



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

Western NY

The AFP of Western New York presents its
Winter Half-Day Conference 2021 Webinar Series

Sponsored By:



**January 27th, 2021
12:00pm to 1:30pm
VIRTUAL EVENT**

WEBINAR ACCESS DETAILS TO BE PROVIDED SEPARATELY TO EVENT REGISTRANTS
(This event will be the first of three events in place of our Winter Half-Day Conference)

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.

Presentation: 12:00 PM – 1:30 PM

Topic: Acquisition + Pandemic = Successful Treasury Projects

Speakers: Betty Tudisco, CTP - Treasury Consultant – Gannett Co., Inc. & Carolyn Markowski - Treasury Product Engagement - HSBC

Session Description: Merger & Acquisition activity across all sectors creates challenges for corporate treasurers who must provide strategic support before, during and after a transition. After the merger of Gannett and GateHouse in late 2019, integration of the 2 companies kicked into high gear in early 2020. Within just weeks, the team found themselves with an unexpected, unprecedented challenge; the world was in the midst of a global pandemic. In this session we will learn what it was like to transition a major project into a remote environment. The session will discuss the considerations and consolidation involved with various treasury platforms including Accounts Receivables, Accounts Payable and Treasury Systems. The session will also review lessons learned and offer advice for doing business in, a now commonplace, remote working environment.

Speaker Information:



Betty Tudisco, CTP - Treasury Consultant – Gannett Co., Inc.

Betty Tudisco has over 35 years of Treasury experience having worked the majority of her career for several International Banking Institutions within Treasury Management and International Banking.

Betty is currently a Treasury Consultant working with Gannett Co., Inc. where she partners with the Treasury team to manage new product implementations and assists in Treasury projects related to acquisitions and divestitures.

Betty has held officer positions with the AFPWNY as well as served on the conference program committee for the national AFP conference. She is a Certified Treasury Professional.

Speaker Information:



Carolyn Markowski - Treasury Product Engagement – HSBC

Carolyn has been with HSBC for over 25 years having held a range of Treasury roles over her career including Product Management for Commercial Deposits, Online Banking, Remote Deposit Capture and Liquidity Sweeps.

Currently, Carolyn manages Treasury Product Engagement where she partners with Global Liquidity & Cash Management Treasury Sales and Product teams to engage clients on innovative initiatives.

She enjoys public speaking and has delivered treasury presentations at several conferences including AFP, Windy City Summit, Global Concepts and BAI.

This Conference has been approved for up to 1.8 CTP/CCM and 1.8 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.