



The AFP of Western New York presents its
2023 Winter Half-Day Conference

Sponsored By



Wednesday, April 26th, 2023
Casa Larga Vineyards
2287 Turk Hill Rd, Fairport, NY 14450

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 **2.4 FP&A** recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.*

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 One: 1:00 PM – 2:00 PM

Topic: Leveraging Networking and Personal Branding to Achieve Success in Your Treasury Career

Speaker: Mike Richards, CEO & Founder – Treasury Recruitment Company

Session Description: As a treasury professional you spend your life safeguarding and investing your company's money but can the same be said for you and your treasury career? You need to be your own career coach. Gain key insights from a global corporate treasury recruiter on how to advance your treasury career.

Speaker Information



Mike Richards, CEO & Founder – Treasury Recruitment Company

Mike Richards is the CEO & Founder of the Treasury Recruitment Company. Established in 2002, The Treasury Recruitment Company are the only truly Global Treasury Recruitment firm in the world. They recruit at all levels within Corporate Treasury from Treasury Analyst to Treasury Director for multinational corporates, consultancies and a range of financial institutions.

Session Break: 2:00 PM – 2:15 PM

Session Two: 2:15 PM – 3:15 PM

Topic: AI for Treasury: The Good, The Bad, and The Scary

Speakers: Viena Swierczek, Solutions Consultant – Kyriba

Session Description: The ChatGPT revolution has accelerated the discussion about the role that AI and data play to drive data-driven processes and decisions for CFOs and Treasurers. While data-driven technology is continually promoted to Treasurers as the path to digital transformation, hyperautomation, and real-time business intelligence, AI has the potential to be much more impactful for tomorrow's Treasurer.

In this session, we will explore how AI will support, transform and (in some cases) replace treasury processes.

Discussion will include:

- How to become a data-driven treasury
- Use cases for AI: today and tomorrow
- The role of APIs to unify data and unlock AI
- Leveraging analytics to deliver real-time treasury insights

Speaker Information



Viena Swierczek, Solutions Consultant – Kyriba

Viena Swierczek is a Solution Engineer at Kyriba. Viena works with clients and prospects across all industries to understand their challenges and design solutions within Kyriba for their Treasury, Payments, Risk, and Working Capital strategies. Viena started her career in finance at Goldman Sachs in New York in investment banking.

Prior to joining Kyriba, she was a relationship manager at Capital Group working with high net worth investors. Viena has always been interested in financial technology and found a passion for leveraging technology to streamline processes and operations, which led her to join Kyriba in May of 2022. Kyriba is the global leader in cloud financial management solutions that enable forward-thinking treasury and finance teams to optimize cash and risk management, payments and working capital strategies. Kyriba delivers a highly secure 100% SaaS platform, superior bank connectivity and a seamlessly integrated solution set for tackling many of today's most complex financial challenges. Over 2,000 global organizations use Kyriba to enhance their cash visibility, improve financial controls, and increase productivity across their cash and liquidity, payments and risk management operations.

Session Break: 3:15 PM – 3:30 PM

Session Three: 3:30 PM – 4:30 PM

Topic: Best Practices in Balancing Safety, Liquidity & Return

Speaker: Tom Severance, Global Head of Account Management & Sales – ICD

Session Description: With cash balances at all-time highs, interest rate uncertainty, and questions around the safety of banks, this session will review short-term investment options available to treasury organizations and best practices on managing the three pillars of investments: safety, liquidity and yield. How are treasury teams managing cash, liquidity and investments, and what tools are available to streamline their investments processes while ensuring visibility and control related to compliance and risk management?

Speaker Information



Tom Severance, Global Head of Account Management & Sales – ICD

Tom Severance leads ICD's global account management and sales team. He is responsible for building the teams who are guiding ICD prospects and clients globally and for leading ICD's expansion into new markets. Prior to joining ICD, Tom served as Chief Revenue Officer for Qontigo (previously Axioma), where he led the sales and marketing of innovative SaaS solutions for asset managers, hedge funds, asset owners and banks. Combining his leadership and commercial acumen, he also led teams at Markit, QuIC Financial Technologies, Mysis, Algorithmics and Bloomberg.

Reception: 4:30 PM – 6:00 PM

Menu Information (In-Person Attendees)

Lunch:

- Traditional Caesar Salad - Crisp Romaine and Croutons in a Classic Caesar Dressing
- BBQ Pulled Pork
- Vinegar Based Cole Slaw
- Roasted Red or Mashed Potatoes
- Freshly Baked Warm Ciabatta Rolls with Whipped Butter
- Cajun Corn
- Homemade Three Cheese Macaroni
- Cookies and Brownies
- Iced Tea, Lemonade and Water station
- Featuring New York's Evening Star Coffee Roasters and Herbal Tea

Reception:

- Hand Selected Hors d'oeuvres
- Assorted Domestic and Imported Beers and Casa Larga Wines