



# CFO Conference

July 11, 2017 - 9am-4:15pm  
The Bankers Center - Baton Rouge, LA

## AGENDA

8:30am-9:00am

### **Continental Breakfast & Registration**

9:00am-10:00am

### **Liquidity**

*Jeff Fair, American Planning Corporation & Dale Sheller, The Baker Group*

Examiners are asking a lot of questions about banks' liquidity management processes, including: What happens if a "reverse surge" takes away a large portion of your low cost nonmaturity deposits? Are you appropriately modeling forward liquidity and cash flows? Do your models consider the possibly loss of access to some funding sources (FHLB, brokered deposits)? What is your bank's history with deposit migration in a rising rate environment / do you use bank-specific decay rates in your liquidity and interest rate risk models? Join us at the CFO Conference to pick up some tips on how to respond to these questions, and more."

10:15am-11:15am

### **Who's in Charge - The Market or the Federal Reserve? Managing Risks Regardless!**

*Rick Calhoun, Crews & Associates & Chad McKeithen, Duncan-Williams*

This presentation and group discussion will address the role of the Federal Reserve in managing today's economy and its impact on bank performance. An interest rate forecast and practical steps that can be taken to minimize bank risks during periods of market change will also be discussed.

11:30am-12:30pm

### **Preparing for CECL - Best Practices and Insight from Multiple Perspectives**

*Debbie Scanlon, BKD; Eve Rogers, Crowe Horwath & Vince Milano, Postlethwaite & Netterville*

Join us for an informative session on what we are seeing in the field, what we have learned through participation in the FASB Transition Resource Group and from consulting with community banks to date, including best practices and practical suggestions on developing a roadmap for CECL implementation.

12:30pm-1:30pm

### **Lunch and Sponsor Spotlight**

1:30pm-2:30pm

### **Current State of Banking: The Long and Winding Road**

*Chuck Stubbs, Raymond James & Sonny MacArthur, Porter Keadle Moore*

Nearly ten years since the start of the *Great Recession*, community banks continue to navigate an ever changing industry landscape ripe with challenges and opportunities. Many community banks are at a cross roads in their life cycle as they maneuver such challenges as over-regulation, profitability, succession planning, cyber risk, and non-depository competition, while also working to capitalize on opportunities such as mergers and acquisitions, product and service expansion, and leveraging technology to their benefit. During this session we will focus on the state of the banking market and its challenges and opportunities, including: Capital Markets, Mergers & Acquisitions, Competitive Environment, Regulatory Landscape, Key Industry Metrics, Business Trends such as Branch Consolidations, Capital Raising, Technology and More!

## AGENDA (continued)

**2:45pm-3:45pm**

### **State and Federal Tax Opportunities**

*Aaron Samuels, Horne, LLP; Brian Battle, Performance Trust & Peyton Cavin, Silas Simmons, LLP*

This session will cover the proposed changes to the tax code in rate and structure and the direct implications for banks' muni portfolio. We will review these changes, and the tactical decisions around selling the muni portfolio, doing nothing, or adding. The session will also include a federal and state income tax update. Lastly, it will cover the impact on tax reform on financial statements and ways to capitalize on those changes.

**3:45pm-4:15pm**

### **Small Business Investment Company (SBIC) Funds: Improving Performance While Reducing Risk**

*Mike Point, Commerce Street Capital*

Widely known for helping banks secure CRA Investment Test credits throughout their Assessment Areas, SBICs have become a useful diversification tool for lowering risk while improving performance within a community bank's investment portfolio. Small Business Investment Company ("SBIC") funds are also the only type of covered funds allowed for community banks as qualified investments per Dodd-Frank. In addition to CRA and investment performance value, many community banks are now developing their C&I lending strategies around deal flow originating from SBIC fund investments.

## Conference Speakers

**Jeff Fair** is President of American Planning Corporation, a consulting firm with over 35 years of experience serving the financial needs of community banks. His services include financial planning, interest rate risk and liquidity management, stock valuations, merger and acquisition guidance and much more.

