



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

Western NY

The AFP of Western New York presents its
2017 December Lunch Meeting

Wednesday, December 6th, 2017

Located at:



384 East Ave.

Rochester, NY 14607 (585) 222-2489

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: 11:30 AM – 2:00 PM

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

Presentation: 12:30 PM – 1:45 PM

Topic: “The Working Capital Challenges of Small and Diverse Suppliers”

Speaker: Mark Ferguson, Chief Executive Officer, Innervation Finance Group LLC

Academic and industry studies show that SMEs have historically faced higher financing hurdles than large companies. Because SMEs tend to have greater volatility in both earnings and growth than larger companies, SMEs are viewed as riskier investments, and thus subject to higher debt and equity costs. In addition, SMEs have limited management time and ability to develop relationships with lenders and investors, or to expand the number of such relationships.

Improving access to affordable working capital will allow SMEs to have the confidence to bid on larger contracts, hire staff, contribute to their communities, and improve their credit ratings, all of which will lead to greater scale, capacity and success.

Speaker Information:



Mark Ferguson
Chief Executive Officer, Innervation Finance Group LLC

Mark J. Ferguson is the Founder and Chief Executive Officer of Innervation Finance Group LLC. Mr. Ferguson is an investment banking and structured products professional with 30 years of experience in the financial services industry.

Prior to launching Innervation Finance, Mark was a Managing Director in the Global Investment Banking Group at JP Morgan providing coverage to middle-market companies. Prior to JP Morgan, Mr. Ferguson led the lower-middle market advisory firm, Harbourview Capital Management, and was head of the Exotic Products business of ABN AMRO.

Mark purchased and ran the American Can & Spool Company, the original manufacturer of the metal Band-Aid box after Bankers Trust was sold to Deutsche Bank, where he was head of BT's structured note business. Mark is a graduate of the Stern School of Business at New York University with a BS in Finance and International Business.

This Conference has been approved for up to 1.5 CTP/CCM and 1.5 FP&A recertification credits by the Association for Financial Professionals

Menu Information:

Lunch Menu

Buffet:

Mixed Green Salad with Balsamic Vinaigrette
Rolls & Butter

Chicken Cutlets
Roast Beef
Penne with Vodka Sauce
Chefs Choice Vegetable
Chef's Choice Starch

Dessert:

Ice Cream Sundae
Coffee

Map to City Grill:

