



The AFP of Western New York presents its
2022 Fall Half-Day Conference

Sponsored By



JPMORGAN CHASE & CO.

Wednesday, September 28th, 2022
DoubleTree by Hilton Hotel Rochester
1111 Jefferson Road, Rochester, NY 14623

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** 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!

Session One: 1:00 PM – 2:00 PM

Topic: Investigating optimization: Considerations to help technology maximize Treasury's potential value

Speaker: Michelle Golembieski – Executive Director, Corporate Treasury Consulting - JPMorgan Chase & Co.

Session Description: The challenges corporates faced over the last two years necessitated an acceleration of Treasury's evolution to a more integral and strategic partner. In many cases, Treasury's processes and structures were unsustainable, incapable of producing the outputs leadership demanded during the pandemic, and were inept at positioning the organization for long term success post-pandemic. To future-proof Treasury, organizations need to fundamentally, and regularly, evaluate their structures and procedures. The challenge they face is to identify what changes and investments are necessary to support the business' move from surviving to one of thriving. Our presentation will explore the challenges Treasury encountered, key areas of focus within the current operating environment, and what components to consider in order to meet future demands.

Speaker Information



**Michelle Golembieski – Executive Director, Corporate Treasury Consulting
JPMorgan Chase & Co.**

Michelle Golembieski is the MMBSI team lead on the Corporate Treasury Consulting team within J.P. Morgan’s Commercial Bank. The team works directly with clients on corporate treasury initiatives by providing market insights and best practices on topics such as treasury transformation, centralization, merger integration, and market leading practices and trends. They conduct deep dive process reviews, roadmap development, and solution design for complex problems faced by clients.

In addition to leading the team, Michelle is a market consultant covering the Northeast client base as well as Financial Sponsors Group (FSG) and Multinational Corporations (MNC).

Before joining J.P. Morgan in 2011, Michelle was Director of Treasury Management, Sales and Business Strategy for Alliance Bank, N.A. In this role, she was directly responsible for the creation and growth of the bank’s treasury services business where it highlighted her proficiencies in product management, project management, sales and service. Previously, she worked in various sales and service roles at Bank of America and its predecessor bank, FleetBoston Financial.

Long involved in charitable and professional causes, Michelle served as Chairwoman of the Board of Syracuse Model Neighborhood Corporation and recently oversaw the merger with HomeHeadquarters, Inc. Both not-for-profit organizations are focused on enhancing and building resilient diverse communities by supporting economic growth, creative community-based initiatives, and quality housing services in the neighborhoods it serves. Michelle graduated summa cum laude from the Martin J. Whitman School of Management at Syracuse University with a Bachelor of Science degree in Finance. She and her husband of 31 years reside in Syracuse

Session Break: 2:00 PM – 2:15 PM

Session Two: 2:15 PM – 3:15 PM

Topic: Modernizing Receivables

Speaker: Carrie Heatherwick – Executive Director, specializing in product solutions – JPMorgan Chase & Co.

Session Description: Within the last four years technology has transformed how companies conduct business. This is a result of the constant request by consumers for new options to pay online and emerging digital payment channels. Recent studies forecast that by 2026, ninety-one percent of the global population will have a smartphone. Regardless of where a company's technology stands, companies should continuously evaluate solutions to maximize efficiency and automation. This includes looking at one's digital space and potential transformations. Receivable's solutions can define how a company utilizes technology, people, and processes to provide value to its consumers. When applied to the right use cases, technology can be a critical enabler for transformation and ultimately modernize receivables.

Speaker Information



**Carrie Heatherwick – Executive Director, specializing in product solutions
JPMorgan Chase & Co.**

Carrie Heatherwick is an executive director specializing on product solutions for receivables clients within the firm. She leverages her operational, product management and sales experiences to develop solutions for clients providing significant efficiencies.

Carrie has been with the firm and predecessor organizations for 21 years. She has held roles in lockbox operation management, implementation, sales, and product.

A graduate of the University of Evansville, Carrie holds a Bachelor of Science in History and Archaeology. She is currently pursuing her masters at Syracuse University. She is based out of Boston, MA.

Session Break: 3:15 PM – 3:30 PM

Session Three: 3:30 PM – 4:30 PM

Topic: International Cash Management – Trapped Liquidity

Speaker: Parimal Hemkar – International Product Specialist, Northeast Team Lead – JPMorgan Chase & Co.

Session Description: As our US-based businesses expand to overseas markets – either to grow their client base or to expand their vendor/supplier network, they are forced to navigate a complex maze of challenges in efficiently managing their working capital: regulatory restrictions, capital controls, equity stipulations and currency controls, to name a few. Working with the right global and local partners, companies are able to build their own customized structures and self-fund their operations to the extent permissible.

Speaker Information



**Parimal Hemkar - International Product Specialist, Northeast Team Lead
JPMorgan Chase & Co.**

Parimal Hemkar is the international team lead for our Middle Market Banking segment in Northeast, responsible for international banking requirements of Commercial Banking clients headquartered in the U.S. He joined the firm recently with 20 years' experience working with HSBC and Citi.

Parimal has extensive experience in corporate banking and global transaction service solutions as a line of business executive in the U.S. and overseas. Throughout his career, he has worked with a wide range of U.S. and foreign companies, financial institutions and governments in Europe, the Americas and Asia Pacific. His area of expertise is global working capital structures, and he has co-presented case studies on this subject with marquee clients at AFP conferences.

