



Treasury Perspectives Series

**Keys to the Kingdom:
Maximum Access, Authority and Control;
Complete Autonomy**

Approved for 1.2 CTP and FP&A credits by AFP



Three 20+ Year Treasury Management Industry Champions & AFP Regional Officers:



Laurel Egan Kenny MSCM, MBA

President, Turningpoint Communications
20+ Years Treasury Management Marketing, Training
Past President / Officer, New England AFP, Dallas AFP



Raymond Vines MS, CPA, CTP

25+ Years Treasury Leadership
Largest Manufacturing and Retail Companies
Past President/Officer, Dallas AFP; Co-Chair TEXPO Dallas



Lee-Ann Perkins MBA, CTP (CD)

Assistant Treasurer, ION Geophysical; President, The Passionate Treasurer
20+ Years Treasury Leadership, Multinational Public and Private Companies
Past President and Officer, Houston Treasury Management Association



Why care? Your ROI



THE ROLE OF THE
TREASURER



BEST LAID PLANS,
PROCESSES AND
PROCEDURES



REALITIES



CALL TO ACTION

Mindset



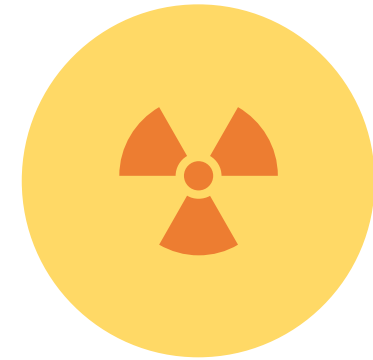
*“THINK LIKE A CRIMINAL,
JUST DON'T ACT LIKE
ONE”*

LEE ANN PERKINS



*“YOU CAN ONLY TRUST
PEOPLE SO MUCH,
SOMETIMES IT COMES
DOWN TO THE PERSON.”*

RAYMOND VINES



*“I WORRY ABOUT
EVERYTHING- EVERY SINGLE
SCENARIO FOR RISK OR HOW
TO BYPASS CONTROLS.”*

LEE ANN PERKINS

Treasury or Finance Leaders

- Natural Curiosity
- Empowerment
- Person of character and integrity
- Risk aversion
- Overachievers
- Cross functional
- Strong work ethic
- Self-fulfillment



What could possibly go wrong?

Access to Cash

Payments

Receipts

Bank
Accounts

Systems Access

- ERP
- Systems Administration
- Bank Portals
- TMS
- Cloud-based systems

“Not only do I need to excel at my own job, I need to ensure IT is doing the best job they can with our systems.”

– Lee Ann Perkins

Locks, Passwords, Codes, oh my!

- Office
 - Keys to desk, worksite, office
 - ID card
 - Signature Machines
 - **Check Stock**
 - Paperwork (confidential)
- Remote capabilities
 - Laptop
 - **Tokens (hard/soft)**
 - Cell Phone
 - **Password File**



Relationships / Key Contacts



External Business Partners –
Bankers, Vendors

Single Man Failure



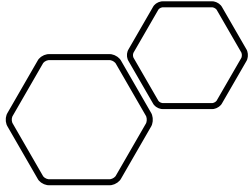
Industry Associations,
Colleagues



Treasury Team –
Too much Transparency?



CEO, CFO
Internal Business Partners

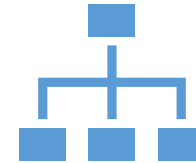


Functions



Approvals, Verifications,
Confirmations

Creating Processes
and Procedures



Team Management



Systems Administration

Picking their Brains

- What things do you “just know” that you bring to your job.
- How much of what you know is “stuff” no one else knows or does?
- Are there times you wish you didn’t have so much autonomy?

What happens if/ when that knowledge goes out the door?

Business Continuity / Redundancy

- How can your business continue uninterrupted if you leave for more than two weeks?
- At what point do established protocols break down?
- Who is best suited to take over for you?

Disablement

- What would be the best course of action to disable your access, controls, authority?
- Who would do it?

The Last Word

Questions and Answers

Thank you!



