



ASSOCIATION FOR
FINANCIAL
PROFESSIONALS
Western NY

The AFP of Western New York presents its
March 2020 Lunch Meeting

Sponsored by:



March 25th, 2020

Located at:



**Staybridge Suites – Rochester University
1000 Genesee, Rochester, New York, 14611
TEL: 585-527-9110**

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: Next Generation Technology: Virtual Accounts in Centralized Treasury

Speaker: Kevin McKeever, CTP, Regional Head of Payment Advisory, HSBC Bank USA, N.A.

Session Description: In today's global marketplace, treasurers face an increasingly complex task of managing cash management and centralizing treasury functions that delivers improved efficiency, better control, and streamlined reconciliation. Today the answer just might be virtual accounts. Traditionally used as a receivables tool, banks in the U.S. are taking this solution to the next level—offering more flexibility in how and where virtual accounts can be used. Learn how Virtual Accounts can simplify processes and add value at every step from payer identification, to account rationalization, to enhanced visibility, to greater security.

Speaker Information:



Kevin McKeever, CTP, Regional Head of Payment Advisory, HSBC Bank USA, N.A.

As regional Head of Payments Advisory, Kevin consults global companies on domestic and international cash management & payment solutions, as well as provides education and training on current market trends in global liquidity & cash management. Kevin has more than 30 years of banking experience, which includes relationship management and cash management. He joined HSBC as a Senior Sales Manager for GBM in 2004, and covered a variety of industry sectors. Prior to joining HSBC, Kevin spent 16 years with ABN AMRO Bank, including six years in Amsterdam working in ABN AMRO's Global Client and Global Transaction Services divisions. Kevin holds a MBA from the University of Warwick, United Kingdom, and has received the Certified Treasury Professional credential from Association for Financial Professionals (AFP).

This Conference has been approved for up to 1.5 CTP/CCM and 1.5 FP&A recertification credits by the Association for Financial Professionals

Lunch Menu Information:

Entrees:

Roasted Chicken, Rootbeer braised beef brisket

Sides:

Oven-roasted rosemary potatoes, Green beans almondine, Pasta marinara, Spring mix salad with assorted dressings, Fresh rolls

Beverages: Coffee, Decaf, Tea, Assorted Sodas