

LBEC  
**IMPACT**  
CONFERENCE

JANUARY 23-24, 2024 ★ BATON ROUGE MARRIOTT

Join us in January as we bring together bankers to build confidence, capacity and connections! This conference will encompass several opportunities for participation. Read more about what this new conference has to offer.

REGISTRATION OPTIONS:

- **Registration fee for all events:** \$350/person  
Includes: Conference, dinner banquet with Leadership School Alumni Reunion & Young Banker Impact Award luncheon
- **Registration fee for Monday, January 23, 2024 Dinner Banquet only:** \$100/person  
Includes: Leadership School Alumni Reunion
- **Individual Registration fee for Young Banker Impact Award Luncheon only:** \$75/person
- **Table of 10 for Young Banker Impact Award Luncheon only:** \$700
- **IMPACT Conference/Young Banker Impact Award Luncheon Sponsorship:** \$1,250

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Tuesday January 23, 2024

6:00pm - 8:00pm

**Leadership School Alumni Dinner Banquet**

Join Leadership School Alumni for a dinner reception/reunion. We will have a panel discussion, moderated by Craig Pourciau, SSA, with bankers who attended the first LBA Leadership School who are now bank CEOs and Presidents: Jim Lyons, Michael Wilson and Brooks Lewis.

Wednesday January 24, 2024

8:00am – 8:45am

**LBEC Ambassador Breakfast**

If you ever wanted to get involved with LBA but weren't sure how, come have breakfast and learn about the new LBEC Ambassador program. As an extension of the Louisiana Bankers Education Council, LBEC Ambassadors will promote financial literacy and support banker development. Ambassadors are LBA Member Bank employees who want to connect with Louisiana bankers and be involved in the Louisiana banking industry.

9:00am – 10:00am

**A Look to the Future—The Financial Services Industry in 2042**

*Greyson Tuck, Gerrish Smith Tuck*

What does the future hold for community banks? What do community bankers need to do to stay relevant? You will gain insights on how to prepare for the future of banking.

10:00am – 10:15am

**Break**

10:15am – 11:15am

**Artificial Intelligence and Banking**

*Allison Ward, CapinTech*

11:30am – 1:00pm

**Young Banker Impact Award Luncheon**

Join us as we honor 5 young bankers who are making an impact in the banking industry.

Chad Carter, b1BANK  
Jim Lyons, First National Bank of LA  
Todd McDonald, Liberty Bank  
Scott McLemore, Concordia Bank & Trust Co.  
Brandy Westmoreland, Landmark Bank

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WHO SHOULD ATTEND:

Any banker who wants to connect with others in the banking industry; any banker who wants to be more involved in Louisiana's banking industry; any banker who wants to learn more about the banking industry.

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JANUARY 23-24, 2024 ★ BATON ROUGE MARRIOTT

**January 23-24, 2024**  
**Baton Rouge Marriott Hotel**  
**5500 Hilton Avenue, Baton Rouge, LA 70808**

Registrant 1

Registrant 2

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

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

- \$350/person: Registration fee for all events** Conference, dinner banquet including Leadership School Alumni Reunion & Young Banker Impact Award luncheon.
- \$100/person: Dinner Banquet** Registration fee for Dinner Banquet, including Leadership School Alumni Reunion only.
- \$75/person: Awards Luncheon** Individual Registration for Young Banker Award Luncheon only.
- \$700 Table for Award Luncheon** Table of 10 for Young Banker Impact Award Luncheon only.
- \$1250 Sponsorship** Sponsorship for the IMPACT Conference & Young Banker Impact Award Luncheon

**Payment Options**

- Check (Made payable to the Louisiana Bankers Association)     Visa     MasterCard     American Express
- Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_
- Name on Card (Please Print) \_\_\_\_\_
- Billing Address \_\_\_\_\_
- Amount to be charged on card \$ \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation Policy**

Due to commitments we must make, we need your help. If you must cancel your registration, please do so by January 16, 2024 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**

The LBA has contracted for a set number of sleeping rooms at The Baton Rouge Marriott. We will monitor the room pickup and add rooms if available. We have contracted rooms for Monday January 23. We encourage you to make your reservations early. To ensure the LBA group rate of \$149+ tax/night, [click here](#) to make your reservation online. You can call identify that you are booking with the Louisiana Bankers Association Room Block. Room reservations must be made by **January 12, 2024** at 5:00pm or until the block of rooms for is filled, whichever is sooner. After **January 12, 2024**, reservations will be made based on availability and the hotel may not be able to honor the discounted rate.

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