



National Convention
and Techworld®

NASHVILLE 2012



GAYLORD OPRYLAND RESORT & CONVENTION CENTER ★ MARCH 11-15

The largest gathering of community bankers in the world!

2012 CONVENTION AT-A-GLANCE

(Preliminary - Subject To Change)

(updated on 2/2/12)

Gaylord Convention Center Levels

All event space is on the Ballroom Level unless otherwise noted.

SATURDAY, MARCH 10

7:30 a.m. – 3:00 p.m.

Habitat for Humanity – Helping Hands Project

7:00 a.m. Breakfast – Delta Island D – Upper Level
Depart from the Delta Portico

8:00 a.m. – 5:00 p.m.

Exhibitor Registration Desk

Ryman Exh Hall C2 – Lower Level

12:00 p.m. – 5:00 p.m.

ICBPAC Auction Office

Governor's Chamber D-E

2:00 p.m. – 5:30 p.m.

Attendee Registration/Banquet Reservations Desk

Ryman Exh Hall C2 – Lower Level

9:00 a.m. – 5:00 p.m.

ICBPAC Auction Office

Governor's Chamber D-E

9:00 a.m. – 6:30 p.m.

Tour Desk

Ryman Exh Hall C2 – Lower Level
Tours depart from the Delta Portico

9:00 a.m. – 6:30 p.m.

Attendee Registration/Banquet Reservations Desk

Ryman Exh Hall C2 – Lower Level

9:00 a.m. – 6:30 p.m.

Exhibitor Registration Desk

Ryman Exh Hall C2 – Lower Level

9:30 a.m. – 10:30 a.m.

First Time Attendee Orientation

(by invitation only)

Canal A-B – Upper Level

10:00 a.m. – 4:00 p.m.

Press Room/Speaker's Lounge

Governor's Chambers B

11:30 a.m. – 4:00 p.m.

ICBA Techworld Open

Cyber Connection – Aisle 300

ICBA Revenue Enhancement Center Booth #423

ICBA Education Booth #302

ICBPAC Auction Ticket Desk Booth #306

Ryman Exh Hall C1 & C2 – Lower Level

11:30 a.m. – 4:00 p.m.

Solution Showcase 1 & 2

Inside Techworld – Lower Level

SUNDAY, MARCH 11

7:45 a.m. – 2:30 p.m.

Bank Director Current Issues Seminar

7:45 a.m. – Registration – inside & outside room

- **Strategies for Enhancing Revenue & Maximizing Productivity** – Spkr: Mark Stenson
- **Acquisitions in Troubled Times** – Spkr: Peter Weinstock
- **Role of Regulators** – Spkr: Federal Regulator
- **Today's Bank Valuation** – Spkr: Tom Mecredy
- **The Next 2-3 years in Community Banking** – Spkr: David Kemp

(additional registration required)

Governor's Ballroom B

SUNDAY-continued

5:15 p.m. – 7:15 p.m.

Kid's Fun Zone

(by invitation only)

Governor's Ballroom C

5:30 p.m. – 7:00 p.m.

Techworld Reception

Sponsored by: MasterCard

Ryman Exh Hall C1 & C2 – Lower Level

7:15 p.m. – 9:30 p.m.

ICBA Theme Party

"Snapshots of Nashville"

Sponsored by: Travelers, BancVue

Delta Ballroom & Lobby

MONDAY, MARCH 12

7:00 a.m. – 7:30 a.m.

Complimentary Coffee

Upper Level of the Convention Center

7:00 a.m. – 4:00 p.m.

Attendee Registration/Banquet Reservations Desk

Ryman Exh Hall C2 – Lower Level

7:30 a.m. – 2:00 p.m.

Tour Desk

Ryman Exh Hall C2 – Lower Level

7:30 a.m. – 8:30 a.m.

