

CDD Spring Meeting

May 7, 2018

Hyatt Regency at the Arch, St. Louis

TOPICS INCLUDE:

Selling with Honor

Hypnotic Selling

Employee Motivation

12 Critical Skills of a Manager



Social Event: May 6, 2018 - 7 p.m.

Busch Stadium: Cardinals/Cubs Game

All-Inclusive Suite

Agenda

MAY 6, 2018

7:00 - 10:30 P.M.

CARDINALS/CUBS GAME

Busch Stadium, St. Louis

MAY 7, 2018

8:30 A.M.

Registration/Continental Breakfast

9 - 9:30 A.M.

Networking Session

9:30 - 10:30 A.M.

"Selling with Honor"

10:30 - 10:45 a.m.

Break

10:45 - 11:45 a.m.

"Hypnotic Selling"

11:45 - 1 P.M.

Business Meeting Luncheon

1 - 2 P.M.

"Employee Motivation"

2 - 3 P.M.

"12 Critical Skills of a Manager"

3 p.m.

Adjournment

Social Event - May 6 - 7 p. m.

For the social event, CDD members will experience one of the best rivalries in baseball history, the St. Louis Cardinals versus the Chicago Cubs. **Your purchased ticket can be picked up at the Hyatt Regency at the Arch, St. Louis, in the lobby at the CDD designated table starting at 3 p.m. until 4:30 p.m. After that, tickets can be picked up at Busch Stadium 8th Street Will Call. You must have a valid ID to pick up your ticket at Will Call which closes at 9 p.m. The stadium opens at 5 p.m.** Ticket includes entry to the game plus all-you-can-eat buffet dinner, complimentary beer, soda and well drinks. The fee for the ticket for a CDD member is \$100. You can purchase an additional ticket for a spouse or significant other at the original ticket price of \$125. **As a CDD member, you must register to attend the second day of education to qualify to purchase a game ticket.**

Opening Networking Session - May 7 - 9 - 9:30 a.m.

During this roundtable discussion, attendees have the opportunity to bring forth ideas and issues related to their positions within their banks. This is a wonderful opportunity to learn from your colleagues throughout the state. You are encouraged to network according to the following job responsibilities: social media/marketing, consumer lending, real-estate lending, commercial lending, agricultural lending, operations, compliance, technology, and HR/management/supervision

General Session - 9:30 - 10:30 a.m.

"Selling with Honor" Jody Holland - Jody Holland Training & Consulting

Since the beginning of time, people who are responsible for protecting the safety of an organization have followed a code. Learning how to sell using the seven tenets of honor, one creates strong loyalty with their customers. Using this consultative model, customers seek you out to do business with you! Selling with Honor is about creating a systematic approach to uncovering the needs of a client. It is about positioning yourself to build relationships, uncover needs, and be top-of-mind any time a customer has a need that you might be able to fill. The consultative model of selling uses the principles taught by Socrates. When a person is able to ask the right questions, the right answers will always be there.

General Session - 10:45 - 11:45 a.m.

"Hypnotic Selling" Jody Holland - Jody Holland Training & Consulting

The true art of selling is based on bypassing the conscious factor of the customer's mind and uncovering what they truly wish to purchase. This is accomplished through effectively reading the other person, then asking questions in a specific manner so that the customer asks for the chance to do business with you. One of the most important principles to remember is that "People Play Outside." This means that people will go outside of themselves to find the answer to their problems. When we position ourselves as both a resource and as experts, people will seek us out. When we combine this with the ability to read and understand who people are in the first 10 seconds that we are with them, we position them to relax and trust us to help them reach their goals and objectives. Hypnotic selling is about deepening the relationship with the potential or existing customer in order to meet their needs and exceed their expectations.

Business Meeting Luncheon - 11:45 - 1 p.m.

The Annual Business Meeting features an address from CBAI vice president Mike Duke who highlights the benefits for community banks in regards to the CBSC preferred firms and the products and services they offer. Other highlights include reports from CDD officers on membership, financial issues, and convention activities, as well as the results of the recruitment campaign. Enjoy time during the luncheon to meet with fellow CDD members for informative roundtable discussion on issues that are affecting your community bank.

General Session - 1 - 2 p.m.

