



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS  

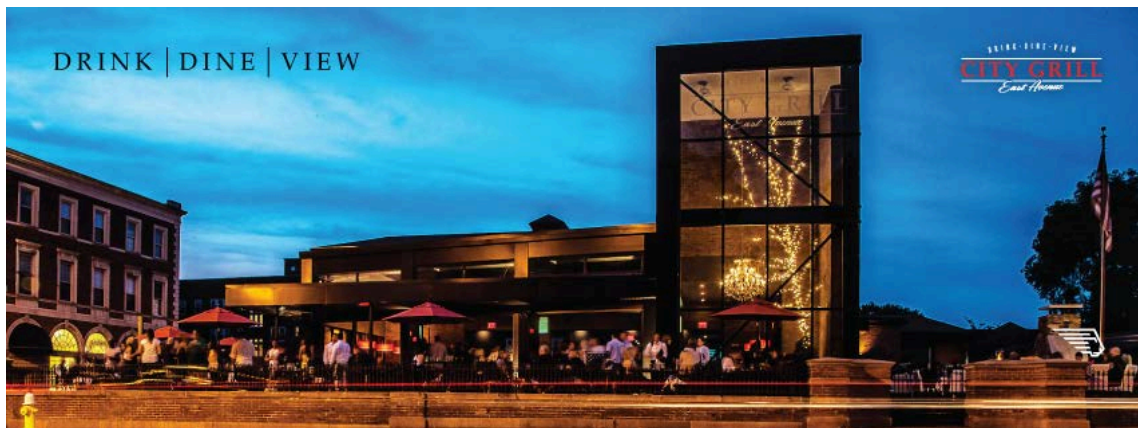
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Western NY

The AFP of Western New York presents its  
2016 December Lunch Meeting

**Wednesday, December 7<sup>th</sup>, 2016**

**Located at:**



**City Grill**

**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 Role of the Treasurer

**Speaker:** Mark Maring, Vice President and Treasurer, GateHouse Media

The role of the Treasurer continues to expand as it takes on more responsibilities and increasingly interacts with more business units across the organization. This session will discuss GateHouse Media's Treasury department's roles and responsibilities across the organization. Learn what a typical day in Treasury is at GateHouse Media.

## **Speaker Information:**

**Mark Maring** is Vice President and Treasurer of GateHouse Media, one of the largest publishers of locally based print and online media in the United States. He has been with GateHouse Media since 2008 and also served as the Company's Vice President of Investor Relations and Strategic Development. He was formerly a Vice President of Mendon Capital Advisors Corp, a registered investment advisor, from 2004 through 2008 where his responsibilities included risk management and hedging strategies. From 2000 to 2004 Mr. Maring was Vice President Investor Relations for Constellation Brands, Inc. ("Constellation") an international producer and marketer of beverage alcohol brands. Mr. Maring also served as Constellation's Director of Planning from 1997 to 2000. From 1992 to 1997, Mr. Maring worked with the accounting firm Arthur Andersen LLP. From 1987 to 1992 he worked for The Chase Manhattan Bank, N.A. in investment banking. Mr. Maring is a certified public accountant and holds a master's degree in finance and accounting, from the Simon School of Business at the University of Rochester and a B.S. from St. John Fisher College.

*This Conference has been approved for up to **1.5** CTP/CCM recertification credits by the Association for Financial Professionals*

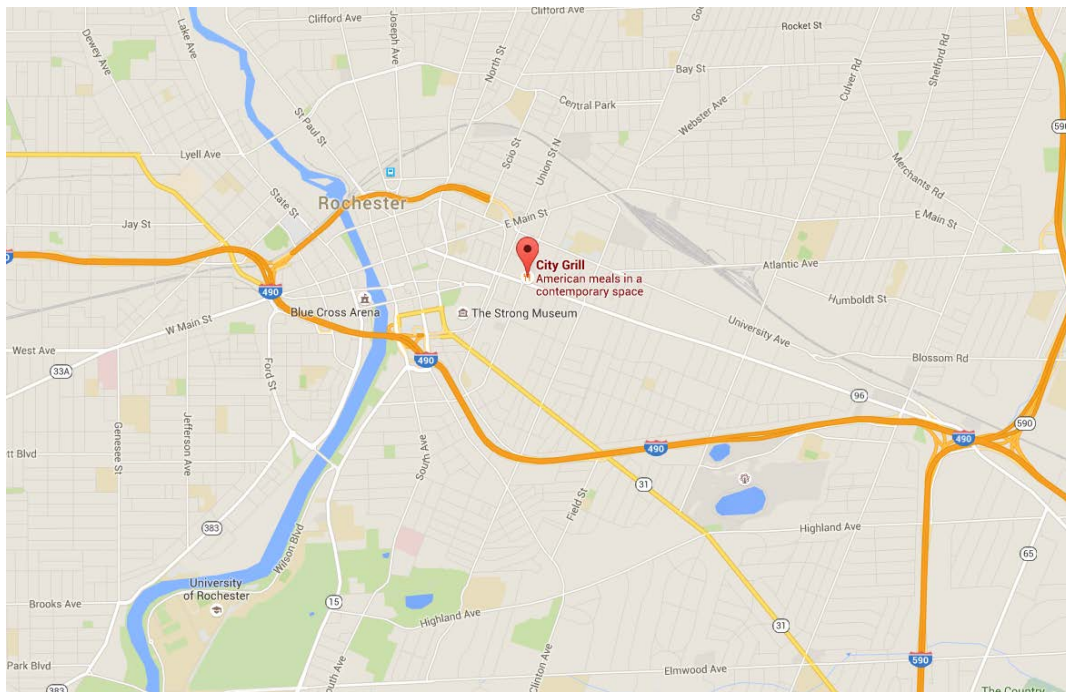
# Menu Information:

Mixed Green Salad w/ Balsamic Vinaigrette  
Rolls & Butter

Chicken Cutlets  
Roast Beef  
Pasta Dish  
Chef's Choice Vegetable  
Chef's Choice Starch

Dessert: Ice Cream Sundae  
Coffee

## Directions to City Grill:



### From the West:

Take I-90 East to Exit 47 for I-490 toward Rochester. Continue on I-490 for 23 Miles. Take Exit 15 for Inner Loop. Continue on Howell St. for .1 mile. Make a slight left onto S Union St. In 0.3 miles take a right onto East Ave. City Grill will be on your left in 0.1 miles.

### From the East:

Take I-90 West to Exit 45 for I-490 toward Rochester. Exit 45 turns slightly right and becomes I-490 West. Take Exit 19 for Culver Rd. Turn Right onto Culver Rd for 0.5 miles. Turn left onto East Ave and City Grill will be on your right in 1.2 miles.

### From the South:

Take I-390 N to Exit 15 to merge onto I-590 N toward Downtown/Rochester. Take Exit 5 for I-490 West Towards Downtown/Rochester. Take Exit 19 for Culver Rd. Turn right onto Culver Rd for 0.5 miles. Turn left onto East Ave and City Grill will be on your right in 1.2 miles.



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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 December Lunch Meeting

**Program Date/Location:** December 7, 2016 - Rochester, NY

**Number of Eligible Recertification Credits:** 1.5

**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.