



LouisianaBankers  
ASSOCIATION

## Executive Management Conference

September 22-24, 2010 • The Grand Hotel, Point Clear, Alabama

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### Wednesday, September 22, 2010

6:00pm-8:00pm      Opening Reception, *sponsored by Louisiana Bankers Service Corporation*  
*Grand Ballroom Patio*

### Thursday, September 23, 2010

7:30pm-8:30pm      **Breakfast Program: Liquidity & Funding Best Practices - Salons C-F**  
**By: Wade Oliver/ICBA Securities**  
Sharing the spotlight with credit and capital concerns, liquidity management has become a regulatory and risk management hot-button as well as a key profitability determinant. This session will focus on profitable liquidity management, enhancing and growing core funding sources, utilizing wholesale sources, and regulatory expectations.

8:45am-9:45am      **Latest Security Threats - Salon AB**  
**By: Lisa Traina, CPA**  
Protecting systems from the latest threats is a constant challenge faced by IT departments. This session will highlight the most prevalent types of threats seen today, such as man-in-the-middle attacks, botnets and new malware threats. Attacks are often targeted at customer systems as well as bank systems, so learn more about what defenses should be in place and the bank's responsibilities for securing systems.

10:00am-12:00pm      **Regulatory Restructuring: What it Means Today - Salon AB**  
**By: Jeff Fair, President/American Planning Corporation & Geoffrey Kay, Partner/Fenimore, Kay & Harrison**  
The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 has become law. Now what? As regulators and bureaucrats scramble to draft regulations and policies to implement this massive act, this session will include a discussion on the provisions of the Act affecting community banks and their implications on banks' growth and profits, a report on recent regulatory developments and the current examination environment, and a discussion of potential opportunities in a post Dodd-Frank world.

10:30am-1:00pm      **Guest Program: Cooking Class & Lunch**  
*A Grand Hotel Chef will conduct a fun and educational cooking class. When that's done, you will actually get to eat the finished product. You will receive an educational cooking class, lunch, recipes, a Grand Hotel Cooking Academy Diploma - not to mention a great time!*

12:00pm      **Session Adjourns**

1:30pm      **Golf Scramble at the Dogwood Course (Box lunch provided prior to start)**

**Evening on Own**



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### Friday, September 24, 2010

- 7:30am-8:30am      **Sponsor Spotlight**  
**Breakfast Program: Office of Financial Institutions Update - John Ducrest, Commissioner**  
*Salons C-F*
- 8:45am-10:15am      **Regulatory Changes - Salon AB**  
**By: Susan Costonis/gettechnical, Inc.**  
The pace of change to banking regulations has never been greater. Bankers will be challenged to manage credit and compliance risks during a time of increasing concern about the economy and rapid regulatory change. This session highlights some of the recent compliance changes and potential impacts they may bring to your bank's bottom line as a result of increased training needs, forms and systems changes, and oversight expenses.
- 10:30am-12:00pm      **Building a Customer Driven Culture - Salon AB**  
**By: Paul Hasney/Imagine Consulting**  
This session will discuss: (1) The importance of creating a "world class" service experience; (2) Why internal service is critical to the success of your organization; (3) That we are ALL in the service business; (4) Specific ideas to help you build your culture no matter what industry; (5) Six factors required to build a customer driven culture.
- 12:00pm              **Conference Adjourns**
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### Location & Hotel Information

**The Grand Hotel, Point Clear, Alabama**

One Grand Boulevard

251/928-9201

Reservations: Call 800/544-9933 (mention Louisiana Bankers Association)

OR

Book online at <http://cwp.marriott.com/ptlal/lba/>

Please make your room reservations at The Grand Hotel before **September 3, 2010**, to ensure room availability and to receive the LBA's discounted rate of **\$189.00+ tax**.



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**Registration Information:** (for multiple registrations, please make copies of this form)

Name \_\_\_\_\_

Spouse or Guest Name \_\_\_\_\_

Bank \_\_\_\_\_

Address \_\_\_\_\_

City / State/ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Conference Fees:**

- Banker Program: \$350.00 LBA member, \$450.00 non-member \$ \_\_\_\_\_
  - Golf Scramble: Thursday, September 23 - \$125.00, Handicap \_\_\_\_\_ \$ \_\_\_\_\_  
Pairing Request \_\_\_\_\_
  - Guest Program: Cooking Class & Lunch - Thursday, September 23 - \$65 \$ \_\_\_\_\_
- Total \$ \_\_\_\_\_

**Payment Options:**

Check (Made payable to the Louisiana Bankers Association)

Visa  MasterCard

Card Number \_\_\_\_\_ Amount to be charged on card \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on Card (please print) \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

**Submit registration and view rosters in the Education Section of LBA's website, [www.lba.org](http://www.lba.org)**

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