

ALABAMA BANKERS ASSOCIATION

2017



CEO | BANK EXEC

and **DIRECTORS'**  
CONFERENCE

**AUGUST 3-6**

The Grand Hotel  
*Point Clear, Alabama*

featuring presentations by the FDIC  
and the Alabama State Banking Department

## KEYNOTE SPEAKER

# Dana Perino

SATURDAY EVENING



**Former White House Press Secretary Dana Perino is a co-host of “The Five” on the Fox News Channel. She also appears as part of the political and election coverage teams on the Fox News Channel.** Prior to this, Dana served for seven years in the administration of President George W. Bush and became the first Republican woman to be named as the White House Press Secretary. Dana joined the Bush Administration following the September 11th terrorist attacks in 2001 as a spokesperson at the U.S. Department of Justice. In January 2009, one day after President Bush left office, Dana and her husband traveled to Africa to volunteer at Living Hope, in Fish Hoek, South Africa, a faith-based organization that leads several programs for people affected by all aspects of HIV and AIDS. Upon her return, she was nominated by President Barack Obama to serve on the Broadcasting Board of Governors. She was confirmed by the United States Senate in June 2010. Dana is a graduate of Colorado State University-Pueblo where she earned a bachelor’s degree in mass communications and minors in both political science and Spanish. She also has a master’s degree in Public Affairs Reporting from the University of Illinois-Springfield. After college, Dana had her first experience in Washington, working for Congressman Scott McInnis (R-CO). She later served as the press secretary for Congressman Dan Schaefer (R-CO). Dana also spent time working at a public relations firm in San Diego. Dana met her husband, Peter McMahon on an airplane back in 1997, moved to England and married him within one year. She and Peter live in Manhattan with “America’s Dog,” Jasper. Her first book, *And the Good News Is...* was published by Twelve and released on April 21, 2015.

**AUGUST 3-4**

## FDIC Directors' College

### Regulatory Agency Panel Discussion

Regulators from supervisory agencies will discuss hot topics regarding regulatory oversight of banks. The panel discussion will be followed by a Q&A session.

### Breakout Sessions

- Cybersecurity and Information Technology
- Asset/Liability Management, Liquidity, Interest Rate Risk, and Capital Markets
- Consumer Compliance Hot Topics
- Accounting Updates
- Commercial Real Estate Lending, Asset and Funding Concentrations
- Corporate Governance and Internal Controls

**AUGUST 4-5**

## CEO & Bank Exec Conference

### Strategic Technology Planning and Security Update: The Road Ahead

New technologies have changed the way banks interact with and do business with their customers. In this ever-changing and evolving market, what will be next? Doing nothing is not a strategy. This presentation by **MARK SCHOLL** with WIPFLi will cover the latest technologies in banking, cyber risk trends, and what you need

to do to prepare for the future.

### Becoming a Top 1% Performer

Recent studies, including our unique Best Business Models research, show a consistent and clear road map for achieving top of peer performance. In this presentation, learn the secrets of the highly valuable business model formula for becoming a top performer. To successfully adapt this formula to your own institution, **JOE CADY** will take a brief look into your expected future environment and its Five Future Forces. Finally, we will help you to begin identifying what strategies and tactics will be needed at your institution, in developing a clear pathway for becoming a Top 1% performer.

### Economic Outlook

Highly regarded as one of the leading economists in the country, **JIM CHESSEN** is the chief economist of the American Bankers Association and will join us Saturday morning.

### Breakout Sessions

Two rounds of breakout sessions will be offered this year. One round of breakout sessions will feature legal panels, while the other will feature the following presentations:

- **Cybersecurity & Protection Strategies Panel** - *Mark Scholl, Jake Firth, and a representative from the Secret Service*
- **Strategies in Banking: Time for Disruptive Transformation** - *Kevin Blair*
- **Is the Branch as We Know it Today Dead?** - *Sean Keathley*

AUGUST 2

# ALABAMA BANK COUNSEL CONFERENCE

Sessions from 1 - 4:30 p.m. • Reception with **STEVE MARSHALL** from 4:30 - 5:30 p.m.

## KEYNOTE SPEAKER

### **STEVE MARSHALL,** *ALABAMA ATTORNEY GENERAL*

Appointed the state's 48th attorney general in February, Steve Marshall previously served as the Marshall County District Attorney for 16 years. Prior to his public service, Marshall worked as an attorney in private practice in Birmingham and Guntersville, where his practiced focused, among other things, on representing community banks. Attorney General Marshall and his wife, Bridgette, reside in Guntersville with their daughter Faith, a college student.



#### **Ethical Issues to Consider When Representing Banks**

This hour-long session will feature **MIKE WATERS** with Jones Walker in Birmingham. This presentation will focus on issues confronting lawyers in representing banks including who is the client, how best to represent a client when working with the regulators, and pitfalls to avoid.

