



**Community Bankers Summit:
What You Need to Know to Be Competitive in 2018**

July 23-25, 2018 | University of Colorado | Boulder, Colorado

Monday, July 23

Staying Relevant in Your Community

11:40-11:45am

Welcome & Introduction

Tim Koch, President, Graduate School of Banking at Colorado

11:45 am-12:45 pm

Customer Segmentation Strategies

Scott Polakoff, Executive Vice President, FinPro, Inc.

1:00-2:15 pm

It's All About Your Customers & Employees

Dave Nowling, President, DunamikosGroup

2:30-3:30 pm

Panel: How to Attract & Retain the Best Customers & Employees

Moderator: Donna de St. Aubin, Consultant, St. Aubin, Haggerty & Associates, Inc.

Bob Cavanagh, Vice President, United Community Bank

Lori Leingang, Chief Administrative Officer, Bank of North Dakota

4:10-5:30 pm

Unlocking an Ownership Culture, Wolf Law Courtroom

Greg Hawks, Hawks Agency

(Shuttle buses will run to Wolf Law for this event.)

5:30-7:00 pm

Reception with GSBC Students & Faculty, Wolf Law Lawn

Tuesday, July 24

Responding to Changing Technology

7:15-8:00 am

Breakfast

8:00-9:00 am

The Evolution & Future of the Payments System

Sheila Noll, EVP/COO, Midwest Independent Bank

Sean Rodriguez, EVP & Faster Payments Strategy Leader, Federal Reserve System

9:15-10:15 am

Case Study: FirstBank's Response to Changing Technology

Jim Reuter, CEO, FirstBank

10:30-11:45 am

Panel: Effective IT Strategies & Cybersecurity

Moderator: Anne Benigsen, First Vice President Information Security & Technology, Bankers' Bank of the West

Galen Gough, IT Director, Jonah Bank

Jim Reuter, CEO, FirstBank

Ross Bentzler, Assistant Vice President – Information Security, Alpine Bank

12:00-1:00 pm

Luncheon Panel: The Importance of Advocacy and Community Involvement

Moderator: Jenifer Waller, Chief Operating Officer, Colorado Bankers Association

Tom Ashley, Regional President – Southern Colorado, ANB Bank

Leah Dirks, Executive Vice President, FirstBank

Matt Hanson, Executive Vice President, Alpine Bank

Opportunities & Risks with Social Media

1:00-2:00 pm

Social Media & Community Banking

Chris Lorence, EVP Member Engagement & Strategy, Independent Community Bankers of America

2:15-3:00 pm

Strategic Marketing Strategies to Achieve Superior Competitive Advantage

Rex Bennett, President, Achieving Unlimited

3:15-4:00 pm

Panel: Social Media Best Practices

*Moderator: Chris Lorence, EVP Member Engagement & Strategy, Independent
Community Bankers of America*

Natalie Bartholomew, VP/Chief Marketing Officer, Grand Savings Bank

Becky Bumpers, Compliance Officer, Farmers State Bank

4:00-5:30 pm

GSBC Update & Alumni Association Reception

Tim Koch, President, Graduate School of Banking at Colorado

Wednesday, July 25

Balance Sheet Management

7:15-8:00 am

Breakfast

8:00-9:00 am

The Business of Agriculture & Risk

Moderator: Keith Knudsen, President & CEO, Security Bank

Andy Noll, President, First Farmers & Merchants Bank

Kathy Schwerdtfager, Senior Vice President, The Bank of Tescott

9:15-10:15 am

CECL Update

David Heneke, Principal, CliftonLarsonAllen

10:30-11:30 am

Case Study: Opportunities with Investments & Funding

Chris Thompson, EVP, Country Club Bank Capital Markets Group