"Employee Motivation" Jody Holland - Jody Holland Training & Consulting

Motivation is rooted in an understanding of how the human mind works. The three primary factors that an employee seeks out are autonomy, competence and connectedness. By creating a culture that facilitates these three key areas, employees are internally driven to perform at their very best. Frederick Herzberg became famous for unlocking an understanding of the motivation continuum. In this program, you learn the specific things that increase motivation as well as the things that reduce motivation in the workplace. Without an understanding of what is hindering motivation, we are incapable of ensuring the culture is right for success. How do you create autonomy without giving up accountability? How do you increase the competence of and retain your performers? How do create connectedness and still maintain boundaries? You learn each of these in this program.

General Session - 2 - 3 p.m.

"12 Critical Skills of a Manager" Jody Holland - Jody Holland Training & Consulting

There are 12 key areas that research has shown to be critical to the success of a manager or leader. By mastering these skills in the proper order, managers can reduce turnover, increase employee performance, and significantly increase net profitability. People develop their internal image of what their workplace reality is, based on the environment that is created around them. Leadership is the linchpin for determining what employees see, feel, and ultimately act upon in the workplace. By mastering the 12 specific skills of a leader, participants will be prepared to change the working environment for their people and inspire people to act into their highest potential.

Drawing for \$100 at the end of the day! Must be present to win!

CDD MEMBERS

One Person	\$279
Two or more from the same institution	\$259 each

NON-CDD MEMBERS

CDD Member - Cards/Cubs Ticket	\$429*
Additional Ticket-Spouse/Significant Other	\$100**
	\$125

***You may qualify for a discounted rate for this meeting and CDD membership.**

****As a CDD member, you must register to attend the second day of education to qualify to purchase a game ticket.**

FOR MORE INFORMATION CALL:

Melinda McClelland, Education & Special Events
800/736-2224 FAX: 217/585-8738

MEETING REGISTRATION FEES include customized training programs, refreshments breaks and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. **Once a baseball ticket has been purchased, that sale is final. Refunds are not available.** Registrants cancelling two days prior to the seminar will receive 100% refund for the May 7 day of education; less than two days, 50% refund for the May 7 day of education; the day of the seminar, no refund. **All cancellations must be made in writing to Melinda McClelland.**

CONFERENCE HEADQUARTERS is the **Hyatt Regency at the Arch**, 315 Chestnut Street St. Louis, Missouri, 63102. **A block of rooms has been reserved for CDD Conference participants for Sunday night and reservations can be made by calling Melinda at CBAI at 800/736-2224 as soon as possible.** The room rate is \$149 plus tax for a single or double occupancy. If you wish to stay Saturday night, please contact the hotel directly for a room as a room block for Saturday was not available.

CDD ANNUAL SPRING MEETING

MAY 6-7, 2018 HYATT REGENCY AT THE ARCH, ST. LOUIS

Name of Institution/Firm: _____

Address: _____

City/State/Zip: _____

Name/Title: _____

E-mail: _____ Yes, I want to purchase a ticket to the Cards/Cubs game at an additional fee of \$100

Name/Title: _____

E-mail: _____ Yes, I want to purchase a ticket to the Cards/Cubs game at an additional fee of \$100

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Name/Title: _____

E-mail: _____ Yes, I want to purchase a ticket to the Cards/Cubs game at an additional fee of \$100

Spouse/Guest _____ Yes, I want to purchase a ticket to the Cards/Cubs game at an additional fee of \$125

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Spouse/Guest _____ Yes, I want to purchase a ticket to the Cards/Cubs game at an additional fee of \$125

Please select your payment method.

Check Enclosed Check in Mail Pay at Door Credit Card* (Visa, MasterCard, Discover)

**If you are paying by credit card, please fill out the following information.*

Name It Reads on Card _____ Card Number _____

Company Name on Card _____ Expiration Date _____

Security Code _____

Billing Address of Card _____

I have special needs or dietary restrictions, please contact me before the seminar RETURN THIS REGISTRATION FORM TO:

Career Development Division, Community Bankers Association of Illinois,
901 Community Drive, Springfield, IL 62703-5184 or fax form to 217/585-8738.

REGISTER BY APRIL 6 AND YOUR NAME WILL BE INCLUDED IN A DRAWING FOR \$100!