



Publicly Traded Banks: Thinking About It, In Process, Already There (Webinar)

** Updated to a 2-Part Webinar instead of a Live Seminar (Recording option also available):*

Part 1: April 25, 2019 - 2:00pm-4:00pm

Part 2: April 30, 2019 - 10:00am-12:00pm

Webinar Part 1: April 25, 2019 - 2:00pm-4:00pm

2:00pm-3:00pm

Leveraging Public Company Platforms to Enhance Strategic Planning

Geoffrey Kay, Fenimore, Kay, Harrison & Ford, LLP

In increasingly competitive markets, banking organizations are more frequently turning to public company platforms to optimize corporate strategy and enhance shareholder value. Recent changes in the legal and regulatory framework applicable to public companies have expanded the benefits of public company status to a broader range of banks, bringing more flexibility and creative options to support acquisition and organic growth; driving innovative compensation strategies for attracting and retaining directors, officers and employees; and supporting shareholder succession planning.

3:00pm-4:00pm

Internal Control Requirements for SOx/FDICIA Compliance

Mike Thomas, Crowe LLP

The Sarbanes-Oxley Act of 2002 (SOx) and the FDIC Improvement Act (FDICIA) of 1991 have internal control requirements over financial reporting (ICOFR) for publicly traded banks and banks over \$1 billion in assets, respectively. From an internal control perspective, the requirements for banks are virtually the same. In this session, we will discuss the internal control compliance activities associated with SOx/FDICIA. Session topics include:

- What the Regulators Think
 - ◊ Linkage between SOx and FDICIA
- External Auditor Requirements
 - ◊ Statement on Standards for Attestation Engagements (SSAE) 15 - ICOFR
 - ◊ FDICIA Part 363
- Internal Audit/Management Requirements
 - ◊ Audit Committee Responsibilities
 - ◊ Management Responsibilities
- Crowe's SOx/FDICIA Compliance Approach
 - ◊ SOx/FDICIA Project Approach and Framework
 - ◊ The Committee of Sponsoring Organizations (COSO) Internal Controls
 - ◊ Integrated Framework, updated 2013 (COSO 2013)
- Managing the Data
 - ◊ Documentation/testing Tools

Webinar Part 2: April 30, 2019 - 10:00am-12:00pm

10:00am-11:00am

Financial Reporting Perspective of a Public Company

Eve Rogers, Crowe LLP

This session will provide a financial reporting perspective on going public and living as a public company. Session topics include:

- Sample roadmap of registering with the SEC to help you understand the calendar
- Interactions you can expect to have with the SEC during an IPO
- Financial Statement requirements, including audit opinion under PCAOB standards
- SEC accounting and disclosure matters
- Overview of the SEC filing categories and reporting obligations
- High level discussion of select SEC regulations
- Other considerations/lessons learned



Publicly Traded Banks: Thinking About It, In Process, Already There

**Updated to a 2-Part Webinar instead of a Live Seminar (Recording option also available):*

Part 1: April 25, 2019 - 2:00pm-4:00pm

Part 2: April 30, 2019 - 10:00am-12:00pm

Webinar Part 2: April 30, 2019 (continued)

11:00am-12:00pm

Top Things To Consider Before Taking Your Company Public

Sonny MacArthur, Porter Keadle Moore, LLC

This session will cover the most essential things your company needs to be thinking about before going public, as well as what life will really look like afterwards. We'll explore the many advantages and disadvantages, as well as factors you need to consider such as the size and future outlook of your business, capital raising, market and industry conditions, experience of your management team, and most importantly, what it means to allow greater transparency into your company's operations. So, join us as we take an in-depth look at the challenges and opportunities and a deeper dive into life as a public company!

SPEAKERS:

Sonny MacArthur, CPA, CIA is Partner with Porter Keadle Moore. Sonny is a graduate of the University of Mississippi with both Bachelor and Masters degrees in Accountancy. Sonny routinely works with both public and private companies primarily in the financial services arena. He has extensive accounting, auditing and financial reporting experience including public and private equity and debt offerings, mergers and acquisitions, and SEC reporting. Sonny is also involved in a variety of risk management activities including risk assessment, financial and operational internal audit, Sarbanes-Oxley 404 compliance, and FDICIA compliance. Prior to joining the firm in 2000, he worked for three years with a public accounting firm providing assurance and advisory services to financial institution clients throughout the southeast, and two years with a Fortune 500, entertainment and consumer products company in various financial roles. Sonny has served on the Allinial Global Public Companies Task Force which assists more than 90 member firms in the development of products and services in the Public Company arena, as well as providing technical training and resources through a variety of distribution channels. He has developed education materials and served as an instructor for a variety of accounting, financial reporting and risk advisory services topics including Mergers & Acquisitions accounting, Sarbanes-Oxley 404 implementation, Corporate Governance, and COSO 2013. He is also a member of the AICPA, Georgia Society of CPAs, Institute of Management Accountants, Association of Certified Fraud Examiners, and Institute of Internal Auditors. Sonny also serves on the Alumni Board of Directors for the Patterson School of Accountancy at the University of Mississippi.

