

Update at a Glance



September 2015

Invested in Our Clients' Success: BNY Mellon Showcases Industry Solutions at AFP Conference

BNY Mellon experts representing several businesses will be on hand at the annual Association for Financial Professionals (AFP) Conference October 18-21 in Denver, Colorado to discuss current market trends and issues across varying industries. Our participation at the conference, comprised of several informative sessions, on-site meetings and booth presence (#1012), will highlight how our comprehensive investments in wide-ranging solutions are designed to help our clients grow their businesses.

Join our BNY Mellon speakers and industry representatives for their insights into the following current topics:

Women Mentoring Women - An Empowering Treasury Initiative

Monday, October 19

1:45 – 3:00 p.m.

Session 48

Cheryl Gurz, BNY Mellon Treasury Services Managing Director and Emerging Payment Technology Segment Manager (moderator); Mary Kennedy, Vice President, Corporate Treasury, Automatic Data Processing, Inc.; Amy Beninato, Director, Regional Sales Manager, Bank of the West; and Irene Shenouda, Director, Cash Management Sales, Deutsche Bank



CHERYL GURZ

Learn about the Women Mentoring Women initiative, a networking group of treasury professionals that matches experienced members with corporate practitioners and bank treasury professionals for a virtual

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- Our Conference Representatives
- Our Speakers & Sessions
- Our Thought Leadership
- Our Solutions
- Finding Us at 2015 AFP

mentoring program via LinkedIn. This session will cover mentoring strategies, benefits to women treasury professionals, and how to get involved with the program.

Leaping Ahead of the International Payments Curve

Wednesday, October 21
9:45 – 10:45 a.m.
Session 140

Cheryl will present with Nancy H. Atkinson, CCM, Senior Analyst, Aite Group, LLC; Fay M. Deevy, CTP, CMA, CertICM, Assistant Vice President, Cash Management and Liquidity, Sun Life Financial Inc.; and Stephanie McClintock, Manager, Fund Financial Services, Money Movement and Bank Fee Management, The Vanguard Group, Inc.

This panel session will define successful cross-border strategies by exploring the current challenges many businesses face in the global payments space, the evolution of issues that have brought the industry to where it is today, and how to evaluate successful international payment practices.

How Bayer Stopped Payments Pain with ISO20022

Tuesday, October 20
8:30 – 9:30 a.m.
Session 76

Lisa Hays, BNY Mellon Treasury Services, Vice President, File Services; Nasreen Quibria, Executive Consultant, Payments Division, CGI Group, Inc.; and Michael Sweeney, CTP, Manager of Treasury Services, Bayer Corporation



LISA HAYS

As global organizations use diverse technologies to improve payment efficiency, the SEPA mandate has

propelled the use of ISO20022 XML to the international forefront. This session will detail how Bayer Corporation leveraged their European processing acumen to streamline domestic payments in the US and their future direction with this expanding technology. The presenters will provide an overview of the ISO20022 standard, its adoption globally and the forces driving change in the US.

Achieving the Elusive Healthcare Payments/Service Victory

Wednesday, October 21

8:30 – 9:30 a.m.

Session 130

Ellen Hecker, CTP, BNY Mellon Treasury Services Managing Director, Healthcare Solutions (facilitator); Theresa Press, Treasury Project Manager, CIGNA Corporation; Kevin R. Low, CPA, CTP, Assistant Treasurer, Health Net, Inc.; and Forrest Vollrath, CTP, Executive Director Treasury Operations, Health Care Service Corporation



ELLEN HECKER

As the health insurance industry shifted to a consumer-directed marketplace, insurers responded to meet complex regulatory requirements for premium collection and challenging customer service needs for a legion of new members. Improving operating efficiency and controlling costs in a changing marketplace do not have to be mutually exclusive goals. A panel of health insurance practitioners and payment experts join together to discuss their respective strategies to accommodate vastly increased membership bases and transaction volumes.

Additionally, visit our Conference Connect booth #1012 for insights and solutions for your organization from our experts representing these key BNY Mellon businesses:

- BNY Mellon Global Client Management (Alternatives, Banks & Broker Dealers, Corporates, Insurance and Investment Managers)
- BNY Mellon Markets Group
- BNY Mellon Treasury Services
- Dreyfus/BNY Mellon Fixed Income Solutions

To schedule a meeting or a test drive a product during the conference, please contact us at 1 800 424 3004 (Option 2) or treasury@bnymellon.com.

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