

IOWA BANKS MOVING >>> FORWARD

Iowa Bankers Association's Bank Management & Policy Conference February 8-9, 2022 • Hilton Des Moines Downtown

The 2022 IBA Bank Management & Policy Conference offers two days of networking and educational opportunities designed to help you succeed in today's increasingly competitive environment. The conference includes sessions on payments, crypto currency, generational workforce issues, net interest margins, the economy and more. You'll also have the opportunity to attend IBA's annual Legislative Reception and the IBA/IBIS Annual Meeting. We look forward to seeing you there!

IBA/IBIS Annual Business Meeting & Industry Update

Tuesday, February 8 • Time: 9:00 - 10:00 a.m.

Hilton Des Moines Downtown

A review of the past year for IBA and IBIS, plus an industry update panel discussion. Membership input is encouraged.

Legislative Reception

Tuesday, February 8, 4:30 - 6:30 p.m. • Hilton Des Moines

Who Should Attend

This conference is designed for bank leadership, including CEO's, management team members and bank directors.

Questions: Please contact IBA's Ann Winkel or Kami Miller • Ph: (800) 532-1423.

Lodging - Des Moines Hilton Downtown

435 Park Street, Des Moines

Room Rate

- Single & Double \$169.00

- Room block dates: Evenings of February 6, 7 & 8

- **Reserve rooms directly with the hotel no later than January 14.** After January 14, reservations will be based on availability.

For reservations call the Hilton at 1-515-241-1456 and ask for the Iowa Bankers room block.

Thank you to our conference sponsors!

Bankers Trust Company • Bell Bank • Country Club Bank Capital Markets Group • Dickinson Law
 FHLB of Des Moines • MIB • QCBT • SHAZAM • UMB • Wipfli

2022 IBA Bank Management & Policy Conference • # 452

	<u>Per Person</u>
IBA Member	\$325
IBA Associate Mbr	\$325
Non-member	\$650

Refunds will be made if requested by 2/1/2022.
 Substitutions allowed any time.

Mail this form with payment to:

Attn: Registrar
 Iowa Bankers Association
 P.O. Box 6200 / Johnston, IA 50131-6200

Or register online at www.iowabankers.com
 Education/Training, Event Calendar.

Bank Name	_____
Address	_____
City, State, Zip	_____
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1. Registrants name	_____ \$
E-mail	_____
2. Registrants name	_____ \$
E-mail	_____

IOWA BANKS MOVING FORWARD

IBA Bank Management & Policy Conference

February 8-9, 2022

Tuesday, February 8

8:00 a.m. Registration & Continental Breakfast

9:00 - IBA/IBIS Business Meeting & Industry Update

10:00 a.m. A review of the past year for IBA, IBIS and IBMC, and industry update panel discussion.

- John Sorensen, President & CEO, IBA
- Chad Ellsworth, President, IBIS
- Dan Vessely, President, IBMC
- Sharon Presnall, Sr. Vice President, IBA

10:00 a.m. Welcome

10:10 a.m. Challenges & Opportunities Ahead
Esther George, President and CEO, Federal Reserve Bank of Kansas City



As CEO of the Kansas City Fed, George leads a workforce of more than 2,000 employees located at the Bank's Kansas City office and Branch offices in Denver, Oklahoma City and Omaha. Throughout region, the Kansas City Fed plays a role in national monetary policy, supervises financial institutions and provides payment and financial services to depository institutions and the U.S. Treasury.

11:30 p.m. Legislative Luncheon
Legislative Leadership Panel

1:30 p.m. Breakout Sessions

1. Investing in a Rising Rate Environment

Banks have been dealing with record cash balances and declining loan demand. Record low treasury rates have added to the challenges and left bankers with a balancing act of how to invest and how much cash to keep on hand. With higher rates potentially on the horizon and loan demand still not where we would like to see it, where should a bank focus when investing in this volatile environment?

2. Crypto 101

Crypto is still in the beginning stages of changing the way we interact with money. How we spend money, invest it, save it, gamble it, loan it, and tax it is still being determined. In this session, we will discuss why cryptocurrencies are not just a trend but a complete monetary system disruption.

3. Payments - Post Pandemic

Evolving and emerging payments mean the competitive landscape is shifting and businesses of all sizes need to stay informed about these changes. In this session, we will discuss remaining relevant and competitive in this post-pandemic environment. We will explore the benefits of new debit programs and technologies, the challenges they present and how increased options on payment networks could mean higher profitability for your institution.

2:45 p.m. Refreshment Break

3:15 p.m. Breakout Sessions Repeat

4:30 p.m. - Legislative Reception

6:30 p.m. Please take this opportunity to network with your legislators.

Wednesday, February 9

7:30 a.m. Buffet Breakfast & Speaker



Now Where are We? - The Economic Roller Coaster
Chris Kuehl, Managing Director, Armada Corporate Intelligence

This has not been a good year for those with economic motion sickness. We have plumbed the depths of despair and seen the heights of optimism and back again. Where do we stand now? Is 2022 now the real year of recovery, or do we drag some of the turmoil from the last two years along? Bankers are once again the frontline troops for the economy, and there are more questions than answers.

9:15 a.m. Attracting Tomorrow's Talent with Today's Leaders
Steve Bench, Generational Consulting



Talent attraction & retention are more important than ever, and successful teams must attract talent from all generations. This session focuses on management techniques and your company culture. Steve will discuss ways to engage Boomer and Gen X leadership to create a work culture that is attractive to young professionals. Learn management strategies you can use immediately to engage Millennial and Generation Z talent and keep them from leaving!

10:15 a.m. Refreshment & Networking Break

10:30 a.m. What Happens Next?
Mark Zinder, Mark Zinder & Associates



We live in increasingly uncertain times; rapid economic changes, global unrest, and bi-partisan bickering have all lead to an underlying sense of uncertainty. In addition to the current climate, headlines are screaming that robots and artificial intelligence are going to eliminate worker's jobs.

What if they are all wrong? What if we are merely extrapolating the present and ignoring the possibilities of the future? History books are full of examples of previous revolutions that came and went: the industrial revolution, the railroad revolution, electrification, mass production, and now, quite possibly, the information technology revolution. In this presentation, you will discover how we are nearing the end of this revolution while another is just beginning, providing a fresh wave of prosperity.

11:30 a.m. Adjourn