



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS

Western NY

**The AFP of Western New York Presents Its
2019 Spring Half-Day Conference and Annual Meeting**

Sponsored By:



**Wednesday, May 15th, 2019
Located at Locust Hill Country Club**



**2000 Jefferson Rd, Pittsford, NY, 14534
(585) 427-7010**

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 3.6 FP&A recertification credits by the Association for Financial Professionals

Program Registration & Lunch: 12:00 PM – 1:00 PM

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

Annual Meeting: 12:45 PM – 1:00 PM

Agenda: Approve Last Year's Meeting Minutes, Approve FY20 Proposed Budget, Approve FY20 Bylaws, Approve FY20 Proposed Board of Directors, Review FY20 Schedule of Events, and Conduct FY19 Member Referral Raffle

Session 1: 1:00 PM – 2:00 PM

Topic: *Economic Update*

Speaker: Tim Quinlan, Director, Senior Economist – Wells Fargo

In this session, Wells Fargo Senior Economist Tim Quinlan will discuss the trade tariffs, the outlook for domestic spending, business investment and the impact of the government shutdown. Tim will also discuss the outlook for the Federal Reserve and interest rates. After four rate hikes in 2018, what does the current state of the labor market and inflation mean for the Fed's plan for 2019?



Tim Quinlan
Director, Senior Economist – Wells Fargo

Tim Quinlan is a Director and Senior Economist with Wells Fargo Securities. Based in Charlotte, North Carolina, he provides analysis on U.S. economy and major foreign economies. Tim's work has been published in academic economic journals and his comments on the economy regularly appear in The Wall Street Journal, The New York Times, and USA Today. He is also a frequent guest on Bloomberg TV, CNBC, and National Public Radio. Tim first joined the company in 2002 and previously held positions as a Trust Account Portfolio Manager and Investment Strategist before joining the economics group in 2007. Prior to joining the company, he worked for Putnam Investments in Boston. Tim is a member of the National Association for Business Economics and the Canadian Association for Business Economics. Tim has a B.A. from Siena College in Albany, New York.

Session Break: 2:00 PM – 2:15 PM

Session 2:

2:15 PM - 3:15 PM

Topic: *Facing The New Faces of Fraud – Tackling Today’s Biggest Security Threats*

Speaker: **John G. Kolar, Vice President, Digital Consultant Manager, Wholesale Internet Fraud Prevention and Authentication Team – Wells Fargo**

The fraud landscape is constantly evolving and fraud schemes have become more sophisticated. Technological shifts - such as the proliferation of smartphones and the emergence of extremely tech savvy criminals - ensure attacks will occur within your organizations and that they can come from anywhere. In this session, you will hear about various fraud threats that pose a risk to your organizations, like Business Email Compromise (BEC), which continues to be the cyber payment fraud scheme of choice, and Online Account Takeover (ATO).

With corporate assets, information and reputations at significant risk, real-world solutions and partnerships are required to protect against fraud. We will share best practices to identify fraud and protect your organization. You will hear a first-hand account from a corporate treasury professional who experienced a fraud attack. They will share their experience and the changes they have made in order to combat future cyber payment fraud attempts.



John G. Kolar
Vice President, Digital Consultant Manager, Wholesale Internet Fraud Prevention and Authentication Team – Wells Fargo

John Kolar is a Vice President and Digital Consultant Manager of the Fraud Prevention Education, Training and Process Team at Wells Fargo Bank. He has over 20 years of experience in financial services, primarily in Treasury Management serving in online product management, technical sales and release management roles.

In his current role, John manages a team of consultants that create and maintain training and process documentation for the fraud prevention agents. John’s team also creates, updates and manages the education collateral for internal and external use for the Wholesale business.

Session Break:

3:15 PM – 3:30 PM

Session 3:

3:30 PM - 4:30 PM

Topic: *Cash Investing: Where Are The Opportunities and Where Are The Risks?*
Speakers: Michael P. Rodgers, Managing Director, Senior Portfolio Specialist – Wells Fargo & Frank Marckioni, CFA, Sales Director, Business Development – Wells Fargo

The current market environment for balance sheet cash investing hasn't been this favorable for over a decade. The Federal Reserve Open Market Committee has provided us with the gift of yield by increasing short-term rates over 200 basis points, then surprised the markets with guidance that they may be at or near the end of the current tightening cycle. So, while the Fed has ostensibly mitigated some of the most important risks to short-term investing, there's no such thing as a "free lunch." It's still critical to consider and implement important factors to optimize a cash investment strategy that suits the unique objectives and constraints of each organization. This session will focus on key components of crafting an appropriate investment strategy in light of the current market environment.



Michael P. Rodgers
Managing Director, Senior Portfolio Specialist – Wells Fargo

Mike Rodgers serves as head of the Fixed Income Portfolio Specialist team with the Wells Fargo Asset Management Global Fixed Income team. He provides leadership to and coordination of activities for Fixed Income Portfolio Specialists who serve as the primary investment contact for our Global Fixed Income Platform. His team is also responsible for developing thought leadership pieces and client materials, act as proxies for portfolio managers in meetings with clients, prospects, and consultants, and assist in the development of new products/ strategies. Prior to his current role, he served as Practice Leader for the Balance Sheet Assets Client Relations team. He began his investment industry career when he joined the firm in 1992. Mike served four years on active duty in the United States Marine Corps with an Honorable Discharge in 1988. He holds a bachelor's degree in business administration and finance from the McLaren School of Business at the University of San Francisco. Mike also serves on the Board of Directors as Treasurer and Chair of the Finance Committee for the California State University Maritime Academy Foundation.



