



COVID-19 UPDATE FOR CITY OF NEW ORLEANS

For the latest information, visit www.ready.nola.gov/incident/coronavirus/safe-reopening/.

LOCATION & ACCOMMODATIONS

The Ritz-Carlton, New Orleans
921 Canal Street
New Orleans, LA 70112



GROUP ROOM BLOCK INFORMATION

The LBA has contracted for a set number of sleeping rooms at The Ritz-Carlton, New Orleans. We will monitor the room pickup and add rooms if available. We have contracted rooms for Tuesday May 17, Wednesday May 18, Thursday May 19 and Friday May 20. We encourage you to make your reservations early. To ensure the LBA group rate of \$299+ tax/night, please call 1-800-826-8987 and identify that you are booking with the Louisiana Bankers Association Annual Convention Room Block. [Click here to book your reservation online.](#) Sleeping room reservations must be made by **May 2, 2022** at 4:00pm or until the block of rooms for LBA is filled, whichever is sooner. After the block cutoff date, reservations will be made based on availability and the hotel may not be able to honor the discounted rate.

- Deluxe King Bed Accommodations - \$299+tax/night
- Deluxe Double Bed Accommodations - \$299+tax/night
- Club Level King Bed Accommodations - \$449+tax/night

Check-in time for all rooms is 4pm. Check-out time is 12pm.



2022 Convention Agenda



WEDNESDAY MAY 18, 2022

1:00pm-4:00pm Exhibitor Registration Open & Installation of Exhibits (*Grand Ballroom Foyer, Grand Ballroom, & Canal Street Foyer, 2nd Floor*)

3:00pm-8:00pm Convention General Registration (*Grand Ballroom Foyer*)

3:30pm-5:30pm Bank Director Program: Practical Advice for Bank Directors (*Audubon Room, 1st Floor*)
Greyson Tuck, Gerrish Smith Tuck

The effects of a lingering global pandemic, heightened inflation, economic pressures and a host of other external forces have left many bank directors questioning their fundamental duties and responsibilities, as well as how they can best mitigate the risks of serving as a bank director while navigating these unprecedented times. This session will include practical advice on the fundamental duties and responsibilities for bank directors, and how bank directors can perform their duties in order to mitigate the risks associated with the position. This session should not be missed by any bank director that is looking to better understand the current banking environment and how it impacts their fundamental duties and responsibilities in overseeing the shareholder's investment.

3:30pm-4:00pm Exhibitor Education Sessions (*Choose One*):

- **Payments Strategy: What the Heck is That & Why Do I Need One?** (*Acadia Room*)

Amy Murphy, ePayResources

This interactive conversation will help sharpen your focus on your institution's journey as we discuss: why you need a payments strategy, the optimal three-phase approach to developing a payments strategy, and the role of faster payments options like RTP® and FedNow.

- **Strategies for Investing in an Upward Rate Environment** (*Evangeline Room*)

Richard Annunziato, Fifth Third Bank

Whether you like it or not, interest rates are rising once more. With Bank earnings rebounding and massive stimulus spending still permeating in the overall economy, elevated inflation across the spectrum is here. The Federal Reserve will likely raise interest rates multiple times in 2022-2023. How will this affect the US economy as we potentially exit the pandemic crisis?

4:15pm-4:45pm Exhibitor Education Sessions (*Choose One*):

- **CECL: It's Time** (*Acadia Room*)

Jesse Alford, BKD CPAs and Advisors

Learn about myths and misconceptions in the change to CECL as well as lessons learned from early adopters. Includes a walkthrough of the WARM (Weighted Average Remaining Maturity) and the SCALE Model.

- **Cryptocurrency Basics for Louisiana Bankers**

(*Evangeline Room*)

Dr. Rajesh Narayanan, LSU Department of Finance, E.J. Ourso College of Business (*Evangeline Room*)

Join us for a conversation about cryptocurrency basics and how this emerging digital currency impacts Louisiana bankers and their customers. From the vocabulary being used in the trade to the risks inherent in this shadowy market to the threats and opportunities for community banks, Dr. Narayanan will provide a clear explanation of the issues so that attendees can protect their institutions and their communities.

