

# CBAI's Community Bank Directors' Conference

## Find Solutions

**Investments and Liquidity**

**New Technologies in Banking**

**Legislation and Regulations**

**Manage and Market to Millennials**



**December 11, 2017  
Crowne Plaza  
Springfield, IL**

# Introduction

Being a member of a community bank's board of directors is a challenging and rewarding experience. The community bank director has duties to the institution, its stockholders, and its depositors. And, he or she has responsibilities to the public-at-large. To meet these duties and responsibilities, a director must be knowledgeable and active. Join us at CBAI's Annual Directors' Conference! CBAI gathered top banking experts to make this comprehensive, one-day conference a must-attend.

Dale Sheller from THE BAKER GROUP discusses investments and liquidity; Mark Scholl of Wipfli LLP explores new technologies in banking; Jim Mathis of The Reinvention PRO™ discusses how to manage and market to millennials more effectively; and Kraig Lounsberry, CBAI's senior vice president of governmental relations, provides a legislative and regulation update. The conference also includes a networking luncheon where bankers can gain board meeting ideas from each other.

The Community Bank Directors' Conference also includes a mini-exposition center featuring products and services pertinent to community banks.

# Agenda

**8:30 – 9 a.m.**

Registration, Continental Breakfast, & Exhibits

**9 – 9:45 a.m.**

***Legislative and Regulation Update***

Kraig Lounsberry, SVP of Governmental Relations  
CBAI, Springfield, IL

**9:45 – 10 a.m.**

Break & Exhibits

**10 – 11:30 a.m.**

***Liquidity and the Investment Portfolio: Finding the Right Balance***

Dale Sheller, Financial Strategist  
THE BAKER GROUP, Oklahoma City, OK

Maintaining a balance between investment portfolio performance, liquidity, and interest rate risk should be a goal of Senior Management and the Board. Learn how investment portfolio management will become increasingly important in managing our liquidity. Additionally, Liquidity Risk Management continues to be a focus for regulators as many banks have increased lending and reduced their holdings of liquid assets. Ensure your Liquidity Risk Management program is compliant with the current regulatory expectations including liquidity cash flow forecasting, stress testing, and contingency funding planning.

**Dale Sheller** is vice president in the Financial Strategies Group at THE BAKER GROUP. He joined the firm in 2015 after spending six years as a bank examiner with the Federal Deposit Insurance Corporation. Sheller holds a bachelor's degree in finance and a master's degree in business administration from Oklahoma State University. He works with clients on interest rate risk management, liquidity risk management, and regulatory issues.



Sheller

**11:30 a.m. – 12:45 p.m.**

Networking Lunch – Take this opportunity to discuss what works and what doesn't with your bank's board agenda. Network with other bank directors and get their ideas on a great board meeting agenda.

**12:45 – 1 p.m.**

Exhibits

## ***What Others Have Said:***

*"Topics were time sensitive and gave us ideas on how to implement new requirements and understand them as directors."*

Doug Parrott, President/CEO  
State Bank of Toulon

*"Good conference. Very timely and appropriate topics."*

Kent Vinson, Director  
Fairfield National Bank

*"Keep up the good work! The variety of topics is always good to keep the meeting interesting."*

Jack Baker, Director  
West Central Bank, Ashland

*"All of the speakers were excellent! This is the best group of speakers in the 30 years of attending this conference!"*

Louis Rogers, Chairman  
Bank of Yates City

# Agenda

**1 – 2:15 p.m.**

## ***New Technologies in Banking – The Road Ahead***

Mark Scholl, Partner  
Wipfli LLP, Sterling, IL

New technologies have changed the way banks interact with and do business with their customers. In this ever-changing and evolving market, what will be next? Doing nothing is not a strategy. This presentation covers the latest technologies in banking, cyber-risk trends, and what your board and executive management need to do to prepare for the future.