**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.

**A. Sonny MacArthur**, CPA, CIA: Partner is a graduate of the University of Mississippi with both Bachelor and Masters degrees in Accountancy. Sonny routinely works with both public and private companies primarily in the financial services arena. He has extensive accounting, auditing and financial reporting experience including public and private equity and debt offerings, mergers and acquisitions, and SEC reporting. Sonny is also involved in a variety of risk management activities including risk assessment, financial and operational internal audit, Sarbanes-Oxley 404 compliance, and FDICIA compliance. Sonny has served on the Allinial Global Public Companies Task Force which assists more than 90 member firms in the development of products and services in the Public Company arena, as well as providing technical training and resources through a variety of distribution channels. He has developed education materials and served as an instructor for a variety of accounting, financial reporting and risk advisory services topics including Mergers & Acquisitions accounting, Sarbanes-Oxley 404 implementation, Corporate Governance, and COSO 2013. He is also a member of the AICPA, Georgia Society of CPAs, Institute of Management Accountants, Association of Certified Fraud Examiners, and Institute of Internal Auditors. Sonny also serves on the Alumni Board of Directors for the Patterson School of Accountancy at the University of Mississippi.

**Rick Calhoun** is First Vice President at Crews & Associates, Inc., a regional broker/dealer in Little Rock, Arkansas. Rick majored in history and political science at the University of Central Arkansas and received his degree in Business Management from John Brown University. He is a life-long student of history, public policy, and economics. Rick has taught investment courses at the Southern Trust School and written two textbooks for his classes on *Bond Basics* and *Investment Fundamentals*. Rick joined Crews & Associates in 1982 and serves as a principal for sales and trading. Rick is a fixed income specialist, institutional broker, and has been instrumental in training new brokers and investment officers during his career in the securities industry. Rick is a member of various public policy and economic organizations and is frequently quoted in *The Bond Buyer Magazine*. He serves on the board of directors for the American Patrons of the National Library & Galleries of Scotland and is President of Clan Colquhoun International Society. For fun, he plays guitar in Governor Mike Huckabee's band, *Capitol Offense*.

**Eve Rogers** is an audit partner in the Financial Services practice and has been with Crowe Horwath LLP her entire career. She spent her first 13 years in the firm's Indianapolis office and transferred 6 years ago to help lead the audit and accounting consulting practice in Atlanta. Since then, Crowe has consistently been in the top fastest growing CPA firms in Atlanta and ranked as a Best Place to Work. Her clients range in size from \$300 million to \$15 billion in assets, and she serves an average of 10-15 clients annually. Eve is a national expert on business combinations and leads the firms training efforts on the allowance for loan losses. She is a frequent speaker for SNL Financial, various state banking associations and our annual financial institutions conference on topics including Bank M&A, Derivatives/Hedging and Allowance for Loan Losses. She is a member of the American Institute of Certified Public Accountants, Indiana CPA Society and Georgia State Society of CPA's, and is the Atlanta office lead for Women Leading@Crowe.

## Conference Speakers (continued)

**Vincent (Vince) Milano**, CPA, CGMA, is a Quality Control Director in the Postlethwaite & Netterville Accounting and Assurance Services Group. He has more than 35 years of public accounting experience. Prior to joining P&N, he was a partner of a large regional accounting firm. Vince has knowledge of a wide range of industries including banking, mortgage banking, insurance and reinsurance, real estate, manufacturing, construction, marine fabrication, marine transportation, commodities, and oil field services. He has extensive experience with generally accepted accounting principles, SEC reporting and PCAOB standards, risk assessments and audits of internal controls, generally accepted auditing standards, litigation support/forensic accounting, and fraud investigations and expert testimony. He also has significant experience in business combinations of financial institutions, including regulatory-assisted acquisitions. Vince's responsibilities include developing, directing, and reviewing the firm's audit procedures to ensure quality standards, and to advise on the proper application of accounting principles. In addition to being a CPA, he is a Chartered Global Management Accountant. He earned his Bachelor of Business Administration in Accounting from the University of Texas in Austin. He completed the Executive Education Series at the Stanford University Graduation School, and he is a former instructor at Graduate School of Banking at LSU.

**Debbie Scanlon** is a member of BKD National Financial Services Group and leads the Houston and Dallas financial services practices of BKD. She has more than 25 years of experience providing audit and consulting services to a variety of financial institutions, broker-dealers, investment advisory firms and funds. In addition to providing audit and attestation services to these organizations, her experience includes Sarbanes-Oxley implementations, *Federal Deposit Insurance Corporation Improvement Act of 1991* internal control structure designs, implementations and reviews, regulatory compliance functions, mergers and acquisitions and developing internal audit programs and systems. Debbie educates boards and audit committees related to fiduciary responsibilities and trains financial accounting personnel and management teams in many types of financial organizations. Debbie is a member of the American Institute of CPAs and Texas Society of Certified Public Accountants. She actively participates in the Texas Bankers Association, Subchapter S Bank Association and Independent Bankers Association of Texas (IBAT). She is on the IBAT Leadership Division board and a recipient of the IBAT President's Award. She also serves as the president of the board of the Susan G. Komen for the Cure Houston affiliate. Debbie is a graduate of Northwest Missouri State University, Maryville, with a B.S. degree in accounting.

