



Executive Management Conference

September 12-14, 2018

The Grand Hotel - Point Clear, Alabama

Wednesday, September 12, 2018

3:00pm Registration Begins, *Grand Ballroom Foyer*

6:00pm-8:00pm Opening Reception, *Grand Ballroom Patio*
Sponsored by Louisiana Bankers Service Corporation

Thursday, September 13, 2018

7:30am-8:30am Breakfast featuring Sponsor Spotlight - *Grand Ballroom South*

8:30am-9:30am Survival of the Community Bank - *Grand Ballroom North*
Jeff Fair, American Planning Corporation

Have community banks escaped the frying pan only to find themselves in the midst of the fire? Changes in regulatory behavior, coupled with core deposit funding challenges and increasing loan demand pose significant risks for many community banks. In this session, we will explore various ways to address and overcome these challenges.

9:45am-10:45am The Health of the Economy - *Grand Ballroom North*
Craig Dismuke, Vining Sparks

The U.S. economy was firing on all cylinders coming into 2018. The consumer and business investment continue to drive growth, both of which should benefit even further this year from tax reform. Additionally, with the passage of the 2018 Bipartisan Budget Act, government spending is now expected to boost growth. With economic tailwinds as the backdrop, the markets are becoming more concerned about the risks of inflation. Additionally, amidst strong growth and heightened risks to inflation, the Fed will likely be as committed to hiking rates in 2018 as they were in 2017. In this presentation, we will discuss these dynamics, the resulting financial market volatility, and our longer-term outlook for interest rates.

10:30am-1:00pm Guest Program: *Cooking Class & Lunch* - See Page 4 for more information

11:00am-12:00pm Self-Service First: A Study of What Today's Consumer Requires - *Grand Ballroom North*
Fred Wheeler, Automated Transaction Delivery

Today's consumer wants convenience... This not only means location but how they are served. Every consumer service industry ..Travel, Retail, Food and Beverage, is using or rapidly developing the same method to meet these consumer needs... "Self Service First Assistance Where Needed". This presentation is how technology enables this latest transformation and how Financial Institutions can benefit from them.

12:00pm Sessions Adjourn

1:00pm-5:00pm Golf Scramble - See Page 4 for more information
**Box lunches will be provided prior to start, beginning at 12pm in the Lakewood Club House.*

1:00pm-5:00pm Charter Fishing Trips - See Page 4 for more information
**Box lunches will be provided prior to start, beginning at 12pm at the Marina at the Grand Hotel.*

Evening on Your Own



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Friday, September 14, 2018

- 7:30am-8:30am** **Breakfast with Sponsor Spotlight and Office of Financial Institutions Update -**
John Ducrest, Commissioner - *Grand Ballroom South*
- 8:30am-9:30am** **Community Bank in the Cloud & Delivering a World-Class Digital Experience -**
Lee Pavlock & Laura Drebeckas, Finastra - *Grand Ballroom North*
Open banking is the future of banking, but even the largest banks are just beginning to consider how to open their banking ecosystems. Community banks in particular can benefit by leveraging open APIs to expand their customer experience by allowing access to external resources. By bringing their core banking system to the cloud, community banks can more readily take advantage of open APIs, while enjoying the increased cost savings, operational efficiencies, and future proofing inherent in cloud-based banking platforms. Digital banking has been a buzzword among community banks for the past several years, and this market has largely made great strides in providing a digital experience that today's bank customer expects, from online bill pay to mobile banking. But what's next? What digital features and functionalities will tomorrow's customers expect, and how can community banks be prepared?
- 9:45am-10:45am** **Cybersecurity in the Banking Industry - *Grand Ballroom North***
Walt Green, Phelps Dunbar
This session will focus on recent data breaches in the banking and financial services industries; best practices before, during and after a breach; and a discussion of the future of cybersecurity.
- 11:00am-12:00pm** **Top Trends Driving Innovation in Banking Today - *Grand Ballroom North***
David Luney, Fiserv
The only thing moving faster than technology is the expectations of consumers! In this session, we will walk through the top trends driving innovation in Banking today. How do we effectively manage the millennials and beyond when it comes to meeting their expectations.
- 12:00pm** **Conference Adjourns**

Conference Speakers

Jeff Fair is President of American Planning Corporation, a consulting firm with over 35 years of experience serving the financial needs of community banks. His services include financial planning, interest rate risk and liquidity management, stock valuations, merger and acquisition guidance and much more.

