



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

Western NY

The AFP of Western New York presents its
2017 January Half-Day Conference Sponsored By:



Wednesday, January 25th, 2017

Located at:



1 Manhattan Square Dr, Rochester, NY 14607 (585) 263-2700

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 1: 1:00 PM – 2:10 PM

Topic: Securing your Bank Connectivity

Speaker: Bob Stark, VP of Strategy, Kyriba

After high-profile payment fraud attempts in the past year, bank connectivity has become yet another concern for treasury teams in their ongoing battle against cybercrime in treasury. The good news is there are ways you can secure your bank connectivity to prevent such threats and in this session Kyriba will cover the following:

- How treasury teams can be at risk with their bank and payment connectivity
- Best practices to protect payments and banking information from compromise
- Where treasury technology can help and hurt the fight against treasury cybercrime

Session Break: 2:10 PM - 2:25 PM

Session 2: 2:25 PM - 3:35 PM

Topic: Why the Cloud is good for Treasury

Speaker: Nik Romano, New Business & Client Sales RVP, Kyriba

Most treasury professionals among us have not been exposed to the benefits cloud technology offers beyond “I can see it on my phone” and “free upgrades”. In this session, Kyriba will challenge the benefits cloud solutions are intended to deliver and determine the true business value of cloud technology to treasurers and CFOs. Discussing how the cloud eases the integration of acquired entities, simplifies treasury’s deliverables, and can reduce overall operational risk.

Session Break: 3:35 PM – 3:50 PM

Session 3: 3:50 PM - 5:00 PM

Topic: Do I really need Treasury Technology

Speaker: Bob Stark, VP of Strategy, Kyriba

Treasury management systems offer many benefits for large and small treasury teams. However, for many treasurers, justifying the value of treasury technology is a difficult exercise in the face of decreasing budgets and other spending pressures. In this session, Kyriba will review a comprehensive checklist to help you measure the value treasury systems really can bring to your organization, including tips and tricks to make an effective business case for treasury technology.

Reception: 5:00 PM – 7:00 PM

Raffle prizes will be awarded during the reception!!!

This Conference has been approved for up to 4.2 CTP/CCM and 4.2 FP&A recertification credits by the Association for Financial Professionals

Speaker Information:



Bob Stark
VP of Strategy, Kyriba

Bob Stark is responsible for global product strategy and market development at Kyriba. Bob is an 18 year veteran in the treasury technology industry having served in multiple roles at Wall Street Systems, Thomson Reuters, and Selkirk Financial Technologies including product management and strategy. Bob is a regular guest speaker at treasury conferences and an active member of the AFP.



Nik Romano
New Business & Client Sales RVP, Kyriba

Nik Romano has nearly 20 years' experience assisting finance executives in optimizing their operations through the use of business software. As the VP of Sales and Supply Chain Finance at Kyriba, Nik is responsible for sales and client operations for the North American market. Working with clients across industries and treasury consultants, he has contributed to Kyriba's cloud-based treasury and finance solutions leadership position in the marketplace.

When not thinking about corporate treasury operations, Nik enjoys spending time with his wife and 3 children in the Philadelphia, PA area.

Menu Information:

Main Course

Field Green Salad with Fresh Vegetables with two dressings
Chicken Bruschetta with Basil Cream Sauce
Oven Roasted Potatoes with Roasted Vegetables
Baked Spinach and Penne Pasta
Rolls and Butter
Coffee and Tea Service
Assorted Soda and Waters
Assorted Cupcakes for dessert

