

MONEY TRENDS 2024

JW MARRIOTT TAMPA WATER STREET | TAMPA FL | OCT 28 - 30 2024

BREAKOUT SESSION SCHEDULE AT-A-GLANCE



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Breakout Session I-Monday, October 28, 3:30-4:15 PM					
Session Title	Description	Session	Day/Time	Room	Track
Is Your BSA/AML Compliance on Autopilot? Are You Preparing for Takeoff, or A Crash?	In this session, the presenters will discuss systems and processes to make BSA/AML compliance easier and more efficient, while highlighting the importance of frequent checks and balances. This interactive session will discuss best practices and address real-life, real-time scenarios faced by operators. Specific topics we will include: transaction monitoring, vendor examinations, SAR identification, common mistakes in CTR filings, and commercial check cashing due diligence. Attendees will leave with recommendations and insights that can be implemented on day one to enhance their compliance.	Breakout Session I	Monday, October 28 3:30 PM	Hillsborough	BSA/AML Compliance
Digital Marketing + Brand Perception = New Customer Acquisition	Acquiring new customers is no easy task. With countless marketing options, the challenge can be daunting. Thousands of people around your stores are searching for your services every day. Are you showing up on page 1? If so, what image do your stores project? Are your on-line reviews impressive, lackluster, or non-existent? Relying on word-of-mouth and local drive-by traffic just doesn't cut it anymore. Whether you cash checks, make small dollar loans, prepare taxes, wire money, or offer a variety of other critical financial services to the underbanked consumer, Grafico's subject matter experts will provide a concise and meaningful walk along the customer's path-to-purchase retail journey and how best to get them to choose you.	Breakout Session I	Monday, October 28 3:30 PM	Manatee	Business Development/New Products
Managing Emerging Regulatory and Business Risk Through Innovative Insurance Products	Regulators and private plaintiffs continue to target small-dollar lenders with examinations, investigations, and lawsuits. The alphabet soup of consumer credit laws they enforce sets up a matrix of compliance and litigation risk for every lender. Violations may be deceptive, a mistake in operations or understanding of the law, or a long-held business practice or understanding of the law that now is being called into question by an aggressive regulator or plaintiffs' bar. When you are confronted with such an action, might your insurer help? In this presentation, we will walk through the facts of several such actions and discuss where your insurer might be able to help.	Breakout Session I	Monday, October 28 3:30 PM	Pasco	Operations
Coinflip Local Bitcoin Cashier: Introducing a New Way to Purchase Digital Currency	This workshop will introduce the Coinflip Local Bitcoin Cashier (Smart Safes), offered through Coinflip, a leading provider of Bitcoin ATMs. The presenters will discuss the capabilities of the Local Bitcoin Cashier to offer customers the ability to purchase up to \$5,000 of digital currency per day (with registration) in compliance with all applicable laws. The presenters will demonstrate how the Coinflip Smart Safes can be integrated into your operations, while providing security and privacy, personalized service, speed of transactions, and the user-friendly interface. The presenters will discuss ways the Coinflip Local Bitcoin Cashier can enhance customer convenience and provide operators with new revenue opportunities.	Breakout Session I	Monday, October 28 3:30 PM	Adamo	Business Development/New Products
The Business Case for Collaborative Partnerships: Expanding Your Business Through Synergistic Products	This workshop will present the business case for collaborative partnerships between check cashers and other financial service providers with providers of synergistic products such as domestic and international money transmission, money orders, and prepaid card products, in order to create a seamless business model based on omnichannel financial and retail services. The presenters will utilize case studies drawn on successful retail financial business operations to demonstrate how these partnership fosters business opportunities for both organizations while creating sustainable and profitable customer relationships.	Breakout Session I	Monday, October 28 3:30 PM	Armenia	Business Development/New Products

