



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

Sponsored By



Wednesday September 27, 2023
Located at ARTISANworks



565 Blossom Rd # L, Rochester NY 14610
(585) 288-7170

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 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!

Opening Remarks: 12:45 PM – 1:00 PM

Agenda: Welcome attendees, introduce sponsor and review any open items.

Session One: 1:00 PM – 2:00 PM

Topic: Business Transitions for Privately Held Companies

Speakers: David Barbee, Managing Director & Head of Business Development, Middle Market Financial Sponsors Group – JPMorgan Chase & Co. -and- Ajit George, Executive Director, JPMorgan Private Bank Advice Lab – JPMorgan Chase & Co.

Session Description: Owners of every successful privately held company eventually must decide on a business transition – either retain the business (i.e., transfer ownership to the next generation), or monetize it (options include a sale to a private equity firm or strategic buyer). In this session, we will provide an overview of the middle-market transaction environment (touching M&A and credit markets, and financial sponsor activity), key long-term objectives and challenges facing a private business owner, ownership transition options, the M&A process, and more.

Speaker Information



David Barbee

**Managing Director & Head of Business Development
JPMorgan Chase & Co.**

David Barbee is Head of Business Development for the Capital & Advisory Solutions (CAS) business at J.P. Morgan. David and his team guide corporate clients on strategic alternatives, provide insight into private capital solutions to help them realize growth and ownership transition objectives, and provide tailored access to J.P. Morgan's leading relationship network with private equity and other capital sources.

David has 20+ years of banking experience in various capacities, predominantly across corporate banking. Prior to his current role David led teams in business operations and strategy & business

management functions, as well as managed complex client portfolios active in the capital markets. He started his career with BB&T as a commercial banker until joining J.P. Morgan in 2006.

David holds a Bachelor of Business Administration from Mercer University's Stetson School of Business & Economics and a Master of Business Administration from New York University's Leonard N. Stern School of Business. He currently holds FINRA Series 79 and 63 licenses. David is a member of the leadership team for J.P. Morgan's Community Impact Banking business to help drive the firm's focus on serving diverse-owned businesses. He is also an alumnus of the Detroit Service Corps, a field consulting initiative aligned with J.P. Morgan's financial commitment to the revitalization of the city of Detroit. Outside the firm, David currently serves as Co-Chair of the Board of Directors at The Center for Anti-Violence Education in NYC.

Speaker Information



Ajit George

**Executive Director, Private Business Advisory
JPMorgan Chase & Co.**

Ajit George is an Executive Director in Private Business Advisory in J.P. Morgan Private Bank's Advice Lab. Ajit guides business owners across a range of strategic corporate decisions, including mergers and acquisitions, business valuation, pre-transaction planning and corporate governance of multi-generational businesses.

Prior to joining J.P. Morgan in 2023, Ajit was a senior member of the Corporate Advisory Group at Brown Brothers Harriman, where he advised privately held businesses on mergers and acquisitions, raising capital, corporate investments, and other strategic transactions. Before that, he worked in investment banking at Bank of America Merrill Lynch, covering technology, media, and telecommunications clients.

Ajit received his Bachelor of Science from the Stern School of Business at New York University. He also holds an M.A. from Columbia University and an M.B.A. from the Kellogg School of Management at Northwestern University.

Session Break: 2:00 PM – 2:15 PM

Session Two: 2:15 PM – 3:15 PM

Topic: Cybersecurity and Fraud Prevention

Speaker: Alec Grant, Managing Director & Head of Client Fraud Prevention – JPMorgan Chase & Co.

Session Description: A review of the latest trends and examples of fraud schemes including cyber-attacks and ransomware, what to do if and when your company becomes the target of an attack, and best practices for companies to protect themselves.

