



**LouisianaBankers**  
ASSOCIATION

# **2016 Technology Conference**

**October 18, 2016**

**Renaissance Hotel  
Baton Rouge, LA**



## **Who Should Attend**

Technology Officers, IT and IS staff (all levels), COOs, Retail Officers

**5555 Bankers Avenue, Baton Rouge, LA 70808 / Phone: (225) 387-3282 / Fax: (225) 343-3159**

[www.lba.org](http://www.lba.org)

# Conference Agenda

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- 8:30am-9:30am **Registration and Continental Breakfast (Sponsor Tabletop Exhibits Open)**
- 9:30am-10:30am **Cloud Computing - Is it Safe for Your Institution and Your Customers?**  
*Alex Hernandez, DefenseStorm*
- Today's attackers utilize large, distributed attacks via the cloud and do so using innovative, rapid processes that allow them to dynamically change their approach. Harnessing the cloud gives your organization the edge your IT teams need in order to keep up with today's threats. Done properly, cloud based cybersecurity solutions are safer than traditional on premise implementations, but many financial institutions have questioned the issue of safety when it comes to the cloud. In this session, explore the top 5 benefits of using a cloud based cybersecurity solution: Scalability, Reliability, Price, Innovation, and Security. Plus, we will dive into why the FFIEC CAT is best paired with a cloud based SIEM, one that can detect IoCs in addition to providing framework for incident investigation.
- 10:30am-10:45am **Break (Sponsor Tabletop Exhibits Open)**
- 10:45am-11:45am **Technology Trends Driving the Industry....According to Your Peers**  
*Shane Ferrell, CSI*
- Which technologies are defining banking in 2016 and beyond? When you examine the responses of more than 200 bank executives to an industry survey, the top answers might surprise you. The respondents identified several key technologies (EMV, mobile deposit, ERM and more) that were affecting their institution's strategy, as well as their plans for technology adoption. In this session, we'll dig into the survey data and examine how these bankers' strategy compares to where the industry—and your bank—is going in the months ahead. Learning objectives for this session include: (1.) Examining what 200+ bankers said were the main drivers of profitability; (2.) Comparing how respondents' technology strategy compares to yours; (3.) Identifying which technologies should be on your strategic road map; and (4.) Evaluating data trends in the survey and what they say about the future
- 11:45am-12:45pm **Lunch with Sponsor Spotlight (Sponsor Tabletop Exhibits Open)**
- 12:45pm-1:15pm **Cyber Insurance**  
*Jeanette Credo & Ricky Credo, Community Financial Insurance Center*
- Cyber Insurance policies have been around for some time but market awareness has recently increased exponentially, in part because of the headline-grabbing cyber breaches that have hit almost every industry. As bankers, you may be just learning about the new and improved cyber insurance, with breach coaches and assistance with business continuity plans. Join us for this informative session which will include an overview of these new types of Cyber Insurance and an idea of premiums. We will also discuss what you need to have in place for insurance to pay, and what type of incidences are covered by the plan.
- 1:15pm-2:15pm **IT's Role with Ransomware & Other Technology Risks**  
*Holly Boullion, Traina & Associates*
- Ransomware seems to be the latest and greatest threat and fear in the cybersecurity landscape. This new threat seems to have multiplied overnight and is wreaking havoc on organizations in various industries. This session will describe the various strains of ransomware, and mitigation controls and incident response procedures will be covered in detail.
- 2:15pm-2:30pm **Break (Sponsor Tabletop Exhibits Open)**
- 2:30-3:30 **What to Expect in Your Next IT Exam**  
*Holly Boullion, Traina & Associates*
- Preparing for IT examinations can be challenging. This session will help you with that difficult task by providing insights into current issues addressed by regulators in IT exams.

## Conference Speakers

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**Alex Hernandez** is Vice President of Customer Solutions with DefenseStorm. He brings more than 20 years of experience in providing security solutions and expertise to some of the largest companies in the world. He has spoken regularly at both regional and national IT and security conferences as well as cyber-security associations around the country. Alex has worked with several leading security solutions providers, including Barracuda Networks, Purewire, Secure Computing, CipherTrust, S1 and SecureWare.

