2019 AXFI CONFERENCE AGENDA

PRE-EVENT // SUNDAY, JUNE 9

4:30 PM	Registration Opens
5:30 PM	Welcome Reception ➤ *Ballroom Foyer & Sky Bridge*

DAY 1 // MONDAY, JUNE 10

7:00 AM	Registration + Breakfast ➤ *Ballroom Foyer & Sky Bridge*
8:00 AM	Welcome to AXFI + Keynote Address ➤ *Lakes Ballroom AB* **Keynote: Trends and Predictions for the Future of Banking //** Jim Marous, Co-Publisher of *The Financial Brand* A review of the top 10 trends that have been crowdsourced internationally to create the key areas of emphasis for 2019. This is a research supported presentation of what is hot, what is not, and the challenges to meeting the expectations of the consumer and the threat of new competition.
9:20 AM	Short Break

9:30 AM

ANALYTICS ➤ LAKES AB	INNOVATION ➤ LAKES CD	CYBER SECURITY ➤ CEDAR
Overview – The Digital Transformation Revolution – is it Leaving Credit Unions Behind?	**Will You Trust the Digital Wallet of the Future?**	**Password Palooza: Rethinking Your Password Policy**
Kirk Kordeleski, Chief Strategy Officer, Best Innovation Group Consulting BIG Consulting, in partnership with Trellance, formerly OnApproach, is excited to present our third in a series of national credit union surveys. The Digital Transformation Survey delves into how credit unions are using digital and data strategies to serve their members and run their businesses This survey asked a national audience of credit union leaders about how far their institution has evolved in their digital transformation and how they are using data/analytics to propel digital services. Check out our session as we release the results of the survey for the first time!	Pamela Norton, CEO/Founder, Borsetta Today paperwork doesn't work. It's one-dimensional. It's exploitable. It's temporary. So what does asset authentication look like in the 21st century? A wide variety of sensitive business assets across many industries require and expect democratized, tamper-proof solutions that enable stakeholders to be in complete control of their assets. That's the digital wallet of the future. From corporations securing essential IP to consumers validating their life's assets, learn how Borsetta's "System on a Chip" funded by rapid innovation from the US government is developing the most secure chip to provide unparalleled intelligence, security, and authentication to trust the digital wallet of the future.	Steve Koinm, VP Professional Services, PureIT CUSO Discuss the integral component passwords play in our business processes and learn tactics in efficient password policy execution. Attendees leave this session with a powerful toolbox of vital practical password steps to secure our personal and business systems and data.

10:30 AM	Break ➤ *Ballroom Foyer & Sky Bridge*
11:00 AM	**Killer Fintech Speed Rounds** ➤ *Lakes Ballroom AB*
12:00 PM	Networking Lunch ➤ *Ballroom Foyer & Sky Bridge*
1:00 PM	**Keynote: The Cyber Threatscape //** Peter W. Singer, Strategist at New America ➤ *Lakes Ballroom AB* From ransomware to the collapse of cyber deterrence, a series of new threats are changing the cybersecurity landscape. A best-selling author described by the *Wall Street Journal* as "one of Washington's pre-eminent futurists," and a consultant for groups that range from the CIA and the Chairman of the Joint Chiefs to Hollywood, Singer uses an exciting speaking style to explore for an audience the key trends emerging today that will shape the world of cybersecurity tomorrow.
1:50 PM	Short Break

Time			
2:00 PM	**ANALYTICS ➤ LAKES AB** **FinTech's Role in Advancing Credit Union Analytics**	**INNOVATION ➤ LAKES CD** **10 Ways I Can Hack You Using Email**	**CYBER SECURITY ➤ CEDAR** **Shattering your Illusion of Security: A Framework for Security Gap Identification**

Moderator: Glen Sarvady, Managing Principal, 154 Advisors;
Panelists: Dr. Joseph Breeden, COO and Chairman, Deep Future Analytics; David Ross, Vice President, Predictive Analytics, PSCU; Keith Waterman, Co-Founder BankBI LTD

While there's no consensus on what defines a FinTech company, we can agree these firms are central to financial services innovation. A panel of three leading players dedicated to elevating CU performance through data analytics will share their perspectives on credit unions' adoption of analytics to date, the greatest opportunities for breakthroughs, and what to expect in the coming years across financial services providers.