Concurrent Workshops

- **Credit Risk Management: Trends Best Practices From a Community Bank Perspective**
- **Your Own Personal Stock Market**
- **Mergers & Acquisitions are Back: Don't Miss Your Next Opportunity**
- **Compliance With The New Consumer Mortgage Laws: A Brave New World**
- **Af Economic Outlook-Implication for Ag Lenders**
- **The Best Business Mistakes**
- **The iPad is in Business**
- **Culture is a Growth Activity**

Upper Level of the Convention Center

8:00 a.m. – 3:00 p.m.

Press Room/Speaker's Lounge

Governor's Chambers B

8:00 a.m. – 4:00 p.m.

Mobiltape Desk

ICBA Bookstore

Delta Ballroom Lobby

8:30 a.m. – 12:00 p.m.

Tour -"Nashville's Backstage Pass"

Tours depart from the Delta Portico

8:30 a.m. – 4:00 p.m.

Exhibitor Registration Desk

Ryman Exh Hall C2 – Lower Level

8:45 a.m. – 9:45 a.m.

Concurrent Workshops

- **Mutual & Thrift Roundtable**
- **Exploit Your Mortgage-Lending Opportunity With Advanced Online Lending Technology**
- **Post-Durbin Loyalty & Rewards Programs: A Whole New World?**
- **Modern Investment Portfolio Strategies**
- **Managing Expected & Unexpected Losses: Terminal Risk Analysis**
- **What's Ahead for commodity Prices and Farmland Values?**
- **This Moment Matters**
- **Community Banking-Joint the Conversation With Social Media**
- **The New Middle Management Expertise: Return to Profitable Banking**

Upper Level of the Convention Center

9:00 a.m. – 10:15 a.m.

Tour – "Gaylord Opryland Waling Horticulture Tour"

Tours depart from the Delta Portico

9:00 a.m. – 5:00 p.m.

ICBPAC Auction Office

Governor's Chamber D-E

MONDAY-continued

10:00 a.m. – 11:00 a.m.

Concurrent Workshops

- **Improving the Quality of Loan Analysis, Approval Process & Credit Review**
- **A Fannie Mae Update**
- **Compliance: Don't Let it Keep You From Lending**
- **Emerging Merger & Acquisition Trends for Community Banks**
- **Regulatory Hot Stuff: How Will Regulations under the Dodd-Frank Act Impact You?**
(1 hour 15 minute session)
- **Ready, Set, Grow: Build your Ag portfolio With Farmer Mac**
- **Effective Conversation: The Key to powerful Relationships**
- **Developing & Marketing Deposits Products Aimed the Younger Generation**
- **The Truth About Directors, Shareholders & Regulators**

Upper Level of the Convention Center

11:15 a.m. – 12:15 p.m.

Concurrent Workshops

- **Interest Rate Risk Management-The New Criteria**
- **Promontory Interfinancial Network's Innovative Service: Insured Cash Sweep**
- **Your Strategic Planning is a Waste of Time If...**
- **Staying Ahead of the Curve: Trends in Payments**
- **Compliance Hot Stuff: The Post Dodd-Frank Compliance Environment**
- **Minimizing Risk in Ag Lending**
- **The Essential Guide to Social Media**
- **How Does Your Bank "Win" in this Regulatory and Economic Environment**

Upper Level of the Convention Center

11:30 a.m. – 4:00 p.m.

ICBA Techworld Open

ICBA Revenue Enhancement Center Booth #423

ICBPAC Auction Ticket Desk Booth #306

ICBA Education Booth #302

Cyber Connection on Aisle 300

Ryman Exh C1 & C2 – Lower Level

12:30 p.m. – 1:30 p.m.

Lunch with the Exhibitors in Techworld

Sponsored by iHELP

Ryman Exh Hall C1 & C2 – Lower Level

12:30 p.m. – 2:00 p.m.

ICBA Luncheon for State/Regional Partners, Presidents and Executives

(by invitation only)

Governor's Ballroom C

12:30 p.m. – 1:30 p.m.

Regulators Luncheon

(by invitation)

Delta Island E – Upper Level

1:00 p.m. – 4:30 p.m.

