



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS  
Western NY

2016 September Half-Day Conference Sponsored By:



**Wednesday, September 14<sup>th</sup>, 2016**

**Located at:**



**Monroe Golf Club**

**155 Golf Avenue, 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.

## **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:** Information Security and Fraud Awareness

**Speakers:** Mitch McLaughlin, SVP. Security, Deposit Ops & Facilities Director and Viviane Stover, Information Security Manager – Five Star Bank

This session will offer tips to help organization and consumers to avoid having their online financial information disrupted or stolen. Now more than ever organizations and consumers must remain alert to the possibility of their credit and financial security being compromised.

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

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

**Topic:** Cash and Liquidity Management

**Speaker:** Joe Hooker, Managing Director, Promontory Interfinancial Network, LLC

This sessions is designed for treasury and other financial professionals, covers:

- The economic and regulatory landscape today
- Typical cash management choices
- FDIC-insured cash management options

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

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

**Topic:** Economic Forecast – Data, Theory, Reality, Perceptions, UFO's

**Speaker:** John Striebich,

This session will speak to the current state of the US and local economy and begin to forecast what can be expected at both levels over the next 12-24 months that will have an effect on organizations.

### **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 **2.8 FP&A** recertification credits by the Association for Financial Professionals*

# Speaker Information:



**Joe Hooker**

**Managing Director, Promontory Interfinancial Network, LLC**

Over 13 years of experience in banking and financial services. Has worked at Promontory for over 11 years, currently holds the position of Managing Director, and manages the majority of Promontory's sales staff. Previously, was the Director of Product Strategy, focusing on Promontory's strategy and analytics. Prior to that managed Promontory's Treasury Desk, running the wholesale funding auction and inside sales function. Before joining Promontory, worked at Rydex Investments as an institutional trade specialist. Received a BA in Economics from the College of William and Mary.



**Mitch McLaughlin**

**SVP Security, Deposits Ops & Facilities Director, Five Star Bank**

R. Mitchell McLaughlin has over 35 years of experience in banking and bank operations. Mitch began his banking career as a management trainee for Financial Institutions, Inc. (Wyoming County Bank) 35 years ago. He is a graduate of the School for Bank Administration in Madison, WI, as well as the Graduate School of Bank Operations and Technology at Vanderbilt University, the Bank Management School at Duke University Fuqua School of Business, and the ABA School of Bank Investments. He is responsible for Information and Physical Security in addition to Deposit Operations and Fraud.



**Viviane Stover, CISA**

**Manager, Information Security Manager, Five Star Bank**

Viviane Stover has over 15 years of experience in the Information Security arena. She has evaluated Cybersecurity postures for local companies such as Frontier, Xerox, and RG&E. Viviane holds an Information System Auditor Certification (CISA) and is an active member of the Information Systems Audit and Control Association (ISACA). After earning a bachelor's degree in Economics and a Master's degree in Statistics from RIT, Viviane started her career at Price Waterhouse LLP. Currently working as the Information Security Manager at Five Star Bank, Viviane is the process owner for all activities that limit access to and protect the confidentiality and integrity of customer, employee, and business information.

## **Speaker Information (Continued):**



**John Striebich**  
**Economics and Finance Professor, Rochester Institute of Technology**  
**Saunders College of Business**

John Striebich is a professor of Economics and Finance at RIT Saunders College of Business where he teaches at both the undergraduate and graduate levels. John is also Chairperson of the Business Administration department at Monroe Community College where he also teaches a variety of business courses including accounting, entrepreneurial business and marketing. He was previously the Program Director in the Workforce Development Division. John holds his B.A. in Political Science from the University of Rochester and his MBA from RIT with a concentration in finance and economics.

# **Menu Information:**

## **Lunch Menu**

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 Vegetable  
Boneless Chicken French Cutlets  
Shaved Beef au Jus:  
Sliced Thin and Served in Natural Jus

## **Break # 1**

Ice Cream Sundae Bar  
Vanilla and Chocolate Ice Cream with M&M's, Chopped Walnuts, Sprinkles,  
Chocolate  
and Butterscotch Sauces, Whipped Cream and Maraschino Cherries