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TURNING POINT
communications

Please take our poll to:

1. Evaluate this presentation.
2. Leave Comments / Suggestions.
3. Receive AFP CTP/FP&A Recertification Credit Approval Letter(s).



Laurel Egan Kenny

Laurel Egan Kenny, MSCM, MBA, is Founder and President of Turningpoint Communications, a national treasury management-focused marketing and training firm promoting clients' best practices and thought leadership, as well as engaging their key constituents in unexpected and compelling ways – through education, in marketing and sales communications, at strategic events, in the media and in the communities they serve. In short, Laurel helps her clients to sell themselves, sell solutions to their customers' business challenges and to sell value propositions.

Laurel founded Turningpoint in 2007 after 13 years' building and leading marketing and sales teams for two global Fortune 100 financial services firms in wealth and treasury management divisions. Laurel built out, led and grew the commercial marketing and business development servicing discipline at Sovereign Bancorp (now Santander) and, as a founding member of wealth management servicing division at State Street Corporation, she built and grew a business development and relationship management team that increased assets under administration from \$0 to \$150 Billion in two years.

Laurel shares her creative talents nationally, serving multiple Boards of Directors for Regional Association for Financial Professionals Associations, including those in New England, Dallas, Chicago, New York, Mid Atlantic and Great Lakes.

Laurel is best known for bringing subject matter experts together to present timely and compelling topics for customers and colleagues. She has earned top marks for delivering, "A Day in the Life of a Treasury Team", "Make the Move from Salesperson to Trusted Advisor" and "Differentiate and Deepen Client Relationships with Treasury Management."

Laurel earned three degrees: MBA (Innovation and Entrepreneurship), MS (Communications Management) and BA (English and Communications), from Simmons University, Boston. She resides south of Boston, Massachusetts with her family.





Raymond Vines

Raymond Vines, MS, CPA, CTP is CFO and Educator for Turningpoint Communications, a national treasury management focused marketing, business development and training firm, headquartered in Boston, MA. Ray brings his 30 years' corporate treasury experience to bear for TPC's customers as the "voice" of the client – and shares his knowledge with prospective practitioners. Ray is also an instructor for Association for Financial Professionals Certified Treasury Professional (CTP) Treasury Learning System Instructor-led courses to hundreds of prospective CTP candidates each spring and fall in his areas of expertise for Rice University and the University of Texas.

Formerly, Ray served as Director of Treasury for Dean Foods, Dallas TX, for seven years, where he was responsible for leading the treasury operations function and team, managing internal and external relationships and continuous process improvement. Prior to his role at Dean Foods, Ray spent 20 years at RadioShack as Director of Treasury Operations. Ray is an active participant in enhancing the role of treasury management as an industry and career through his participation on industry roundtables and his leadership of the Dallas Association for Financial Professionals, including his role as past president of the organization. Ray co-chaired the award-winning TEXPO conference in Dallas, leading all technological, marketing and communications aspects of the conference.

Ray holds a BS in Finance and MS in Accounting from University of Texas and lives and works in the Dallas / Fort Worth area.

A WSET Level 3 Advanced (Wine & Spirits Education Trust) Wine and Spirits Certified instructor, Ray customizes courses in wine / spirits etiquette for financial audiences and executives.



Lee-Ann Perkins

Lee-Ann is a highly versatile financial services professional with more than 14 years of domestic and international treasury/cash management experience working in mid- to large-sized public and private organizations. Lee-Ann is Assistant Treasurer at Ion Geophysical Corporation, Houston, TX. Her passion for the Treasurer Professional caused her to recently found The Passionate Treasurer, a knowledge business for a knowledge-driven world.

A decisive leader, Lee-Ann boasts expertise in current industry and regulatory developments, in-depth understanding of global cash management operations, currency risk, international collection and payment practices, trade insurance and financing, debt covenants and compliance and IPO experience including Dutch dividends.

Lee-Ann is skilled in domestic and international treasury functions, recognized as one of a few in the industry who hold dual U.S. CTP and Canadian CTPC(CD) designations. She also shares her expertise, talents and passion with the Houston Treasury Management Association, as member and former Board member and President.