5:00pm-5:30pm Exhibitor Education Sessions (*Choose One*):

- **Stacking the Deck in Your Favor: Secrets of High-Performing Banks** (*Acadia Room*)

Dr. Sean Payant, Haberfeld

What do high-performing banks do differently? Where do they put their focus? Do they perform better in every category...or do they actually underperform in certain categories in order to dramatically outperform in others? We define high-performing banks as those who have achieved the top 5% on ROE for five consecutive years. During our session, we will evaluate the data from banks that made the cut. How do they derive this extraordinarily high level of performance? It might surprise you. We will analyze how high-performing banks compare to the industry overall, the key contributors to their amazing performance and several strategies available to all community banks to drive improved results.

- **Investment Portfolio Playbook: Building Fundamentals in Uncertain Times** (*Evangeline Room*)

Chad McKeithen, Smith Shellnut Wilson

Over the past several years banks built historic levels of idle liquidity due to rising deposits, low loan growth and historically low bond yields. As evidence, from the beginning of 2019 to the end of 2021 Louisiana banks saw cash, cash equivalents and overnight funds increase from 7.9% to 16.3% of total assets. In the first half of 2022 bond yields and spreads have increased dramatically. In fact, bond yields are approaching some of the highest nominal yield levels in a decade. Therefore, banks now have an opportunity to deploy liquidity and improve their net interest margins (NIM). This session will highlight strategies that portfolio managers can utilize to take advantage of the market opportunity while also developing structure to insulate NIM and market value in multiple rate directions.

6:00pm-8:00pm Exhibit Hall Grand Opening Reception

(*Grand Ballroom*)

Join us for the Grand Opening Reception of the 122nd Annual LBA Convention & Exposition! This reception is sponsored by Louisiana Bankers Service Corporation.

THURSDAY MAY 19, 2022

7:00am-8:30am Exhibit Hall Breakfast

(*Grand Ballroom and Canal Street Foyer*)

8:00am-8:30am General Session (*Lafayette Ballroom*)

Opening Remarks:

Ginger Laurent, LBA Chief Executive Officer

Jerry Ledet, LBA Board Chairman

8:30am-9:00am American Bankers Association (ABA)

Update (*Lafayette Ballroom*)

Rob Nichols, ABA President & CEO

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

America (ICBA) Update (*Lafayette Ballroom*)

Robert Fisher, ICBA Immediate Past Chairman

9:00am-2:00pm - Guest Program: Mardi Gras Mystique - Tour of Suzanne Perron Studio & Louisiana State Museum's Presbytere for 150th Anniversary of the Krewe of Rex Exhibit (Lunch included)

Transportation will depart The Ritz-Carlton New Orleans Canal Street entrance at 9:00am. Price is \$250/person. Please see page 4 for more information.



2022 Convention Agenda



THURSDAY MAY 19, 2022 (continued)

9:30am-9:45am Exhibit Hall Break *Grand Ballroom & Canal Street Foyer*

9:45am-10:45am General Session *(Lafayette Ballroom)*

Economic Outlook for 2022

Dr. Edmond Seifried, Lafayette College

The Great COVID Recession of 2020 is now behind us. The Spring 2021 GDP Report shows the US economy has recovered because the 2021 (I) GDP is now higher than the GDP of 2019 (IV).

However, the economy is not out of the woods yet. There are two recoveries from every recession, Type I (a GDP recovery) and Type II (a Labor Force recovery). The first recovery, Type I is now official. However, the second recovery, Type II is still a long way off into our future. Dr Ed will discuss these recoveries and forecast when the Type II recovery is most likely to occur, and what must happen for the second recovery to arrive.

10:45am-11:00am Exhibit Hall Break *(Grand Ballroom & Canal Street Foyer)*

11:00am-12:00pm Concurrent Sessions *(Choose One):*

- **How the New Small Business Loan Data Collection and Reporting Rules Impact Your Institution**

(Lafayette Ballroom)

Jack Holzknacht, Compliance Resource, LLC

Upon completion of this session, participants will understand the following: What your institution needs to do to prepare for implementation of the new rule; The impact of the new rule on covered loan work flow; How to prepare small business loan customers for the changes; How the federal financial institution regulatory agencies will use the collected data.

- **Community Development Financial Institutions**

(Evangeline Room)

Holly Logue, Logue Advisory Group, LLC & Jeannine

Jacokes, Community Development Bankers Association

As of January 2022, 33 banks in Louisiana have become certified by the U.S. Treasury Department as Community Development Financial Institutions (CDFIs). If your bank is primarily serving a low-income, minority, and/or economically distressed community, it may be a good fit. In this session we will discuss the certification process and requirements and the Federal programs you will be eligible to access as a CDFI.

