



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS

Western NY

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



**Wednesday, May 24<sup>th</sup>, 2017**

**Located at:**



**2287 Turk Hill Rd, Fairport, NY 14450 (585) 223-4210**

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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 – 12:45 PM**

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

## **Annual Meeting: 12:45 PM – 1:00 PM**

### **Session 1: 1:00 PM – 2:10 PM**

**Topic:** Business Email Compromise; Detection, prevention and investigation

**Speakers:** Todd Billcliff, Fraud Manager & Greg Woodworth, Fraud Investigator, Paychex

Cyber fraud has changed the way we conduct business, transact money and manage risk. Complexities in schemes coupled with significant losses, understanding current trends and preventative strategy is critical. Coined as the fastest growing scheme seen in years by the FBI, learn more about the impact and challenges of combating Business Email Compromise (BEC).

Todd and Greg will cover the following:

- Schemes and impact pertaining to BEC
- Best practices to identify and protect against BEC attacks
- Investigation methods and law enforcement response

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

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

**Topic:** Optimizing Your Liquidity through Cash Segmentation

**Speaker:** Kerry Pope, Institutional Portfolio Manager, Fidelity Management and Research Company

In this new environment, and in light of upcoming Basel III deadlines and short-term rate uncertainty, corporate treasurers need investing strategies for their operating cash. While bank deposits and government money market funds are likely to continue to be popular options, the main focus of Kerry's presentation is cash segmentation – allocating cash balances into multiple “buckets” of operating and strategic liquidity. We will discuss this strategy in detail, focusing on how it can allow corporate treasurers to take advantage of a wider array of solutions, including conservative ultra-short bond funds and separately managed accounts.

Using real-world examples to illustrate the risk/return dynamics of these new strategic liquidity alternatives and how to best use these new instruments, Kerry will demonstrate how effective these options may be in further limiting risks while enhancing returns.

### **Session Break: 3:35 PM – 3:50 PM**

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

**Topic:** Treasury Investment Best Practices 2017

**Speaker:** Danette Jones, VP of Business Development, International Cash Distributors

The session will detail risk, liquidity, yield, trading, and operational differences between the various short-term investments available to institutional investors. The presentation will also include best practices for consolidated reporting and exposure analytics.

### **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:**



**Todd Billcliff**  
**Manager, Fraud Prevention & Investigation, Paychex Inc**

Todd Billcliff is a graduate of Roberts Wesleyan College where he obtained his degree in Criminal Justice with a focus in psychology. After getting out of private investigations shortly after school, Todd joined Paychex in 2008 and has been the chief architect of Paychex' fraud program. He is the current Manager over Paychex' fraud prevention and investigation units and is responsible for companywide policy surrounding prevention and prosecution strategies. In addition to establishing policy, he manages relationships with key financial institutions, law enforcement and vendors to ensure Paychex remains ahead of trends and emerging threats. In the relative short existence of his department, they have received a number industry recognized accolades, mostly recently an Alexander Hamilton Award, on performance, evolving strategies and innovative solutions.



**Greg Woodworth**  
**Fraud Investigator, Paychex Inc**

Greg Woodworth has more than 23 years' experience in the Criminal Justice field and is retired law enforcement from the Monroe County Sheriff's Office. Greg was an Investigator with the Sheriff's Office for almost 10 years, 4 of which he worked in the Economic Crimes Unit. He has a Master's Degree from Utica College in Economic Crime Management and is a Certified Fraud Examiner. Greg has worked for Paychex for 2 years as a Fraud Investigator and is responsible for conducting internal and external investigations, trending and analysis and assists with the development of preventative strategies. Greg coordinates investigation efforts with local, state, and federal law enforcement throughout the United States to bring the fraudsters to justice and to gain restitution ordered back.

## **Speaker Information:**



**Kerry Pope**  
**Institutional Portfolio Manager, Fidelity Management & Research Company**

Kerry Pope is an institutional portfolio manager in the Fixed Income division at Fidelity Management & Research Company (FMRCo), the investment advisor for Fidelity's family of mutual funds. In this role, he provides strategy and communications to business partners regarding the management of Fidelity Institutional Asset Management (FIAM) Liquidity Management Solutions.

Prior to joining Fidelity in 2011, Mr. Pope was senior vice president of liability management at State Street Corporation, Treasury from 2004 to 2008. Previously, he served as senior vice president of global money markets at State Street Corporation, FX Money Markets for ten years.

Mr. Pope earned his Bachelor of Science degree in business administration from the University of New Hampshire and his master of business administration degree in finance investments from Boston University. He is also a Chartered Financial Analyst (CFA®) charter holder.



**Danette Jones**  
**Vice President of Business Development, International Cash Distributors**

Ms. Jones is an accomplished financial professional with more than 16 years of banking and corporate treasury management experience, specializing in municipal and corporate bond financings, overseeing daily cash operations, liquidity investments and borrowing/debt transactions.

Prior to joining ICD, Ms. Jones was Treasury Manager at Turing Pharmaceuticals AG in New York City, working directly with the Treasurer in the development of a global treasury department. Prior to Turing, Danette was a Senior Treasury Analyst specializing in international treasury services and European investments at The Coca-Cola Company where she managed a \$12 billion investment portfolio. Danette was also a Treasury Analyst at The Wendy's Company and worked on the banking side with various banks including Regions Bank and Bank of New York Mellon.

