



***JW Marriott Las Vegas Resort & Spa***

# 2013 CONVENTION AGENDA

## Wednesday, May 8, 2013

- 7:30am-12:00pm **Golf at TPC Las Vegas**  
\*Please see page 4 for more information.
- 9:00am-2:00pm **A "Dam" Good Time - Hoover Dam Tour**  
\*Please see page 4 for more information.
- 4:00pm-6:00pm **Registration Open** (Marquis Foyer)
- 6:00pm-8:00pm **Exhibit Hall Grand Opening Reception**  
(Marquis Ballroom)  
Sponsored by Louisiana Bankers Service Corporation

## Thursday, May 9, 2013

- 7:00am-8:30am **Exhibit Hall Breakfast** (Marquis Ballroom)
- 8:00am-8:30am **General Session** (Valencia Ballroom)

### **Opening Remarks:**

Robert Taylor, Chief Executive Officer  
Louisiana Bankers Association

### **Office of Financial Institutions Update:**

Sid Seymour, Chief Examiner  
Louisiana Office of Financial Institutions

- 8:30am-9:00am **American Bankers Association Update**
- 9:00am-9:15am **Exhibit Hall Break** (Marquis Ballroom)
- 9:15am-10:30am **Concurrent Sessions (Choose One)**

### **Session One** (Grand Ballroom A)

#### **Director Responsibilities & Liabilities**

David Kemp, Bankers Management, Inc.

This session will focus on the unique position of Bank Directors as having responsibility (potential liability) for the overall performance of the bank. Why did the shareholders elect directors, as opposed to electing management? The board serves many different constituencies, who often have conflicting needs/desires. Those constituencies are: community, customers, shareholders, officers and staff. The role of the bank's board is defined as follows: Represent the interest of shareholders; Set the course of the bank; Select competent management; Evaluate Performance.

### **Session Two** (Grand Ballroom B)

#### **To Be Determined**

9:30am-3:00pm **Guest Tour Options:**

1. "Jubilee" Backstage Tour & Lunch at Triple George
  2. The Mob Museum Tour & Lunch at Triple George
- \*Please see page 4 for more information on the tours.

10:30am-10:45am **Exhibit Hall Break** (Marquis Ballroom)

10:45am-12:00pm **General Session** (Valencia Ballroom)

### **The Current State of the Economy**

Dr. Stephen Happel, Professor of Economics  
Arizona State University

This session will focus on the current state of the national economy with the most recent Blue Chip real GDP forecasts for the current year and next. These numbers are placed in historical perspective by comparing all presidential administrations since 1952. The CPI, consumer spending, the unemployment rate, and housing stats and the state's job growth numbers will be addressed. This session will also include a discussion on what the administration, Congress, and the Fed are doing to the economy, and will address international issues as well.

12:00pm-1:30pm **Exhibit Hall Lunch** (Marquis Ballroom)

1:30pm-3:00pm **Concurrent Sessions (Choose One)**

### **Session One** (Grand Ballroom A)

#### **Leadership to Maximize Bank Performance**

David Kemp, Bankers Management, Inc.

Today's banker and director is called on to exploit all of his/her resources and skills in order to maximize bank performance. Success is predicated on effective leadership of the bank's human resources. The banking industry has a tradition of managing risk and providing quality service, which results in a solid return for the bank's shareholders; a high performing bank satisfying the needs of all of its constituent groups. These needs of constituent groups have clear priorities; their needs are not mutually exclusive. In this session, we will focus on four areas: Team Building, Risk & Return (Risk Based Pricing), Funding Cost and Fee Income Generation. The customer's needs must be balanced by the bank's needs (shareholders). The goal of every business organization is to build a mutually beneficial relationship with its customers. If that relationship should get out of line, the enterprise will not succeed. Learn how to strike that balance.

### **Session Two** (Grand Ballroom B)

#### **Strategic Conversation**

Mike Manes, Square One Consulting

Join us for a "strategic conversation" about future opportunities and challenges as we in the banking industry compete for customers today and tomorrow. Let's discuss possibilities that offer the greatest opportunities in the near future and think about the questions we need to answer for the greatest opportunities further down the road. Will technology be an answer? Should other changes be considered? Let's talk!