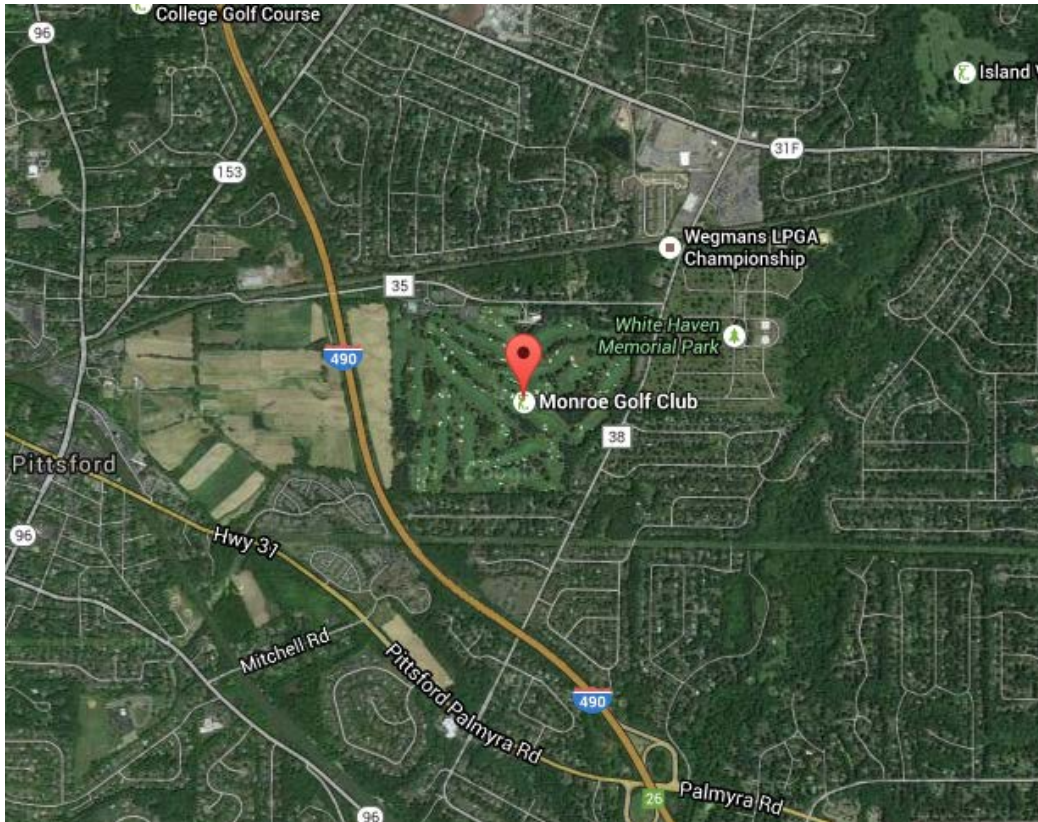
## **Break # 2**

Coffee, Tea & Soda  
Columbian Coffees, Assorted Teas & Assorted sodas

## **Reception Menu**

Hor d'oeuvres  
Domestic Cheese Tray  
Garnished with Grapes and Strawberries and Served with Distinctive Crackers  
Mini Crab Cakes with Chipotle Aioli  
Stuffed Mushroom Caps with Sausage  
Gulf Coast Jumbo Shrimp with Cocktail Sauce

# Directions to Monroe Golf Course:



## From the West (Buffalo, NY):

Take I-90 East toward Rochester (**59.1 miles**). Take Exit 46 for I-390 toward Rochester (**4.1 miles**). Take the NY-15A/E Henrietta Rd exit, EXIT 14, toward NY-252/Jefferson Rd. (**0.2 miles**). Turn left onto NY-15A/E Henrietta Rd (**0.2 miles**). Turn right onto Jefferson Rd/NY-252 (**4.6 mile**). Turn left onto S Main St/NY-96 (**0.6 miles**). Turn right onto Washington Rd/NY-153 (**0.2 miles**). Take the 1st right onto Golf Ave/County Hwy-35 (**0.8 miles**). Monroe Golf Club is on your right.

## From the East (Syracuse, NY):

Take I-90 West toward Rochester (**68.3 miles**). Take Exit 45 for I-490 toward Rochester (**5.8 miles**). Take the NY-31 exit, EXIT 26, toward Pittsford (**0.2 miles**). Merge onto NY-31 toward Pittsford (**0.6 mile**). Turn right onto Marsh Rd/County Hwy-38 (**1.2 miles**). Turn left onto Golf Ave/County Hwy-35 (**0.6 miles**). Monroe Golf Club is on your left.

## From the South (Geneseo, NY):

Take I-390 N toward Rochester (**16.6 miles**). Take the NY-15A/E Henrietta Rd exit, EXIT 14, toward NY-252/Jefferson Rd. (**0.2 miles**). Turn left onto NY-15A/E Henrietta Rd (**0.2 miles**). Turn right onto Jefferson Rd/NY-252 (**4.6 mile**). Turn left onto S Main St/NY-96 (**0.6 miles**). Turn right onto Washington Rd/NY-153 (**0.2 miles**). Take the 1st right onto Golf Ave/County Hwy-35 (**0.8 miles**). Monroe Golf Club is on your right.



Certified  
Treasury  
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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:** 2016 Fall Half-Day Conference

**Program Date/Location:** September 14, 2016 - 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.



**FP&A™**

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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:** 2016 Fall Half-Day Conference

**Program Date/Location:** September 14, 2016 - Fairport, 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:** 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 session does not qualify for recertification credits:

- Typical Cash Management Choices and FDIC-Insured Cash Management Options

**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.