

# BANK FEE MANAGEMENT: PRESENTATION AND ROUNDTABLE DISCUSSION



## CRAIG JEFFERY

Founder & Managing Partner

## ALEXA COOK

Feenix Product Lead, Treasury Consultant

## JILL SELGRAD

Business Development & Marketing Campaign  
Leader



## WHAT

Examining the issues with bank fees and how to manage them in order to optimize savings and bank relationships.



## WHEN

Thursday, April 21, 2022  
1:00 - 2:00 PM EDT



## WHERE

Live Online Presentation  
at Great Lakes AFP April 2022 Meeting



# ABOUT THE SPEAKERS

## GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



### CRAIG JEFFERY

Craig Jeffery formed Strategic Treasurer in 2004 to provide corporate, educational and government entities direct access to comprehensive and current assistance with their treasury and financial process needs.

His 30+ years of financial and treasury experience as a practitioner and as a consultant have uniquely qualified him to help organizations craft realistic goals and achieve significant benefits quickly.



### ALEXA COOK

Alexa Cook, a versatile financial consultant with valuable immersive experience in international business, is adept at guiding broad facets of Fortune 500 corporate treasury operations using a comprehensive capital services skillset and deep knowledge of asset solutions implementation. A sought-after commodity among clients, Alexa's domestic/global background in financial reporting, accounting, forecasting, budgeting, cash management, compliance, expense tracking, bank fee analysis and more has earned her a respected position among fellow industry leaders.