Craig Dismuke is Executive Vice President and Chief Economist for Vining Sparks, a fixed income broker/dealer serving institutional investors. Craig is responsible for the projection and publication of Vining Sparks' economic and interest rate forecasts. He publishes research articles for Vining Sparks as well as other national publications. He speaks at industry conferences on the health of the U.S. economy, expectations for interest rates, and relevant income strategies. Craig is a frequent guest on *CNBC*, *Fox Business* and *Bloomberg TV* as well as being quoted often in the financial news.

Fred Wheeler is COO of Automated Transaction Delivery. He has been assisting and acting as a consultant for financial institutions for over 30 Years in the US and Globally. He has retained roles ranging from Systems Engineer (Fujitsu), National Director of Operations (Red hawk), Global SME (Subject Matter Expert) (United Technologies) and President\Owner (Brown ATM Solutions). He has maintained relationships with all of the Major Manufacturers (NCR Master VAR, National Service Provider (Diebold), Regional Engineer (Fujitsu) and VAR\National Service Provider (Nautilus Hyosung). Fred has delivered hundreds of presentations to thousands of financial institutions on subjects affecting the industry to include industry compliance trends and solutions.

David Luney is Solutions Consultant for Digital Channels and Electronic Payments with Fiserv. For the past 20 years David has worked with Financial Institution and Billing Partners to advance their money movement capabilities. He has worked to bring innovative capabilities such as Expedited Payments, E-Bills, Snap to Pay and Person to Person payments that create customer delight in their digital engagements. David has worked with financial institutions from top 5 nationals to community organizations to enhance their customer's experience across all channels. David joined Fiserv in 1998 in Columbus Ohio and is now based in Alpharetta GA.



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Conference Speakers (continued)

Walt Green is Partner in the Phelps Dunbar Baton Rouge office. He focuses on his practice on cybersecurity, white collar criminal defense and governmental investigations, and litigation. Mr. Green was the United States Attorney for the Middle District of Louisiana and the Executive Director for the National Center for Disaster Fraud from 2103-2017. He retired from the United States Department of Justice with over 20 years of federal experience. Additionally, Mr. Green has served in the United States Marine Corps for over 28 years and currently holds the rank of colonel. Since entering private practices, Mr. Green has been a sought after speaker and commentator on fraud, cybersecurity and data privacy issues, in *BBC News*, *The Economist*, *Washington Post*, *USA Today*, *CNN Money*, and the *Associated Press*. Mr. Green earned a spot on the National Law Journal's 2017 Cybersecurity and Data Privacy Trailblazer's list, a list which highlights the top 25 attorneys who have helped make a difference in the fight against criminal cyber activity.

Lee Pavlock is Managing Director of the Southeast Region of Finastra.

Laura Drebeckas is Senior Solution Consultant with the Lending Solutions division of Finastra.

Location & Hotel Information

The Grand Hotel
One Grand Boulevard
Point Clear, Alabama 36564
(251) 928-9201



Hotel Reservations at The Grand Hotel

The LBA has contracted for a set number of sleeping rooms at The Grand Hotel based on the last few years' attendance. We will monitor the room pickup and add rooms if available. We encourage you to make your reservations early. To ensure the LBA group rate (see tiered rates below), please call (800) 544-9933 and identify that you're booking with the Louisiana Bankers Association Executive Management Conference room block.

Reservations can also be made online by [clicking here](#).

