

2nd PaaL FinTech Disaster Forum. Agenda (2 pages – DSAs page 2)

Dec 17th, 2024. 12:30-5:00pm et + reception

1200 Peachtree St NE, ATL, 30309 (TY Visa!). [If you're in ATL, join in person.](#) MS Teams available.

12:15 Registration and light refreshments

12:30 Welcome and kick off – Visa & PaaL

12:35 *Francisco Sanchez Jr, SBA Associate Administrator, Office of Disaster Recovery & Resilience*

12:50 Round robin of who's in the room – your name and organization (on Teams, please post to chat)

1:00 *Kirsten Trusko, PaaL. Linda Odom, K&L Gates.* What is Disaster Financial Resilience (DFR), and where FinTech/banking/payments can uniquely serve in the disaster value chain

1:10 *Frank Matranga, FEMA Director IA.* Updates from the trenches of disaster Response & Recovery, including Long Term Recovery, the critical role of banks/FinTechs. Examples from the field.

1:25 *Brock Long, recent FEMA Administrator, now Chair Haggerty.* What America needs in disaster reform now, and FinTechs' unique role – for public and private sectors. (reference: [The Hill](#), [comment](#))

1:55 Ten min break

2:05 What the largest NGOs & Corporates Seek in Disaster & Aid Funds Dispersals & FinTech partners

- United Way, *Marcus Coleman*, recent DHS Director Faith Based & Neighborhoods,
- St Vincent De Paul, *Kevin Peach*, COO St Vincent De Paul

2:25 *Joe Delaney, Visa.* Network of networks. Fintech/payment products that best fit the Disaster & Aid communities, how, and why.

2:50 Financial Literacy to build long term Disaster Financial Resilience – FinTech as critical partners.

- Operation Hope, *Marlon Trone*
- Money Management International, *Kate Bulger*

3:55 *Nicole Huguenin, Maui Grassroots Collective.* Humanizing FinTech & CareTech in disaster – especially for the underserved and for the 5-7+ years of Long Term Recovery.

4:10 FinTech TBD 10 min + 5 min D&A

4:25 FinTech TBD 10 min + 5 min D&A

4:40 Georgia success case study. [Mollie Drew](#) of [Esther](#), with [Carla Harward](#) GA families' unmet needs non-profit – [Helping Hands Ending Hunger](#)

4:55 Review parking lot. Summary of learnings and highlights. Follow-up plans.

5:05 **Reception (same site).** [With HappyHour HighTops](#) – meet PaaL Members and non-profits

Pre-registration required – both in person and on Teams. Please register [here](#). For more information, please email support@PaaLPay.org with “PaaL ATL” as subject

Note: For additional reading/education, presenting FinTech companies will each have dropbox folders: use cases, solution descriptions, studies, testimonials, videos, etc.

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## You are also welcome to a briefing on the new Disaster Savings Accounts (DSAs)

**11:00-noon** - in person and on Teams – same as afternoon session

*Experts say 120 mil Americans will be eligible for DSAs at \$5k/yr. This is 3x the size of the HSA market. Join the conversation to learn more about this pending legislation, the states who currently have these accounts, and how DSAs can fuel disaster financial resilience for people, households, small businesses, and communities.*

Discussion leaders include:

- Kevin McKechnie, American Bankers Association, Office of Insurance Advocacy, and Exec Director for ABA’s HSA (Health Savings Account) Council.
- Jakob Harrison, FIS Global, especially regarding FIS’ filtered spend as supporting FinTech
- Kirsten Trusko, PaaL, and founding/long time member of the ABA’s HSA Council

Included in this briefing will be perspectives on:

- What new Administration could mean for DSAs
- How HSAs were born, and parallels to DSAs – legislative & regulatory processes
- NEW FinTech to more easily enable the administration of audit for DSAs (and HSAs)
- How DSAs benefit P&C insurance, reinsurance, mortgage lenders
- The 3 states that already have DSAs
- Banks: American Bankers Association (6k US banks)
- Insurers: Office of Insurance Advocacy (US’s largest insurers)
- Voices of Insurance Associations including: [NCOIL](#), [NAIC](#), [Reinsurance Association](#)