



LOCATION & ACCOMMODATIONS

The Ritz-Carlton, Chicago

Water Tower Place

160 East Pearson Street

Chicago, IL 60611

Inspired by its iconic address that unites city, lake and sky, The Ritz-Carlton Chicago stands as a beacon in Chicago. The revitalization of the property sets the stage for a modern luxury experience, innovative dining and personalized stays. The hotel lobbies, ballroom and social venues have been thoughtfully designed taking cues from Chicago's bold architecture and modern influence unveiling a true sense of place.



GROUP ROOM BLOCK INFORMATION

The LBA has contracted for a set number of sleeping rooms at The Ritz-Carlton, Chicago. We will monitor the room pickup and add rooms if available. We have contracted rooms for Sunday 5/13, Monday 5/14, Tuesday 5/15, Wednesday 5/16, and Thursday 5/17. We encourage you to make your reservations early.

To ensure the LBA group rate of \$299+ tax/night, please call 1-800-542-8680 and identify that you are booking with the Louisiana Bankers Association Annual Convention Room Block. Sleeping room reservations must be made by April 22, 2018 at 5:00pm or until the block of rooms for LBA is filled, whichever is sooner. After April 22, 2018, reservations will be made based on availability and the hotel may not be able to honor the discounted rate. Reservations can also be made online at:

Deluxe King Accommodations - \$299+tax/night. [Click here](#) for online reservations. Group code is lbalbaA.

Club Lounge Access - Guests may enjoy access to the Club Lounge for an additional \$150 per night. For club lounge access reservations, please call 1-800-542-8680. [Click here](#) for more information on Club Lounge Access.

2018 CONVENTION AGENDA



MONDAY MAY 14, 2018

- 7:00am-3:00pm Golf at Harborside International Golf Center**
Transportation will depart The Ritz-Carlton Chicago at 7:00am. Includes continental breakfast and box lunch. Price is \$250/player. Please see page 5 for more information.
- 9:00am-1:45pm Behind the Scenes at Wrigley Field & Lunch**
Transportation will depart The Ritz-Carlton Chicago at 9:00am. Includes lunch. Price is \$250/person. Please see page 5 for more information.
- 3:00pm-6:00pm Registration Open**
(The Grand Foyer)
- 3:30pm-5:30pm Pre-Convention Session (St. Clair Ballroom)**
The Finance of Banking: Connecting the Dots Across the Entire Balance Sheet
Jason Elder, Performance Trust Capital Partners, LLC
This session will demonstrate how a consistent and ongoing process for risk versus reward decision-making can make seemingly difficult decisions easier to execute in more objective, defensible, and valuable ways. This process will be applied to contemporary and timeless challenges facing community financial institutions.
- 6:00pm-8:00pm Exhibit Hall Grand Opening Reception (The Ritz-Carlton Ballroom)**
Sponsored by Louisiana Bankers Service Corporation

TUESDAY MAY 15, 2018

- 7:00am-8:30am Exhibit Hall Breakfast**
(The Ritz-Carlton Ballroom)
- 8:00am-9:30am General Session (St. Clair Ballroom)**
- 8:00am-8:30am Opening Remarks:**
Robert Taylor, Chief Executive Officer
Louisiana Bankers Association
- 8:30am-9:00am Louisiana Office of Financial Institutions Update**
Sid Seymour, Chief Examiner
Louisiana Office of Financial Institutions
- 9:00am-9:30am Independent Community Bankers of America Update**
Scott Heitkamp, ICBA Immediate Past Chairman
- 9:15am-3:00pm Guest Program: City Highlights Tour & Lunch**
Transportation will depart The Ritz-Carlton Chicago at 9:30am. Price is \$250/person. Please see page 5 for more information.

