



2018 Desert Summit Schedule * Wednesday, September 19, 2018

7:00 to 8:15 a.m.	Registration, Breakfast, Exhibits
8:15 to 9:30 a.m.	<p>Opening General Session – Deborah Bateman presenting “Creating Your Celebrity!”</p> <p>Learn how to:</p> <ul style="list-style-type: none"> • take yourself and your business to a new level • go from searching for clients to having clients seek you out, and • become the "go-to" person in your industry <p>During this presentation, Deborah will share and expand on the four material key elements to creating one's personal brand and celebrity.</p> <ul style="list-style-type: none"> • Authenticity • Visibility and Accessibility • Brand Amplification • Giving Back and Putting a Halo on Your Brand
9:30 to 9:45 a.m.	Break, Exhibits
9:45 to 10:45 a.m.	<p>A1- Women in Finance Panel Discussion, moderated by Deborah Bateman and participants: TBD</p> <p>B1- International Cash Management Can Be Worlds Apart from Domestic by Jeremy Cogswell, PNC International Advisory and Mike Lewis, SWIFT & Corporate Practitioner</p>
10:45 to 11:00 a.m.	Break, Exhibits
11:00 to 12:00 p.m.	<p>A2- Beyond the Buzz – Start Your Emerging Technology Preparedness by Chad Dickson at Wells Fargo</p> <p>B2- Payments: What Keeps You Up at Night? By Patty Presta, VP-Education and Events at WesPay</p>
12:00 to 1:30 p.m.	<p>Luncheon General Session – “Focus on the Treasurer”</p> <p>A discussion on the top issues facing Treasurers as they navigate an ever changing business environment. A top-level panel of treasury experts will give their perspective on a variety of topics.</p> <ul style="list-style-type: none"> • Scott Barker-Manager of Finance, Priority Ambulance • Risa Dagenart-Vice President/Controller, Docutech, LLC • Lisa Murphy-CFO, The School of Architecture at Taliesin • Jack P. Spitzer, MBA- Vice President of Finance & Treasurer, Isagenix International
1:30 to 2:00 p.m.	Break, Exhibits
2:00 to 3:00 p.m.	<p>A3- Navigating Cash Payment Solutions using Automation by Loomis, Lenny Evansek</p> <p>B3- BEC Scams and Mobile Banking Fraud: The Wild, Wild West of Financial Fraud by SAFEChecks, Greg Litster</p>
3:10 to 4:10 p.m.	Ending General Session- “Creating a Responsive Organization” by David William Lee
4:15 to 5:30 p.m.	Reception