

OKLAHOMA BANKERS ASSOCIATION

# Community Bankers Leadership & Senior Management Conference

*Four Seasons Hotel,  
Las Vegas*

*April 8-10, 2018*



# Schedule

## Thank you to our platinum sponsor: Deluxe

### Sunday, April 8

6:00 p.m.

Reception & Registration (*dinner on your own*)  
Sponsor: **The Bankers Bank**

### Monday, April 9

8:00– 8:30 a.m.

Breakfast  
Sponsor: **Crowe & Dunlevy**

8:30 – 9:30 a.m.

21st Century Enlightened Leadership:  
3 Strategies to Help your Bank Evolve with the Times  
Keynote Speaker: **Ray Adler**  
Sponsor: **KeyState**

9:30 – 9:45 a.m.

Morning Break  
Sponsor: **Fenimore, Kay, Harrison & Ford**

9:45- 10:30 a.m.

A View from Washington  
Presenter: **Rob Engstrom**

10:30- 10:45 a.m.

Break

10:45-11:45 a.m.

Mortician's Guide to Retail Banking  
Presenter: **David Furnace**

1 p.m.

Golf: Individual Play at Revere Lexington

### Tuesday, April 10

7:45 - 8:15 a.m.

Breakfast and Golf Prizes

8:15 - 9:30 a.m.

Best Practices in Corporate Governance  
Presenter: **Chet Fenimore**

9:30 -9:45 a.m.

Morning Break  
Sponsor: **McAfee & Taft P.C.**

9:45- 10:45 a.m.

Legal Update  
Presenter: **McAfee & Taft**

10:45 - 11:45 a.m.

Hacking the Human  
Presenter: **Donovan Farrow**

1 p.m.

Golf: Scramble Play at Revere Concord

\*Schedule subject to minor changes.



# Sessions

## **21st Century Enlightened Leadership**

**Ray Adler, BTI Growth Advisors, Inc.**

Three strategies to help your bank evolve with the times, organizations don't change. Executives and employees change and as a result, an organization changes with the times. All too often, executives and employees become comfortable in their habitual way of doing things and rigid in their thought process. As the pace of change continues to quicken, having an organization can adapt, flex and evolve is essential to remaining successful. At every level of a bank, supervisors, managers and executives alike must become more self-aware and enlightened in their abilities to inspire employees to want to change. Today's bank managers, at every level in the organization, must be willing to be the first in their department to change.

## **A View from Washington**

**Rob Engstrom, ABA**

ABA Chief Political Strategist, Rob Engstrom will discuss policy issues and the current political environment that impact community banks.

## **Mortician's Guide to Retail Banking**

**David Furnace, Haberfeld Associates**

No we don't mean retail banking is dead - quite the opposite. However, many financial institution executives are making "deadly" (and, in our opinion, dead wrong) decisions about their retail banking products, policies and practices. Retail banking is still a great business if you don't allow flawed analysis to lead you into making bad decisions. In that regard, we can learn a lot from a mortician. We will discuss how to double overall new customer or member acquisition and why that can result in a 30% improvement in ROA and ROE over time.

## **Best Practices in Corporate Governance**

**Chet Fenimore, Fenimore Kay Harrison Ford, LLP**

Regulatory expectations for boards of director have never been higher. An effective corporate governance framework is essential to a bank's overall safety and soundness and can reduce liability risk for bank directors and officers. This presentation will focus on the key fundamentals of corporate governance and best practices in reducing and avoiding personal liability.

## **Legal Issues**

**Representatives from McAfee & Taft**

The focus of the discussion will be on doing business with Indian tribes. In addition, current legal hot topics will be addressed.

## **Hacking the Human**

**Donovan Farrow, Alias Forensics**

A presentation over social engineering that goes over phishing, phone calls and in-person encounters. Information will be given on how these types of attacks are occurring, how to identify them, and how to prevent them. Some of the presentation will be dedicated to goals and motives for malicious activity. Takeaways will be best practices for preventing these types of attacks from happening in the first place, and a overall understanding of how prevalent social engineering really is.





# 2018 COMMUNITY BANKERS LEADERSHIP & SENIOR MANAGEMENT CONFERENCE REGISTRATION FORM

Las Vegas, NV

**Early Bird Registration:** Banker - \$675  
Guest/Spouse - Complimentary

\* To qualify, you must enroll by Feb. 16, 2018.

**Regular Registration:** Banker - \$725  
Guest/Spouse - Complimentary

\* Registration deadline is March 9, 2018.