TUESDAY MAY 15, 2018

- (continued)*
- 9:30am-9:45am Exhibit Hall Break**
(The Ritz-Carlton Ballroom)
- 9:45am-10:45am General Session (St. Clair Ballroom)**
Bankruptcy
John Waupsh, Kasasa
Profound changes to the community banking model are forcing executives to re-examine their approach to consumer engagement. John Waupsh, author of Bankruptcy, will share the aspects of banking that have changed, and how progressive community banks are successfully adapting to this shift. In this session, you'll discover quick, practical and long-term strategic moves that will set your bank up for decades of success to come.
- 10:45am-11:00am Exhibit Hall Break**
(The Ritz-Carlton Ballroom)
- 11:00am-12:00pm Concurrent Sessions (Choose One):**
- Session One (St. Clair Ballroom)**
Liquidity Management for 2018
Jim Reber, ICBA Securities
Community bank loan growth continues at near double-digit levels. By a number of measures, available liquidity has dwindled for the industry. Still, there are strategies that community banks can employ to efficiently and profitably create liquidity out of their balance sheet. We'll discuss best practices for liquidity management and suggest some traditional and non-traditional sources of liquidity for portfolio managers.
- Session Two (Lakeside Room)**
Leading the Leaders: Proven Strategies of Successful Banks
Ancin Cooley, Synergy Bank Consulting, Inc.
This session provides directors with cutting-edge preparation for the issues and challenges facing them in today's ever competitive, highly regulated and rapidly evolving banking industry. Topics to be discussed include the following: strategic planning, governance culture, characteristics of the best banks, chairman best practices, growth challenges, board/management succession, addressing examination findings and much more.
- 12:00pm-1:00pm Exhibit Hall Lunch**
(The Ritz-Carlton Ballroom)
- 1:00pm-2:00pm Concurrent Sessions (Choose One):**
- Session One (St. Clair Ballroom)**
Creating an Ethical Climate in Your Organization
Cynthia E. Clark, PhD, Bentley University
In this session you will learn not only what you value but how those values create (or do not) an ethical climate in your organization. We will also look at conflicts of interest and decision making biases and how to recognize and avoid them.

TUESDAY MAY 15, 2018

(continued)

Session Two (Lakeside Room)

Leveraging the Strength of the Cooperative Through Liquidity and Collateral Management

Kalyan Madhavan, Federal Home Loan Bank of Dallas

Kalyan Madhavan, Executive Vice President and Group Head of Members and Markets at the Federal Home Loan Bank of Dallas (FHLB Dallas), will discuss best practices to manage your collateral capacity so that you can optimize your access to liquidity with FHLB Dallas. You will see FHLB Dallas' latest tool for performing a liquidity self-assessment. In addition, he will discuss how access to FHLB Dallas borrowings can be used for asset liability management.

2:00pm-2:15pm Break

(The Grand Foyer)

2:15pm-3:15pm General Session (St. Clair Ballroom)

Ethical Decision-Making

Cynthia E. Clark, PhD, Bentley University

This session will focus on how we judge right from wrong. You will learn the difference between the law and ethics and how to make use of various decision making frameworks and processes and to give voice to your own values in everyday business decisions.

6:00pm-9:00pm "Great Gatsby Gala"

The Ritz-Carlton
Ballroom

Come as a flapper or come as you are. Dress as a gangster or a silent screen star. It's going to be fun, no matter the dress. Just bring yourself and we'll do the rest.



WEDNESDAY MAY 16, 2018

7:00am-8:30am Breakfast

(The Ritz-Carlton Ballroom)

8:00am-8:30am LBA Business Session (St. Clair Ballroom)

Ken Hale, LBA Board Chairman

Director Elections

Installation of New LBA Chairman

Service Award Presentations

8:30am-9:00am American Bankers Association Update

(St. Clair Ballroom)

Ken Burgess, ABA Chairman

9:00am-9:15am Break

(The Grand Foyer)

WEDNESDAY MAY 16, 2018

(continued)

9:15am-10:15am General Session (St. Clair Ballroom)

The Economy in 2018 and 2019

Dr. Elliot Eisenberg, PhD, Graphs & Laughs, LLC

Attend this entertaining and informative presentation on the economy and learn from Dr. Eisenberg how GDP growth will perform, what interest rates are likely to do, and more generally learn how all four parts of GDP including households, corporations, government spending and net exports will perform. Time will also be devoted to carefully examining how energy markets, labor markets and wages, household and household wealth are performing and why. Dr. Eisenberg will then look at inflation and the Federal Reserve and how the recently passed Republican tax reform and tax cut are likely to impact the economy in 2018 and beyond. Eisenberg will also spend time looking at auto sales, student loans and auto default rates, consumer sentiment, small business sentiment and how net interest margins, ROE and ROA are faring. Dr. Eisenberg will then turn his attention to the housing market and discuss residential construction activity, remodeling activity, existing home sales activity, home prices, home sizes, credit availability, household formation, demographics, regulatory issues, inventory and much more. Dr. Eisenberg will close by comparing economic conditions in Louisiana to those in the other 49 states and by comparing economic conditions across the largest cities in Louisiana to each other.

