



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

Western NY

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



Wednesday, September 13th, 2017
Located at Monroe Golf Club



155 Golf Ave., Pittsford, NY 14534 (585) 586-3440

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 **4.2 CTP/CCM** and **2.8 FP&A** recertification credits by the Association for Financial Professionals*

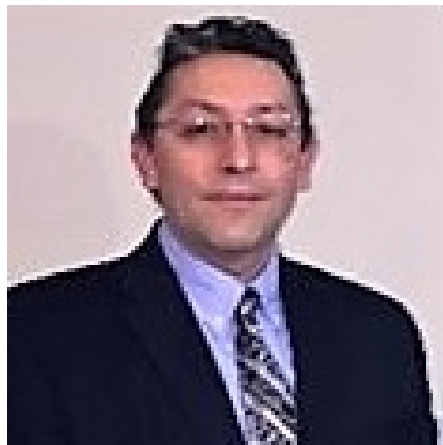
Program Registration & Lunch: 12:00 PM – 1:00 PM

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

Session 1: 1:00 PM – 2:00 PM

Topic: The Customer Centric Treasury
Speaker: JoseLuis Vilchis, Management Consultant, Accenture

The role of Treasurer and corporate treasury continues its expansion from transaction processing center to strategic leader driving improvements in liquidity across the entire value chain. To meet this challenge, the treasurer's perspective must broaden to become effective at providing strategic advice on M&A deals, improve supplier finance, lead tax operations and perform other functions that require a more holistic view of the organization. In this presentation, we provide a perspective of how a variety of treasury organizations have navigated this strategic shift. The presenters will also provide case studies of how they have managed the mix of organizational structure, technology and skill sets that make such a broad strategic mandate work.



JoseLuis Vilchis
Management Consultant, Accenture

JoseLuis is a consultant in the Treasury and Liquidity Management practice of Accenture, the leading management consulting firm based in Chicago. He has 18 years of International experience in Treasury & Finance roles that span Cash Management and Risk Management as well as broader Finance functions including Financial Reporting and Transfer pricing. JoseLuis has led engagements that focus on the assessment, design and implementation of Treasury Technology and process change for multi-national corporations.

Session Break: 2:00 PM – 2:15 PM

Session 2:

2:15 PM - 3:15 PM

Topic: A Comprehensive Approach to Liquidity Risk Management

Speaker: Greg Person, Vice President, Global Presales and Strategic Value, Kyriba

As global companies continue to expand into new markets, increase capital expenditures to fuel business growth and expand via acquisition strategies, the demand for treasurers to effectively manage global liquidity to support business expansion is becoming more critical. This presentation reviews the current liquidity challenges facing treasurers today and the importance of comprehensive liquidity risk management strategies. During the session, Greg Person from Kyriba will explore how leading treasury departments are optimizing global liquidity management through:

- Implementing effective working capital strategies to generate additional liquidity within the supply chain
- Expanding intercompany lending programs to consolidate liquidity and reduce external interest expense
- Partnering with key relationship banks to provide the necessary liquidity infrastructure and regulatory guidance to support their business expansion and strategic objectives in new markets



Greg Person

Vice President, Global Presales and Strategic Value, Kyriba

Greg is responsible for providing consultative solutions to optimize clients' treasury, risk and working capital processes through the adoption of treasury technology. Greg has over 17 years experience in global treasury operations including with Microsoft, EMC Corporation and Wall Street Systems, and was most recently Director of Global Treasury Operations at Boston Scientific. He is a Certified Treasury Professional (CTP) and is an active speaker at AFP and treasury conferences.

Session Break:

3:15 PM – 3:30 PM

Session 3:

3:30 PM - 4:30 PM

Topic: Strategic Payment Strategies for Corporate Treasurers

Speaker: Craig Chapman, Manager, Treasury & Capital Markets, Actualize Consulting

Managing corporate payments efficiently, affordably and getting real-time visibility to cash positions has become more difficult due to increasing merger and acquisition activity, multiple payment types available, multiple locations, decentralized business processes and disparate legacy systems that do not support new business requirements. It is now common for a Corporate to operate multiple ERPs and TMS's across their various locations and affiliates, which will further complicate the payment landscape.

This session will present the channels, technology and what corporates have been implementing to execute their domestic and international payments. It will also cover:

- Payment factory and in-house bank structures
- How to eliminate the need to log into multiple platforms
- Standardizing the workflow while having robust controls and audit trails
- Securing payment processing
- Aligning your treasury technology to your payment business requirements
- Building a business case for a payments project

The audience will learn about all aspects of planning a payment initiative and valuable tips to consider when implementing the program.



Craig Chapman
Manager, Treasury & Capital Markets, Actualize Consulting

Mr. Chapman is a Manager at Actualize Consulting and has over 19 years of professional experience implementing complex treasury solutions as part of treasury software vendors and as a consultant. His focus has been on working with companies to select and implement treasury technology to transform their treasury departments. He has provided process, strategy, controls and technology assistance to companies in all aspects of global cash management, payments and treasury management activities. Mr. Chapman has extensive hands-on experience in project management, business process redesign, treasury system implementation, testing and managing project execution.

Reception: 4:30 PM – 6:00 PM

Raffle prizes will be awarded during the reception!!!

