#### Early-Bird Registration Now Open for Virtual 2021 ALM First Financial Institute

#### For Immediate Release:  January 14, 2021Contact: Sharon Simpson, (240) 620-4095 or sgsimpsonconsulting@mac.com

**Dallas, Texas** – Registration is now open for ALM First’s virtual [2021 Financial Institute](https://cvent.me/5xVnGN?RefId=PR_RNO), the must-attend conference for EVERYONE involved in managing or monitoring the balance sheet. Whether your biggest challenge is deploying cash in a low-rate environment, addressing margin compression, managing volatility or another industry trend, this virtual event was created to help you better navigate current challenges.

Our content is tailored to all levels, from those just entering the industry as board members or financial analysts, to seasoned professionals looking to sharpen their skills, all with one goal in mind: giving you the tools and resources you need to take action and enhance bottom-line results for your institution.

The industry-leading online workshop will be held **March 22-24, 2021** through a 100% virtual platform. Board of directors, financial analysts, treasury staff, C-suite level executives, and others involved in their financial institution’s balance sheets, are invited to attend.

 “We’re excited about this opportunity for financial professionals of all levels to obtain pertinent information and enhance their understanding of finance and treasury functions that directly benefit current goals and enhance strategies for the future,” said Emily Hollis, CFA, CEO of ALM First. “This year’s virtual format will put our clients first by allowing each participant to access the sessions conveniently and safely from corporate or home offices.”

[Online registration](https://cvent.me/5xVnGN?RefId=PR_RNO) is now open for the annual three-day educational conference, with early-bird pricing available through Feb. 19.

The 2021 Financial Institute’s learning tracks are specifically tailored to meet the knowledge level of attendees and best serve their role within the institution. In addition to the breakout tracks, general sessions will offer insights on hot and timely topics such as key Economic trends for your depository, effective balance sheet management, liquidity management strategies, analyzing loan participations, the profitable side of risk management and M&A trends.

Attendees may earn up to 12 CPE credits. Visit the [2021 ALM First Financial Institute](https://cvent.me/5xVnGN?RefId=PR_RNO) web page for more information.

**About ALM First**

ALM First Financial Advisors is a strategic partner for depositories, offering an array of financial advisory services. Since 1995, our expertise in asset/liability management, fixed income portfolio management and hedging, has allowed us to deliver deeper insights into financial institutions’ balance sheets, strengthening their financial performance and building efficiencies. With more than $45 billion of investments under management, ALM First is an SEC-registered investment advisor, acting as an unbiased third party, offering commission-free, fee-based services to over 300 financial institutions across the country.

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