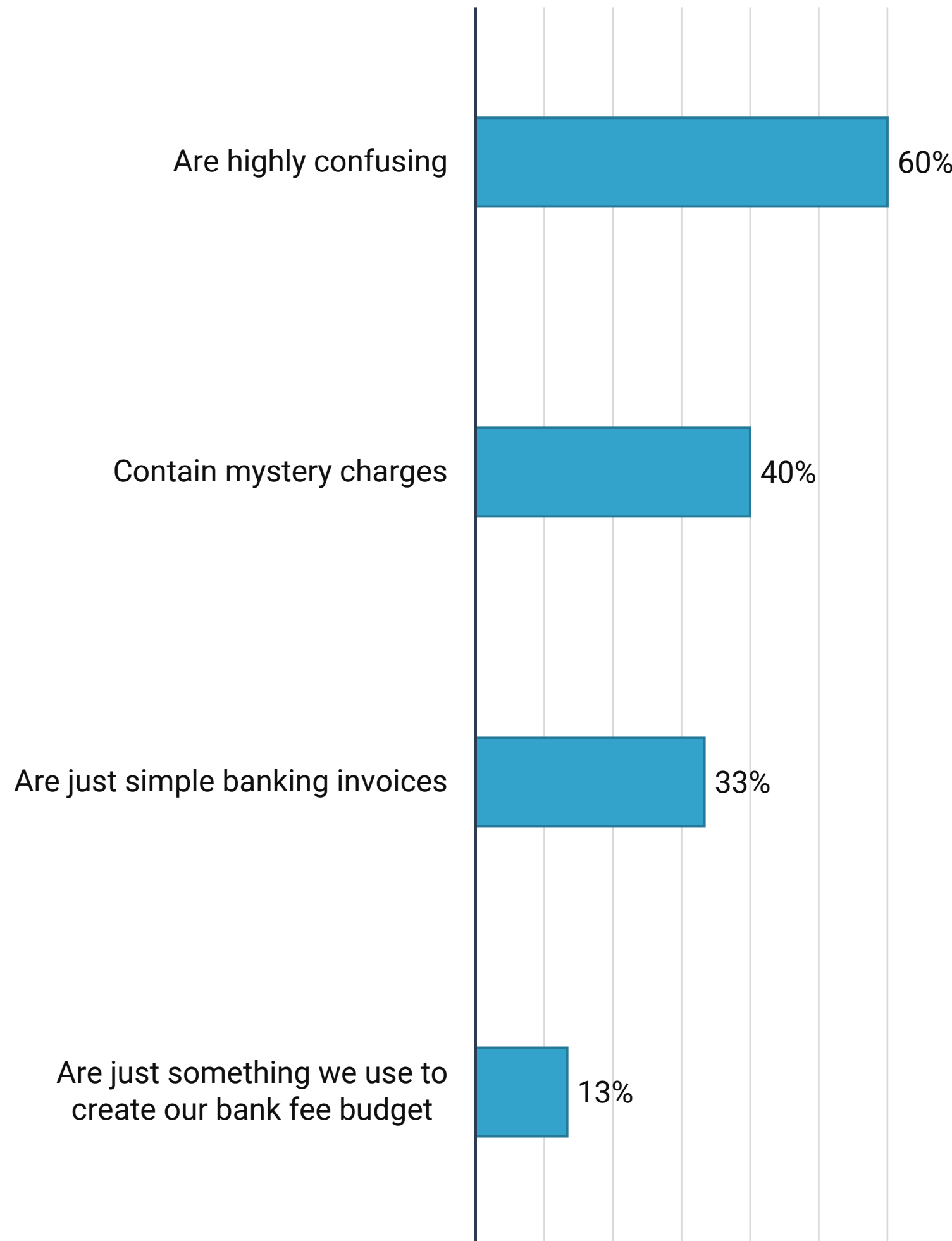
### JILL SELGRAD

Through decades of consulting and industry knowledge, Jill has developed deep expertise in advising and assisting clients, informing the corporate treasury industry at large, and building trusted client relationships through brand integrity. At Strategic Treasurer, Jill leads business development and assists with marketing campaign strategy.

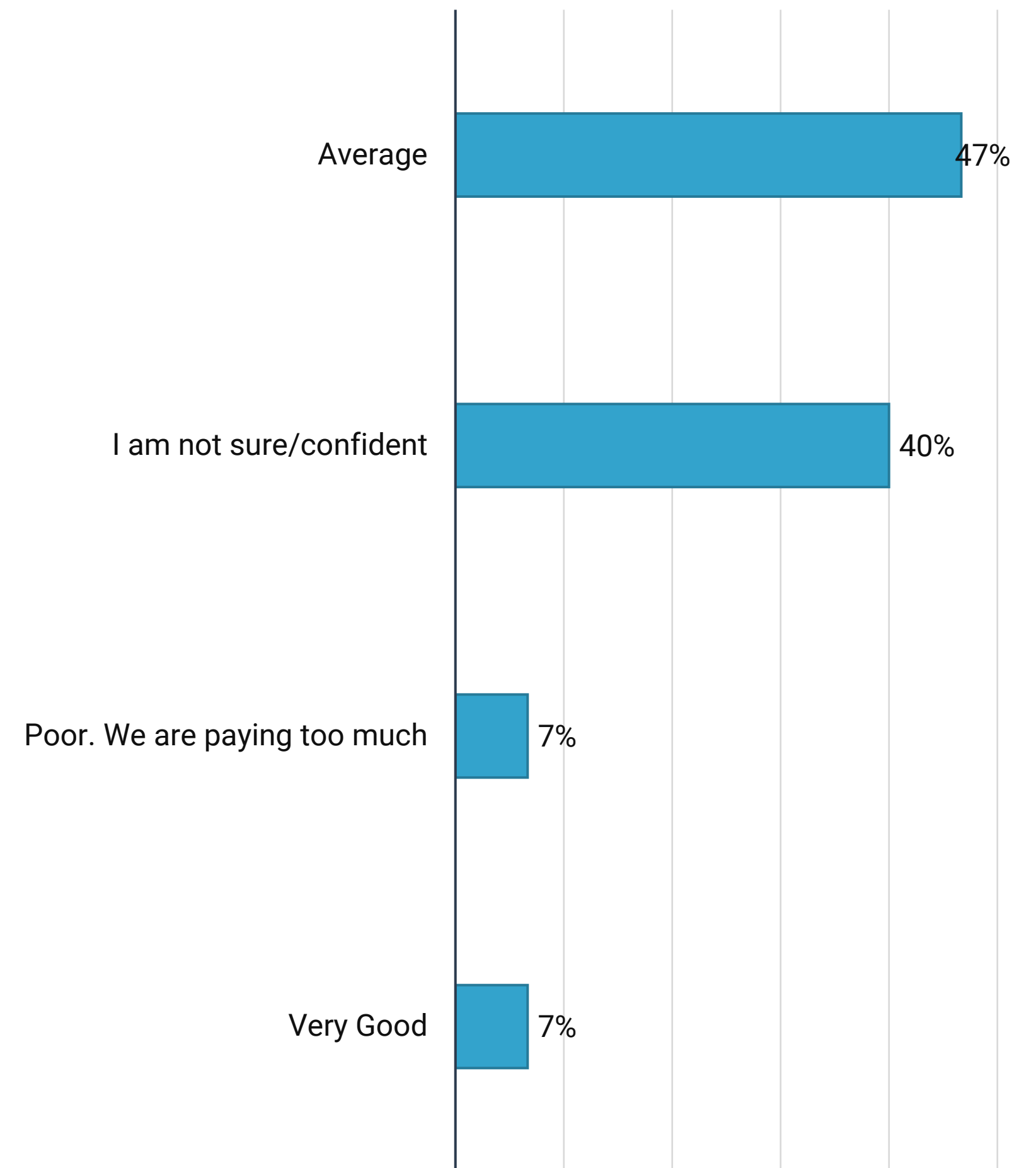
Prior to joining Strategic Treasurer, Jill worked as a treasury management consultant and gained broad experience across multiple sectors, including corporations, financial and non-financial services, technology, non-profits, and the public sector. She specializes in creating and implementing innovative business development, sales and marketing strategies.

