



Association for  
Financial Professionals  
of Western New York

**Presents its  
Winter Half-Day Conference**

**Wednesday, January 28<sup>th</sup>, 2009**

**Located at:**

**BIAGGI'S  
RISTORANTE ITALIANO**

**818 Eastview Mall  
Victor, NY 14564**

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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 – My Worst Day in Treasury and how I got through it**

**Presenters – Peter Szczesniak, CTP - Treasury Manager of PAETEC Holding Corp.  
Kathy King-Griswold, CTP and CBM - Assistant Treasurer, University of Rochester  
Eileen Sterling, CTP - Director, Short-Term Investments at Paychex, Inc.**

We all have pretty bad days in the office and sometimes we wonder how we ever made it through. The panelists in this session will talk about some of their really bad days in Treasury including what happened, what they learned from the situation, and what contingency plans they have put in place as a result.

## **Session Break – 2:10 pm – 2:30 pm**

## **Session II – 2:30pm – 3:40 pm**

### **TOPIC – A Practical Path toward Automating the T&E Process**

**Presenter – C. Allen Ritter - EVP & COO of Exspend**

Business travel and corporate purchases are major expenses companies incur as a normal part of doing business. On average, travel and entertainment (T&E) expenses alone can account for between 8% and 10% of total operating expenses according to industry data. Current economic challenges provide us the unique opportunity to suggest and implement much needed change in managing this area because organizations will be more willing to accept it. This presentation will answer the following questions:

- What is “Automated Expense Management?”
- What are the typical organizational challenges before automation?
- What should we look for with an Expense Management Solution (EMS)?
- What are the corporate benefits to be realized; the ROI?
- What are the user benefits to be realized?
- What should be expected during the implementation of a solution?
- What are some “best practices” to understand?
- What are the “next steps” toward getting started?

## **Session Break – 3:40 pm – 3:55 pm**

## **Session III – 3:55 pm – 5:00 pm**

### **TOPIC – The Truth about Bank Pricing and Treasury Services**

**Presenter – James G. Brunnuell, CTP - Senior Vice President Phoenix-Hecht**

This presentation is an up to date review of trends in bank pricing and treasury service usage, based on the market research from the 2008-2009 Blue Book of Bank Prices™, the 2009 Phoenix-Hecht Middle Market Monitor™, and the 2008 Cash Management Monitor™. Participants will gain a comprehensive understanding of the U.S. market for treasury services and what to expect from their banks.

**The session will focus on discussion topics that include:**

- The market for treasury services in the U.S.
- The increasing role of credit in corporate/bank relationships
- The results of the latest bank pricing survey and market research studies
- Pricing trends over the last few years and what the future may hold
- Examples and trends of bank pricing practices

## **Reception – 5:00 pm – 7:00 pm**

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

## **Speaker Bios**

### **Peter Szczesniak, CTP - Treasury Manager of PAETEC Holding Corp.**

Peter has more than 20 years of experience in financial management. Prior to joining PAETEC, he worked as the corporate cash manager at Birds Eye Foods for ten years. Peter is an AFP member and a member of the Institute of Management Accountants (IMA), where he held several positions, including president of the Rochester chapter. He is a Certified Treasury Professional and has a BS in accounting and an MBA from the Rochester Institute of Technology.

### **Kathy King-Griswold, CTP and CBM - Assistant Treasurer, University of Rochester**

Kathy's areas of responsibility include financial management policy development, management of relationships with banking institutions, operating cash investment managers and other treasury services providers, planning and management of the University's cash management programs, cash forecasting, participant of long-term debt issuance, internal debt management, management of leasing programs and treasury financial risk management.

Ms. King-Griswold is a Certified Treasury Professional and a Certified Business Manager. She holds an MS in Finance from William E. Simon Graduate School of Business Administration at the University of Rochester, MA in Business & Policy Studies and BS in accounting from SUNY Empire State College and AA from Eastern Nazarene College. Ms. King-Griswold has previously held positions as treasury manager for Wegmans Food Markets, Inc. and treasurer/controller for Sugar Creek Stores, Inc. She has spoken at regional conferences of Association of Financial Professionals and Eastern Association of College and University Business Officers.

### **Eileen Sterling, CTP - Director, Short-Term Investments at Paychex, Inc.**

Eileen's 20 year career at Paychex includes 17 years in investment management and 3 years in Financial Planning and Analysis. She is currently responsible for managing a \$2 billion liquidity client funds portfolio. She has an MBA in Finance from Rochester Institute of Technology, is a CTP, and holds NASD Series 6, 7, & 63 Licenses.

### **C. Allen Ritter - EVP & COO of Exspend**

Mr. Ritter is a results-oriented leader and founder of Exspend, Inc., a technology development and consulting firm. He is a decisive leader with 28 years of experience in managing technical and non-technical professionals in large, diverse organizations. His background of leading large teams has positioned him with an effective and successful perspective in educating and mentoring large groups regarding process improvement and "best practice" initiatives in both the public and private sectors. He has excellent communication and interpersonal skills with a unique ability to gain the trust of all constituents and motivate them toward an action plan.

Mr. Ritter's current responsibilities include developing the market for their Expense Management Solution (EMS) called "eXspend." Throughout his career, Mr. Ritter has been responsible for positioning several products and services in targeted vertical market channels. Prior to his current position, Mr. Ritter was the Regional Vice President of Business Development at COMSYS Consulting Services where he led an organization of 1100 people. He was responsible for the development and management of all marketing, account management, recruiting and training activities in several of the COMSYS branches the southeastern region of the USA as well as the establishment of key programs across the nation.

His diverse career includes deep experience as the Project Director of New System Development for a Fortune 100 telecommunications company. In addition to coordinating the design, coding, testing and implementation efforts of a 350 person development team, he implemented a software process improvement structure that led to those development efforts being assessed by the Software Engineering Institute (SEI) as a Capability Maturity Model (CMM) Level 2 development organization with "repeatable" processes and procedures. He led his team through the entire life cycle of the project and ensured that the project deliverables were completed on schedule and on budget.

### **James G. Brunquell, CTP - Senior Vice President Phoenix-Hecht**

Prior to joining Phoenix-Hecht in 2007, Jim was with Girard Bank, Mellon Bank, and The Royal Bank of Scotland for 34 years. Jim has held positions the following positions: Relationship Manager-Upper Middle Market and Financial Institutions, Team Leader positions in Business Banking, Middle Market Banking, and Credit Policy, and Senior Treasury Sales Officer

Jim has been a CTP since 1997 and has a B.A. in Economics from Gettysburg College. Jim and his wife Sara live in Durham, North Carolina.

*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 January 23rd 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](http://www.afpwny.org):

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