Parimal holds an MBA degree in international finance from Delhi University and a Bachelor of Science degree in Physics from the University of Allahabad, in India.

Parimal lives in New York, is married, and has two children. His hobbies include long-distance running and traveling.

Reception: 4:30 PM – 6:00 PM

Menu Information (In Person Attendees)

Lunch:

- Warm Rolls & Butter
- Caesar Salad
- Pasta Salad
- Asiago Encrusted Chicken
- Beef Burgundy
- Chef's Choice of Vegetables
- Assorted Dessert
- Coffee, Tea, Soft Drinks, and Water

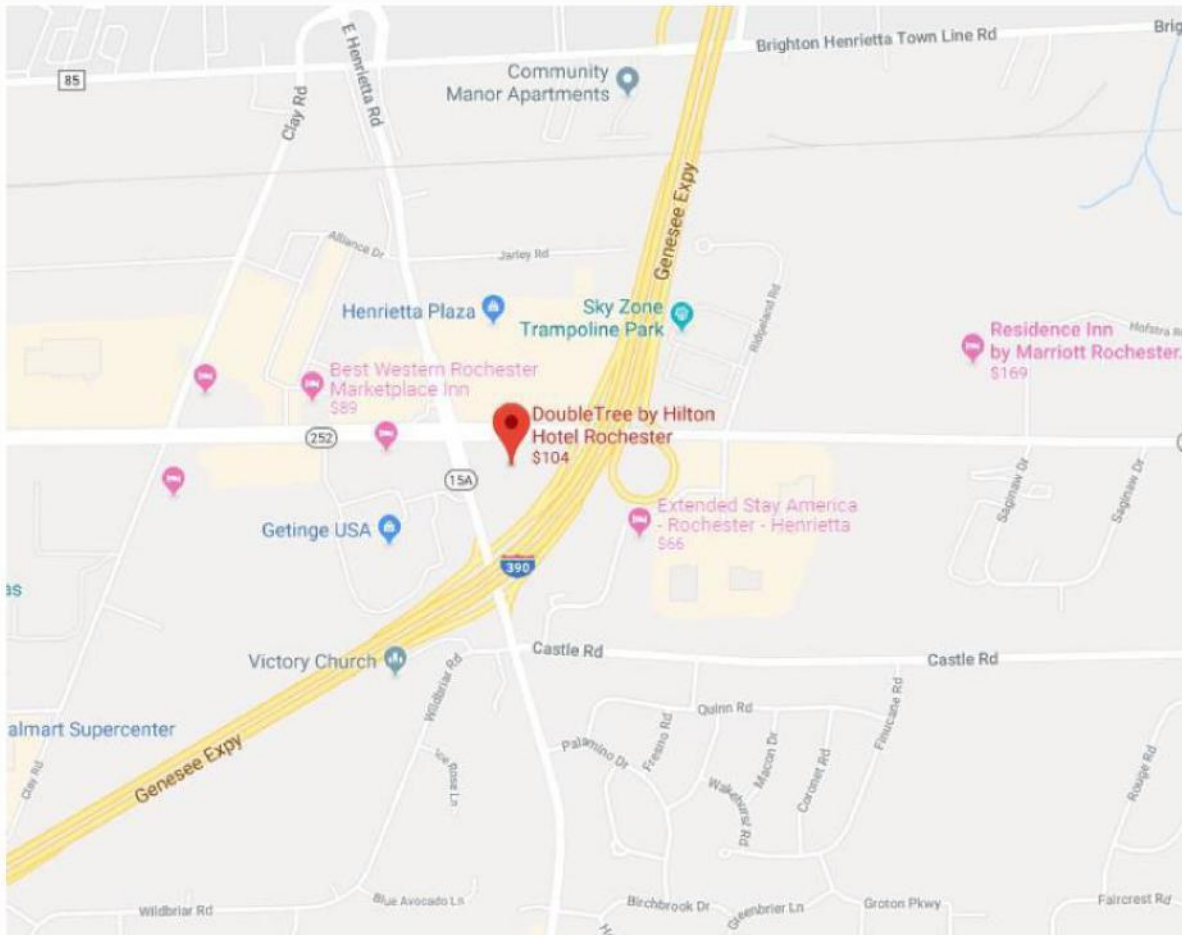
Afternoon Snack:

- Parfait Station (Yogurt, Granola, Fresh Fruit)
- Coffee & Tea

Reception:

- Scallops in Bacon
- Crab Stuffed Mushrooms
- Swedish Meatballs
- Shrimp Cocktail
- Assorted Call Brand Liquors, Domestic and Imported Beers, Wines, Soft Drinks, Juices and Water

Directions to DoubleTree by Hilton



From the New York State Thruway: Exit 46 to 390N to Exit 14B, East Henrietta Rd. Turn left on Rt. 15A. The hotel is on the right.

From the Greater Rochester International Airport: Exit airport. Turn right to merge onto I-390S. Follow 390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.

From the North: Take I-590S to I-390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.

From the South: Take I-390N to Exit 14B, East Henrietta Rd. Turn left onto Rt. 15A. The hotel is on the immediate right.

From the East: Take I-490W to I-590S to I-390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.

From the West: Take I-490E to I-390S to Exit 14B, East Henrietta Rd. Turn right onto Rt. 15A. The hotel is on the immediate right.
