



Need Treasury Management training or know someone who does?

MAAFP has designed a course specifically to promote foundational treasury / treasury management learning.

WHO is the course for?

- New to treasury and treasury management
- Business Bankers / Commercial lending partners / Relationship Managers
- Senior managers with new responsibility for treasury operations

WHAT is the class about?

- Treasury Overview
- Treasury Management Solutions: Collections, Disbursements, Concentration
- Banking Relationship Management
- Cash Forecasting
- Investments
- Treasury Systems
- Regulatory Environment

WHEN?

Thursday, October 12, 2023, 8:00 AM to 4:00 PM

WHERE?

The Engineer's Club, Baltimore, MD or it is available virtually.

HOW MUCH?

- • \$600 In-Person with 2024 annual MAAFP membership*
- • \$500 Virtual Option with 2024 MAAFP membership

*Lunch and light refreshments are included for in-person attendees.

NEED MORE INFORMATION? [Brochure](#) | www.maafp.org

MAAFP Treasury Fundamentals Course Agenda

Time	Topics	Timeframe	Presenters
800 AM	Introductions	30	Laurel Egan Kenny
830	Treasury Fundamentals Overview	60	Laurel Egan Kenny
945	Treasury Management Solutions Collections, Disbursements, Concentration	90	Ginger Gidden + Ray Vines
1115	Networking Lunch	60	
1215 PM	Banking Relationship Management	60	Ginger Gidden + Ray Vines + Laurel Egan Kenny
130	Cash Forecasting	60	Kaliopi Provencher + Ray Vines + Dave Robertson
230	Investments	30	Ray Vines + Dave Robertson
300	Treasury Systems	30	Ray Vines + Dave Robertson + Ginger Gidden
330	Regulatory Environment	30	Dave Robertson + Ray Vines
400	Conclusion		

All sessions taught by 20+ year Treasury / Treasury Management industry leaders, including industry practitioners, strategists and consultants. See biographies that follow.

Instructor Biographies

	<p>Laurel is president of Turningpoint Communications, a treasury management-focused marketing and training firm promoting clients’ best practices and thought leadership. Laurel founded Turningpoint after building and leading marketing and sales teams for State Street Corporation and Banco Santander. Laurel trains and coaches teams on the role of treasury in organizations and how to sell personal and professional brands, sell solutions to client challenges and to quantify value propositions - so they can differentiate and deepen client relationships. She also works with banks to successfully transition and retain high-value clients and their assets through Treasury Management systems conversions and bank acquisitions. An industry champion and award-winning AFP regional officer, Laurel presents nationally and leads marketing, membership, programming and administration for 6 national regional AFP organizations. Laurel earned MBA, MSCM, BA degrees from Simmons University, Boston, MA; and two executive certifications from Cornell University, New York.</p>
<p>Laurel Egan Kenny, MS, MBA, Cert. Exec. / Perf. Leader President Turningpoint Communications</p>	<p>Ginger is Director, Treasury Management Sales, Corporate Banking & Specialized Industries, Wells Fargo Bank, NA is a Treasury Management Sales Consultant for Wells Fargo Bank with a Retail Industry market focus. She is responsible for assisting client initiatives in treasury management, ERP management, and process improvement. Ginger holds 25 years’ experience in treasury management sales, product management and operations. Ginger is a member of the Dallas AFP and NEAFP. Ginger holds a BS in Business from Birmingham-Southern College. She is based in Atlanta with clients across New England and Texas.</p>
	<p>Kaliopi is President of Kaliopi Consulting, bringing her three decades of treasury operations experience to bear for her clients. Previously, Kalliopi led treasury operations for Johns Hopkins, managing a team of professionals and serving as a treasury resource across the health system and university. Kaliopi generously serves the treasury management industry as President of the Mid Atlantic Association for Financial Professionals, where she leads the Board of Directors and produces quality industry delivered in person for treasury and finance professionals across the region and nationally through online channels.</p>
	<p>Kaliopi Provencher President Kaliopi Consulting</p>



Dave Robertson leads Treasury Solutions globally for PMC Treasury. He oversees a team of 40+ advisors that help CFOs, Treasurers and private equity firms create and safeguard value. PMC Treasury builds, runs, and optimizes treasury departments, drawing on their suite of outsourced services and advisory solutions. Prior to joining PMC Treasury, Dave held a variety of leadership roles in banking, consulting and FinTechs. He is a frequent speaker at industry events and has testified on financial regulation before the Financial Services committee of the US House of Representatives.

**Dave Robertson Managing Director
PMC Treasury**



Ray brings 30 years' corporate treasury experience (and honesty) to bear for Turningpoint Communications' treasury management sales trainees, customers, customers' clients and other key constituents as the "voice of the client" for programs, documentation and high-touch client experiences. Ray is also an instructor for AFP's CTP, Treasury Learning System Instructor-led courses, educating hundreds of prospective CTP candidates each spring and fall 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 treasury operations and his team, managing internal and external relationships and continuous process improvement. Prior to 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 AFP, including his role as past president of the organization. Ray co-chaired the award-winning TEXPO conference in Dallas in 2018, leading all technological, marketing and communications aspects of the conference and is a key member of the content team for #DallasTEXPO2023. Ray holds a BS in Finance and MS in Accounting from University of Texas and lives and works in the Dallas / Fort Worth area. Ray is also 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.

**Raymond Vines, CPA, CTP, MSA
Interim Treasurer, Aimbridge
Hospitality; Trainer,
Turningpoint Communications
Instructor, Rice University,
Association for Financial
Professionals**