**Mark Scholl**, partner for Wipfli LLP, leads this program. He specializes in all aspects of information-security services including information-system security auditing and Internet intrusion-testing services. Scholl has 27 years of technology experience with the last 20 years providing consulting services such as network design and installation, information-systems support, IT auditing, perimeter-intrusion testing, IT training and many other information-security services. Scholl earned a bachelor of science degree at Illinois State University, Normal, and has IT certifications as Certified Information Systems Security Professional (CISSP), Microsoft Certified Systems Engineer (MCSE), Certified Information Systems Auditor (CISA), and Certified Ethical Hacker (CEH).

**2:15 – 2:30 p.m.**

Break & Exhibits

**2:30 - 3:45 p.m.**

## ***You Can Be a Generational Genius!***

Jim Mathis, The Reinvention PRO™  
Orlando, FL

Anyone can become a generational genius in today's banking climate. The millennials are a huge part of successful financial-marketing strategy, but they present challenges that have never been faced.

McDonald's, Starbucks, Best Buy, Fiat, Target, and many other corporations are attempting to reach this group in the way they uniquely hear and buy. They have distinct marketing needs and language.

## **Millennials will be running your bank one day!**

- How do you work with Millennials' unique styles as they enter your workforce?
- What are the four critical factors that drive this generation?
- How do you brand your organization based on their trends?
- In which environments and circumstances are they most productive?
- What are the differences in world view and economic that characterize each different generation in the marketplace?
- How do Millennials buy, use social media, work together and make decisions in life differently?
- What can you do to communicate better with this group to make a more productive workplace?

**What's in it for you?** Everyone can manage and market to Millennials more effectively.

**Jim Mathis**, IPCS, CSP, MDiv. is a bestselling author, International Platform Certified Speaking Professional (IPCS), Certified Speaking Professional (CSP), and executive consultant. He has been writing, speaking and consulting for more than 42 years. He helps business leaders who want to reinvent their organizations in challenging economies. Mathis has much to share about business marketing strategy. Mathis is based in Orlando, FL, and author of the best-selling book: "Reinvention Made Easy: Change Your Strategy, Change Your Results," as well as "Reinvention 101: Bold Ideas on Reinvention."

**3:45 p.m.**

**Adjourn**

## For More Information

Tracy McQuinn, Senior Vice President  
Valerie Johnston, Vice President  
Melinda McClelland, Vice President  
Jennifer Nika, Administrative Assistant  
Department of Education & Special Events  
800/736-2224 217/529-2265  
Fax: 217/585-8738  
Terry Griffin, Chicago Area Vice President  
708/714-3333

## Date & Location

December 11, 2017  
Crowne Plaza  
3000 South Dirksen Parkway  
Springfield, IL 62703  
(217)529-7777

**CBAI is a public accountant continuing professional education sponsor by the Illinois Department of Financial and Professional Regulation.**

# Registration Form

COMMUNITY BANK DIRECTORS' CONFERENCE — DECEMBER 11, 2017  
CROWNE PLAZA, SPRINGFIELD

BANK \_\_\_\_\_ TELEPHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

A member of our group has special needs; please contact us before the seminar.

(E-Mail address required for registration).

	CBAI Member	*Prospective
First Director/E-mail _____	\$275	\$475
Second Director/E-mail _____	\$145	\$345
Third Director/E-mail _____	\$145	\$345
Fourth Director/E-mail _____	FREE	FREE
Fifth Director/E-mail _____	\$145	\$345

Enclosed is our check for \$ \_\_\_\_\_

**CDD members receive a 10% discount.** Fees include hand-out materials, refreshment breaks, and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

Late registrants cannot be guaranteed admission if conference reaches capacity. Registrants cancelling two days prior to each conference receive 100% refund; one day prior, 50%; the day of the conference, no refund. **All cancellations must be made in writing prior to the conference day. Invoices and training materials will be sent to all "no shows."**

\*Only financial institutions/firms are eligible for CBAI membership.

**Please select your payment method:**

Check Enclosed    Check in Mail    Pay at Door    Credit Card\*

*\*If you are paying by credit card, please fill out the following information. (Visa and MasterCard accepted).*

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