



COVID-19 UPDATE FOR CITY OF NEW ORLEANS

Read the full current advisory, including ways to prove your vaccine status, at 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, 2nd Floor*)

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

3:30pm-5:30pm General Session (*Audubon Room, 1st Floor*)

Practical Advice for Bank Directors

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*):

- **ePayResources Topic TBD** (*Acadia Room*)
- **Fifth Third Bank Topic TBD** (*Evangeline Room*)

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

- **BKD Topic TBD** (*Acadia Room*)
- **BTS Topic TBD** (*Evangeline Room*)

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

- **Haberfeld Topic TBD** (*Acadia Room*)
- **Open Exhibitor Session TBD** (*Evangeline Room*)

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*)

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*)

Rebeca Romero Rainey, ICBA President & CEO

9:00am-2:00pm - Guest Program: Mardi Gras Mystique - Tour of Suzanne Perron St. Paul 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.

9:30am-9:45am Exhibit Hall Break (*Grand Ballroom*)

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

Economic Outlook for 2022

Dr. Edmond Seifried, Lafayette College, Eason Pennsylvania

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*)

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 Holzknicht, 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.

2022 Convention Agenda

THURSDAY MAY 19, 2022 *(continued)*

• **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)*

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):*

- **ICBA Securities Topic TBD** *(Acadia Room)*
Daniel Anderson, Vining Sparks
- **Executive Compensation Trends and Best Practices** *(Evangeline Room)*
Mike Blanchard, Blanchard Consulting Group
- **Optimizing Branch Design** *(LaSalle Room)*
Sharon Morris and Mark Maness, Eclipse Brand Builders
- **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**

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

- **LaPorte CPAs & Advisors Topic TBD** *(Acadia Room)*
- **JMFA Topic TBD** *(Evangeline Room)*
- **Access2day Health Topic TBD** *(LaSalle Room)*
- **High Performance Teams by RMR Topic TBD** *(Vermilion Room)*

2:30pm-2:45pm **Break**

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

- **Pentegra Topic TBD** *(Acadia Room)*
- **SHAZAM Topic TBD** *(Evangeline Room)*
- **Getting the Best Value for Your Facility Project Investment** *(LaSalle Room)*
Phillip Kern, Kern Architects, LLC
- **C Spire Topic TBD** *(Vermilion Room)*

3:15pm-3:30pm **Break**

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

- **The Retail Branch Experience** *(Acadia Room)*
Matthew Edmonds, CDI Solutions
This session includes a discussion of the interior design impact with the retail branch experience. Topics include: smaller branch locations, customer interaction, a space plan that supports a cross-trained workforce and a review of "traditional teller" vs cash recyclers vs ITM's.
- **Apiture Topic TBD** *(Evangeline Room)*
- **Postlethwaite & Netterville Topic TBD** *(LaSalle Room)*
- **Gilsbar Topic TBD** *(Vermilion Room)*

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





2022 Convention Agenda



FRIDAY MAY 20, 2022

7:30am-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 Presentations

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 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 offered! Updated February 2022 - We have also added exhibitor education sessions on Wednesday afternoon May 18 beginning at 3:30pm.

The convention agenda will continue to be updated as we receive commitments from exhibitors so be sure to check periodically for the updated schedule.

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

Spouse/Guest Program: Mardi Gras Mystique

TOUR OF SUZANNE PERRON ST. PAUL 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 St. Paul. 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 returns 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 eight times 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
Crescent Mortgage Company
CSSI - Cost Segregation Services, Inc.
Eclipse Brand Builders
ePayResources
Evergreen Working Capital
Facilities Maintenance Management (FMM)
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