



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS
Western NY

The AFP of Western New York presents its
2020 Winter Half-Day Conference

Sponsored By:

KeyBank



Wednesday, January 15th, 2020
Located at DoubleTree by Hilton Hotel Rochester
1111 Jefferson Road, Rochester, NY 14623
(585) 475-1510

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.

Conference Schedule and Speaker Information:

*This Conference has been approved for up to **TBD** CTP/CCM and **TBD** FP&A recertification credits by the Association for Financial Professionals*

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 1: 1:00 PM – 2:00 PM

Topic: Cash Automation: Smart Safe and Cash Recycler
Speaker: Tatyana Andreyeva, CTP – Vice President, KeyBank

Areas to be covered:

- Industry trends
- Value proposition of smart safe and how it helps businesses achieve operational efficiencies, prevent shrinkage, detect counterfeits, enhance security
- Provide aggregate and detail data via LoomisDirect
- Role of relationship with a bank and provisional credit
- Smart safe / cash recycler and operational cash handling – less research requests and adjustments performed by banks, better client visibility into their deposits



Tatyana Andreyeva, CTP
VP & Senior Product Manager, Cash Vault & Remote Deposit Services –
KeyBank, Cleveland, Ohio

Tatyana Andreyeva is Senior Product Manager for RDC and Cash Vault Services at KeyBank with assets of \$130B and 1200 branches, headquartered in Cleveland, Ohio. In the last 3 years, Tatyana has led and successfully completed multiple initiatives including driving process change, new product launches and system upgrades. Tatyana is working closely with sales, operations, IT and

risk partners to successfully grow the business while effectively managing risk of her products. During her 14-year career at KeyBank, Tatyana has held various roles including planning and forecasting, finance line of business support, assets liability management, balance sheet management and interest rate risk. Outside of work, she loves to travel and spending time with her family. She holds a Summa Cum Laude BBA in Corporate Finance and an MBA from the University of Akron. Tatyana is a Certified Treasury Professional (CTP).

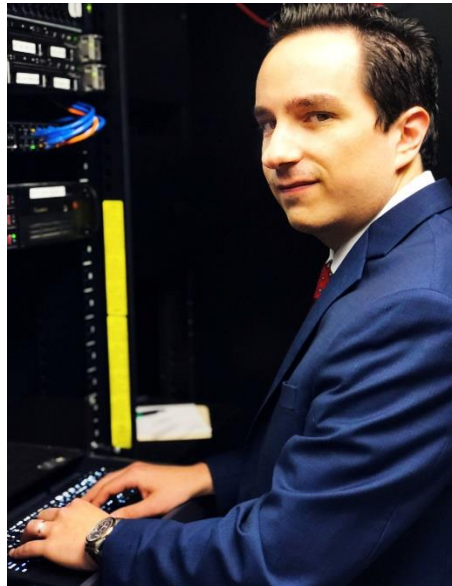
Session Break: 2:00 PM – 2:15 PM

Session 2: 2:15 PM - 3:15 PM

Topic: Hackers – New Tools and Tricks

Speaker: Matthew Topper, CTO, Capstone IT – an Iconic IT Company

IT CTO, Matthew Topper, brings the latest information on how hackers today are adapting technology with new tricks and tools to use against us. You'll learn the seemingly innocent things most of us do that increase our risk of becoming a victim, the #1 way most businesses get hacked, and the best steps to protect your personal and professional information. Discover the most effective business strategies to engage employees with cyber-safety training and the top 4 defenses every organization should have in place to keep cyber criminals at bay.



Matthew Topper, CTO, Capstone IT

Matthew Topper is the Chief Technical Officer of Capstone IT – an Iconic IT Company. Matt entered the professional IT world in 2006 as part of the Network Support team for SUNY Geneseo. He transitioned to the Managed IT Services industry nearly a decade ago as Capstone's 7th employee. Since then, his focus on IT security, cloud computing and advanced network solutions has become instrumental to Capstone's growth. Matt heads the Professional Services (Project) Team at Capstone IT and plans with leadership on how to make their support for clients even more extraordinary!

Session Break: 3:15 PM – 3:30 PM

Session 3:

3:30 PM - 4:30 PM

Topic: Automating AR: Diagnosing Current State
Speaker: Eric Theiss, Solution Consultant – Key Total AR

Eric is the Lead AR Solutions Consultant, focused on solving organizations' receivables challenges with a range of automation tools. He's passionate about bridging the gap between everyday operational challenges that businesses face with the technologies that can make life easier. Eric has 8 years of experience in software consulting and training, particularly with back-office operations.

Reception: 4:30 PM – 6:00 PM

Raffle prizes will be awarded during the reception!!!