**Charles (Chuck) Stubbs** is a senior vice president in investment banking at Raymond James & Associates, Inc. Mr. Stubbs has provided financial advisory services to community banks and thrifts for over 17 years including mergers and acquisitions advisory, valuations, fairness opinions and strategic planning. He has represented both buyers and sellers in merger transactions, peer mergers and branch acquisitions and divestitures. Mr. Stubbs has also assisted financial institutions with public and private capital raises of equity and debt. Mr. Stubbs joined Raymond James in 2011 as part of the merger with Howe Barnes Hoefler & Arnett, Inc., which he joined in 2005. Mr. Stubbs previously worked as an Investment Banker at Trident Securities, a Division of McDonald Investments Inc., from 2000 to 2005. Prior to Trident, he was in Corporate Finance at First Union National Bank in Charlotte, NC. Mr. Stubbs holds an M.B.A. from the Kenan-Flagler School of Business at the University of North Carolina at Chapel Hill and a B.S. degree in Accounting from North Carolina State University.

**Aaron Samuels, CPA** is a tax partner in HORNE LLP's Financial Institutions focus area. His specialties are tax compliance and consulting for community banks and publicly traded companies. Aaron joined HORNE in 2009, and has 11 years of experience in public accounting. Aaron has spent his entire career providing tax advice to financial institutions, public companies, and large, closely-held businesses. He is well versed in a wide range of tax and business issues faced by financial institutions including mergers and acquisitions, accounting for income taxes, and accounting for share-based payments. Aaron is a frequent speaker at financial institution industry meetings, and regularly contributes to HORNE's banking blog. Aaron earned a Bachelor of Accountancy and a Master of Taxation from the University of Mississippi. He is a Certified Public Accountant, and licensed in Alabama and Mississippi.

**Mike Point** is a Managing Director focused on community development advisory for Commerce Street Capital, LLC. Mike works closely with Small Business Investment Company (SBIC) funds to raise capital throughout the United States. Investments in SBIC funds allow for entities such as financial institutions and family offices to receive potential above-market investment returns, comply with community development regulatory requirements, and further cultivate small business development opportunities with small to lower middle market companies receiving debt or equity capital through the fund. Mr. Point is a graduate of the University of Minnesota with a BA degree in Economics. Mike is a registered representative and has passed the FINRA Series 7 and 66 examinations.

### Registration Fee

\$250, per LBA member

\$450, per non-member

### Conference Sponsors





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July 11, 2017- 9am-4:15pm  
The Bankers Center - Baton Rouge, LA

## Registration Form

(For additional registrations, please make copies.)

### Registrant 1

### Registrant 2

Mr./Mrs./Ms. \_\_\_\_\_  
Bank \_\_\_\_\_  
Email Address \_\_\_\_\_  
Branch Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_

Mr./Mrs./Ms. \_\_\_\_\_  
Bank \_\_\_\_\_  
Email Address \_\_\_\_\_  
Branch Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_

### Payment Options

Check (Made payable to the Louisiana Bankers Association)

Visa  MasterCard  American Express

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Name on Card (Please Print) \_\_\_\_\_

Signature \_\_\_\_\_ Amount to be charged on card \$ \_\_\_\_\_

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\$450, per non-member

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### Agenda

8:30am Registration & Continental Breakfast

9:00am Program Begins

12:30pm Lunch

4:15pm Program Adjourns

### Cancellation Policy

Due to commitments we must make to secure a class, we need your help. If you must cancel your registration, please do so at least 3 business days prior to the seminar date to avoid a \$125 cancellation fee. Any registrant who does not cancel will be billed the full registration fee and sent the manual. Substitutions are welcome at no additional charge.

### Hotel Information

Residence Inn by Marriott - Towne Center at Cedar Lodge  
1061 Commerce Circle, Baton Rouge, LA 70803.

For reservations, call (225) 925-9100 and ask for the "Louisiana Bankers Association special room rate of \$122."

Candlewood Suites

5353 Bankers Avenue, Baton Rouge, LA 70808

For reservations, call (225) 925-3353 and ask for the "Louisiana Bankers Association special room rate of \$89."

### Location

LBA/The Bankers Center  
5555 Bankers Avenue  
Baton Rouge, LA 70808

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