- **FedNow: A Status on the Federal Reserve's Instant Payment System**

(Acadia Room)

Steven Jung, Federal Reserve Bank

This session includes an update on the Federal Reserve's efforts to build and implement the FedNow Instant Payment System.

12:00pm-1:15pm Exhibit Hall Lunch *(Grand Ballroom & Canal Street Foyer)*

Join us for lunch in the exhibit hall as we close out the exhibit hall part of the convention. We will draw for exhibitor door prizes and the Grand Prize Drawing (\$1000 Travel Gift Certificate) at the end of lunch.

1:15pm-1:45pm Exhibitor Education Sessions *(Choose One):*

- **Strategizing for a Hawkish Fed** *(Acadia Room)*

Daniel Anderson, ICBA Securities

Given the Fed's hawkish pivot from the days of "transitory" inflation, bond yields and mortgage rates have both surged in recent months, giving some relief to portfolio managers looking to put abundant cash positions to work. While most banks remain well positioned for rising rates at the balance sheet level, many are questioning how to adjust strategy given this context. This presentation will discuss bond portfolio management as it relates to managing interest rate risk, options for managing capital at risk in higher rate scenarios, and current relative value opportunities in the market today.

- **Executive Compensation Trends and Best Practices**

(Evangeline Room)

Mike Blanchard, Blanchard Consulting Group

In this session, we'll explore current trends in executive compensation. We focus on each element of total compensation, such as salaries, annual incentives, long-term incentives, benefits and perquisites. We will dig into each component of the executive compensation package and discuss what is necessary to attract, retain, and motivate your key executives. This session also summarizes relevant compensation regulations and their impacts on executive pay. Findings from our BCG surveys and databases will be incorporated into this presentation.

- **The Impact of Critical Thinking** *(LaSalle Room)*

Don Monistere, General Informatics

Don Monistere, Author of the Enhanced Life Series and CEO & President of General Informatics, lays out what it means to be purposeful with your thought process. Whether it be professional or personal surroundings, one's perspective or actions are often unintentionally mirrored by those around them. Monistere covers how critical thinking drives powerful results.

- **Tax Strategies You Can Bank on to Reduce**

Increasing Taxes *(Vermilion Room)*

Warren Dazzio and Jeanne Moreland Trum - CSSI - Cost Segregation Services, Inc.

Taxes are going up! What are the best strategies to keep taxes down if you own your bank building? What are the best ways for your clients to help generate additional cash flow through tax strategies? In this session we will cover how you can expense as much as possible pertaining to repairs and maintenance on your building. When you cannot expense anymore and must capitalize items what are the fastest ways to depreciate them and reduce taxable income. How to use Cost Segregation, Bonus Depreciation, and Section 179 to your advantage. Are you performing a renovation? You can write off assets that you throw away like a roof, Lights, sheetrock and studs, even concrete through asset dispositions and removal costs. Much of what you put in as an improvement likely qualifies for QIP (Qualified Improvement Property) and thus meets the definitions for 100% Bonus Depreciation and Section 179. We'll cover all these strategies and more to apply to your bank or introduce to your clients and keep your taxes down even as congress and the new administration talks of increasing taxes.

1:45pm-2:00pm Break



2022 Convention Agenda



THURSDAY MAY 19, 2022 (continued)

2:00pm-2:30pm Exhibitor Education Sessions (Choose One):