Menu Information:

Lunch Buffet

Caesar Salad, Herbed Pasta Salad, Field Green Salad with Assorted Dressing, Sliced Tomato with Onion and Bleu Cheese

Choice of Three Entrees:

- Pasta Primavera- penne pasta tossed with fresh garden vegetables in garlic-infused olive oil, with Italian seasonings and Parmesan
 - Tilapia with Mango Salsa
 - Chicken French

Fresh Green Beans with Roasted Shallots and Applewood Smoked Bacon
Roasted Rosemary Fingerling Potatoes

Dessert:

Individual Mini Desserts: Mini Cheesecakes, Mini Pastries, Mini Cream Puffs, Mini Eclairs, Chocolate Covered Strawberries

Beverages:

Coffee, Decaffeinated Coffee, Hot Teas, Iced Tea

Cocktail Reception

Domestic & international cheeses, garnished with fresh fruits and berries

Crustinis, fresh baguettes and assorted crackers

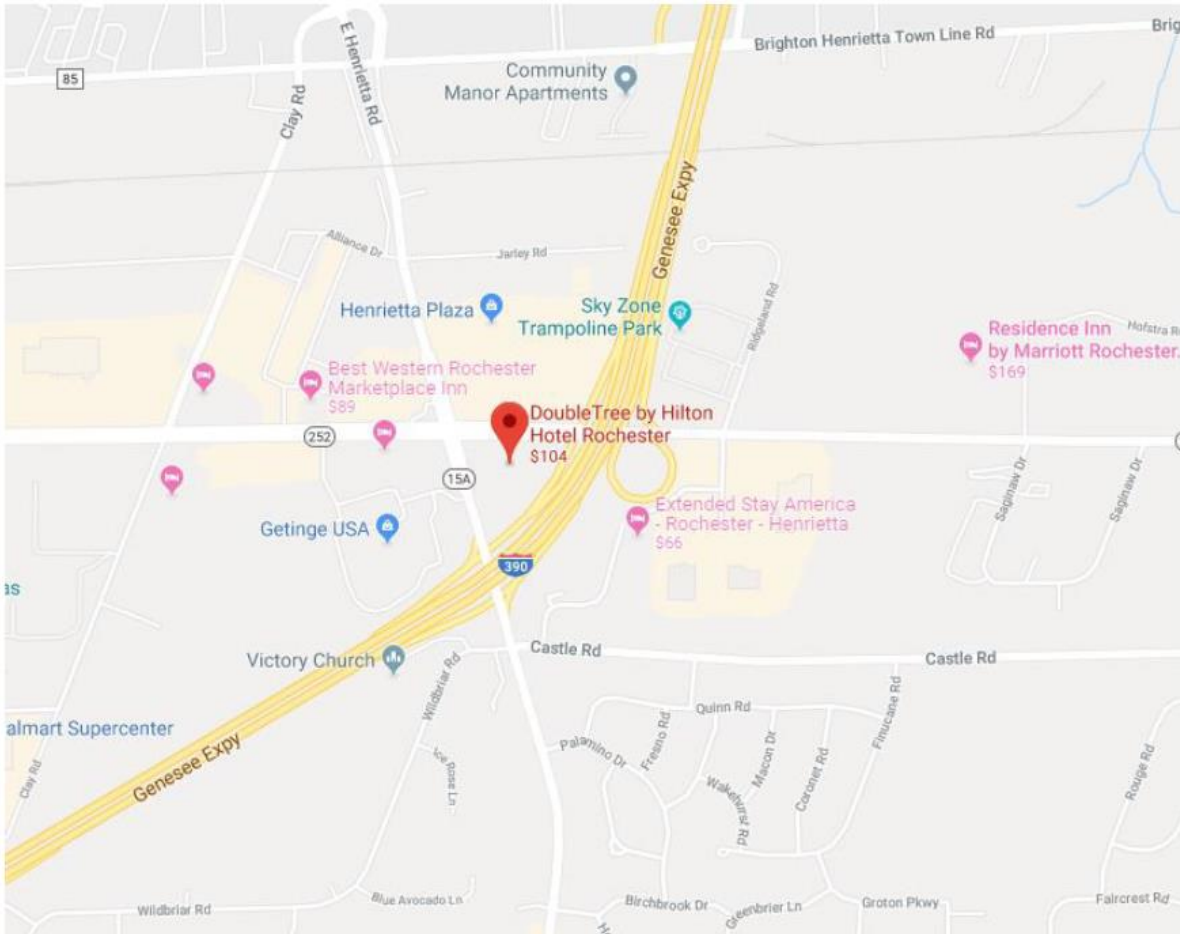
Swedish and BBQ meatballs

Thai vegetable spring rolls w/orange ginger sauce

Tortilla chips w/creamy spinach & artichoke dip

Bar to include: beer, wine, assorted soft drinks and juices

Directions to DoubleTree by Hilton:



From the New York State Thruway: Exit 46 to 390N to Exit 14B, East Henrietta Rd. Turn left on Rt. 15A. The hotel is on the right.

From the Greater Rochester International Airport: Exit airport. Turn right to merge onto I-390S. Follow 390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.

From the North: Take I-590S to I-390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.

From the South: Take I-390N to Exit 14B, East Henrietta Rd. Turn left onto Rt. 15A. The hotel is on the immediate right.

From the East: Take I-490W to I-590S to I-390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.

From the West: Take I-490E to I-390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.
