



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS  

---

Western NY

The AFP of Western New York presents its  
2018 Winter Half-Day Conference Sponsored By:



**Wednesday, January 24<sup>th</sup>, 2018**  
**Located at:**



**1111 Jefferson Road, Rochester, New York, 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 3.6 CTP/CCM and 2.4 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.*

### **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 New Essentials: Big Data, Biometrics and Everything In Between

**Speaker:** Seth Marlowe – SVP, Treasury Insights Consultant

Accept a payment from your customer's car, no swipe needed. Scan your eye instead of entering a PIN. Use Big Data to gain insights from your cash flows. Rapidly advancing technology is altering the way we do business, enabling us to increase convenience and relevance. Will it also make us smarter? From the Internet of Things to Biometrics and more, we'll discuss how essential new technologies affect how companies and their treasury and finance departments do business. The objectives of this session are to:

- Understand what factors are causing the changes in innovation and customer and consumer expectations
- Gain insights into each of the 5 key technologies driving today's change: Big Data; Artificial Intelligence; Internet of Things; APIs; and Biometrics
- Learn how treasury needs to get out in front of these technologies and socialize the message within their organizations



**Seth Marlowe – SVP, Treasury Insights Consultant  
Wells Fargo**

Seth Marlowe is a Senior Vice President with the Treasury Insights Consulting Group within Wells Fargo's Treasury, Merchant and Payment Solutions group. He is widely known in the industry for his knowledge of treasury, banking and payment solutions, challenges and technology. Seth offers a unique perspective developed from 20+ years as a treasury operations practitioner and treasury technology analyst and consultant. Seth joined Wells Fargo in 2010 as a migration consultant working with the bank's most highly integrated Wachovia customers. Prior to joining the bank, Seth was the head of product management for GE/GE Capital Corporate Treasury. He led GE's global treasury workstation, bank connectivity and SWIFT efforts. Seth and his team were recipients of a 2009 Alexander Hamilton Award for treasury technology excellence.

Prior to GE, Seth was the Treasurer of Danone Waters of North America (Dannon/Evian) and was the Manager of Treasury Operations and Technology for PepsiCo. Seth began his career as a Systems Consultant with Ernst & Young. Seth received an MBA/MIS from the State University of New York at Albany and a BA in Mathematics from the State University of New York at Binghamton. He has CTP, CPCP and AAP certifications. A native New Yorker, Seth resides in Stamford, Connecticut.

**Session Break: 2:00 PM – 2:15 PM**

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

**Topic: Treasury Management Actions & Insight in a Rising Rate Environment**

**Speaker: Jason Hunt – VP & Treasury Management Global Product Manager**

Current treasury professionals are planning for and continue to evaluate how a rising rate interest environment will impact their business. Our discussion will cover interest rate expectations, the current view from the Federal Reserve, overview of investment vehicles out in the market, the increasing importance of working capital, and how the regulatory environment may impact your business. The objectives of this session are to:

- Develop a solid understanding of current market conditions and how these areas impact the interest rate environment
- Evaluate existing investment policy and determine if go-forward investment objectives need to be re-aligned with current market conditions and the regulatory environment
- Maximize investment returns by leveraging a variety of liquidity vehicles (and functionality) in the marketplace



**Jason Hunt – VP & Treasury Management Global Product Manager  
Wells Fargo**

Jason Hunt is Vice President and Treasury Management Global Product Manager at Wells Fargo, supporting overnight investments. Jason has over 20 years of experience managing various financial services products in the Treasury Management space for Wells Fargo. He graduated with an MBA in Finance from Georgia State University in 1995 and has earned the designations of Certified Treasury Professional (CTP) and Accredited ACH Professional (AAP).

**Session Break: 3:15 PM – 3:30 PM**

**Session 3: 3:30 PM - 4:30 PM**

**Topic: Faster Payments: Matching Methods with Strategy**

**Speaker: Michelle E. Ziolkowski, CTP – SVP, Treasury Mgmt. Product Mgmt. Group**

The U.S. payments industry has kicked into high gear with the introduction of four faster payments solutions: Same-Day ACH, Push-to-Card, Zelle, and The Clearing House Real-Time Payments (RTP) Service. Learn how the industry is supporting these new payment options and how you can position these solutions to meet your business' need for speed. The objectives of this session are to:

- Provide education on faster payment options
- Present use cases for the options
- Establish criteria to evaluate the options that are best for your business



**Michelle E. Ziolkowski, CTP – SVP, Treasury Management Product Management Group  
Wells Fargo**

Michelle Ziolkowski is a Senior Vice-President in the Treasury Management Product Management Group for Wells Fargo. As such, she is the Head of Payables, which includes domestic and international wires and ACH, check disbursements, Payment Manager and pre-paid card. She is also managing the Faster Payments initiatives at the bank. Previously, she was the ACH Group Product Manager and also managed the Electronic Commerce Services Emerging Products team focused on AP and AR automation.