Roger Grimes, Data-Driven Defense Evangelist for KnowBe4, Inc.

Everyone knows email is one of the most common methods for hackers to compromise users and environments. This presentation covers 10 of the most interesting methods of how it can be done, beyond the regular attacks (e.g. phishing, file attachments, etc.) that most people know about. It includes several video demos, including one by world famous hacker Kevin Mitnick. Attendees will be surprised and wowed by the innovative attacks and just how easy they are to accomplish.

Kyle Stutzman, VP Business Development, PureIT CUSO

Think you're safe? Think again. Here we take a high-level analysis, building a skillset in weakness identification in your cyber security systems. Identify the warning signs in your existing program and use this dynamic framework on approaching key warning indicators. Every CEO needs this diagnostic tool.

3:00 PM	Break ➤ *Ballroom Foyer & Sky Bridge*

Time			
3:30 PM	**ANALYTICS ➤ LAKES AB** **Digital Marketplace — The Future Financial Services Business Model**	**INNOVATION ➤ LAKES CD** **Creating an Innovative Culture in Your Credit Union**	**CYBER SECURITY ➤ CEDAR** **Top Reasons to Break-Up with your Legacy Network**

Rojin Nair, General Manager, Fintech Solutions, Celero

Imagine having an app like Uber or Airbnb for all your financial service needs. Rojin will be taking the audience through the key drivers of reshaping financial services business models like fintechs, challenger / neo banks and provide some insights into global trends around payments, lending, mortgages, conversational and cognitive banking, open banking, robotic process automation, blockchain, etc. The session will also define the potential structure of the digital marketplace, and provide some guidelines on how incumbent financial institutions can create a digital ambition and be part of a transformation journey.

Moderator: Belinda Caillouet, Founder and CEO, Looking Glass Consulting;
Panelists: Vasilious Roussos, General Manager, Digital CU; David Snodgrass, President and CEO, Lake Trust CU; Kevin Landel, CIO, Patelco CU

We all have stories where big initiatives have gone sideways because they work against the culture. Digital transformation is a big part of our future and it requires a new way of thinking about success for the credit union. Creating an innovative culture that aligns with this new way of thinking should be a part of your digital strategy. Our panel of credit union experts can help by sharing their experiences and answer your questions on creating an innovation mindset from the C-suite to every front-line associate.

Moderator: Jack Smith, Technology Sales and Operations Executive, Pure IT CUSO
Panelists: Trent Henson, CTO, PureIT CUSO; Charles Schwab, Project Manager, Lone Star Credit Union; Andrew Bertrand, CIO, Our Community Credit Union

Join our conversation on the evolutionary failure of Legacy Systems.

In this session we will discuss why legacy network and edge security is no longer adequate for our financial institution environments. How can we get security throughout the environment and easily manage an ever-changing threat landscape? Topics for discussion include Software-Defined frameworks in real credit union environments, facilitating conversations on solutions for today and possibilities for the future.

4:30 PM	Short Break

4:40 PM	Keynote Address ➤ *Lakes Ballroom AB* **Keynote: Your Artificial Intelligence is Only As Good As Your Data Analytics //** John Best, CEO, Best Innovation Group/Brian Ley, Founder and CEO, Alpharank John and Brian will discuss the relationship between data and artificial intelligence, machine learning, and expert programming. This will include real life examples of data that would be used for future Artificial intelligence model.