# POLL QUESTION

**Our account analysis statements:**

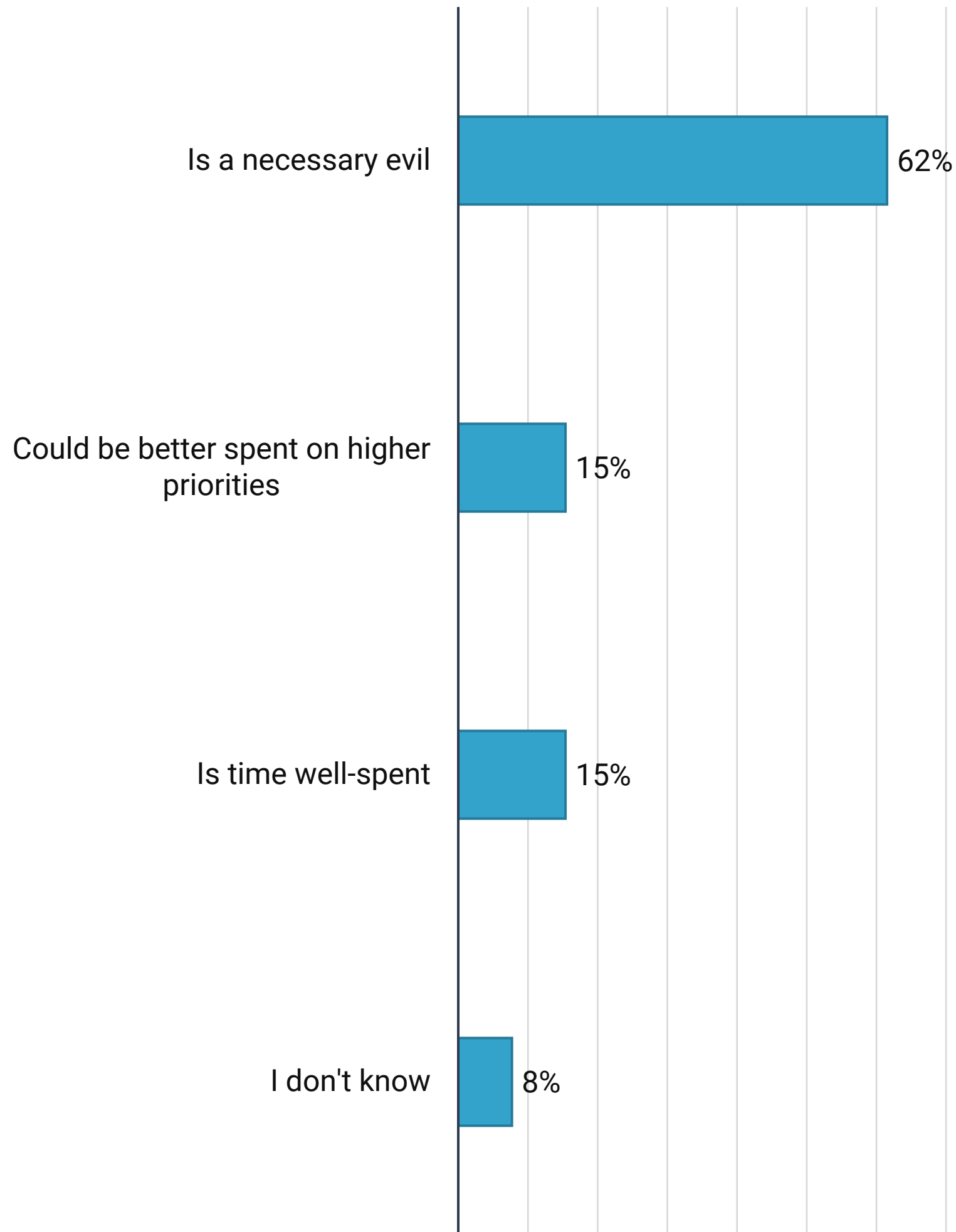


**The amount we are paying for fees based upon our volume and credit quality is:**

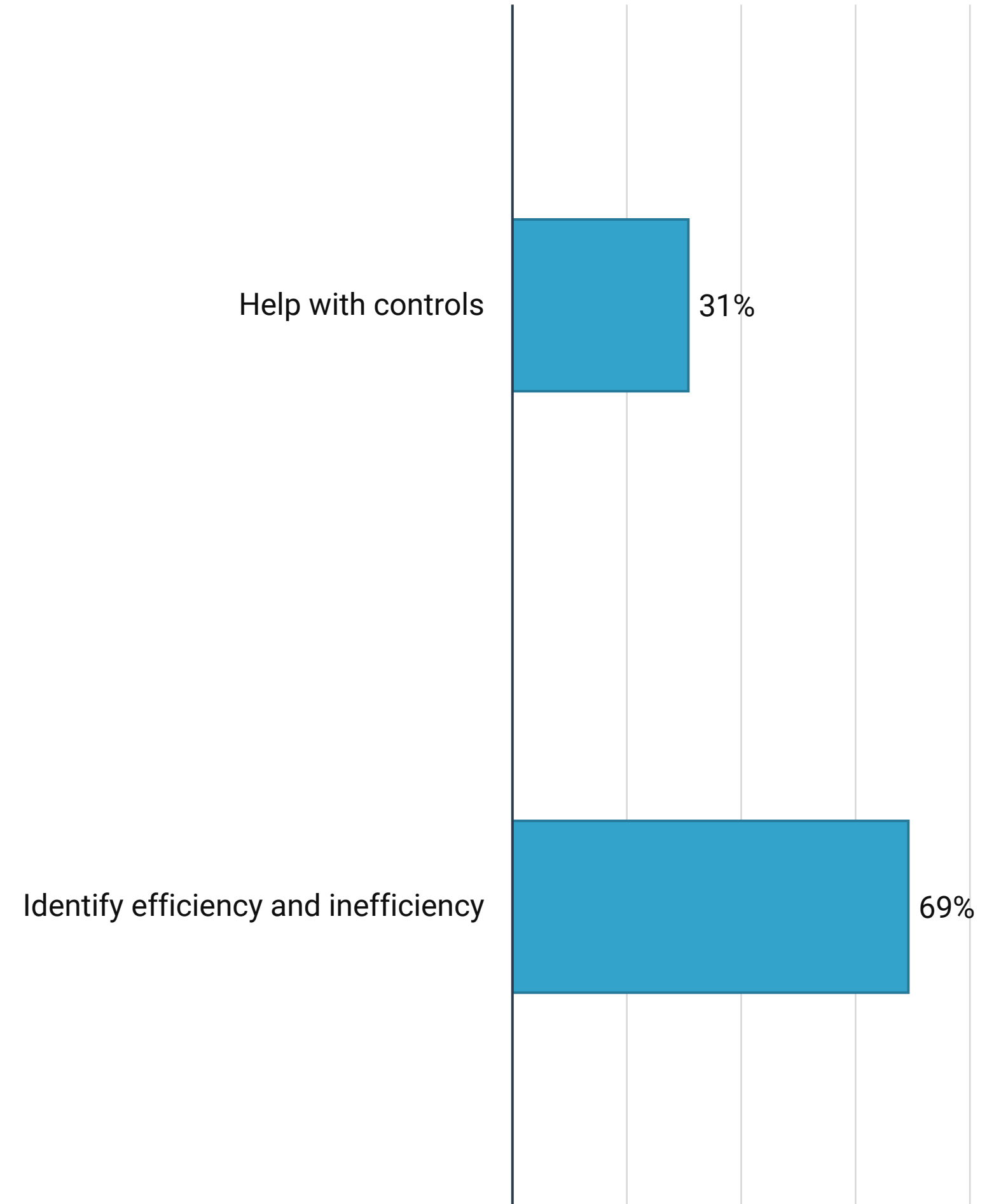


# POLL QUESTION

**The time spent on reviewing our analysis:**



**We get value from our analysis statements and they:**





# LET'S CONNECT

DON'T LET THE LEARNING END HERE...  
CONTACT US WITH ANY FUTURE QUESTIONS

Thank you for your interest in this presentation and for allowing us to support you in your professional development. Strategic Treasurer and our partners believe in the value of continued education and are committed to providing quality resources that keep you well informed.



## STRATEGIC TREASURER

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## SURVEY REPORT & INFOGRAPHIC

This annual survey polls treasury and finance practitioners from various regions and industries on their experiences, expectations and practices surrounding fraud and security.

Read the results report to find out the frequency, sources and methods of attack your peers are seeing and to learn about their policies, practices and plans for defense.



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