- **Incentive Plans: What is Their Purpose, The Do's and the Don'ts** (*Acadia Room*)
Jay Toups, High Performance Teams by RMR
This presentation will give some insight into what can and can't be done with incentive plans, what is the purpose of an incentive plan and how to best structure them.
- **Should You Redefine Your Overdraft Strategy?** (*Evangeline Room*)
John Cohron and Jennifer Simmons, JMFA
Changing market conditions and renewed regulatory criticism have fueled sweeping changes in overdraft strategies recently. News of major modifications occurring in some of the nation's largest financial institutions doesn't mean that overdraft services aren't beneficial to consumers. It just means that some program strategies are out of line with regulatory expectations and what accountholders need. Community banks should absolutely be re-evaluating their overdraft approach to make sure they are doing right by their accountholders. However, making changes without the right direction and information can create difficulties for consumers who trust their bank to "have their back" when they have liquidity needs. Join JMFA CEO, John Cohron and Jennifer Simmons, VP National Alliances, to get answers to your questions on evaluating and redefining your current overdraft strategy.
- **Employee Sponsored Healthcare** (*LaSalle Room*)
Kenny Beauvais, Access2day Health
Employer-sponsored worksite/near site clinics that offer primary care have grown in popularity as an effective means of providing access to high-quality care and a boost to employee productivity. What options are available to employers of all sizes to offer such programs? How do they work and are they effective?
- **Lease Accounting: Impact on Financial Institutions and Their Customers** (*Vermilion Room*)
Jaclyn Broussard, LaPorte CPAs & Advisors
We will provide a brief overview of the new lease accounting standard. We will cover the impact of the lease standard to both the bank and its customers, including what lenders need to know when approving loans and assessing covenants

2:30pm-2:45pm Break

2:45pm-3:15pm Exhibitor Education Sessions (Choose One):

- **The Importance of Environmental, Social and Corporate Governance (ESG)** (*Acadia Room*)
Candy Wright and Celeste McDonald, Postlethwaite & Netterville (P&N)
Join Postlethwaite & Netterville (P&N) for an educational session that will provide an overview of Environmental, Social, and Corporate Governance (ESG) and the importance for banks, including the impact on customers and loan portfolios. We will discuss key insights and takeaways as companies navigate these new concepts, reporting standards, and regulations.

- **PPP: Payments Post Pandemic** (*Evangeline Room*)
Patrick Dix, SHAZAM
The rate of change in payments technology and consumer habits accelerated through the pandemic. Now the payments ecosystem is on the brink of another major change with "Faster Payments". So what's changed? Who's controlling the latest technologies that allow cardholders to pay? How is affecting the money you make on your debit program? This session will give you an understanding of the payments landscape post pandemic. We'll look at how your cardholders are accessing account and how those technologies can impact your net interchange. Key takeaways include: Key consumer shifts in the last 24 months; A better understanding of how you make money in the payments system; Strategic questions to ask of your payments partners to ensure your program is profitable into the future.
- **Getting the Best Value for Your Facility Project Investment** (*LaSalle Room*)
Phillip Kern, Kern Architects, LLC
Now more than ever it is important to know what your organization is committing to financially before embarking on a facility project. The effect COVID-19 continues to have on availability and pricing of certain materials and equipment has caused budgetary pricing from pre-2020 to be obsolete. The speaker will cite real, recent examples of ways that Architects and Contractors can work closely with your team to ensure that you have the best information throughout the course of your project to make a wise investment for the long-term future of your bank.
- **Branch Transformation** (*Vermilion Room*)
Reece Tarwater, Convergint Technologies
There are no shortcuts to effective branch transformation. Knowing the best technology fit to match your needs is important. The reason that many institutions have not reaped the benefits from branch transformation projects is often due to execution and not understanding the ins-and-outs of what is available and how it can help offload branch demand.

3:15pm-3:30pm Break

3:30pm-4:00pm Exhibitor Education Sessions (Choose One):

- **The Retail Branch Experience** (*Acadia Room*)
Matthew Edmonds, CDI Solutions
Banking institutions are transforming the way they do business to better meet the needs of their customers. The best retail branches deliver exceptional customer experience, both physical and digital. CDI Solutions co-owner, Matthew Edmonds, will present how a physical branch still has an important role to play. The presentation will briefly explore how the branch can integrate customer-centered technology while providing areas that feel hospitable and strengthen the bank's brand.
- **A Day in the Payment Life of Your Users** (*Evangeline Room*)
Missy Rose, Apiture
Looking at a user's money movement over a typical day, a broad range of digital payments services are necessary to effectively service both retail and business customers. We'll look at how users are interacting in the payments space, so you can provide the right mix of payments that meet the needs of your customers.



2022 Convention Agenda



THURSDAY MAY 19, 2022 (continued)

- **Check Fraud: So Much Has Changed Since Last Year & It Isn't for the Better!** (*LaSalle Room*)
John Ravita, SQN Banking Systems
At last year's conference, we discussed whether banks still cared about check fraud and why they should care. In this session, we want to expand our discussion on how the check fraud environment your institution faces has and is changing in the last year. More fraud, more scams, more losses and more challenges. Join us for a continued discussion on the growth of check fraud and the impact on your institution and its customers.
- **Self Insurance, Shared Risk & Benefit Trends** (*Vermilion Room*)
Colin Shea, Gilsbar
Many fear self-funding due to legacy thoughts about size or the risk of large financial exposure but this session will take a new look at old questions - Can rate volatility be reduced? How could this help? What can banks do together? What is being done for cost drivers within plans?