# 2013 CONVENTION AGENDA

## 6:30pm-10:00pm Viva Las Vegas! Banquet

(Valencia Ballroom & Terrace)

Join us for an evening you won't soon forget! And remember, what happens at the LBA convention banquet, stays in Vegas...

**6:30pm-8:00pm Cocktails & Dinner Buffet** on the Valencia Terrace, overlooking the beautiful Red Rock Canyon and the Las Vegas Strip

**8:00pm-10:00pm VIP Show in the Valencia Ballroom.** Join us for a show-stopping performance by NRG. The name NRG stands for



"ENERGY!!!" and lots of it. One of the finest corporate entertainment show bands in our nation as well as internationally, NRG's performances have taken them to Italy, France, Spain, England, Dubai, Turkey and Singapore. NRG has opened for musicians such as the Commodores, Chicago, Rod Stewart and performed for President George Bush in 2001.

## Friday, May 10, 2013

7:00am-8:00am Rise & Shine Session (Grand Ballroom A)

### What Now? Moving Forward with Healthcare Reform: The Patient Protection & Affordable Care Act

Michael Bertaut, Blue Cross Blue Shield of Louisiana

7:00am-8:30am Breakfast (Marquis Ballroom)

8:30am-9:00am LBA Business Session (Valencia Ballroom)

Charles Timpa, LBA Board Chairman  
Director Elections  
Service Award Presentations

9:00am-9:30am Independent Community Bankers of America Update

9:30am-9:45am Break

9:45am-10:45am General Session (Valencia Ballroom)

### Gazing into the Crystal Ball: The Louisiana Economy in 2013-2014

Dr. Loren C. Scott, Loren C. Scott & Associates, Inc.

What is the outlook for the 8 MSAs and the rural area of the state? What are the key drivers for our economy? What role are energy prices playing in our future? How significant are the BP oil spill payments to Louisiana's recent past and its future? Why is Louisiana one of only 2 states in the south-southwest with more people employed today than in January 2008? How close are we to the 2,000,000 employment mark?

10:45am-11:00am Break

11:00am-12:00pm Richard Fisher

President, Federal Reserve Bank of Dallas  
(invited)

12:00pm Convention Adjourns

## Location & Accommodations

### JW Marriott Las Vegas Resort & Spa

221 N. Rampart Blvd.

Las Vegas, NV 89145

<http://www.jwlasvegasresort.com/>

The JW Marriott Las Vegas Resort & Spa is a luxury hotel in Summerlin, Nevada overlooking the Las Vegas strip. The hotel is set against the crimson canyons and rugged cliffs of Red Rock. Guests can enjoy the Mediterranean style spa and several restaurants that epitomize Las Vegas dining. Complete with luxury and sophistication, this resort redefines the Las Vegas hotel experience.

## Hotel Reservations at the JW Marriott Las Vegas Resort & Spa:

The LBA has contracted for a set number of sleeping rooms at JW Marriott Las Vegas Resort & Spa based on the last few years' convention attendance. We will monitor the room pickup and add rooms if available. We encourage you to make your reservations early to receive the LBA's discounted rate of **\$169+ tax**. The deadline for the discounted room rate is **April 16, 2013**. After that date, reservations will be made based on availability and the hotel may not be able to honor the discounted rate.

### For Reservations:

Please call 877-622-3140 and mention the Louisiana Bankers Association Annual Convention OR book online at

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=9656335](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9656335)

## Shuttle Service to Las Vegas Strip

JW Marriott Resort provides daily complimentary shuttle service to the Las Vegas Strip. There are scheduled departures from the JW Marriott Resort with drop-off at Fashion Show Mall on the Las Vegas Strip:

- **Sunday-Thursday** - departures from the JW Marriott at 10am, 5pm and 11pm. Return trips back to the hotel depart from Fashion Show Mall on the Las Vegas Strip at 10:30am, 6pm and 11:30pm.
- **Friday & Saturday** - departures from the JW Marriott at 10am, 5pm, 7pm, 9pm and 11pm. Return trips back to the hotel depart from Fashion Show Mall on the Las Vegas Strip at 10:30am, 6pm, 8pm, 10pm and 11:30pm.