Danette received her Bachelor's Degree in Accounting from the University of Alabama at Birmingham and she is an AFP Certified Treasury Professional.

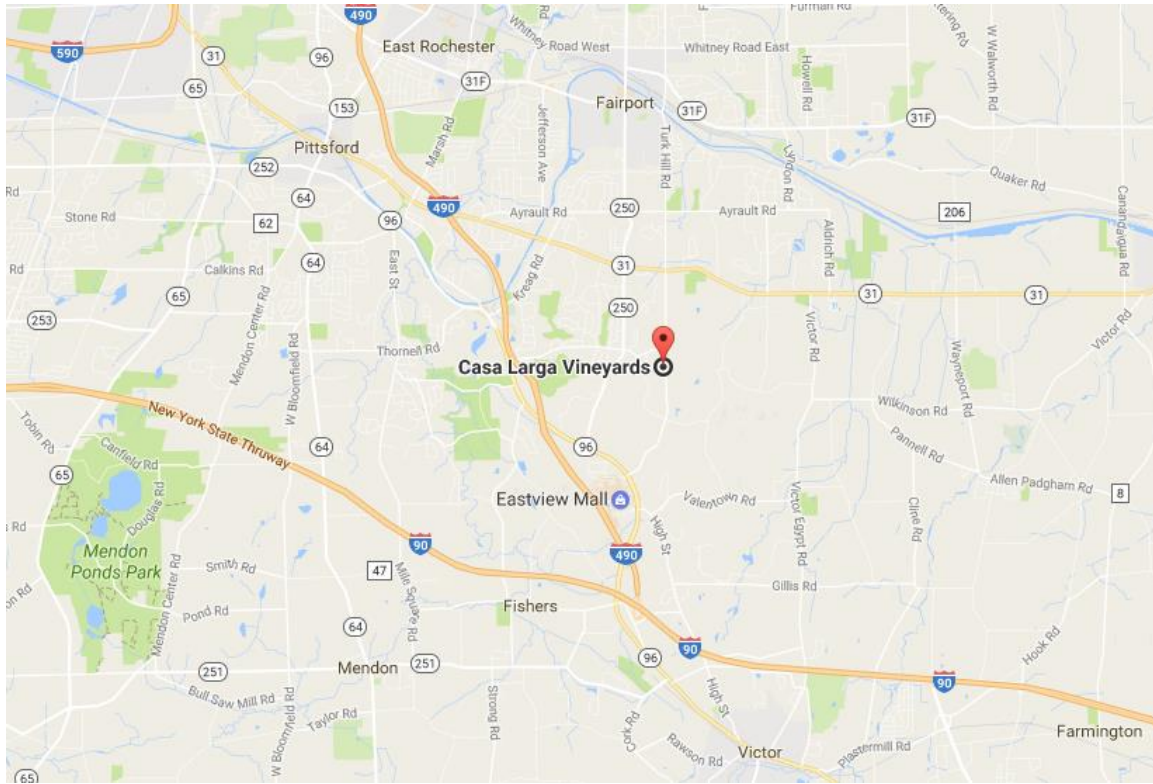
## **Menu Information:**

Field Greens Salad with Two Dressings  
Fresh Baked Ciabatta Rolls with Whipped Butter  
Fresh Fruit Salad with Mixed Berries and Mint  
Antipasto Salad

Colorful Sautéed Vegetable Medley  
Chicken Fricassee with Shallots and Cognac Sauce  
Garlic and Parmesan Roasted Red Potatoes  
Orecchiette Pasta with Fresh tomato Pesto, sautéed Mushrooms and Parmesan Cheese  
Chef Carved Top Round of Sirloin with Natural Au Jus

Cookies and Brownies  
Assorted Cold Beverages,  
Featuring New York's Evening Star Coffee Roasters and Herbal Tea

## Directions to Casa Larga:



### From the West:

Take I-90 E to Exit 45 for I-490 W towards Rochester/Victor. Continue on I-490 for .2 Miles. Take Exit 29 Toward Victor. Turn Right onto NY-96 for 1 Mile. Turn Right onto Turk Hill Rd and continue for 1.5 Miles, destination will be on the left.

### From the East:

Take I-90 W to Exit 45 for I-490 W towards Rochester/Victor. Continue on I-490 for .2 Miles. Take Exit 29 Toward Victor. Turn Right onto NY-96 for 1 Mile. Turn Right onto Turk Hill Rd and continue for 1.5 Miles, destination will be on the left.

### From the South:

Take I-390 N towards Rochester. Take Exit 12 for I-90/NY-253/Lehigh Station Rd toward Thruway. Keep Left, follow sign for Interstate 90 Thruway. Take I-90 East for 11.9 Miles to Exit 45 for I-490 W towards Rochester/Victor. Continue on I-490 for .2 Miles. Take Exit 29 Toward Victor. Turn Right onto NY-96 for 1 Mile. Turn Right onto Turk Hill Rd and continue for 1.5 Miles, destination will be on the left.





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#### **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 Spring Half-Day Conference

**Program Date/Location:** May 24, 2017 - Fairport, 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](http://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.



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#### **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 Spring Half-Day Conference

**Program Date/Location:** May 24, 2017 - Fairport, 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](http://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.

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