

CONFERENCE AGENDA



All events in PLATTE unless otherwise noted

TUESDAY, OCT. 18

- 6:00–8:30 a.m.** Breakfast in Atrium, if staying at hotel
- 8:00–9:00 a.m.** Exhibitor Set Up & Registration Desk Open
- 8:30–9:00 a.m.** First Time with Exhibitors
- 9:00–9:10 a.m.** Welcome and Introductions of MIB Team
- 9:10–10:10 a.m.** Keep Banking Human
Joe Sullivan, Market Insights

Concern is being expressed in board rooms and branches about the ultimate impact of the Coronavirus pandemic and the digital transformation of banking. As every technological innovation comes online, human interaction is reduced or replaced; and financial institutions must find new ways to maintain trust, build loyalty and deepen relationships. Suppressing digital transformation is NOT the answer. Finding new ways to keep banking human, IS!

Participants will gain key insights into both personal and institutional behaviors and learn strategies that strike a balance between automation and human connection. This session will share practical ways to:

- Improve customer engagement through the right use of data
- Adjust branding to humanize the digital customer experience
- Modify internal and external communications
- Learn the leadership skills necessary to help an institution harness technology, while preserving human connection

- 10:10–10:25 a.m.** Refreshment Break with Exhibitors
- 10:25–11:25 a.m.** The Power of Internal Branding: How to Ignite & Unite Your Bank Employees
Amber Farley, Financial Marketing Solutions

A great brand starts from within; you need a strong culture and brand belief internally so that your message is consistent externally. Fortunately, when brand becomes the focus of the bank, employees have a common goal they can direct their efforts on, they have a rally cry, they understand the bank's vision, and teamwork becomes second nature. The long-term value of the bank will depend upon the value of the brand. Therefore, the ultimate goal should be to establish a unique brand for the organization, and to advance the brand through every internal and external effort of the entire organization. In this session, we will discuss the value of building an internal brand culture, share examples of internal brand alignment, and provide action steps for igniting the team to have a greater impact on the performance of the bank.

- 11:30 a.m.–12:30 p.m.** Buffet Lunch in Hotel Atrium
- 12:30–1:30 p.m.** Talking Everybody Off the Ledge: Prospects for the 2022 Economy
Chris Kuehl, Armada CI

There is no shortage of issues causing concern - everything from inflation to supply chain collapse, war, labor shortage. On the other hand there are some positives to note as well. It is important right now to look at both the good and bad. The prospects for the future are still decent but they depend on solutions to some major challenges.

- 1:30–1:50 p.m.** Refreshment Break with Exhibitors
- 1:50–2:50 p.m.** Fraud: Current Trends and the Pandemic's Impact
Julia Mast, FORVIS

Join us for a fraud investigator's perspective of how to fight back against fraud. In this presentation, we will unpack the latest fraud trends in financial institutions and look at how the pandemic has impacted fraud, the fight against fraud and an organization's offense to combat fraud in the future.

- 2:55–4:00 p.m.** The Currency of Trust: Activating Your Community
Ben Pankonin, Social Assurance

You responded when your communities faced crisis in their own backyards. Your team worked around the clock to do the right things when businesses and borrowers needed it the most. You invested in your community. But what has that earned you? The "currency" of trust you built in the first half of 2020 has a lasting value. What can you do now to create messaging that bridges the impact you have made with the heroes across your community?

- 4:30–7:30 p.m.** Football Themed Reception in Courtyard
Prizes to the top 3 bankers dressed in themed attire.

WEDNESDAY, OCT. 19

- 6:00–8:00 a.m.** Breakfast in Atrium, if staying at hotel
- 7:00–8:00 a.m.** Registration
- 8:00–9:00 a.m.** Close Encounters of the Fintech Kind
Dave DeFazio, StrategyCorps

See live demonstrations of trending apps like Robinhood, Cash App, SoFi, and Affirm to better understand the new features that are increasing competitive pressures on today's banking products. We'll share ongoing research which explains the trends - including which mobile features matter most to each generation, from zoomers to boomers. We'll also examine how fintech companies like Acorns are leveraging the subscription society (think Amazon Prime, Costco, Netflix, Spotify) and pioneering new recurring revenue-generating models for financial products and services.