Tour – "Kitchen Culinary Tour at Belle Meade Plantation

Tours depart from the Delta Portico

1:00 p.m. – 5:00 p.m.

Tour – "Boutique Shopping in Historic Downtown Franklin"

Tours depart from the Delta Portico

1:00 p.m. – 5:00 p.m.

Tour – "The Artistic Side of Nashville (The Frist Center for the Visual Arts and Parthenon)

Tours depart from the Delta Portico

7:00 p.m. – 9:00 p.m.

State/Regional Affiliate Associations & Exhibitor Receptions

(by invitation)

TUESDAY, MARCH 13

7:00 a.m. – 7:30 a.m.

Complimentary Coffee-Workshops

Upper Level of the Convention Center

7:00 a.m. – 4:00 p.m.

Attendee Registration/Banquet Reservations Desk

Delta Ballroom Lobby

TUESDAY-continued

7:30 a.m. – 8:30 a.m.

Concurrent Workshops

- **Portfolio Lending; Its Back, Its Profitable and Your Bank Can Grow on It?**
- **Fraud Intelligence Briefing Segmentation, Trends and Schemes**
- **A Fresh Start: Shareholder Value for a New Environment**
- **The Benefits to Banks of Investing in SBICs**
- **Compliance at Work: Profiles of Success & Failure**
- **What is the New Normal for Rural America?**
- **Benefits of Emerging Technologies**
- **Strategies to Increase Fee Income in the Current Environment**
- **Evolution of the Municipal Debt Market**

Upper Level of the Convention Center

7:30 a.m. – 2:00 p.m.

Tour Desk

Delta Ballroom Lobby

Tours depart the Delta Portico

8:00 a.m. – 4:00 p.m.

Mobiltape Desk

ICBA Bookstore

Delta Ballroom Lobby

8:00 a.m. – 4:00 p.m.

Press Room/Speaker's Lounge

Governors Chambers B

8:15 a.m. – 12:00 p.m.

Press Desk

Reg Desk A – by Delta Ballroom

8:30 a.m. – 12:30 p.m.

Tour – “Many Faces of Nashville”

Tours depart from the Delta Portico

8:30 a.m. – 4:00 p.m.

Tour – “Tennessee Legend: Jack Daniel”

Tours depart from the Delta Portico

9:00 a.m. – 12:00 noon

First General Session

Confirmed Speakers to date:

- Martin Gruenberg, Acting Chairman, FDIC
- John Walsh, Acting Comptroller of the Currency, OCC

- Cam Fine, President/CEO, ICBA
- George Will, Political Columnist and Panelist on ABC's *This Week*

Delta Ballroom A

12:30 p.m. – 4:00 p.m.

Tour – “On Presidential Ground (The Hermitage)”

Tours depart from the Delta Portico

12:30 p.m. – 4:30 p.m.

Tour – “Kitchen Culinary Tour at Belle Meade”

Tours depart from the Delta Portico

12:30 p.m. – 4:30 p.m.

Tour – “Boutique Shopping in Historic Downtown Franklin”

Tours depart from the Delta Portico

1:30 p.m. – 2:30 p.m.

Concurrent Workshops

- **Strengthen Your Senior Team Now & Develop Long Term Succession**
- **Community Banking in the Cloud**
- **In Search of Profits: Tips for CEOs and CFOs**
- **Retail 2020: Future Bank**
- **How Do Publicly Held Community Banks and Holding Companies Comply?**
- **Compliance at Work: Profiles of Success & Failure**
- **Are Your Online Customers Vulnerable?**
- **The Card Business of Small Business**
- **Raising Capital for Community Banks in Today's Challenging Market**

Upper Level of the Convention Center

2:45 p.m. – 3:45 p.m.