Mike Thomas CPA, CIA, CBA, CFE, CRP, CFF, CRMA, is responsible for overseeing Crowe's Financial Institutions Risk Consulting engagements in the Southeast. He has over 35 years of broad-based experience, specializing in the financial services industry. Mr. Thomas' clients have ranged from a small start-up consumer finance company to large, multi-billion dollar, multi-national financial institutions providing loan reviews, regulatory compliance, internal audits, fraud prevention, and Enterprise Risk Management (ERM) consulting.

Eve Rogers, CPA is an audit partner in Crowe's Financial Services practice with over 20 years of experience at Crowe LLP. She spends 100% of her time serving financial institutions, ranging in size from \$300 million to \$15 billion in assets. Eve is currently assisting 2 banks over \$1 billion in assets with the IPO process. Eve is a national expert on business combinations and allowance for credit losses. She is a frequent speaker for S&P Global Market Intelligence (SNL Financial), various banking and credit union associations and Crowe's annual financial institutions conference on topics including Mergers & Acquisitions, Mortgage Banking, Current Expected Credit Losses, Leases and various Accounting Updates. She is a member of the American Institute of Certified Public Accountants and Georgia State Society of CPA's.

Geoffrey S. Kay is a co-founder and partner of the community banking specialty law firm, Fenimore, Kay, Harrison & Ford. He brings more than 20 years of experience as a legal advisor to a practice that focuses solely on the representation of banks, thrifts and other financial services companies in a full range of corporate, merger and acquisition, securities and regulatory compliance matters. Prior to founding his own law firm, Mr. Kay was a partner in the financial institutions practice group of a large international law firm. Mr. Kay is a member of the LBA Bank Counsel Committee and currently serves as its Chairman.

Who Will Benefit

CFOs, CEOs, Senior Management, Accounting Staff, Auditors, Compliance Officers, Legal Team

Registration Fee

LBA Members: \$175 (includes Live Webinar Connection and Recording)

Non-Members: \$275 (includes Live Webinar Connection and Recording)



Publicly Traded Banks: Thinking About It, In Process, Already There

**Updated to a 2-Part Webinar instead of a Live Seminar (Recording option also available):*

Part 1: April 25, 2019 - 2:00pm-4:00pm

Part 2: April 30, 2019 - 10:00am-12:00pm

Webinar Registration

Mr./Mrs./Ms. _____

Bank _____

Email Address _____

Branch Street Address _____

City, State, Zip _____

Phone _____

Fax _____

Payment Options

Check (Made payable to the Louisiana Bankers Association)

Visa MasterCard American Express

Card # _____ Expiration Date _____

Credit Card Billing address _____

Name on Card (Please Print) _____

Signature _____ Amount to be Charged on Card \$ _____

This training will be covered under SBET (Small Business Employee Training Program). Please provide an email address on the line below to receive the necessary documentation for reimbursement:

Registration Fee (Please check one):

LBA Members: \$175

(includes Live Webinar Connection and Recording)

Non-Members: \$275

(includes Live Webinar Connection and Recording)

Webinar access codes will be sent to registrants with confirmation emails within the week prior to the session.

Agenda

Webinar Part 1 - April 25, 2019:

2:00pm-3:00pm: Leveraging Public Company Platforms to Enhance Strategic Planning - *Geoffrey Kay, Fenimore, Kay, Harrison & Ford*

3:00pm-4:00pm: Internal Control Requirements for SOx/ FDICIA Compliance - *Mike Thomas, Crowe LLP*

Webinar Part 1 - April 30, 2019:

10:00am-11:00am: Financial Reporting Perspective of a Public Company - *Eve Rogers, Crowe LLP*

11:00am-12:00pm: Top Things to Consider Before Taking Your Company Public - *Sonny MacArthur, Porter Keadle Moore, LLC*