5:30pm-6:45pm FNBB Cocktail Reception
(*French Quarter Balcony, 3rd Floor/Lobby Level*)

6:45pm-8:45pm Convention Banquet (*Grand Ballroom*)

Join us for dinner and entertainment by Fairchild Blues Tribute: A Tribute to the Blues Brothers.

- 6:45pm - Buffet Dinner
- 7:15pm - Fairchild Blues Tribute Show

Suggested attire: Black and white casual/ Blues Brothers attire

FRIDAY MAY 20, 2022

7:00am-8:30am Breakfast (*Grand Ballroom*)

8:00am-8:30am LBA Business Session (*Lafayette Ballroom*)

Jerry Ledet, LBA Chairman
Director Elections
Installation of New LBA Chairman
Service Award Presentation

8:30am-9:00am General Session
Louisiana Office of Financial Institutions Update

(*Lafayette Ballroom*)
Stan Dameron, OFI Commissioner

9:00am-9:15am Break (*Grand Ballroom Foyer*)

9:15am-10:15am General Session (*Lafayette Ballroom*)
Leadership, Motivation & Dealing with Change
Kim Mulkey, LSU Women's Basketball Head Coach

If there's anyone who knows about leadership, motivation and confidence, it's LSU Women's Basketball Coach Kim Mulkey. Join us as we hear from the Naismith Hall of Fame Coach on her path to success as well as tips and advice for leaders. Mulkey is the only person in college basketball history - men's or women's - to win national championships as head coach, assistant coach and player.

10:15am-10:30am Break (*Grand Ballroom Foyer*)

10:30am-11:30am General Session (*Lafayette Ballroom*)

Innovation Driven Growth: Igniting the Flame of Innovation

David Peterson, First National Bankers Bank

Is your financial institution operating on "Auto-Pilot"? In this session, keynote, author, speaker and innovation expert David Peterson will provide insights into how your organization can meet the challenges of today's competitive pressures and global competition with Metacognition processes. He will share strategies and tools that drive creativity, which fuels innovation, help rethink processes and procedures that stifle growth and create an environment that dramatically increase employee engagement. Combat status-quo thinking by fostering an enterprise-wide culture that capitalizes on the opportunity for transformational growth.

Key Takeaway's from the session:

- Stages of the Metacognition process
- How to make "ThinkTime" reap benefits focused on growth
- How to train employees to combat the status-quo
- How to instill organization-wide innovation to achieve transformational growth

11:30am Convention Adjourns

CONVENTION ATTIRE

Attire for all conventions events is business casual. For the Thursday evening banquet, suggested dress is black and white casual/Blues Brothers attire.

EXHIBITOR EDUCATION SESSIONS

We are pleased to once again offer exhibitor education sessions as part of this year's convention. These 30-minute sessions provide great information from banking industry vendors.

Exhibitor sessions will held beginning at 3:30pm on Wednesday May 18 through 5:30pm (alongside the Bank Directors' Program). We will also hold exhibitor education sessions after lunch on Thursday afternoon May 19. Multiple sessions will be offered during each time slot so there will be a number of different topics for bankers to choose from!

Bankers attending exhibitor education sessions on Wednesday and Thursday and the Bank Directors Session on Wednesday will be entered into a raffle for a chance to win 6 \$100 Amazon Gift Cards. Drawings to be held during Friday Business Session.

Please note: Exhibitor sessions will not be recorded this year.

Spouse/Guest Program: Mardi Gras Mystique

TOUR OF SUZANNE PERRON STUDIO

TOUR OF LOUISIANA STATE MUSEUM'S PRESBYTERE FOR 150TH ANNIVERSARY OF THE KREWE OF REX EXHIBIT

LUNCH AT ANTOINE'S



The 150th Anniversary of the School of Design



Thursday May 19, 2022

9:00am - 2:00pm

\$250/per person*



*Cost includes roundtrip bus transportation, tour admission to the Louisiana State Museum's Presbytere and lunch at Antoine's restaurant. Registered guests should meet on the 1st floor of the Ritz at 8:45am. Bus will depart from the Canal Street entrance to the Ritz at 9:00am.

