



The New Account Interview (Webinar)

January 28, 2019 ☐ 3:30pm - 5:00pm

Learn what steps we must take to “know this customer” and their anticipated transactions in the account. How to ask tough questions without the customer feeling like they are being attacked or insulted. What do we “really” need to know to satisfy examiner expectations during the New Account Interview. From money service businesses to privately held ATMs, there are questions on business accounts that should be asked and answered. Learn how to open a business account and comply with customer due diligence expectations.

What you will learn:

- What is the purpose and source of the funds and account
- Who is opening this account and why
- How is this account going to be used by the customer
- What types of transactions will process through this account
- What is the geographic confines of the account
- Is the customer high risk
- And, many more questions that should be asked and answered

Who Should Attend

This webinar will benefit new account representatives, personal bankers, branch managers, branch operations, deposit compliance officer and staff and all deposit personnel.

Webinar Speaker



Deborah Crawford is the President of gettechnical, inc. a Baton Rouge-based firm, specializing in the education of banks and credit unions across the nation. Her 27+ years of banking and teaching experience began at Hibernia National Bank in New Orleans. She graduated from Louisiana State University with both her bachelor's and master's degrees. Deborah's specialty is in the deposit side of the financial institution where she teaches seminars on regulations, documentation, insurance and Individual Retirement Accounts.



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Registration Form

Please make copies of this form if more connections are needed.

Connection 1

Connection 2

| | |
|-----------------------------|-----------------------------|
| Mr./Mrs./Ms. _____ | Mr./Mrs./Ms. _____ |
| Bank _____ | Bank _____ |
| Email Address _____ | Email Address _____ |
| Branch Street Address _____ | Branch Street Address _____ |
| City, State, Zip _____ | City, State, Zip _____ |
| Phone _____ | Phone _____ |
| Fax _____ | Fax _____ |

Payment Options

- Check (Made payable to Louisiana Bankers Association)
- Visa MasterCard American Express

Card Number _____ Expiration Date _____

Name on Card (please print) _____ Signature _____

Billing Address: _____ Amount to be charged on card \$ _____

- I cannot participate in the live program.
Please send me the recording.
- \$165 (LBA members)
 - \$265 (non-members)
- *Recording and materials will be emailed after the program

Registration Fee
\$165 per connection, LBA members
\$265 per connection, nonmembers

This training will be covered under SBET (Small Business Employee Training Program). Please provide an email address on the line below to receive the necessary documentation for reimbursement:

***Please Note: Recordings are not eligible for SBET funding**

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**Submit registration and view rosters in the
Education Section of LBA's Website, www.lba.org.**

Agenda

3:30 p.m. Webinar Begins
5:00 p.m. Webinar Adjourns

Louisiana Bankers Association
5555 Bankers Avenue
Baton Rouge, LA 70808
225-387-3282
Fax 225-343-3159

**Webinar access codes will be sent to registrants
with confirmation emails one week prior to session.**