## Convention Attire

Attire for all convention events, excluding the Thursday evening banquet, is business casual. Suggested attire for the banquet on Thursday, May 9, 2013 is cocktail attire.

\*Attire for all convention events, excluding Thursday evening banquet, is business casual. Suggested attire for the banquet on Thursday, May 9, 2013 is cocktail attire.



# 2013 CONVENTION ACTIVITIES

## Golf

### **Golf at TPC Las Vegas**

Wednesday, May 8, 2013, 7:30am-12pm  
\$199 per person\*

<http://www.tpc.com/tpc-las-vegas>



\*Cost includes transportation to and from TPC Las Vegas, continental breakfast, refreshments and box lunch.

\*Transportation will depart from the hotel main entrance at 7:00am

Nestled within the spectacular master-planned community of Summerlin just minutes from the world renowned Las Vegas Strip, TPC Las Vegas offers a visually stunning and compelling test of golf set against the backdrop of Red Rock Canyon. Unforgettable design, impeccable conditioning and superlative service have earned TPC Las Vegas a four-star rating in Golf Digest's coveted "Places to Play"; inclusion on the list of Golf Digest's "50 Best Courses for Great Service in North America"; and designation as "Best High-End Resort Course in Las Vegas" by Vegas Golfer. Strip headliners and PGA TOUR players alike have made TPC Las Vegas their favorite desert golf escape.

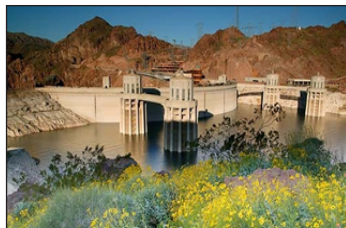
\*Please note: TPC Las Vegas is a metal spike alternative facility. Soft spikes are required. If you do not have golf shoes, sneakers are acceptable. The locker room is equipped to change out any metal spikes for a minimal charge.

\*For club rentals, please contact TPC at 702-256-2000 at least one week in advance of the convention to make arrangements.

## Tours

### **A "Dam" Good Time: Hoover Dam Tour & Boulder Brewery**

Wednesday, May 8, 2013  
9:00am-2:00pm  
\$160 per person



\*Transportation will depart from the hotel main entrance at 9:00am.

\*This tour includes some walking; comfortable shoes are recommended. Guests are advised to wear sunglasses and sunscreen as well.

Get the best of both worlds with an in-depth tour of Hoover Dam and lunch in historic Boulder City. Guests venture to Hoover Dam, a modern civil engineering wonder of the world. This national historic landmark was finished in 1935. Soaring 726 feet, it is the dam that tamed the mighty Colorado River. Highlights of the tour include The Exhibit Gallery, Observation Deck and the Power Plant at the dam's base to view the massive generators. At the Visitor Center, guests view a film on the dam's construction and the history behind Boulder City and the Hoover Dam. After the tour, guests are taken to The Boulder Dam Brewing Company, located in the heart of the historic Old Town district of Boulder City. Practically a museum in itself, the brewery features décor and fixtures from the 1930's silent films made during the construction of the dam, actual pieces of equipment used during the construction and a myriad of art depicting Boulder City's beginnings and brewing from the period.

## Tours (continued)

### **"Jubilee" Backstage Tour & Lunch**

Thursday, May 9, 2013  
9:30am-3:00pm  
\$210 per person



\*Transportation will depart from the hotel main entrance at 9:30am

\*This tour includes some walking; comfortable shoes are recommended.

\*This tour requires mobility up and down several flights of steps and is not handicap accessible.

