



Funding Strategies for a Changing Deposit Marketplace (Webinar)

October 21, 2019 ☐ 3:00pm - 4:00pm

Over the last decade, gathering deposits has not been a priority for many banks. Liquidity was plentiful and loan growth was the primary focus. However, over the last year the increase in loan demand has absorbed excess liquidity, the Fed has begun to unwind its quantitative easing policy, and the nation's largest banks have shifted their deposit gathering priorities. All of this has led to a more competitive deposit market in what appears to be a flat rate environment. This webinar offers ideas for creating a well-defined deposit growth strategy leveraging both "on" and "off" balance sheet opportunities.

Who Should Attend:

Retail Managers, Operations Officers, COOs, CFOs, Sr. Management

Webinar Speaker:

Karl Nelson is the Founder and CEO of KPN Consulting. His career has included senior positions with IDC Deposits and Promontory Interfinancial Network. In addition, Karl served as a Senior Vice President with the Federal Home Loan Bank of Atlanta from 1991 through 2002 where he managed the sales and marketing, strategic planning, and trade association/regulatory outreach efforts and served on the bank's ALCO. Prior to joining the Home Loan Bank, he was involved for eighteen years with various regional banks. Karl serves on the faculties of the Graduate School of Banking in Madison, Wisconsin and Boulder, Colorado, the Graduate School of Bank Investments & Financial Management in Columbia, South Carolina, as well as the faculties of the state banking schools in Florida and Tennessee. He is also a Past Chairman of Neighborhood Lending Partners, Inc, a Community Development Financial Institution serving the affordable housing and community revitalization needs for communities in the state of Florida. Mr. Nelson is an organizing Director and former ALCO Chair for a de novo bank in North Carolina and consults regularly with community financial institution Boards and Management on business strategies.

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