Speaker Information



Alec Grant

**Managing Director & Head of Client Fraud Prevention, Commercial Banking
JPMorgan Chase & Co.**

Alec Grant is the Head of Client Fraud Prevention, a newly established role within CB Global Services, reporting to Dan Wilkening. The CB Global Services Fraud Prevention function is responsible for designing and delivering strategies to protect both the firm and its clients from losses. By driving forward the future of fraud detection through AI models and data analytics, the team seeks to enhance client experience and increase recovery rates across all products and channels – including client education, electronic payment, check and card fraud risk.

Alec brings 15 years of experience in building and executing fraud, financial crime, and operational risk strategies. Most recently, he was at Barclays, where he was responsible for Global Fraud Management. Alec has also done similar work at Royal Bank of Scotland (RBS) and has a track record of implementing innovative solutions to combat fraud across both Corporate and Consumer segments.

In addition, Alec is a sought-after industry expert who previously sat on the Global MasterCard Advisory Council, was the Chair of Financial Fraud Trade Association, a former member of the UK Joint Fraud Task Force, chaired by the Home Secretary, and was the former Money Laundering Reporting Officer of Barclays Retail Bank.

Session Break: 3:15 PM – 3:30 PM

Session Three: 3:30 PM – 4:30 PM

Topic: New Direction for I90 Corridor: Building a Competitive and Equitable Business Ecosystem

Speakers: Marco Villegas, Vice President, Global Philanthropy – JPMorgan Chase & Co -and- Benjamin Sio, Chief of Staff and Senior Vice President of Strategy, Policy and Planning – CenterState Corporation for Economic Opportunity -and- Simeon Banister, President and CEO – Rochester Area Community Foundation

Session Description: It's important that decision makers and influencers within their organizations have a key understanding of their company's ESG policy, their ESG investment plans, and the impact of those investments in the region. In this session, JPMorgan will moderate a panel of speakers that will include Benjamin Sio from CenterState CEO, as well as Simeon Banister from the Rochester Area Community Foundation to expand on persistent gaps in the small business ecosystem, collaboration opportunities across the region, and the tech hub application and implications for the region.

As a highlighted example, CenterState CEO solidified and activated a regional partnership across public and private sector to create conditions for new business growth, with a focus on developing economic opportunities in growing sectors. Their collaboration ultimately contributed to Micron's \$100 billion commitment to the region.

Along with state government, community foundations, and private sector, CenterState CEO has been working on an application for up to \$75 million in Federal grants for tech hubs across the region and have been working closely with Micron on building out the inclusive supplier network across the region.

Speaker Information



Marco Villegas
Vice President, Global Philanthropy Program Officer
JPMorgan Chase & Co

Marco is Program Officer at JPMorgan Chase, a global leader in corporate philanthropy with more than \$200 million invested in communities annually. In his role, Marco is responsible for the firm's philanthropic strategy for the New York area. Prior to joining JPMorgan Chase, Marco founded Encima Neighborhood Development, which focused on affordable housing centering its strategy around reimagining housing beyond shelter, as a vehicle for positive, transformative change. Marco also held a Strategy Consulting position at Accenture advising Fortune 500 companies on their strategic priorities and an Equity Research Associate position at JPMorgan Chase covering non-bank financial companies including student lenders, small business development corporations (SBDCs), and government sponsored enterprises (GSEs). Marco holds an MBA from The Wharton School and a BA in Finance from The Stern School of Business at New York University.

Menu Information (In-Person Attendees)

Lunch:

- Field Green Salad with Two Dressings
- Chicken Marsala
- Carved Meat: Top Sirloin of Beef with Demi-Glace and Horseradish
- Oven Roasted Potato Lemon Wedges
- Garlicky Green Beans
- Rolls and Butter
- Assorted Soda and Bottled Water

Reception:

- Domestic Cheese Board
- Fresh Vegetables and Dip
- Sweet and Savory Meatballs
- Spinach and Artichoke Dip with Tortilla Chips
- Assorted Domestic and Imported Beer, Wine and Liquor
- Assorted Non-Alcoholic Soda and Juice