*Menu items for lunch at Antoine's will be pre-selected. If you have an allergy or dietary restriction, please contact Marcy Manuel, manuel@lba.org, by May 11, 2022.

Join us for a unique tour that explores fashion design and Mardi Gras history from New Orleans' most esteemed special occasion dress designer Suzanne Perron. Learn about her process for designing exquisite Mardi Gras queen dresses, bridal gowns, and her re-design and production of the LSU Golden Girls uniforms. A Louisiana native and Golden Girl herself, Suzanne studied Apparel Design at both LSU and The Fashion Institute of Technology. She spent years in New York City working alongside Vera Wang, Caroline Herrera, Anna Sui and Ralph Rucci. In 2005, Suzanne returned home to open her own custom design business. On this tour, guests will visit her studio, located off of Magazine Street. Next, guests will visit the Louisiana State Museum's Presbytere and tour Rex: 150th Anniversary of School of Design Exhibit. The Rex Organization is the foremost New Orleans Mardi Gras Krewe. The exhibit will tell the story of Rex using the museum's unrivaled collection of artifacts, heavily focusing on the sophisticated costumes of the krewe's kings, queens and courtiers. Suzanne will join the group at the museum and moderate the tour of the exhibit as many of her gowns are on display there. Finally, guests will have lunch at Antoine's restaurant, the country's oldest family-run restaurant. Some of Suzanne's designer gowns are also on display at Antoine's so she will provide a tour there as well.

Tour Schedule:

9:00am - Depart the Ritz

9:30am – 10:30 am - Tour of [Suzanne Perron New Orleans Studio](#) guided by Suzanne Perron

11:00am – 12:00pm - [Louisiana State Museum's Presbytere - Tour the 150th Anniversary of the Rex Organization](#)

12:00pm – 1:30pm - Lunch at Antoine's

2:00pm - Return to Ritz

Convention Banquet Entertainment:

Fairchild's Blues Tribute: A Tribute to the Blues Brothers

Thursday May 19, 2022

6:45pm - 8:45pm

Grand Ballroom 2nd Floor

Ritz-Carlton, New Orleans

Complimentary for all registered convention guests

Includes Buffet Dinner beginning at 6:45pm.

Show begins at 7:15pm.

Suggested Attire: Black & White Casual/Blues Brothers Attire



With over 32 years of experience in the entertainment business, Fairchild Blues Tribute has entertained political leaders, celebrities, The US Military, major corporations and general audiences of every age and nationality around the world. When these two men step on stage together, their combined combustion of energy creates a show that sets them apart from any other tribute to The Blues Brothers! Combining a good mix of comic talent and great music, Fairchild Blues Tribute breaths new life into "The Blues" by creating a hip, fun and cutting-edge party atmosphere. It's an evening you won't want to miss!

Featured Speakers



Kim Mulkey led three teams to national championships as head coach, two national championships as a player and one national championship as an assistant coach. Mulkey, the most successful player-turned-coach in college basketball history, was named head coach of the LSU women's basketball team in April 2021. A native of Tickfaw, La., she is the most accomplished head coaching hire in LSU history. She returned to Louisiana as a six-time national champion and nine-time Hall of Famer. She was inducted into the Naismith Memorial Basketball Hall of Fame in May 2021. Mulkey, who also won an Olympic Gold Medal in 1984, is the only person in college basketball history – men's or women's – to win national championships as a head coach, assistant coach and a player. She's one of just three coaches (Bobby Knight and Dean Smith) in college basketball history to win national titles as a player and a coach. Mulkey has been named National Coach of the Year nine times (including the 2022 season) from various entities, and she was selected as the Big 12 Coach of the Year eight times. She's taken home the New York Athletic Club's Winged Foot Award after each national championship as a head coach.