**Shane Ferrell** serves as CSI's vice president of digital strategy. In his role, he leads the strategic direction of CSI's digital banking suite of products, which includes omnichannel, internet and mobile banking. During his nearly 15-year career with CSI, Shane has held various positions, from conversions to product management. His diverse background in financial technology gives him a unique perspective on digital channel integration, especially from the standpoint of the customer experience. Shane understands the importance of creating frictionless interactions across banking platforms, and he works closely with banks nationwide to implement seamless digital experiences for their customers. Additionally, Shane writes articles and speaks on the importance of developing an omnichannel strategy.

**Jeanette Credo** is Senior Vice President, Financial Institutions Department Manager/Producer at Community Financial Insurance Center. Jeanette has over 35 years of experience in the Insurance and Financial Services industries. She is responsible for securing new and retaining existing financial institution accounts. Credo was previously Assistant Vice President with Zurich North America Financial Enterprises where she developed and managed strategic relationships with emphasis on sales of Financial Enterprises products to distributors, banking associations and financial institution customers in Louisiana, Arkansas, Texas and Kentucky. Prior to that, Credo was a Financial Services Executive with Zurich, where she established strong market presence for the company in Louisiana by aggressively pursuing new business opportunities, practicing customer-focused relationship management and actively participating in the Louisiana Bankers Association (LBA). She has also worked as a Property and Casualty Underwriter for Fidelity and Deposit Company, and Crum and Forster in Metairie, Louisiana.

**Holly Boullion** is the Director of Client Services for Traina & Associates. Holly holds a Bachelors of Science in Electrical and Computer Engineering and has over 20 years in the Information Technology industry. Before joining Traina & Associates, Holly was a Senior Vice President and the Information Security Officer at a community bank, and managed the IT, Operations and Systems Support Departments. Traina & Associates provides IT audit, consulting and training services to financial institutions, medical entities, professional service firms, nonprofit organizations and other small businesses. The Firm has been providing services in the IT area since 1999 and each year performs hundreds of audit, consulting and speaking engagements with a team of experienced professionals retaining numerous certifications, including CPA, CISA, CITP, CGMA and CTGA. For every engagement, the staff of highly trained professionals tailors the work for the unique makeup, size and complexity of the organization and information and reports are presented in a concise manner, making them easy to understand by those having a variety of IT expertise.

## Conference Sponsors

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**The 2016 Technology Conference will feature sponsors in the bank technology industry. Visit with the following sponsors at the conference for the latest in technology products, services and information. (as of July 18, 2016)**





# 2016 Technology Conference

October 18, 2016

Renaissance Hotel, Baton Rouge, LA

## Registration Information (for additional registrations, please make copies or register online)

### Registrant 1

Mr./Mrs./Ms. \_\_\_\_\_  
 Bank \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Branch Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Cell Phone \_\_\_\_\_

### Registrant 2

Mr./Mrs./Ms. \_\_\_\_\_  
 Bank \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Branch Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Cell Phone \_\_\_\_\_

## Payment Options

- Check (Made payable to the Louisiana Bankers Association)  
 Visa       MasterCard       American Express

Card # \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ Amount to be charged on card \$ \_\_\_\_\_  
 Name on Card (Please Print) \_\_\_\_\_  
 Billing Address \_\_\_\_\_

### Registration Fee

\$250, per LBA member  
 \$450, per non-member

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 \$450, per non-member

## Location

Renaissance Hotel, Baton Rouge  
 7000 Bluebonnet Blvd.  
 Baton Rouge, LA 70810  
 225-215-7000

## Cancellation Policy:

Due to facility commitments, cancellations must be received by **October 13, 2016**. Cancellations received after October 13, 2016 will be charged a \$125 cancellation fee.

## Hotel Information

To ensure the LBA group rate of **\$149+tax per night**, please call the Renaissance Hotel at 866-469-5448 and identify that you're booking with the Louisiana Bankers Association Technology Conference room block or [click here](#) to book online. Sleeping room reservations must be made by **September 27, 2016** at 5:00pm or until the block of rooms for LBA is filled, whichever is sooner.

Submit registration and view roster in the Education Section of LBA's Website, [www.lba.org](http://www.lba.org)