Frank Marckioni, CFA
Sales Director, Business Development – Wells Fargo

Frank Marckioni provides short-term investment management solutions for clients and prospects of the Wells Fargo Asset Management Balance Sheet Asset Management team. He joined Wells Fargo Asset Management from Evergreen Investments, where he served in a similar role since 2008. Prior to that, he served as a Director of Product Development for Deutsche Bank and as a Managing Director for Merrill Lynch. Frank began his investment industry career in 1987 as a Commercial Banking Officer for AmeriTrust Company. He earned a bachelor's degree in psychology from the University of Pittsburgh and a master's degree in business administration from Carnegie Mellon University. Frank has earned the right to use the CFA designation. Frank authored a chapter titled "Crafting the Appropriate Investment Policy for an Organization's Unique Needs" in the book "Cash Management: Products and Strategies," published by Frank J. Fabozzi Associates.

Reception:

Raffle prizes will be awarded during the reception!!!

4:30 PM – 6:00 PM

Lunch Menu:

Mixed Garden Greens Salad w/ Balsamic Vinaigrette or Ranch Dressing

Pasta Salad

Fresh Cut Fruit Salad Seasonal Steamed Vegetables Warm Rolls with Butter

Entrees:

Roasted Chicken with Sundried Tomato and Pesto

Beef Tenderloin Tips with Demi-Glace and Blue Cheese

Beverages:

Coffee/Tea Water

Reception Menu:

Baked Brie Wheel w/Toasted Baguettes

Spinach and Artichoke Dip

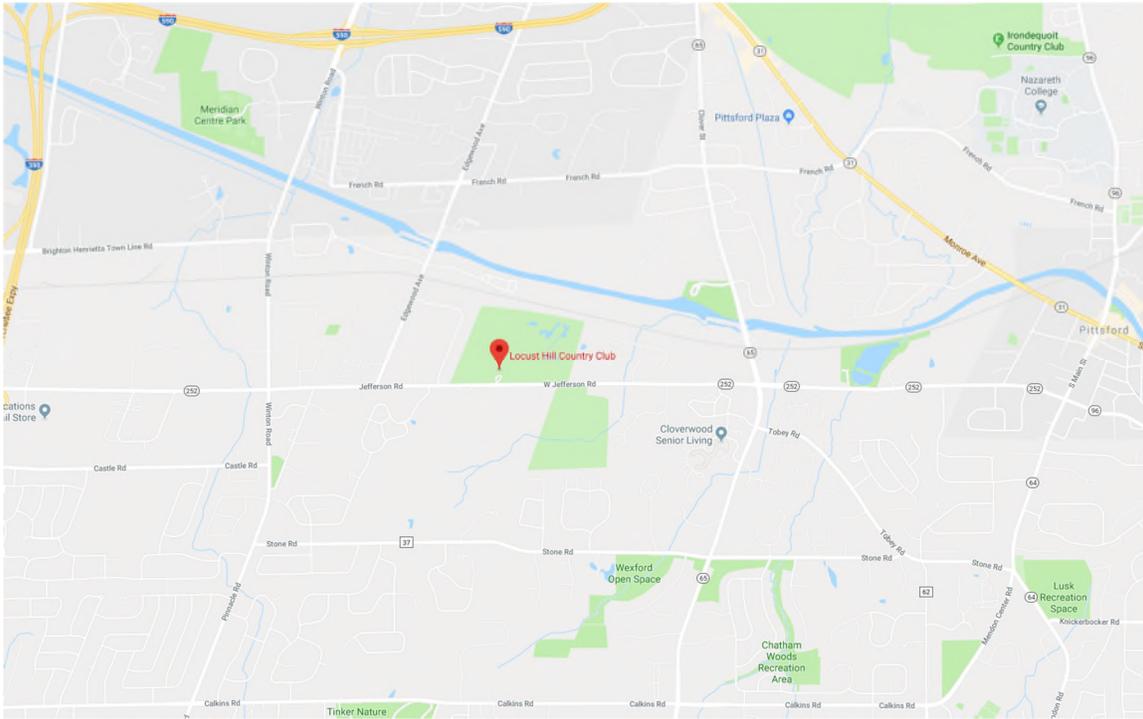
Chicken Satay w/Peanut Dipping Sauce Vegetable Egg Rolls

Swedish Meatballs

Beverages:

Assorted Beer/Wine/Spirits

Directions to Locust Hill Country Club:



From the North: Take I-590 S to Exit 2A for NY-31 W/Monroe Ave. Turn right after Valvoline Instant Oil Change (on the right). Turn left onto Edgewood Ave. Turn left onto NY-252 E. Locust Hill Country Club will be on your left.

From the South: Take I-390 N to Exit 14 for NY-15A/E Henrietta Rd, toward NY-252/Jefferson Rd. Turn right onto NY-15A S/E Henrietta Rd. Turn left onto Castle Rd. Turn left onto S Winton Rd. Turn right onto NY-252 E. Locust Hill Country Club will be on your left.

From the West: Take I-90 E to Exit 14 for NY-15A/E Henrietta Rd, toward NY-252/Jefferson Rd. Turn right onto NY-15A S/E Henrietta Rd. Turn left onto Castle Rd. Turn left onto S Winton Rd. Turn right onto NY-252 E. Locust Hill Country Club will be on your left.

From the East: Take I-90 W to Exit 45 for I-490 W, toward Rochester. Take Exit 27 for NY-96 toward Bushnell's Basin. Turn right onto NY-96 N. Continue onto NY-252 W/W Jefferson Rd. Locust Hill Country Club will be on your right.