- 9:05–9:20 a.m.** Refreshment Break with Exhibitors
- 9:20–10:45 a.m.** Faster Payments Panel
Moderator - Kevin Olsen, AAP, NCP, APRP, CHPC VSoft
Faster Payments Panel:
Kevin Christensen, SHAZAM
Susan Doyle, APP, EPCOR
Joni Hopkins, AAP, Federal Reserve Bank of Chicago
Scott Miller, NCP, The Clearing House
Sheila Noll, MIB

Join in on a panel discussion with payments experts to learn more about what is happening in the world of faster payments so that you can prepare to offer services and solutions to meet your account holder needs.

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10:50–12:00 p.m. The Economy and Interest Rates
A.W. Spellmeyer, First Bankers' Banc Securities, Inc.

Discussion about the state of the U.S. economy and interest rate environment. The challenges for the FED from a macroeconomic perspective has created uncertainty around the interest rate complex. These challenges and navigation of them have a very real impact on community bank margins and investment portfolios. This module will discuss those challenges both from an economic perspective as well as how community banks have been affected and can mitigate interest rate risk and maximize return.

12:00–1:15 p.m. Exhibit booth tear down

12:00–1:15 p.m. Lunch & Booth Prizes in Hotel Atrium

1:20–2:15 p.m. BREAKOUT SESSION I

ELKHORN C

CECL is Upon Us: Now What?
Scott Lively, CLA

It has been six years since FASB published the Financial Instruments-Credit Losses standard. As the implementation date approaches, institutions are reassessing what they have learned along their journey and their readiness. Now What?

ELKHORN A

Going Global: Serving Your Clients in an Era of Global Connectedness
Stephen Kuhl, Convera

It's time for community banks to think globally. In today's banking environment, domestic and international services are both critical functions for customers and could be a key competitive differentiator in an increasingly competitive industry. Discover strategies and best practices for using international payments for success.

PLATTE

Survey of the Latest Banking Trends and Potential Pit-Falls
Allen North, Federal Reserve Bank of St. Louis

In this session, we will provide some perspective on the latest banking trends and potential associated risks. Recent developments involving cryptocurrencies, fintech and other emerging technologies and the federal agency's current guidance are top of mind for many and we will cover the latest. Increases in interest rates will have a number of impacts on bank and borrower balance sheets, and it's been a while since we've dealt with rising rates - it will be important to adequately prepare on both sides of the balance sheet. Additionally, we will cover some of the latest banking headlines and trends that should be a part of every board room discussion.

2:20–3:20 p.m. BREAKOUT SESSION II

PLATTE

Bringing Community Banking to Life Through Community Events
Amanda Lee, First State Bank of Purdy

A strong bank and a strong community go hand-in-hand. This presentation tells the story of using collaborative events, ideas, and community involvement to transform how your current and future customers look at local music, food trucks, and the banking local experience.

ELKHORN A

The Payments Landscape: Threats & Opportunities Impacting FIs
Pat O'Boyle, Talus Pay Consulting

The payments landscape is a complex and ever-changing marketplace, and it has never been more important for financial institutions to understand today's payment trends to meet the demands of their Commercial Customers. Is your institution prepared to expand your trusted advisor relationship with your Commercial Clients? We will address these important questions: What are the key trends driving these threats & opportunities? Who are the key players seeking to pillage your Commercial Customers? How to use value-added payment services to further tie your Commercial Customers to your bank? How to increase Fee Income by expanding the Commercial Customers supported with the bank's payments services?

ELKHORN C

Understanding Debit Card Fraud Today
Damon Gardner, TransFund

In this session, you will be given keys to mitigation and prevention of debit card fraud.

3:30 p.m.

Conference Adjourns

THE
Relationship
THAT PAYS YOU BACK

PLANNING COMMITTEE

Carrie Burgi
Peoples Bank of Seneca
Seneca, MO

Jeremy McHugh
Corn Growers State Bank
Murdock, NE

Donna Harden
MIB
Jefferson City, MO

Sheila Noll
MIB
Jefferson City, MO

Holly House
MIB Banc Services, LLC
Jefferson City, MO

Chris Schmit
Cattle Bank and Trust
Seward, NE

Amanda Lee
First State Bank of Purdy
Purdy, MO

Camielle Silence
Tri-Valley Bank
Randolph, IA



Tuesday Reception

4:30 - 7:30 PM

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