



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