Breakout Session II-Tuesday, October 29, 9:00-9:45 AM					
Session Title	Description	Session	Day/Time	Room	Track
Exploring the Requirements of and Compliance with the CFPB's Non-Bank Registries for Orders and Judgments, and Terms and Conditions	This session will cover two new CFPB rules creating public registries for non-bank financial service providers, including payday lenders, money transmitters, and check cashers— one of enforcement orders and judgments, the other of contract terms and conditions that limit consumer rights. The workshop will address questions including who is covered by the rules; the orders and judgments subject to the registration requirements; the contract terms and conditions subject to the registration requirements; how entities required to report should prepare for their recurring filing obligations; the CFPB's use of the registries; public access to the registries and how private plaintiffs might benefit from ongoing disclosure requirements?	Breakout Session II	Tuesday, October 29 9:00 AM	Hillsborough	Dodd-Frank Act Compliance
Managing Exposure to Consumer Claims Through Arbitration Provisions: Still the Best Way to Manage Risk	Plaintiffs' attorneys continually look for ways to gain the leverage afforded by class action litigation. Understanding this risk helps put compliance efforts into perspective. This panel will discuss recent court decisions relating to the enforcement of arbitration provisions, updates to arbitration organizations' handling of mass arbitration filings, and the costs and risks associated with this procedural tool in plaintiffs' counsel's toolbox.	Breakout Session II	Tuesday, October 29 9:00 AM	Manatee	Legal Issues
The Corporate Transparency Act: Reporting Requirements for Consumer Financial Services Providers	This session will provide an overview of the Corporate Transparency Act (CTA) along with a discussion of deadlines and exemptions from filing. We will discuss how the filed information is being collected and used. This session will also discuss best practices for collecting CTA filing confirmation information as part of a company's know-your-business onboarding process.	Breakout Session II	Tuesday, October 29 9:00 AM	Pasco	Legal Issues
Finding Better Borrowers: A Deep Dive Into Customer Acquisition	In an increasingly competitive environment, finding ways to attract and convert prospective borrowers is increasingly important. From direct marketing strategies to lead management to the underwriting process, join Trust Science experts as they share trends in customer acquisition, explore successful strategies, and answer your burning questions on how to capitalize on a recovering lending market.	Breakout Session II	Tuesday, October 29, 9:00 AM	Adamo	Business Development/New Products
Small-Dollar Lending Compliance: Are You Keeping Up with the Changing Requirements?	As your small-dollar loan products, services, delivery channels, communications, and collection methods change daily, the legal and regulatory requirements applicable to your business are evolving with you. Failure to keep abreast of changes in the law exposes your business, and you, to increasingly aggressive enforcement bodies and plaintiffs' counsel. This workshop will cover the recent and developing changes applicable to the small-dollar loan industry and help to ensure you are not tomorrow's headlines.	Breakout Session II	Tuesday, October 29 9:00 AM	Armenia	Dodd-Frank Act Compliance
Breakout Session III-Tuesday, October 29, 10:00-10:45 AM					
Session Title	Description	Session	Day/Time	Room	Track
Earning Trust, Winning Customers: Marketing for Success in Consumer Financial Services	The alternative financial services industry, including check cashing services, is navigating a complex landscape characterized by stringent regulatory compliance, intense competition, technological advancements, and shifting consumer behaviors. This workshop will provide insights into effectively reaching, marketing, and building trust with new consumer demographics while maintaining the loyalty of existing customers. Attendees will gain practical strategies to address these challenges and drive business growth. Key discussion points include an overview of the modern competitive landscape, including the impact of Buy Now Pay Later (BNPL) services and online-only lenders, a deep dive into audience insights, and behavior data that should drive your marketing strategies. The presenter will also discuss targeting and messaging strategies to appeal to younger customers while retaining core audience loyalties, and local media tactics to increase awareness and build trust in the community.	Breakout Session III	Tuesday, October 29 10:00 AM	Hillsborough	Business Development/New Products
The CFPB's Small-Dollar Rule: Compliance with the Payments Provisions	Following the U.S. Supreme Court ruling in the <i>CFPB vs. CFS</i> case upholding the constitutionality of the CFPB, it is likely the Payment Provisions of the CFPB's Small-Dollar Rule will go into effect in 2025. The Payment Provisions are complex and prescriptive. This workshop will review the likely compliance date for the Rules, followed by a review of the Rule's provisions, and provide guidance in planning for compliance.	Breakout Session III	Tuesday, October 29 10:00 AM	Manatee	Dodd-Frank Act Compliance
Collections Practices: Recent Developments in the Fair Debt Collection Practices Act	This workshop will explore the most current issues surrounding the Fair Debt Collection Practices Act (FDCPA), including recent federal and state legislative and regulatory developments that may impact your rights and ability to collect debts and your relationships with third parties.	Breakout Session III	Tuesday, October 29 10:00 AM	Pasco	Legal Issues
Preparing for a Government Investigation or Consumer Litigation/Arbitration	Whether a regulator is initiating an investigation, or a consumer is initiating litigation, it's critical to be prepared. This panel will review the investigation and litigation processes and discuss practical insights on preparing your business for working with outside counsel, responding to such actions, identifying areas of risk, and tips on allocating resources.	Breakout Session III	Tuesday, October 29 10:00 AM	Adamo	Dodd-Frank Act Compliance