#### **Vendor Management: How to Identify and Control Outsourcing Risk**

The regulators are increasingly focusing on the risks involved in third party relationships and getting more and more in depth in their examinations on this topic. **SCOTT SARGENT**, former assistant general counsel at BBVA Compass in Birmingham, will discuss how to establish vendor relationships and implement a monitoring program that will meet regulatory expectations.

#### **The Numbers Guys: The Role of the Investment Banker in an M&A Transaction**

Successful bank M&A transactions are more than handshakes and stacks of legal documents. They also involve extensive financial analysis and negotiation. In this discussion, **MICHAEL REDIKER** of Porter White & Company will discuss how the “numbers guys” (investment bankers) work in concert with the “words guys” (attorneys) to support clients in bank M&A transactions.

#### **Banks and Bankruptcy: Changes You Need to Know About**

Several recent bankruptcy-related court rulings will affect Alabama financial institutions and the way they do business. **JEREMY RETHERFORD** with Balch & Bingham in Birmingham will provide a brief update on how these decisions may impact the institutions you represent and offer practical advice on the changes that need to be made going forward.

#### **Federal Regulatory Activity: A Year in Review**

Banks large and small – and those banks’ legal advisors – struggle to keep up with all that goes on at the Consumer Financial Protection Bureau. From enforcement actions and data collection to amending old rules and writing new ones, staying up-to-date on all that’s happening at the Bureau and the other regulatory agencies requires a team effort. Lucky for us, **ELENA LOVOY** of McGlinchey Stafford in Birmingham has agreed to provide attendees with a 30-minute overview of all that’s happened at the CFPB in the last 12 months.

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*The Alabama State Bar Association has approved this conference for **three CLE credit hours** which includes **one hour of ethics credit**.*

**\* The registration fee for this optional event is \$195.**

# CONFERENCE SPONSORS

## PLATINUM SPONSORS

- Bryant Bank
- ServisFirst Bank
- The Baker Group

## Agenda

*Wednesday, August 2*

### **BANK COUNSEL CONFERENCE\***

- |                  |                      |
|------------------|----------------------|
| 1 - 4:30 p.m.    | General Session      |
| 4:30 - 5:30 p.m. | Networking Reception |

*\*Optional event. Additional \$195 registration fee.*

*Thursday, August 3*

### **DIRECTORS' COLLEGE**

- |                     |                        |
|---------------------|------------------------|
| 9 - 10 a.m.         | CEO   Bank Exec Forums |
|                     | Directors Forums       |
| 10:15 - 11:15 a.m.  | Breakout Sessions      |
| 11:30 a.m. - 1 p.m. | Networking Lunch       |
| 1 - 4:30 p.m.       | General Session        |
| 5 - 6:30 p.m.       | Reception              |

*Friday, August 4*

- |                      |                   |
|----------------------|-------------------|
| 7:15 - 8 a.m.        | Breakfast         |
| 8 - 11 a.m.          | Breakout Sessions |
| 11 a.m. - 12:30 p.m. | Lunch on your own |

### **CEO | BANK EXEC CONFERENCE**

- |                   |                   |
|-------------------|-------------------|
| 12:30 - 1:30 p.m. | Legal Panels      |
| 1:45 - 2:45 p.m.  | Breakout Sessions |

*Saturday, August 5*

- |                |                        |
|----------------|------------------------|
| 7 - 8 a.m.     | Breakfast              |
| 8 - 11:45 a.m. | General Session        |
| 6 - 10 p.m.    | Dinner & Entertainment |

**Saturday evening will feature keynote speaker  
DANA PERINO and the FAB FOUR.**

## GOLD SPONSORS

- Alabama Banking Services
- Balch & Bingham
- BBVA Compass
- Bradley
- Jones Walker
- Maynard Cooper Gale

## SILVER SPONSORS

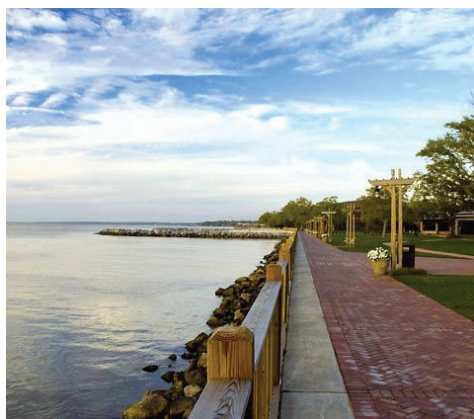
- Alabama Housing Finance Authority
- Alabama Small Business Development Center Network
- Allegiance Merchant Services
- Butler Snow
- Carr, Riggs & Ingram
- CenterState Bank
- Deluxe Strategic Sourcing
- FEDCorp
- FHLBank Atlanta
- FISERV
- First National Bankers Bank
- Independent Community Bankers of America
- Jackson Thornton
- John M. Floyd & Associates
- Mauldin & Jenkins
- McGlinchey Stafford
- Pathway Lending
- Performance Trust Capital Partners
- Porter Keadle Moore
- Porter White & Company
- Reynolds, Reynolds & Little
- Saltmarsh, Cleaveland & Gund
- Warren Averett

