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OUR NEWEST MEMBERS!**

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**NEW YORK CITY DUES
ARE WAIVED FOR THE
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FEATURED NEWS



EY Sponsored Article
EY's latest insight examines how the CFO can ensure the finance function is fit for a 4.0 world.

The World Economic Forum is calling Industry 4.0 the fourth industrial revolution. Characterized by increasing globalization, demographic shifts and rapid development of digital technologies, it presents new opportunities to transform finance.

Analytics, cloud and robotic process technologies will enable the finance function to add significantly more value to the business – quickly, in real time, at greatly reduced cost, with higher levels of automated control and lower risk.

Find out how finance can stay relevant in a 4.0 world.

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NEWS

**[Keeping You Informed: First
Quarter Accounting &
Financial Reporting
Developments](#)**
Submitted by Crowe Horwath

**[EY's latest insight examines
how the CFO can ensure the
finance function is fit for a
4.0 world](#)**
Submitted by EY

**[5 Tips to Improve Your
Success Rate for
International M&A Deals](#)**
Submitted by Stout

**[The rise in merger objection
lawsuit post Trulia](#)**
Submitted by Wells Fargo

**PRESIDENT NEWS:
SPANKY THE HORSE**



I spent Spring Break this year playing in the Arizona desert with the family. We took a trail ride one morning with several others and my 8-year old son was paired with the youngest equine member of the party, 'Spanky'. Most of the time, the horses were nose-to-tail in a straight line plodding along at a consistent pace. More than once, Spanky, in a sudden burst of desire to break free, broke out to the left or to the right, eager for a different perspective than the rest of the horses. On one occasion, Spanky was even moved to another position in the line to try and "settle him down". Didn't work. He still moved to the left or right now and then to see what was ahead. There were no violent lurches or anything that hinted Spanky was a danger to his rider. Spanky just didn't like having his perspective limited to the tail in front.

Isn't that a bit like work sometimes? Despite countless articles from CEOs, CFOs, consultants and experts on LinkedIn to the contrary, most finance professionals are incented towards consistency, repetition, reliability. Lurching to the left and right is for Sales and Marketing, not the Finance team! But we can and should break free from that line, at least occasionally.

Well, we can't solve that at your respective companies. But, at the risk of carrying this metaphor a bit far, at FEI New York City you can find your inner Spanky. We're actually built to serve members that want something more than just a nose-to-tail trail ride.

Saddle up, my friends and see you at the next program!

Matt

JOIN US

Optimizing Your Personal Brand



featuring
Alyssa Gelbard
Founder & President, Resume Strategists

In this interactive career session, we'll cover ways to strengthen your brand across your LinkedIn profile, bio, resume, social media accounts and emails. We'll also explore perspectives you may not have considered when networking, interviewing or attending meetings, and how your professional image and personal style reflect your brand as well.

Join us on **May 2, 2017** at the **Midpoint Bistro**

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REGISTER NOW | MAY 31, 2017

Guts, Gumption and a Global Mindset
w/MasterCard CFO
Martina Hund-Mejean



led in a fireside chat w/
Jill Zunshine

MAY 31, 2017
Union League Club of NYC

Sponsored By **CFG**

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Complimentary
Member and Sponsor Appreciation Boat Cruise



June 6, 2017 at 6pm
HORNBLOWER
CRUISES & EVENTS

MAY 2017

UPCOMING EVENTS
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May 2

**Career Session:
Optimizing Your
Personal Brand with
Alyssa Gelbard**

May 16

**Better. Faster. Stronger.
EY Evening
Program & Reception**

May 31

**Martina Hund-Mejean,
Mastercard CFO
Program & Reception**

June 1

**Revelwood Webinar:
Disrupting Finance**

June 6

**Annual Member &
Sponsor Appreciation
Boat Cruise & Reception**

June 20

**Career Session with
WSJ's, Joann Lublin**

September 12

**Fall Opening Reception
at 230 Fifth**

September 27

**John Rainey, PayPal
CFO Program &
Reception**

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