Dr. Edmond Seifried is Professor Emeritus of Economics and Business at Lafayette College in Easton, Pennsylvania. He also serves as Executive Director of the Sheshunoff CEO Affiliation Programs. In addition, Dr. Seifried is the Chief Economist for M. Rae Resources Inc, a community bank investment firm. He received his doctorate in economics and business from West Virginia University. Dr. Seifried serves as the dean of the Virginia and West Virginia Banking Schools and has served on the faculty of numerous banking schools including: Stonier Graduate School of Banking, and the Graduate School of Retail Bank Management. He frequently appears as a guest speaker at regional and national conferences and has delivered over 2000 presentation to various groups both in the United States and abroad. Dr. Seifried is a consultant to the banking industry, and is well known as a speaker at bank customer events and as a strategic planner. Dr Seifried is the author of the book "The Art of Strategic Planning for Community Banks." In addition to his academic and consulting experience, Dr. Seifried has also served as a director of a community bank. Dr. Seifried has traveled extensively in the former Soviet Bloc countries where he served as an advisor and consultant to the newly privatized commercial banks.



David Peterson has inspired countless audiences to rethink how innovation happens in their organization. His insight and actionable content helps leaders foster a culture of innovation that encourages workforce diversity and instills accountability for driving growth. As the Chief Innovation Officer of First National Bankers Bank (FNBB) of Baton Rouge LA, David is a tireless advocate for rethinking the role of innovation in a corporate setting. David understands the critical need to combat status quo thinking to achieve sustainable profits and competitiveness in any industry. He shares real world strategies and tools to foster a creative mindset, convert creativity into innovation and empowers attendees to be innovative where they are regardless of job function or title. Peterson's Innovation Driven Growth (IDG) content focuses on assisting enterprises in igniting enterprise-wide innovation. Content includes innovation keynotes, workshops and challenges. David's focus at FNBB is creating an environment where every individual is encouraged to look for innovations that spur growth, regardless of their size. David is a sought-after speaker at financial services regional and national industry events. David is also the author of the best-selling book *Grounded: Anchored Management for Strategic Leadership and Effective Decision-Making* (Little River Publishing, 2016). His approach to strategic innovation and fun engaging workshops and thinking challenges has been praised by C-Suite executives, entrepreneurs and millennials. David is the former founder and CEO of Goldleaf Technologies, a leading provider of electronic payments software and a pioneer in the fintech industry. David was also Chief Strategic Officer of i7strategies. He currently serves on the boards of PaymentsFirst, ArgosRisk and softgiving. David is also a serial entrepreneur, having created start-ups in retail and professional services.



122nd Annual Convention & Exposition

The Ritz-Carlton New Orleans

May 18-20, 2022

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.

Exhibitor and Sponsorship Registration Forms are available on LBA's convention website, www.lba.org/LBAConvention/Home/LBAConvention/Home.aspx

Name _____

Bank/Firm _____

Spouse/Guest Name _____

Street Address _____

City/State/Zip _____

Office Phone _____

Cell Phone _____

Email _____

REGISTRATION FEES

Convention Fees (In-Person): \$675 Banker
 \$399 Spouse/Guest

10 or More Bankers and/or Directors from the Same Bank:
 \$655 Banker
 \$379 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

<u>Number</u>		<u>Total</u>
___	Primary Registrant, \$675/ea. (In-Person)	_____
___	Spouse/Guest, \$399/ea.	_____
___	Guest Program, Mardi Gras Mystique, \$250/each	_____
Total		\$ _____

CANCELLATION POLICY

Convention Registration - Due to the commitments we must make, if you must cancel your registration, please do so by **May 12, 2022**. Cancellations received after May 12, 2022 will not receive a refund.

Guest Program: Mardi Gras Mystique - Please cancel by **May 12, 2022** to avoid a \$100 cancellation fee.

Convention Sponsors & Exhibitors

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CDI Solutions

Cennox RFS

CSI

Convergent Technologies

Crescent Mortgage Company

CSSI - Cost Segregation Services, Inc.

Department of Finance at LSU's E.J. Ourso College of Business

Eclipse Brand Builders

ePayResources

Evergreen Working Capital

Facilities Maintenance Management (FMM)

FedCorp/Community Cash

Federal Home Loan Bank of Dallas

Federal Reserve Bank

Fifth Third Bank

Financial Institution Service Corporation (FISC)

General Informatics

Gilsbar

Gulf Coast Business Credit

Haberfeld

Hannis T. Bourgeois, LLP

High Performance Teams, by RMR, Inc.

ICBA

ICBA Securities

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JMFA

Kern Architects, LLC

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Mitchell Signs

MPA Systems

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PULSE, a Discover Company

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SQN Banking Systems

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Travelers Insurance

Vantage Health Plan

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