Breakout Session IV-Tuesday, October 29, 2:45-3:00 PM					
Session Title	Description	Session	Day/Time	Room	Track
Embracing the Omnichannel Opportunity	This workshop will explore various trends impacting the provision of money transfer products and services through consumer financial service provider locations. The presenters will discuss data provided by the World Bank, migration data, and foreign born population trends within the United States. The presenters will cover the opportunities available to consumer financial service providers when operators embrace omnichannel business models, and will delve into ways that financial service providers can utilize various tools in growing their remittance business.	Breakout Session IV	Tuesday, October 29 2:45 PM	Hillsborough	Business Development/New Products
What Can MSBs Learn from Recent Regulatory Actions?	The banking industry has been beset with state and federal regulatory and enforcement actions, each of which, when examined closely, creates teachable moments for MSBs to gain a deeper understanding of regulator concerns and a means to strengthen compliance programs. This session will cover recent actions with a focus on the top three reasons for regulatory actions – board governance, BSA/AML compliance, and third-party risk-management. The presenters will provide tips at how to look for the omissions within your compliance program and protect you from regulatory action.	Breakout Session IV	Tuesday, October 29 2:45 PM	Manatee	BSA/AML Compliance
How AI and ML are Impacting Financial Services	This session will explore the transformative effects of artificial intelligence and machine learning technologies on the financial services sector. Discussions will include advancements in predictive analytics, risk management, customer service automation, and regulatory compliance, highlighting both opportunities and challenges these innovations present to members of the financial services industry.	Breakout Session IV	Tuesday, October 29 2:45 PM	Pasco	Operations
Don't Let Mass Arbitration Claims Undermine Your Risk Management Strategy: Cutting Edge Agreements to Limit Your Exposure	Mass arbitrations have become an increasingly common and serious problem for financial service providers, bringing filing and arbitrator fees that can run to millions of dollars. Plaintiff's lawyers have developed strategies to generate plaintiffs and leverage the threat of mass arbitration to extract settlements from their targets, even if the individual claims are of minimal value or marginal merit. Most arbitration agreements currently in use serve their original function of killing class actions but fail to address mass arbitration risks, and AAA and JAMS agreements do not provide adequate protection. This workshop will demonstrate how lenders, check cashers, and other financial service providers can develop cutting-edge arbitration agreements that protect against both class actions <i>and</i> mass arbitrations to forestall claims or radically lower the cost to resolve risks presented by this new tactic.	Breakout Session IV	Tuesday, October 29 2:45 PM	Adamo	Legal Issues
Serving Limited English Proficiency (LEP) Consumers While Meeting Developing Federal and State Legal and Regulatory Requirements	Approximately 68 million people do not speak English as their primary language. This number is certain to grow and transform the linguistic diversity of the United States. Following the CFPB's release in 2023 of its Language Access Plan, several other federal agencies released plans. Several states have also increased their regulatory efforts to require Limited English Proficiency (LEP) programs, and these laws impact certain financial transactions. Financial services companies should plan to implement practices to assist LEP consumers. This workshop will examine recent developments in this rapidly developing area and will explore ways that financial service providers can manage risk by proactively meeting regulatory requirements, while creating a retail environment that welcomes this important and expanding customer base.	Breakout Session IV	Tuesday, October 29 2:45 PM	Armenia	Legal Issues

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Breakout Session V-Tuesday, October 29, 4:00-4:45 PM					
Session Title	Description	Session	Day/Time	Room	Track
State and Local Compliance Trends for Licensed Money Transmitters and Agents	This workshop, presented by an experienced former regulator and compliance officer, will discuss money transmitter and agent compliance from the standpoint of state financial regulators.	Breakout Session V	Tuesday, October 29 4:00 PM	Hillsborough	Legal Issues
Bitcoin to Cash: A New Revenue Opportunity for Consumer Financial Service Providers	This workshop will present a new revenue opportunity for consumer financial service providers, allowing Bitcoin holders to convert any denomination of Bitcoin to cash online. The Bitcoin to Cash product uses EXITBTC, a new process that is now ready to be shared with industry partners. The workshop will demonstrate the process by which Bitcoin holders can convert Bitcoin to cash using a unique KashHero QR code that can be cashed like a check. The presenters will demonstrate the workflow process, the revenue potential, the marketing program, and the proven results of a recently launched pilot program. Join this team of industry veterans to learn more about how your company can benefit from this new service.	Breakout Session V	Tuesday, October 29 4:00 PM	Manatee	Business Development/New Products
Protect Your Business from Frauds and Scams	This workshop session, conducted by an experienced former law enforcement professional, will explore recent trends in fraud impacting check cashers and other financial services businesses. The presenter will cover recommended best practices for businesses to avoid subjecting your business to risk as a result of the increase in scams. Particular topics addressed will include fraud and scam awareness, vendor scams, business email compromise, and other common schemes.	Breakout Session V	Tuesday, October 29 4:00 PM	Pasco	Operations
The Campaign Against Junk Fees; How Far Will It Go?	Both the CFPB and the Federal Trade Commission (FTC) have launched initiatives and proposed rules aimed at eliminating so-called "exploitative junk fees" charged to consumers by banks and financial service providers. While the term "junk fees" is itself loosely defined, the limits of these regulatory efforts are expansive and, potentially, market-altering. This workshop will explore what we know, and what is yet to be learned about this governmental effort to reshape not just the ways in which financial services are provided, but the ways in which products and services are designed, and providers' business models themselves.	Breakout Session V	Tuesday, October 29 4:00 PM	Adamo	Dodd-Frank Act Compliance
Responding to CFPB Civil Investigative Demands (CIDs) and Other Enforcement Actions	This session will provide an in-depth analysis of best practices for addressing and managing civil investigative demands (CIDs) issued by the Consumer Financial Protection Bureau, including strategic approaches to compliance, potential legal challenges, and effective communication with regulatory authorities to mitigate risks and ensure favorable outcomes.	Breakout Session V	Tuesday, October 29 4:00 PM	Armenia	Dodd-Frank Act Compliance