Presents its

Fall Half-Day Conference Sponsored By:

Wednesday, September 23rd, 2009

Located at Mario's:

2740 Monroe Avenue

Rochester, NY 14618

THE ASSOCIATION FOR FINANCIAL PROFESSIONALS OF WESTERN NY

The Association for Financial Professionals of Western New York, is a non-profit, educationally oriented organization, which provides a forum for the active and open exchange of concepts and techniques related to the practice of cash and treasury management. Today's membership represents a wide cross section of local industry professionals. Membership is open to individuals from businesses and non-profit organizations, financial service vendors and banks. A free flow of ideas and information is encouraged and maintained among the Association's members.

Each year, the AFPWNY bases its education program decisions on participant response to the previous year's programs. This process ensures that topics addressed during each seminar reflect the most prevalent issues, and that the information provided is on leading edge technologies. Conference attendance continues to flourish resulting from feedback received from attendees.

AFPWNY encourages member participation in the National Association for Financial Professionals (AFP). In addition to offering a wide range of continuing education opportunities, professional certification and industry standards programs, the AFP has become an invaluable resource for disciplines represented in organizational and corporate treasury areas. Together with affiliate organizations, AFP works to increase professional skills and to enhance the recognition and credibility of the treasury management profession.

Program Registration & Lunch - 12:00 pm – 1:00 pm

Lunch will be provided during registration. Come early, it's a great chance to network!

Session I – 1:00 pm – 2:10 pm

TOPIC – Trends in E-Commerce and Their Impact on Treasury Management Practices

Presenters – Craig S. (Sandy) Saxer – Vice President, Sales Development

This session will focus on the current trends in electronic commerce, and their potential impacts on treasury management practices going forward. The operational and strategic events shaping world economies is by necessity driving more rapid movement toward electronic settlement methods. The controversial reasons for a reluctance to pursue electronic alternatives will be discussed, and rationale presented as to why at least some of these barriers may be overcome in the next 18-24 months

Session Break – 2:10 pm – 2:30 pm

Session II – 2:30pm – 3:40 pm

TOPIC – International ACH Transactions

Presenter – Heidi Mekjian – Vice President, Treasury Management Group

Beginning September 18, 2009, ACH originators are required to warrant that they will comply with the NACHA Rules and will not initiate ACH entries that violate the laws of the United States. This session will elaborate on the definition of IATs and payment transaction guidance. It will explain why NACHA is implementing IAT and will present scenarios to help understand when to use IATs.

Session Break – 3:40 pm – 3:55 pm

Session III – 3:55 pm – 5:00 pm

TOPIC – Fraud and Mitigating Risk

Presenter – Charles Stanbach – Senior Vice President, Global Treasury Management Group

The occurrences and losses from fraud within the banking and corporate communities has sky-rocketed over the past decade. This session will detail the amount of fraud in the marketplace, the reasons and types of fraud experienced, but more importantly, ways by which companies can begin to protect themselves and their corporate funds.

Reception – 5:00 pm – 7:00 pm

Door prizes will be awarded during the breaks and at the reception!!!

Speaker Bios

Speaker – Craig S. (Sandy) Saxer, Vice President, Sales Development

Mr. Saxer is Senior Vice President of Sales Development at PNC Bank. He has spent most of his 38-year career as a treasury professional and consultant to corporate treasuries. In his current assignment, he is responsible for sales opportunity development and treasury management's strategic development focus on working capital services for clients and prospects. Mr. Saxer is a Ceritifed Public Accountant (CPA) in the state of Pennsylvania, and he holds a permanent Certified Cash Manager (CCM) designation from the Association of Financial Professionals (AFP). He is a frequent speaker at AFP, Keenan-Flagler School of UNC and various regional treasury, accounting and credit associations. In addition, Mr. Saxer has authored several articles on the subject of Treasury Management.

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Speaker – Heidi Mekjian – Vice President, Treasury Management Group

Ms. Mekjian is a Vice President in the Treasury Management Group. She has held positions within Treasury at both financial institutions as well as third party organizations within Product Management which provide financial services products to the industry. She has attained an Association of Automated Clearing House designation (AAP) and is an active member of many councils and affiliations for Treasury Management. Ms. Mekjian has spent 10+ years in a lead role for Product Management as well as 10+ years on the Treasury Sales side of the business. Her current portfolio includes: the Public Sector Group, Large Corporate and Upper Middle Market, Higher Education, Healthcare and Commercial Real Estate.

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Speaker – Charles W. Stanbach – Senior Vice President, Global Treasury Management

Mr. Stanbach is a Senior Vice President with National City/PNC's Global Treasury Management Group. His consultative and sales efforts focus on large corporate companies from Boston to Richmond with particular expertise in the insurance industry. He has been in the treasury management field for more than 20 years and has held positions in sales, product management and product development over the course of his career.

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THE ASSOCIATION FOR FINANCIAL PROFESSIONALS OF WESTERN NY BOARD OF DIRECTORS AND ITS MEMBERS WOULD LIKE TO EXTEND OUR GRATITUDE TO:

PNC
LEADING THE WAY

FOR PROVIDING THE NECESSARY FUNDING TO MAKE THIS HALF-DAY CONFERENCE POSSIBLE. FOR MORE INFORMATION PLEASE VISIT OUR WEBSITE AT WWW.AFPWNY.ORG.

Approval Pending for 4 CTP / CCM renewal credits by the Association for Financial Professionals

REGISTRATION

Fees are payable in full prior to the conference. Registration fees are non-refundable; substitutions **will** be honored. Any cancellations must be received by September 15th or full registration fee will be assessed.

AFP Members	$100.00
Non-Members	$130.00

All registrations and payment options must be completed on-line at www.afpwny.org:

CONFERENCE CHAIRPERSON

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