**For reservations pre and post conference dates (Tuesday 9/11, Friday 9/14 and Saturday 9/15), it is recommended that you call the hotel at (800) 544-9933 for reservations to ensure the group rate.*

Group Room Rates:

Deluxe Resort View Room - \$219+tax/night

Deluxe Bay View Room - \$269+tax/night

(optional upgrade, based on availability. Please call (800) 544-9933 for reservations)

Spa Building Resort View Room - \$239+tax/night

(optional upgrade, based on availability. Please call (800) 544-9933 for reservations)

Spa Building Bay View Room - \$279+tax/night

(optional upgrade, based on availability. Please call (800) 544-9933 for reservations)

Sleeping room reservations must be made by **August 24, 2018** at 5:00pm or until the block of rooms for LBA is filled, whichever is sooner. After August 24, 2018, reservations will be made based on availability and the hotel may not be able to honor the discounted rate. Check in time is 4pm. Check out time is 11am.

For room reservations after the cutoff date of August 24, please call Julie Brady at the Grand Hotel at (251) 929-2736.



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Conference Activities

Guest Program: Cooking Class & Lunch

Thursday, September 13, 2018

10:30am-1:00pm

\$75 per person

A Grand Hotel Chef will conduct a fun and educational cooking class. When that's done, you will actually get to eat the finished product. You will receive an educational cooking class, lunch, recipes, a Grand Hotel Cooking Academy Diploma - not to mention a great time!



Golf Scramble at Lakewood Golf Club

Thursday, September 13, 2018

1:00pm-5:00pm

*\$135 per person**

** Cost includes box lunch.*

The Lakewood Golf Club at the Grand Hotel is a sparkling resort member of the Robert Trent Jones Golf Trail. Rolling fairways, tight greens, spring-fed lakes, meandering streams, and stands of mature trees make for both a beautiful and challenging experience.

**Box lunches will be provided prior to the start, beginning at 12pm in the Lakewood Club House.*



Charter Fishing Trips - Inshore Saltwater Fishing

Thursday, September 13, 2018

1:00pm- 5:00pm

*\$150 per person**

** Cost includes a fishing license, box lunch and beverages on the boat.*

** This is a "catch and release" fishing trip; however, if you want to take the fish you catch home, you are welcome to do so if you bring your own cooler.*

** Limited seats available. Please register early.*

Join experienced and licensed guides that will take you fishing for speckled trout, redfish, flounder, and more within minutes of leaving the dock. Tackle, bait, license, and instruction are included. Come prepared to have fun!

**Box lunches will be provided prior to the start, beginning at 12pm at the Marina of the hotel near the boat slips (between the Marina House and the Spa Building).*





Conference Sponsors



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Opening Reception Sponsor:



LouisianaBankers
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Vizaline LLC

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Viza-Plat

Brent Melton
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601-405-1802



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Registration Information: (for multiple registrations, please make copies of this form)

Name _____
 Bank _____
 Branch Street Address _____
 City / State / Zip _____
 Email Address _____
 Phone _____ Cell Phone _____ Fax _____

Conference Fees:

- Banker Program: *\$375 LBA member, \$675 non-member* \$ _____
 - Spouse/Guest: *\$125* - Name: _____ \$ _____
 - Golf Scramble: Thursday, September 15 - *\$135 per person*
 - Name: _____ \$ _____
 - Pairing Request: _____
 - Name: _____ \$ _____
 - Pairing Request: _____
 - Guest Program: Cooking Class & Lunch - Thursday, September 15 - *\$75 per person* \$ _____
 - Name: _____
 - Charter Fishing Trip - Thursday, September 15 - *\$150 per person* \$ _____
 - Name: _____ Name: _____
 - Name: _____ Name: _____
 - Name: _____ Name: _____
- Total \$ _____

Payment Options:

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

Card Number _____ Amount to be charged on card _____
 Expiration Date _____ Name on Card (please print) _____
 Billing Address _____
 Signature _____

Cancellation Policy:

Due to the commitments we must make, if you must cancel your conference registration, please do so by September 5, 2018 to avoid a \$175 cancellation fee. Substitutions are welcome at no additional charge.

Guest Program: Cooking Class & Lunch - Please cancel by September 5, 2018 to avoid a \$35 cancellation fee.

Golf - Please cancel by September 5, 2018 to avoid a \$65 cancellation fee.

Fishing - Please cancel by September 5, 2018 to avoid a \$65 cancellation fee.

**Any registrant who does not cancel any of the above mentioned events will be billed the full fee.*

Submit registration and view rosters in the Education Section of LBA's website, <http://www.lba.org>

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