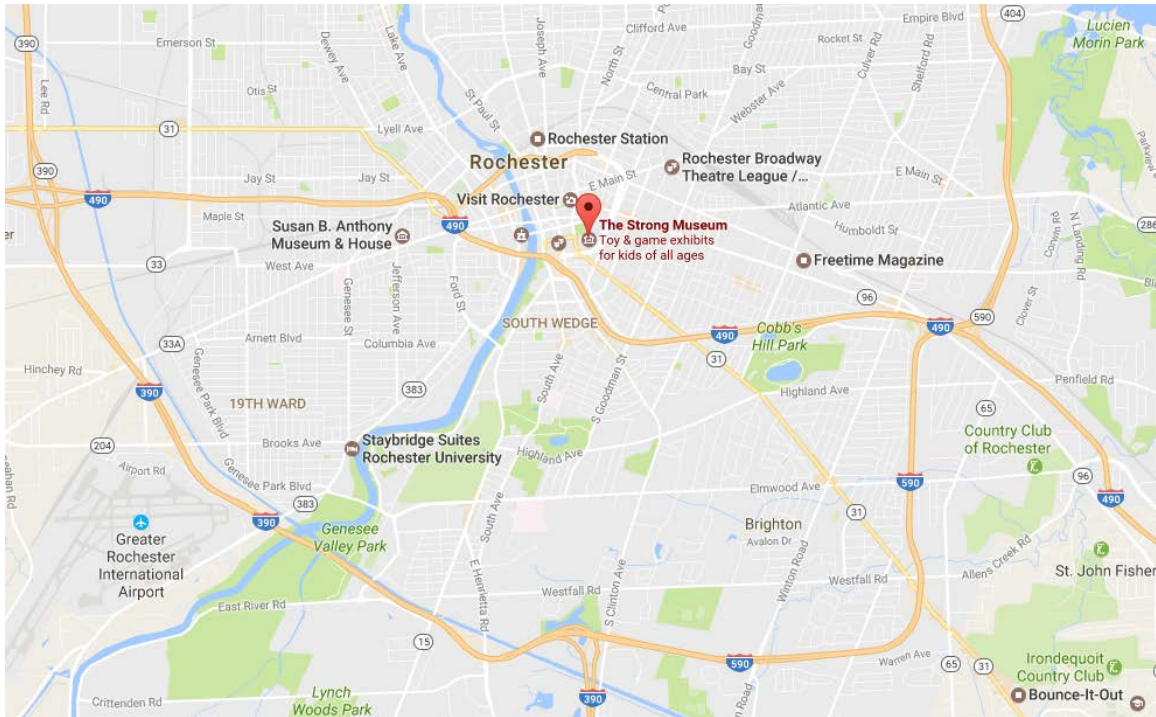
Snack

Fresh Baked Cookies, Granola Bars and Pretzels

Hors d'oeuvres

Domestic Cheese Board
Fresh Vegetables and Dip
Sweet and Savory Meatballs
Spinach and Artichoke Dip with Tortilla Chips

Directions to Strong Museum of Play:



From the West:

Take I-90 E to Exit 47 for I-490 E towards NY-19/Leroy/Rochester. Continue on I-490 for 23 Miles. Take Exit 15 for the Inner Loop. Keep right to continue toward Howell St. Continue on Howell St until Chestnut St. Take a left on Chestnut St and in .1 Miles take a right onto Manhattan Square Blvd.

From the East:

Take I-90 W to Exit 45 for I-490 W towards Rochester. Continue on I-490 for 14 Miles. Take Exit 16 for S Clinton Ave toward Downtown. Keep right and continue for .2 Miles. Take a Right onto Woodbury Blvd and continue for .1 Miles to the destination.

From the South:

Take I-390 N towards Rochester. Keep Right to take Exit 15 for I-590 N toward Downtown/Rochester. In 4.4 Miles take Exit to merge onto I-490 W. In 3.1 Miles take Exit 16 for S Clinton Ave toward Downtown. Keep right and continue for .2 Miles. Take a Right onto Woodbury Blvd and continue for .1 Miles to the destination.



FP&A™

**Certified Corporate
Financial Planning &
Analysis Professional**

CONFIRMATION OF ATTENDANCE

The Association for Financial Professionals has approved the following program for FP&A recertification credits:

Sponsor: AFP of Western New York

Program: 2017 January Half-Day Conference

Program Date/Location: January 25, 2017 - Rochester, NY

Number of Eligible Recertification Credits: 4.2

NOTE: Recorded/archived programs must have an accompanying assessment to be eligible for FP&A credits

Determining Allowed Credits: FP&As are responsible for determining the number of credits earned based upon actual attendance, at the rate of one credit for every 50 minutes of qualified programs covering topics related to gathering, interpreting, understanding and communicating business and financial information, and building and interpreting financial projections.

The following are sessions that do not qualify for recertification credits:

- Organizational products/services and /or sales-specific marketing or business development presentations.
- Fundamental or introductory or self-directed exam-prep courses in corporate finance or corporate financial planning
- Non-finance related computer software application courses such as Access and MS Word.
- Personal career development topics not specific to finance or corporate financial planning & analysis
- Personal finance or personal financial planning topics
- Corporate banking and treasury topics.
- Archived webinars/Teleconferences without assessments.

Reporting of Credits: FP&As must report credits directly to AFP at the end of the recertification cycle. Credits should be submitted via the online Recertification Resource Center or the paper form found on AFP's Web site at www.AFPonline.org/recertguidelines. Documentation of credits is required if audited. FP&As **must** retain documentation of their attendance for a period of two years after the end of their cycle in the event of an audit.

CREDIT RECORD:

I have earned ____ FPA recertification credit(s) by attending this continuing education activity.



Certified
Treasury
Professional®

CONFIRMATION OF ATTENDANCE

The Association for Financial Professionals has approved the following program for CTP/CCM recertification credits:

Sponsor: AFP of Western New York

Program: 2017 January Half-Day Conference

Program Date/Location: January 25, 2017 - Rochester, NY

Number of Eligible Recertification Credits: 4.2

NOTE: Recorded/archived programs must have an accompanying assessment to be eligible for CTP/CCM credits

Determining Allowed Credits: CTPs and CCMs are responsible for determining the number of credits earned based upon actual attendance, at the rate of one credit for every 50 minutes of qualified cash/treasury or finance related continuing education.

The following are sessions that do not qualify for recertification credits:

- Sessions specific to organizational products and/or sales
- Fundamental or introductory courses in finance or cash/treasury management
- Career development sessions not specific to finance or cash/treasury management
- Business development sessions not specific to finance or cash/treasury management
- CTP exam preparation sessions

Reporting of Credits: CTPs/CCMs must report credits directly to AFP at the end of the recertification cycle. Credits should be submitted via the online Recertification Resource Center or the paper form found on AFP's Web site at www.AFPonline.org/recertguidelines. Documentation of credits is required if audited. CTPs and CCMs **must** retain documentation of their attendance for a period of two years after the end of their cycle in the event of an audit.

CREDIT RECORD:

I have earned ____ CTP/CCM recertification credit(s) by attending this continuing education activity.