Michelle joined the Wells Fargo team from American Express, where she was a Senior Client Partner focused on Payables Automation. Michelle was responsible for managing existing client accounts as well as on-going support activities for sales and reseller organizations. Prior to American Express, Michelle was a Manager in the Enterprise Resource Planning Division of Deloitte Consulting for 5 years. She was responsible for financial system implementations and software integration. She also focused on the use of technology to improve service, product delivery, and business reporting capabilities.

Michelle holds a degree in Economics from John Carroll University and an MBA in Finance from the Katz Graduate School of Business at the University of Pittsburgh. Michelle is a Certified Treasury Professional (CTP). She is a member of the NACHA Production Innovation Standing Rules Group as well as the NACHA Communications and Marketing Advisory Committee.

**Reception: 4:30 PM – 6:00 PM**

**Raffle prizes will be awarded during the reception!!!**

## **Lunch Menu Information:**

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

*Choice of Three Entrees:*

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

Fresh Green Beans with Roasted Shallots and Applewood Smoked Bacon

Roasted Rosemary Fingerling Potatoes

*Individual Mini Desserts:*

Mini Cheesecakes, Mini Pastries,  
Mini Cream Puffs, Mini Eclairs, Chocolate Covered Strawberries

Coffee, Decaffeinated Coffee, Teas, Iced Tea

## **Reception Menu Information:**

*Domestic & International Cheeses:*

Maytag Bleu, Gorgonzola, Sharp Cheddar, Smoked Gouda, Boursin, Brie, Camembert, Pepper Jack, Havarti, Manchego and Fontina Cheeses  
Garnished with Fresh Fruits and Berries, Crostinis and French Baguettes

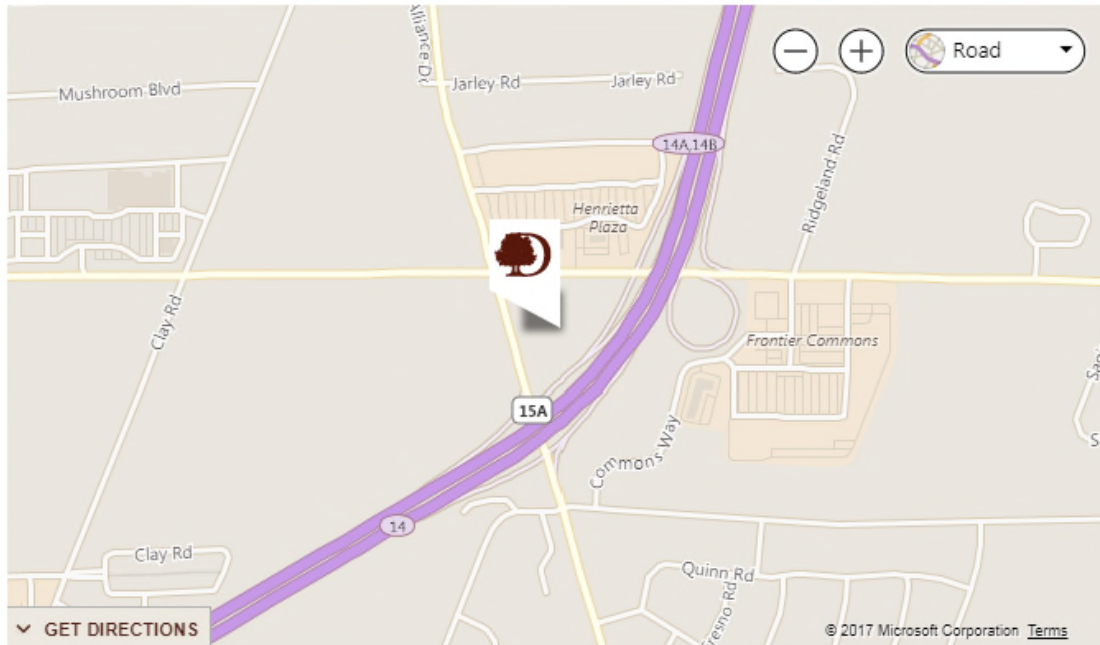
Swedish & BBQ Meatballs

Thai Vegetable Spring Rolls with Orange Ginger Sauce

Tortilla Chips with Creamy Spinach & Artichoke Dip

Beer/Wine/Assorted Soft Drinks and Juices

## Directions to DoubleTree by Hilton:



**From the New York State Thruway:** Exit 46 to I-390N. Take Exit 14 (5 minutes). Turn left onto Rt. 15A. The hotel is on your right.

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

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

**From the South:** Take I-390N. Take Exit 14, East Henrietta Rd. Turn left onto Rt. 15A. The DoubleTree by Hilton Hotel Rochester is on your immediate right.

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

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