTS:



PaintFest, AFP Aware Community Service  
Projects, Wellness Zone Sessions

GET OUT OF YOUR COMFORT ZONE!  
Try the **Payments**, **FP&A** or  
**Executive Reception** for one-on-one  
conversations by specialty.

## EVENTS FOR INTUITIVES:



AFP MindShift Keynote,  
Exhibit Hall Grand Opening Reception

GET OUT OF YOUR COMFORT ZONE!  
Try the **Welcome Reception** and kick  
back with your colleagues.

# NETWORKING EVENTS

Some programs have eligibility requirements and are subject for review. Program as of 3/12/18. Subject to change.

## Welcome Reception



## History of Chicago at Revel Motor Row

Sunday | 7:30-9:00p.m.

Experience a piece of Chicago history at the iconic Revel Motor Row. Walk through a timeline of Chicago's rich history.

- 1876 • Chicago Cubs
- 1893 • Chicago's World Fair
- 1900 • White Sox
- 1950 • Chicago Blues
- 1966 • Chicago Bulls
- 1991 • Lollapalooza

## Sunday Events

### AFP AWARE COMMUNITY SERVICE EVENTS

Sponsored by **BBVA Compass**

### AFP CANADIAN RECEPTION

(Limited to Canadian registrants)

Sponsored by **citi**

### AFP EXECUTIVE RECEPTION

(Limited to executive-level corporate practitioners)

Sponsored by **Chatham Financial**

### EMERGING LEADERS ROUNDTABLE

(Limited to corporate practitioners)

### EXHIBIT HALL GRAND OPENING RECEPTION

### FP&A ROUNDTABLE

(Limited to FP&As and FP&A corporate practitioners)

Sponsored by **PELOTON**

### PAYMENTS RECEPTION

(Limited to corporate practitioners)

### PAYMENTS ROUNDTABLE

(Limited to corporate practitioners)

### WELCOME RECEPTION AT REVEL MOTOR ROW

## Monday Events

### AFP EXECUTIVE BREAKFAST

(Limited to executive-level corporate practitioners)

Sponsored by **RBC** | **Royal Bank**

### EXECUTIVE INSTITUTE LUNCHEON

(Limited to executive-level corporate practitioners)

Sponsored by **PNC**

### FP&A LUNCHEON

(Limited to FP&As and FP&A corporate practitioners)

Sponsored by **Adaptive Insights** | **hostanalytics** | **Mena**

### FP&A RECEPTION

(Limited to FP&As and FP&A corporate practitioners)

Sponsored by **Adaptive Insights** | **hostanalytics** | **Mena**

### INDUSTRY ROUNDTABLES LUNCHEON

(Limited to corporate practitioners)

Sponsored by **FIFTH THIRD BANK**

### PAYMENTS BREAKFAST

(Limited to corporate practitioners)

Sponsored by **FIS** | **fiserv.**

### PAYMENTS MIXER

Sponsored by **FIS** | **fiserv.**

## WHO DO YOU WANT TO MEET?

## Tuesday Events

### EXECUTIVE INSTITUTE LUNCHEON

(Limited to executive-level corporate practitioners)

Sponsored by **PNC**

### CERTIFICATION LUNCHEON

(Limited to CTPs, CTP(CDs), CCMs and FP&As)

Sponsored by **PNC**

### EXHIBIT HALL CLOSING RECEPTION





# EXHIBITORS

Program as of 3/12/18. Subject to change.

## Tips on navigating the floor

You can accomplish so much in just three days in the Exhibit Hall at AFP 2018. Here are some tips to make the most of this impressive space.

### #1

#### DETERMINE YOUR GOAL

First things first, **figure out your objective**. Are you in the market for a new Treasury Management System? Do you want to make new bank connections? Interested in a cloud-based solution for modeling? This is your opportunity to demo your options with no risk.

### #2

#### RESEARCH YOUR OPTIONS

With **200+ exhibitors**, you have a lot of possibilities. Do your homework and determine which booths you should visit to maximize your time.

### #3

#### UTILIZE THE DIGITAL PRODUCT SHOWCASE

New for AFP 2018, this interactive display outside of the Exhibit Hall allows you to **search for exhibitors, products or services** and map out your route.

See the full list of Exhibitors at [www.AFP2018.org](http://www.AFP2018.org)





/IFP 2018

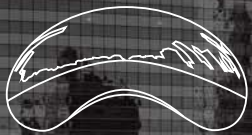
WHAT WILL YOU  
**EXPERIENCE?**

# CHICAGO

AIRPORT CODES: ORD, MDW | CURRENCY: \$ USD | TIME ZONE: CST

WHAT WILL YOU EXPERIENCE?

## THE WINDY CITY



Cloud Gate—  
“THE BEAN”  
—is cleaned twice daily



Home to  
**250+ PROFESSIONAL  
PERFORMANCE  
COMPANIES,**  
Chicago is a theater town

## MCCORMICK PLACE CONVENTION CENTER

has 2.6 million square feet  
of exhibition space making it  
the **LARGEST CONVENTION CENTER**  
in the nation



## POPULATION **2.7 MILLION**

3rd most populous  
city in the US

There are over  
**26 MILES**  
**OF BEACHES**  
along Lake Michigan

CHICAGO  
is made up of  
**77 COMMUNITIES**  
bringing their own  
**UNIQUE CULTURES**  
with them

There are **MORE THAN  
7,300 RESTAURANTS**  
in Chicago

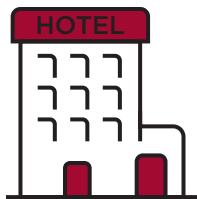
**WILLIS TOWER**  
is the **2ND LARGEST**  
building in the US,  
standing at 1,450 feet tall.  
It has **110 floors** and it  
took **2,000 workers**  
**3 years** to build



WHAT WILL YOU EXPERIENCE?

# HOTEL AND SHUTTLES

Program as of 3/12/18. Subject to change.



## Hotel List

- CHICAGO MARRIOTT DOWNTOWN MAGNIFICENT MILE
- HILTON CHICAGO
- HYATT REGENCY CHICAGO
- HYATT REGENCY MCCORMICK PLACE (Headquarter Hotel)
- INTERCONTINENTAL CHICAGO MAGNIFICENT MILE
- MARRIOTT MARQUIS CHICAGO
- THE PALMER HOUSE HILTON
- SHERATON CHICAGO HOTEL AND TOWERS

Please note: Convention Management Resources, Inc. (CMR) is the only official housing agent for the AFP 2018 in Chicago. No other housing company or travel agency is authorized to place hotel reservations on behalf of AFP.

Select your hotel at [www.AFP2018.org/Housing](http://www.AFP2018.org/Housing)



## Shuttle Information

Hotels not within walking distance of the McCormick Place West Building will have complimentary shuttle service and most will be able to access dedicated convention center bus lanes. You'll bypass city traffic and get to all the AFP 2018 action in a jiffy.





WHAT WILL YOU EXPERIENCE?

# REGISTRATION

**It's easy to see why you need to be at AFP 2018.**

## Registration Pricing

	Member	Non-Member
Early (By May 18, 2018)	\$1,274	\$1,669
Standard (By September 28, 2018)	\$1,649	\$2,044
On-site (After September 28, 2018)	\$1,899	\$2,294

If you are not a current AFP member, the non-member rate includes one year of membership in addition to your AFP 2018 registration.

## Three Ways to Register

Online: [www.AFP2018.org/Register](http://www.AFP2018.org/Register)

Fax: 301.907.2864 (Credit card payments only)

Mail: AFP, P.O. Box 64714, Baltimore, MD 21264  
(Check payments)

Printable registration forms located at [www.AFP2018.org](http://www.AFP2018.org)

**REGISTER BY MAY 18 TO SAVE \$625**

[www.AFP2018.org](http://www.AFP2018.org)



WHAT WILL YOU EXPERIENCE?



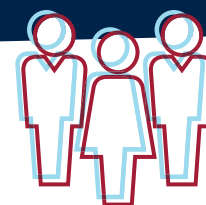
# TEAMS

Program as of 3/12/18. Subject to change.

## Teams Save More

Significant savings for corporate practitioner teams PLUS relevant, valuable content for you and every member of your team—sounds like a pretty good deal.

For qualifications and details, visit [www.AFP2018.org](http://www.AFP2018.org)



## Practitioner Team Pricing

FIRST AND SECOND PRACTITIONER, EACH AT FULL RATE

	Member	Non-Member
<b>Early (By May 18, 2018)</b>	<b>\$1,274</b>	<b>\$1,669</b>
Standard (By September 28, 2018)	\$1,649	\$2,044
On-site (By October 22, 2018)	\$1,899	\$2,294

ADDITIONAL APPLICANTS AT THE TEAM RATE

	Member	Non-Member
<b>Early (By May 18, 2018)</b>	<b>\$895</b>	<b>\$1,290</b>
Standard (By September 28, 2018)	\$995	\$1,390

Team registration is limited to corporate practitioners from the same employing company.



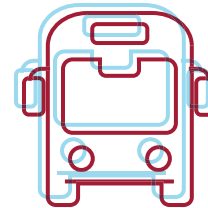
# Now that we've got you on board, let's CONVINCE YOUR BOSS

## Some cost-savings info you can share:



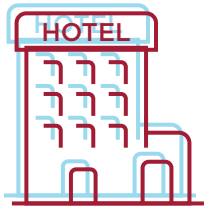
### 2 Airports Make It Affordable

O'Hare International Airport (ORD) is 17 miles from downtown and Midway International Airport (MDW) is 10 miles from downtown.



### Free Shuttles

Complimentary shuttle service is offered from hotels in the AFP block not within walking distance of the McCormick Place West Building.



### Housing For Best Rates

AFP Official Housing is your source for the best rates near the McCormick Place West Building.



### Driving Option With Parking

If you're within driving distance, you'll have a dedicated lot next to the McCormick Place West Building.



### Meals Taken Care Of Onsite

Breakfast and lunch are on us and feature the exclusive caterer SAVOR...Chicago who takes pride in serving locally sourced food. In fact, they've created a 2.5 acre rooftop garden at the West Building where seasonal harvests such as beets, kale, carrots and much more are grown.

**Check out our tips and fill out the Approval Form.**

[www.AFP2018.org](http://www.AFP2018.org)

# SPONSORS

Program as of 3/12/18. Subject to change.

## Platinum



BNY MELLON



## Gold



## Silver



## Bronze



## General



Find the most up-to-date listing at [www.AFP2018.org](http://www.AFP2018.org)