## BRONZE SPONSORS

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- Synovus
- TransUnion/CBSi
- Travelers

*Sponsors as of 6/27/2017.*





## ACCOMMODATIONS

Everybody loves the Grand Hotel in Point Clear — especially Alabama bankers! **Upon receipt of your conference registration, ABA will provide you with a code to make hotel reservations.**

**To make a reservation with the hotel, you must first register with ABA.** Rooms are available at a rate of \$245 per night plus applicable taxes. A limited number of bay view rooms will be available at a rate of \$285 plus applicable taxes. Reservations must be made no later than June 30, 2017. **Few rooms remain, therefore we encourage you to register with the association at your earliest convenience so that you may also make your hotel reservations.** Once the room block is full, the association will assist attendees with reservations either at The Grand or an alternative location.

## Saturday Evening ENTERTAINMENT



### THE FAB FOUR

is elevated far above every other Beatles tribute due to their precise attention to detail. With uncanny, note-for-note

live renditions of Beatles' songs, the Fab Four will make you think you are watching the real thing. This incredible stage show includes three costume changes representing every era of the Beatles ever-changing career.



# REGISTRATION FEES

## DUAL CONFERENCE

Registration fees are per person and include: all sessions, breaks and materials on Thursday; Friday and Saturday, Thursday networking lunch and evening reception; Friday and Saturday breakfast; and, Saturday night cocktail reception, dinner and entertainment.

## DIRECTORS' COLLEGE ONLY

Registration fees are per person and include: Thursday networking lunch, afternoon business session, and cocktail reception as well as Friday morning breakfast, educational sessions, breaks and materials.

## CEO | BANK EXEC ONLY

Registration fees are per person and include: Friday afternoon educational sessions as well as Saturday morning breakfast, educational sessions, evening cocktail party, dinner and entertainment.

	Member Rate	Non Member Rate
DUAL CONFERENCE REGISTRATION		
Banker/Director	\$795	\$895
Spouse/Guest	\$385	\$485
Child (2-17)	\$105	\$125
DIRECTORS' COLLEGE ONLY		
Director	\$440	\$575
Spouse/Guest	\$165	\$185
Child (2-17)	\$55	\$75
CEO   BANK EXEC ONLY		
Banker	\$485	\$625
Spouse/Guest	\$255	\$435
Child (2-17)	\$75	\$125

**REGISTRATION FORM** Send to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104, Fax (334) 244-9382 Email: lgarrett@alabamabankers.com or athomas@alabamabankers.com  
**Questions?** Call us at (334) 244-9456, or visit us online at [www.alabamabankers.com](http://www.alabamabankers.com).

Name \_\_\_\_\_ Bank \_\_\_\_\_  
Address \_\_\_\_\_ City, State & Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Spouse/Guest \_\_\_\_\_ Child \_\_\_\_\_ Age \_\_\_\_ Child \_\_\_\_\_ Age \_\_\_\_

## WOULD YOU LIKE TO PARTICIPATE IN A FORUM?

Please note forums are held at the same time and are limited to **bankers and directors only**.

- ☐ Yes! I want to participate in the CEO Forum (Thursday, August 3 at 9 a.m.)  
☐ Yes! I want to participate in the Directors' Forum (Thursday, August 3 at 9 a.m.)

## REGISTRATION TYPE

- ☐ Dual Conference  
☐ Directors' College ONLY  
☐ CEO | Bank Exec Conference ONLY

## BANK COUNSEL CONFERENCE

- ☐ Yes! I want to participate. (Additional \$195 fee)

## PAYMENT METHOD TOTAL FEES DUE : \$ \_\_\_\_\_

- ☐ I have enclosed a check for my registration fees.  
☐ Please invoice me for my registration fees (to receive early bird rate fees must be paid in full by 6/19/2017).  
☐ Please charge a total of \$ \_\_\_\_\_ to the following credit card:  
☐ Visa ☐ MasterCard ☐ Discover ☐ Amex  
Credit Card No. \_\_\_\_\_ Exp. \_\_\_\_\_  
Signature \_\_\_\_\_

**Cancellation Policy.** A registration may be canceled by July 5, 2017 for a full refund, minus a \$150 per person processing fee. After July 5, 2017, no refund will be made, however, substitution of a participant is allowed.