10:15am-10:30am Break (The Grand Foyer)

10:30am-11:30am General Session (St. Clair Ballroom)

The Amazon Prime Effect - Surviving in the New Subscription Society

Dave DeFazio, StrategyCorps

Subscription services are quickly becoming the dominate strategy of today's best retailers and have caused a monumental shift in the way people buy. More than 50% of all American households now subscribe to Amazon Prime, and more than 200 million people subscribe to this and other retail services such as Netflix, Spotify, Dollar Shave Club, Costco and AAA. Bank marketers have a duty to understand these trends and drive their banks beyond just transactions to connect better with the lifestyles of today's modern consumers.

11:30am

Convention Adjourns

CONVENTION ATTIRE

Attire for all convention events is business casual. For the Tuesday evening banquet, dress in Roaring 1920s attire or cocktail attire.

MANDATORY CONTINUING LEGAL EDUCATION (MCLE)

The LBA has received approval for 9.5 MCLE credit hours with the Louisiana Supreme Court. If you are interested in applying for legal credit hours for the convention, please see the LBA registration desk at the convention for the form to complete. For any other continuing education needs, the LBA can provide a certificate upon request.

FEATURED SPEAKERS



Cynthia E. Clark, Ph.D. teaches strategic management, business & society, leadership and ethics and a doctoral seminar in environmental, social and governance issues at Bentley University. She serves as the director of the Harold S. Geneen Institute of Corporate Governance, an institute dedicated to social, comparative and reformatory approaches to governance. She is also a research fellow at the W. Michael Hoffman Center for Business Ethics. Cynthia's research interests concern ethics and governance issues in organizations with a particular focus on how firms do or do not address them such as conflicts of interest, stakeholder/stockholder tensions and disclosing information. Recently published work has appeared in Business Ethics Quarterly, Journal of Business Ethics, MIS Quarterly and Business & Society among others. Cynthia serves on the editorial board of Business & Society. She is on the steering committee of the Boston Regional Business Ethics Network (BRBEN).

Additionally, Cynthia is a Governance Fellow with the National Association of Corporate Directors (NACD) and a member of the Effective Disclosure Task Force of the Society for Corporate Governance. Prior to joining Bentley, Cynthia was a member of the faculty at Boston University, following a career in the banking and securities industry. She holds a PhD from the honors program at Boston University and a Master's degree from Northwestern University.



Elliot Eisenberg, Ph.D. is a nationally acclaimed economist and public speaker specializing in making the arcana and minutiae of economics fun, relevant and educational. Dr. Eisenberg earned a B.A. in economics with first class honors from McGill University in Montreal, as well as a Master and Ph.D. in public administration from Syracuse University. Eisenberg, formerly a Senior Economist with the National Association of Home Builders in Washington, D.C., is a frequent speaker on topics including: economic forecasts, economic impact of industries such as homebuilding and tourism, consequences of government regulation, strategic business development and other current economic issues. He is the creator of the multifamily stock index (the first nationally recognized index to track the total return of public firms principally involved in the ownership and management of apartments), the author of more than eighty-five articles, serves on the Expert Advisory Board of Mortgage Market Guide and is a regular consultant to several large real estate professional associations, hedge funds and investment advisory groups. His research and opinions have been featured in Bloomberg Businessweek, Bureau of National

Affairs, Forbes, Fortune, and others. He is regularly featured guest on cable news programs, talk and public radio, writes a syndicated column and authors a daily 70 word commentary on the economy that is available at www.econ70.com.