5:30 PM	End of Program for the Day

DAY 2 // TUESDAY, JUNE 11

7:00 AM	Breakfast ➤ *Ballroom Foyer & Sky Bridge*

8:00 AM — Welcome + Keynote Address ➤ *Lakes Ballroom AB*

Keynote: Embracing Disruptive Innovation // Patrick Schwerdtfeger, Business futurist

Disruptive innovation invalidates existing business models. That's why it's so important for business executives. With artificial intelligence (AI), blockchain, and Fintech transforming the financial services industry, credit unions are facing accelerating change right now. In this session, Patrick Schwerdtfeger will highlight the most significant emerging technologies as well as the highest-ROI strategies for budget-constrained executives. He will also introduce two (2) models to anticipate and even capitalize on disruptive innovation. Credit unions need to stay on offense, not defense. This is a time for bold leadership!

9:20 AM — Short Break

9:30 AM

ANALYTICS ➤ LAKES AB	INNOVATION ➤ LAKES CD	CYBER SECURITY ➤ CEDAR
Using Data to Create a Unique Member Experience	**Migrating Your Credit Union to the Cloud**	**The Art and Science of Risk Predictability: Grow from Reactive to Proactive Capabilities**
Lou Grilli, AVP of Product Development & Thought Leadership, Trellance	Pete Sedgewick, Best Innovation Group	Gene Fredricksen, PureIT CUSO
What is that one positive, memorable, experience you can provide for all your members? It's a trick question – there is no one answer. Each member expects a unique interaction. This session explores what, why, and how to create that unique member experience. Spoiler alert: the answer has to do with data analytics.	A conversation on how Credit Unions are securely taking advantage of the cloud. Attendees will come away with key insights on how to make their migration to the cloud a success.	Today we talk about being proactive, but the reality is that we are typically only able to achieve quickly reactive. However, analytics can provide us a way to see when threats are looming and become proactive in our security. While predictive threat analytics is growing, we do have considerable tools today to turbo-charge our threat analysis. In this session we will discuss methods to access threat information across the organization to help us make decisions in real time, allowing the acceptance or rejection of risk. These predictive methods enable high confidence decisions, increase time on priority issues, reduce costs, utilize resources efficiency, while supporting business innovation.

10:30 AM — Break ➤ *Ballroom Foyer & Sky Bridge*

11:00 AM

ANALYTICS ➤ LAKES AB	INNOVATION ➤ LAKES CD	CYBER SECURITY ➤ CEDAR
Driving Analytics Successes within the Credit Union	**Hedera Hashgraph — a Fast, Fair & Secure Public Distributed Ledger**	**The Double-Edged Sword of O365: How Safe is your Deployment? Office O365, Cloud Risk and Security**
Moderator: Sanjay Kapur, Consultant, Digital Credence **Panelists:** Michael Wiseman, Business Intelligence Analyst, CAP COM Federal Credit Union; Andre Iervolino, VP Business Intelligence, Financial Partners Credit Union	Paul Madsen, Technical Lead, Hedera Hashgraph	Robbie Wright, CEO, Purity Technology
Whether you are just getting started on your data journey, or you're a heavy data user, join us in this session to discover best practices, how to overcome hurdles, and successful use cases. Several leaders in credit union analytics will discuss making great strides with data at their organization. The conversation will focus on setting the foundation, quick wins, milestones, and the building up of an effective data strategy.	Hedera Hashgraph is an emerging public distributed application platform and cryptocurrency. The hashgraph consensus algorithm is not a blockchain, and consequently provides advantages in performance and security relative to existing public blockchain platforms. Hedera adds unique governance & licensing models to deliver a stable enterprise-grade platform. This talk will explore how hashgraph works, and how Hedera layers services and crytoeconomics on top.	Office 365 is slowly becoming a mainstay in credit unions. While initially taking the load off staff managing a highly-available Exchange platform, it has slowly been morphing into a large-scale security and identify platform, enabling credit unions to put security protocols in place that used to be cost-prohibitive or challenging to implement. While these toolsets advance, many credit unions struggle to implement the tools to their fullest; at best meeting the needs of their examiners, at worst, leaving holes in their security posture that can be easily exploited. Learn the pitfalls of poor Office 365 implementations and the benefits of a security-first approach to Office 365.