Lunch Menu Information:

Chef's Selection of Soup du Jour
Mixed Green Salad with Assorted Home Made Dressings
Assorted Rolls and Butter
Oven Roasted Potatoes
Chef's Choice of Seasonal Vegetables
Boneless Chicken Cutlets French – White Wine, Sherry, Butter Sauce
Shaved Beef Au Jus – Sliced Thin and Served in Natural Jus

Coffee/Tea/Assorted Soda/Ice Water

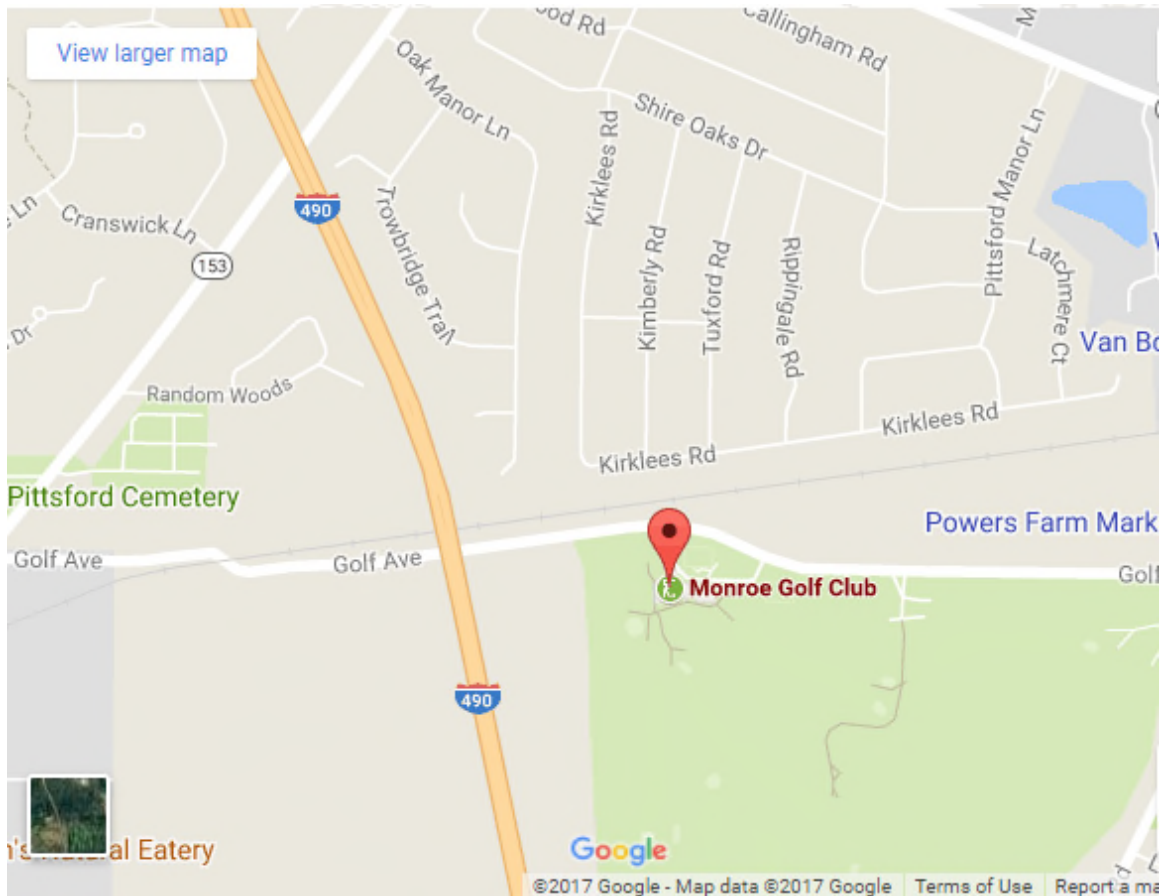
Assorted Cookies and Chocolate Fudge Brownies

Reception Menu Information:

Domestic Cheese Tray with Grapes and Assorted Crackers
Scallops Wrapped in Bacon
Stuffed Mushroom Caps with Sausage
Gulf Coast Jump Shrimp with Cocktail Sauce

Assorted Beer/Wine/Spirits

Directions to Monroe Golf Club:



To Pittsford, NY From the East

Take 490 west to the Pittsford exit. Turn right onto route 31 West. At your first light turn right onto Marsh Rd. Take left onto Golf Avenue, and the club will be on your left.

To Pittsford, NY From the West

Take 490 east to the Fairport/East Rochester exit. Go towards East Rochester. At the first light make a right onto Washington Ave. Turn left onto Golf Avenue and the club will be on your right.



**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 Fall Half-Day Conference

Program Date/Location: September 13, 2017 - Pittsford, 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.



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 Fall Half-Day Conference

Program Date/Location: September 13, 2017 - Pittsford, NY

Number of Eligible Recertification Credits: 2.8

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

Determining Allowed Credits: Certified Corporate FP&A Professionals 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 session does not qualify for recertification credits:

- Strategic Payment Strategies for Corporate Treasurers

Reporting of Credits: Certified Corporate FP&A Professionals 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. Certified Corporate FP&A Professionals **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.