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PULSE, a Discover Company

Harland Clarke

Federal Reserve Bank of Atlanta

Deluxe Strategic Sourcing

MPA Systems

Finastra

Expense Protector

CONVENTION ACTIVITIES



Golf at Harborside International Golf Center



Monday May 14, 2018

7:00am-3:00pm

\$250 per person*

**Cost includes transportation from The Ritz-Carlton Chicago to Harborside and back, continental breakfast, refreshments and box lunch.*

Transportation will depart from the main entrance of The Ritz-Carlton Chicago at 7:00am. Tee time is 8:00am.

Golf at Harborside International's two courses, Port & Starboard, were designed by renowned architect Dick Nugent to bring this great tradition of links golf to Chicago. Located just 16 miles from the downtown loop area, Harborside features championship style links golf, open to the public, in the heart of the city.

Club Rentals - TaylorMade Rental Clubs are available at an additional cost of \$88.00/set and includes 2 sleeves of golf balls. Please contact Harborside in advance of the outing to arrange rentals - (312) 782-7837.

Harborside International Golf Course
11001 S Doty Ave East
Chicago, IL 60628

Behind the Scenes at Wrigley Field & Lunch



Monday May 14, 2018

9:00am-1:45pm

\$250 per person*

**Cost includes transportation to and from The Ritz-Carlton Chicago to Wrigley Field and Lunch at Brickhouse Tavern, which is located adjacent to Wrigley Field.*

Transportation will depart from the main entrance of The Ritz-Carlton Chicago at 9am.

Experience living history when you go behind the scenes at Wrigley Field, home of the 2016 World Series Champions, the Chicago Cubs! Built in 1914, Wrigley Field is a must-see attraction and holds over 100 years of history. The behind the scenes tour takes guests to many stops within the field including the seating bowl, press box, Budweiser Bleachers, the visitors' clubhouse, Cub's dugout and of course, the field! The Wrigley field experience typically takes about 75-90 minutes and includes approximately 1 mile of walking indoors and outdoors.

City Highlights Tour & Lunch



Tuesday May 15, 2018

9:15am-3:00pm

\$250 per person*

**Cost includes transportation to and from The Ritz-Carlton Chicago in a private trolley tour and Lunch at Howell's & Hood.*

Transportation will depart from the main entrance of The Ritz-Carlton Chicago at 9:15am.

Rising from the shores of Lake Michigan, Chicago is a cultural, architectural, and historic showcase. This tour is the perfect way to see the Windy City. This entertaining and guided tour passes by historic landmarks, classic movie locations and the hottest attractions. Highlights include Millennium Park, Buckingham Fountain, Navy Pier, The Magnificent Mile and much more!



REGISTRATION

Please complete this form and return to Louisiana Bankers Association, 5555 Bankers Avenue, Baton Rouge, LA 70808 with your payment, or fax it to 225-343-3159. Please print or type clearly.

***For additional registrants, please copy this form.**

Registrations can also be submitted in the Education Section of LBA's website at www.lba.org.

Name _____

Bank/Firm _____

Spouse/Guest Name _____

Street Address _____

City/State/Zip _____

Office Phone _____ Fax _____

Cell Phone _____

Email _____

Convention Fees:	\$649 Banker
	\$399 Spouse/Guest
Ten or more bankers and/or directors from same bank:	\$629 Banker
	\$379 Spouse/Guest

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 \$ _____

FEES

<u>Number</u>	<u>Total</u>
_____ Primary Registrant, \$649/ea.	_____
_____ Spouse/Guest, \$399/ea.	_____
_____ Golf, \$250/ea.	_____
Name _____	
Pairing Request (s) _____	
_____ Behind the Scenes at Wrigley, \$250/ea.	_____
Name _____	
Name _____	
_____ Guest Program: City Highlights Tour \$250/ea.	_____
Name _____	
Name _____	
Total	\$ _____

CANCELLATION POLICY

Due to the commitments we must make, if you must cancel your registration, please do so by **May 8, 2018**. Cancellations received after May 8, 2018 will not receive a refund.

GOLF: Please cancel by **May 8, 2018** to avoid a \$100 cancellation fee.

BEHIND THE SCENES AT WRIGLEY FIELD - Please cancel by **May 8, 2018** to avoid a \$100 cancellation fee.

CITY HIGHLIGHTS TOUR - Please cancel by **May 8, 2018** to avoid a \$100 cancellation fee.