12:00 PM — Networking Lunch ➤ *Ballroom Foyer & Skybridge*

1:00 PM	**Keynote: Quantum Day of Reckoning - Quantum Computing** // Roger Grimes, Data-Driven Defense Evangelist for KnowBe4, Inc. ➤ *Lakes Ballroom AB*
	Quantum computing is getting ready to break all traditional public key crypto, like RSA and Diffie-Hellman, and every secret it protects. This means that digital certificates, PKI, TLS, VPNs, Wi-Fi networks, and even most crypto-currencies are left unprotected in an instant. The only question is when it will happen. Many experts think it's sooner than you think.

Attend to learn about:
• How Quantum computers are breaking today's crypto
• When it's likely to happen
• And what you can do to start preparing for it today

The digital day of reckoning is coming. Will you be prepared? |
| **1:50 PM** | Short Break |

2:00 PM	**ANALYTICS ➤ LAKES AB**	**INNOVATION ➤ LAKES CD**	**CYBER SECURITY ➤ CEDAR**
	M360 Workshop: Analytics in Action	**New Amazon Alexa Tools for Your Organization**	**Join Our Conversation on VDI's: Keeping Data Encrypted in Transit and at Rest**
	Nate Wentzlaff, M360 Product Owner, Trellance

During this hands-on workshop, attendees will have a chance to experience the power of M360. Utilizing Power BI, users will be guided through different scenarios within a sandbox environment of M360. This session will be interactive, so bring your laptop and join the fun! | Elizabeth Robins, Product Director, Best Innovation Group

In this session you'll learn how new tools being made available by the Amazon Alexa team allow you to create skills for your credit union yourself. Create internal FAQ skills and voice interactive employee onboard apps with Amazon Blueprints. | **Facilitator:** Kyle Stutzman. VP Business Development
Panelist: Trent Henson CTO, PureIT CUSO

In this session we will explore, through active discussion, the failure of physical desktops to meet credit union needs. Real options for mobility and data user security will be presented and debated. We will examine a real business case for implementing VDI technology, which offers secure access for all your data. This session will equip you the top five reasons why implementing a VDI environment is the right executive move. |

3:00 PM	Break ➤ *Ballroom Foyer & Sky Bridge*
3:30 PM	**Keynote: Working with FinTechs: Starting and Executing a Relationship with a Pre-production Fintech Startup** // Vasilious Roussos , General Manager, Digital CU ➤ *Lakes Ballroom AB*
	New technologies and services that will advance the industry and member experience are being created by new startups every day. How can Credit Unions effectively work with entrepreneurs to support and welcome them into the industry while effectively managing institutional resources and risk? This session will discuss this topic, share lessons learned from the DCU FinTech Innovation Center, and invite the audience to converse and workshop ideas.
4:30 PM	Cocktail Reception + Networking ➤ *Ballroom Foyer & Sky Bridge*

DAY 3 // WEDNESDAY, JUNE 12

7:15 AM	Breakfast ➤ *Ballroom Foyer & Sky Bridge*
8:15 AM	Welcome + Keynote Address ➤ *Lakes Ballroom AB* **Keynote: The Unavoidable Future of Work** // Katie King, Futurist, Provoke Media Welcome to your future… a new world driven by AI, emerging tech, and most importantly, creativity. With concerns over technological unemployment, rising inequality, and shifts impacting our global geopolitical landscape, it's never been more important to adapt to the coming era of automation. Are you ready for change?
9:30 AM	Break ➤ *Ballroom Foyer & Sky Bridge*
10:00 AM	**Keynote: SDCU: The Software-Defined Credit Union; What is SDx and What Could it Mean for Your Credit Union?** // Trent Henson, CTO, PureIT CUSO ➤ *Lakes Ballroom AB* This presentation will encompass what every Credit Union needs to know about incorporating a "Software Defined Everything" approach to their organization.
11:00 AM	Closing Remarks ➤ *Lakes Ballroom AB*
11:15 AM	Conference Adjourns

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