



Leadership Conference

March 5-7, 2008 • Boomtown Casino & Hotel, Bossier City

Wednesday March 5, 2008

4:00pm Hotel Check- In
6:00pm Registration and Cocktail Hour/ *Riverside Room*
7:00pm Dinner Banquet with Speaker & Sponsor Spotlight/ *Riverside Room*
“Leadership and Stress Free Living”

By: Charles S. Lowery

Charles Lowery, Ph.D. is president and CEO of Lowery Center for Excellence, Inc., a non-profit educational organization. Dr. Lowery’s diverse background includes private practice, college professor, management consultant, and corporate motivator. Charles’ unique style of humor, encouragement, and motivation has made him one of the most sought after speakers in the country.

Thursday March 6, 2008

8:00am-8:30am Continental Breakfast/ *Riverside Foyer*

8:30am-10:00am **“Hot Topics in Technology”**

By: Lisa Traina, CPA.

Riverside Room

Lisa Traina is a nationally recognized consultant and speaker with more than 20 years experience in technology management and implementation in financial institutions, CPA firms, and a variety of small businesses. Lisa is a certified public accountant and holds a degree in computer science. Her expertise covers a wide variety of areas including internet banking, information systems auditing, technology planning, systems design, and operational efficiency consulting. She presently provides information systems and security audit and consulting services for over 50 community banks.

8:45am - 6:00pm Guest Tour, departing from hotel entrance, see details on next page

10:00am - 10:15am Break

10:15am-11:30am **“2008 LBA Legislative Agenda & State and Federal Overview”**

By: Joe Gendron, LBA Director of Government Relations

Riverside Room

A quick overview of the effect of term limits on the composition of the state legislature; a detailed presentation of the 2008 LBA State Legislative Agenda and its relevance to bankers; and a rundown of the relevant federal issues and legislation affecting the banking industry and the LBA’s action with respect to such matters.

11:45am Box Lunch / *Riverside Foyer*

12:00pm Bus departs for Golf, from hotel entrance

12:30pm **Golf Club at Stonebridge**

The 18-hole Stone Bridge course at The Golf Club At Stonebridge facility in Bossier City, Louisiana features 6,864 yards of golf. The Stonebridge golf course opened in 1999 and was designed by Fred Couples and Gene Bates.

Evening on Own



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Friday March 7, 2008

- 7:30am-8:30am Breakfast Buffet
- 8:30am-10:00am **“Identity Theft”**
By: Fred Gwin, Protection of Assets Consultants
Riverside Room
Phishing, Skimming and Scamming Your Money Away. The latest information on the extent of the problem both nationally and locally, how data breaches are involved, cross border fraud and its impact and what we can do to stem the unauthorized flow of confidential information. Do we really spend enough time training our employees and customers? Have we done a good enough job communicating our strategies and culture to those we have hired and developed to safeguard our most important assets.
- 10:00am - 10:15am Break
- 10:15am-11:45am **“Satisfied Clients Can Kill Your Business - Build Loyalty for Your Top and Bottom Line”**
by: Jerry Frentress/ Win -Win Selling
Riverside Room
Sales organizations are wandering in a forest of satisfied clients. Unlike loyal clients, satisfied clients are susceptible to the newest competitor, newest product or newest offer. The churn – both of clients and sales staff – drains management energy and company profits. Successful business depends, not on satisfied clients, but on loyal clients.
- 11:45 am Conference Adjourns

Location & Hotel Information

Please make your hotel reservations by contacting the Boomtown Casino & Hotel directly before **March 1, 2008** to ensure room availability and to receive the LBA’s discounted rate of \$89 + tax for a standard room or \$109 for a garden suite .
Boomtown Casino and Hotel
300 Riverside Drive
Bossier City, Louisiana
318/746-0711 or 866/462-8696

Guest Tour

Thursday March 6, 8:45am-6:00pm

Transportation to hotel provided at anytime during afternoon.

Join the other guests for a Bath Junkie Party , Manicure and Lunch at Cantina Laredo. In the afternoon the group will shop at the Shoppes at Belle Meade in Southeast Shreveport, then have dessert at the Chocolate Crocodile at Louisiana Boardwalk and more shopping and site seeing.



Louisiana Bankers

EDUCATION COUNCIL

Leadership Conference

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Registration Information:

Name _____

Spouse or Guest Name _____

Bank _____

Address _____

City / State/ Zip _____

Email Address _____

Phone _____ Fax _____

Conference Fees:

- Banker Program: \$245 LBA member, \$345 non-member \$ _____
 - Golf Tournament Thursday \$80, Handicap _____ \$ _____
 - Guest Tour: \$75 per person \$ _____
- Total \$ _____

Payment Options:

Check (Made payable to the Louisiana Bankers Association)

Visa MasterCard

Card Number _____ Amount to be charged on card _____

Expiration Date _____ Name on Card (please print) _____

Billing Address _____

Signature _____

Please fax this registration form before mailing. Registration can also be submitted on LBA's Website, www.lba.org, in the Education Section.

Fax 225/343-3159

Louisiana Bankers Association

Post Office Box 2871 Baton Rouge, LA 70821

Online registration list updated weekly at www.lba.org in the education section