Concurrent Workshops

- **Improving the Quality of Loan Analysis, Approval Process, and Credit Review**
- **Learn How to Offer Leasing to Your Customers**
- **Proven Performers: Attributes of Bank's Build to Last**
- **Reconciling Revolution and Wealth: Leveraging Payments to Bridge Generational Divides**
- **Deposit Reclassification**
- **Our Strategic Future: Positive For Those Who Dare & Care**
- **Contingency Funding Plan: Keeping it Current and Compliant**
- **Beyond Survival: Tools of Retail Innovation to Thrive in Today's Markets**

TUESDAY-continued

➤ Management Succession Planning

Upper Level of the Convention Center

4:45 p.m. – 5:30 p.m.

ICBPAC-VIP Silent Auction Preview and Champagne Reception

(by invitation only)

Delta Ballroom Lobby B

5:30 p.m. – 7:30 p.m.

ICBPAC Silent Auction & Reception “Denim & Diamonds”

Sponsored by: Shazam

Delta Ballroom B,C,D & Lobby B

WEDNESDAY, MARCH 14

7:30 a.m. – 12:30 p.m.

Attendee Registration/Banquet Reservations Desk

Delta Ballroom Lobby

7:30 a.m. – 12:30 p.m.

Tour Desk

Delta Ballroom Lobby

Tours depart from the Delta Portico

8:00 a.m. – 1:00 p.m.

Mobiltape Desk

ICBA Bookstore

Delta Ballroom Lobby

8:00 a.m. – 1:00 p.m.

Press Room/Speaker’s Lounge

Governor’s Chambers B

8:15 a.m.

Complimentary Coffee

Delta Ballroom Lobby

8:30 a.m. – 12:00 p.m.

Press Desk

Reg Desk A – Delta Ballroom Lobby

8:30 a.m. – 12:00 p.m.

Tour – “Antebellum Dreams (Belle Meade Plantation & Belmont Mansion)”

Tours depart from the Delta Portico

8:30 a.m. – 3:30 p.m.

Tour – “The One & Only...Corvette”

Tours depart from the Delta Portico

9:00 a.m. – 12:00 noon

Final General Session

Confirmed Speakers to date:

- Ben Bernanke, Chairman, Federal Reserve Board
- Sal Marranca, Chairman, ICBA
- Jeff Gerhart, Chairman-Elect, ICBA
- Ken Schmidt, Brand Visionary and Communications Strategist, Harley-Davidson Motor Company

Delta Ballroom A

12:00 p.m. – 4:30 p.m.

Tour – “Franklin’s Civil War Past”

Tours depart from the Delta Portico

12:00 p.m. – 4:30 p.m.

Tour “Many Faces of Nashville”

Tours depart from the Delta Portico

12:00 p.m. – 4:30 p.m.

Tour – “Nashville: A Historic Journey”

Tours depart from the Delta Portico

6:30 p.m. – 8:15 p.m.

Annual Banquet

Delta Ballroom

8:30 p.m. – 9:30 p.m.

Stage Show - “World Classic Rockers”

Sponsored by: FIS

Delta Ballroom

THURSDAY, MARCH 15

No Planned Activities

Techworld Sponsored Activities:

Sunday & Monday Events:

- Flavors of Nashville (Sunday)
- Cyber Café – Aisle 300
- Ice Cream Break in the Hall – (Sunday)
Sponsored by: M Benefit Solutions – Booth #510
- Solution Showcases – (Sunday and Monday)
- Massage Booth and 2 Banker Lounges in Ryman Exh Hall C2 - *Sponsored by Promontory Interfinancial Network*
- Banker Lounge – Aisle 100/200
- Banker Lounge – Aisle 700/800
- Mad Dash for Cash - *Sponsored by Independent Banker*
- Lunch with Exhibitors in Techworld (Monday)
Sponsored by iHELP

Note: Rooms and times may vary - please refer to the Convention Program Booklet that you will receive when you register on-site for definite times and locations.

Bold text workshop titles indicate CPE eligible sessions.

Tours, Bank Director Current Issues seminar and ICBPAC Silent Auction fees are **not** included in the convention registration.