As guests arrive, they are met by Jubilee Dancers who escort them into the theatre, dividing them into groups to show them how the most famous Las Vegas stage spectacular functions on a nightly basis. The experience includes stepping out on one of the most technologically advanced stages in the world, visits to the scenery and costume areas where Bob Mackie and Pete Menafee costumes are created and kept, and the light booth which houses the most up-to-date effects for the show. The tour culminates with a Jubilee Showgirls make-up demonstration and costume change that transforms your guide into one of the world-famous Jubilee Showgirls. Guests conclude their tour with lunch at Triple George in downtown Las Vegas. This upscale yet casual restaurant is filled with lore of Old Vegas.

### **The Mob Museum Tour & Lunch**

Thursday, May 9, 2013  
9:30am-3:00pm  
\$210 per person



\*Transportation will depart from the hotel main entrance at 9:30am.

\*This tour includes some walking; comfortable shoes are recommended.

With stories so intriguing they need no embellishment, The Mob Museum uncovers the real life battle between organized crime and law enforcement. This fascinating topic is the focus of this world-class destination and the most comprehensive museum dedicated to the subject. An exciting culture destination and new focal point for downtown Las Vegas, The Mob Museum, the National Museum of Organized Crime and Law Enforcement, presents an exciting and authentic view of the mob's impact on Las Vegas and its unique imprint on the world when it opened on February 14, 2012. Located in the heart of the city synonymous with the mob and law enforcement history, The Mob Museum features interactive, multi-media exhibits that describe the origins, operations and legacy of organized crime in America, and its relationship with Las Vegas. Gallery rooms present intriguing themes. Issues are presented through multiple perspectives and exhibits, with both high-tech audio and video installations, as well as recreated environments, allowing guests to explore and absorb related civic, political and social impacts of organized crime. Guests conclude their tour with lunch at Triple George, a short walk from The Mob Museum. This upscale yet casual restaurant is filled with lore of Old Vegas.

**Louisiana Bankers Association  
113th Annual Convention & Exposition  
May 8-10, 2013  
JW Marriott Las Vegas Resort & Spa**



**REGISTRATION**

Please complete this form and return to Louisiana Bankers Association, 5555 Bankers Avenue, Baton Rouge, LA 70808 with your payment, or fax it to 225-343-3159. Please print or type clearly. **\*For additional registrants, please copy this form.** Registrations can also be submitted in the Education Section of LBA's website at [www.lba.org](http://www.lba.org)

Name \_\_\_\_\_  
Bank/Firm \_\_\_\_\_  
Spouse/Guest \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

<b>Convention Fees:</b>	\$599 Banker
	\$349 Spouse/Guest
<b>Ten or more bankers and/or directors from same bank:</b>	\$579 Banker
	\$329 Spouse/Guest

**PAYMENT OPTIONS**

- Check  
(Made Payable to Louisiana Bankers Association)
- Visa                       Mastercard
- American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

Amount to be charged on card \_\_\_\_\_

**FEES**

Number		Total
_____	Primary Registrant, \$599/ea.	_____
_____	Spouse/Guest, \$349/ea.	_____
_____	Golf, \$199/ea.	_____
	Name _____	
	Handicap _____	
	Pairing Request _____	
_____	Hoover Dam Tour & Lunch, \$160/ea.	_____
	Name _____	
	Name _____	
_____	Jubilee Backstage Tour & Lunch, \$210/ea.	_____
	Name _____	
_____	Mob Museum Tour & Lunch, \$210/ea.	_____
	Name _____	
<b>Total</b>		\$ _____

**CANCELLATION POLICY**

Due to the commitments we must make, if you must cancel your registration, please do so by **May 1, 2013**. Cancellations received after May 1, 2013 will not receive a refund.

**GOLF:** Please cancel by **May 1, 2013** to avoid a \$100 cancellation fee.

**GUEST TOURS:**

**Hoover Dam** - please cancel by **May 1, 2013** to avoid a \$80 cancellation fee

**Jubilee Backstage & Mob Museum Tours** - please cancel by **May 1, 2013** to avoid a \$100 cancellation fee.

Louisiana Bankers Association  
Phone 225-387-3282/Fax 225-343-3159  
5555 Bankers Avenue, Baton Rouge, LA 70808