**Emerging Leaders Registration:** Banker - \$400  
Guest/Spouse - Complimentary

\* To qualify, you must be a member of the OBA's Emerging Leaders Program.

Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Bank Name \_\_\_\_\_  
 P.O. Box \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_  
 Email \_\_\_\_\_  
 Guest/ Spouse Name \_\_\_\_\_ Badge Name \_\_\_\_\_

## RESERVATIONS

**Room rates:** \$239 - April 8-10

**Reservations:** Call the Four Seasons Hotel, Las Vegas at 1-877-632-5000.

*\*\* Must identify you are with the Oklahoma Bankers Association\*\**

*\*\* Reservation deadline: March 16, 2018*

*\*\*Hotel 3 Day Cancellation: You will be responsible for payment of all charges, should you cancel within 3 days of arrival. You will be responsible for the room rate plus tax for the entire duration of your stay.*

## GOLF

**Monday, April 9:** Monday's Golf Tournament: Individual Play: Revere Lexington Golf Course.

Prizes awarded during breakfast April 10.

**Tuesday, April 10:** Tuesday's Scramble: Revere Concord Golf Course.

My handicap: \_\_\_\_\_ Guest/Spouse Handicap: \_\_\_\_\_

*By contract, the OBA pays all tee times in advance. No refunds given if you sign up and choose not to play. Golf fees include green fees, lunch and transportation. Golf-related questions should be directed to tournament director, Adrian Beverage, at [adrian@oba.com](mailto:adrian@oba.com).*

**For questions about the conference, please contact Janis Reeser at [janisr@oba.com](mailto:janisr@oba.com) or 405-424-5252.**

(OVER)

REGISTRATION FORM CONTINUED

**PAYMENT**

Registration fee for Banker \$ \_\_\_\_\_  
 Registration fee for Spouse/ Guest \$ \_\_\_\_\_ 0 \_\_\_\_\_  
 Golf Fees:  
     Golf Day 1 \_\_\_\_\_ (\$160) \$ \_\_\_\_\_  
     Golf Club Rental (\$55) \$ \_\_\_\_\_  
     Golf Day 2 \_\_\_\_\_ (\$160) \$ \_\_\_\_\_  
     Golf Club Rental (\$55) \$ \_\_\_\_\_  
**Total Registration Fee** \$ \_\_\_\_\_

\_\_\_\_\_ Bill to my credit card                      Card Number \_\_\_\_\_  
     \_\_\_\_\_ Visa    Expiration Date \_\_\_\_\_  
     \_\_\_\_\_ Mastercard  
 \_\_\_\_\_ My check is enclosed

**Signature (required)** \_\_\_\_\_

**REQUESTS FOR GOLF PAIRINGS**

**Day 1**

\_\_\_\_\_/\_\_\_\_\_  
\_\_\_\_\_/\_\_\_\_\_

**Day 2**

\_\_\_\_\_/\_\_\_\_\_  
\_\_\_\_\_/\_\_\_\_\_

*Cancellation requests must be in writing and received by the close of business March 16, 2018. Cancellations submitted after March 16 are no longer eligible for refunds. However, substitutions can be made.*

Please mail registration forms and payment to:

Oklahoma Bankers Association  
 Community Bankers Leadership & Senior Management Conference  
 P.O. Box 960173  
 Oklahoma City, OK 73196-0173

**The OBA now has a secure fax line to be used for sending registration forms with credit card payments. For security reasons, if you pay by credit card, please fax your form to 405-604-9545.**

# Thank you to our sponsors!

## **Welcome Reception**

The Bankers Bank

## **Platinum Level**

Deluxe

## **Silver Level**

Equias Alliance

## **Silver Level**

KeyState

## **Keynote Speaker**

KeyState

## **Conference Sponsorships**

**Monday Breakfast**

Crowe & Dunlevy

**Monday Morning Break**

Fenimore, Kay, Harrison & Ford, LLP

**Tuesday Morning Break**

McAfee & Taft P.C.

## **Golf Sponsorships**

**Monday Hole in One**

First Bankers' Banc Securities

**Monday Beverage Cart**

Verge Network Solutions

**Monday Golf Winner's Trophy**

First Life and Casualty Re-Insurance Co.LTD

**Monday Golf Transportation**

Haberfeld Associates

**Tuesday Box Lunches**

Eide Bailly

**Tuesday Beverage Cart**

Verge Network Solutions

**Tuesday Golf Prizes**

First Bankers' Banc Securities

## **General Sponsor**

American Bankers Association

Additional sponsorships are still available. Contact Thi Pham at [thi@oba.com](mailto:thi@oba.com) for more information!