



# 2017 Chief Operating Officer Workshop

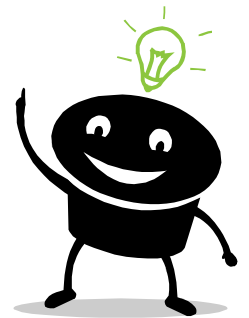
August 8, 2017 ▪ 9:00am - 3:00pm  
The Bankers Center ▪ Baton Rouge

As the COO of your bank, you're constantly making decisions that affect both your bank and your customers. It's an enviable position to be in, and it requires many skills, much experience and a lot of perspective – and no one knows that better than other people in your position. LBA is offering bank COOs the opportunity to benefit from the skills, experience and perspective of their peers by attending this year's COO Workshop.

This workshop will bring together COOs from banks throughout the state in a facilitated small-group setting to exchange ideas freely, dissect challenges openly and discuss solutions that can improve the performance of your bank and help you grow both professionally and personally.

Such issues as the evolving role of the COO, operational risk management, key metrics for assessing operational performance, leadership of productivity improvement efforts and challenges in lean staffing are likely examples of the range of issues to be covered. Topics already suggested include beneficial owners, cyber education for directors and staff, website accessibility, e-sign and incentive plans (in light of Wells Fargo event).

Additional topics will be based on specific pre-program input from those COOs registered and other timely challenges in the current banking environment.



## Meet Your Facilitator



**Paul Sims** is President of Guided Solutions, a consulting and training firm focused on helping community banks plan and execute their business strategies. He facilitates numerous peer group forums on behalf of state banking associations around the country as well as individual bank planning meetings.

Paul is also a speaker on small business, credit, and risk-control topics and has made presentations at the ABA Annual Convention, the RMA Annual Conference of Lending and Credit Risk Management, the ABA National Conference for Community Bankers, and the ABA Small Business Relationship Conference.

Prior to founding Guided Solutions, Paul spent 28 years in commercial banking and financial services, during which time he served as senior commercial lender for a high-performance community bank, managed asset-based lending and the other specialized lending functions for a regional bank, served as metropolitan-area president for a regional bank, and was director of bank services for a nationwide vendor to community banks. His articles have been published in *The RMA Journal*.

Paul received his MBA degree from the University of Chicago Graduate School of Business with concentrations in finance and accounting and his undergraduate degree from Vanderbilt University. Paul can be contacted by telephone at (615) 791-6879 or via email at [psims@guided-solutions.com](mailto:psims@guided-solutions.com).



# 2017 Chief Operating Officer Workshop

**August 8, 2017 ▪ 9:00am - 3:00pm**  
**The Bankers Center ▪ Baton Rouge**

## Registration Form

### Registrant 1

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

### Registrant 2

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 \$ \_\_\_\_\_

**Registration Fee:**  
 \$250, per LBA member  
 \$450, per non-member

### Location

The Bankers Center  
 5555 Bankers Avenue  
 Baton Rouge, LA 70808

### Agenda

8:45 a.m.      Registration  
 9:00 a.m.      Program Begins  
                 Noon          Lunch  
 3:00 p.m.      Program Adjourns

### Registration Fee

\$250, per LBA member  
 \$450, per non-member

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

### Cancellation Policy

Due to our commitments, if you must cancel your registration for the workshop, 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 materials. Substitutions are welcome at no additional charge.

### Hotel Information

Residence Inn by Marriott - Towne Center at Cedar Lodge 7061 Commerce Circle, Baton Rouge, LA 70809. For reservations, call **(225) 925-9100** and ask for the "Louisiana Bankers Association special room rate of **\$122.**"

Candlewood Suites - 5353 Bankers Ave, Baton Rouge, LA 70808. For reservations, call **(225) 925-3353** and ask for the "Louisiana Bankers Association special room rate of **\$89.**"