

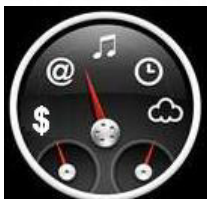
EDUCATION

Conference

2010 Bank Technology Conference



February 9 - 10, 2010
Cornhusker
Marriott Hotel
Lincoln, NE



DRIVING
CHANGE

for your

BANK

Tuesday, February 9, 2010

8:00 a.m. Registration / Continental Breakfast in the Trade Show Fair Area

9:00 a.m. Welcome & Opening Remarks

Mike Jacobson, NBA Chairman

NebraskaLand National Bank, North Platte

Keith Knudsen, Operations Committee Chairman

Security National Bank, Laurel

9:15 a.m. "Technology Utilization: Hidden Opportunities to Improve Bank Profitability"

Dave Koto, Consulting Director, Sheshunoff Consulting + Solutions

While banks have been very proficient in acquiring a significant amount of technology, the problem with incorporating technology lies in maximizing the investment. Many banks have purchased equipment and software that are collecting dust. Is this bad technology, or have the appropriate resources not been dedicated to make them work? Attendees will learn:

- The avenues bank management can take to maximize the return on their technology investment.
- How to better utilize existing technology and avoid common pitfalls.
- An understanding of available technology along with new ideas for using technology to improve the bank's profitability.

10:30 a.m. Trade Show Fair Break

11:00 a.m. "IT Risk Assessment - An Innovative Breakthrough"

Kevin Streff, Founder & Managing Partner, Secure Banking Solutions

State and federal bank examiners require you to have a comprehensive IT Risk Assessment to evaluate your information security risks to determine appropriate safeguards to mitigate risk to an acceptable level. This session will demonstrate a step-by-step process to complete an IT risk assessment that safeguards your bank's sensitive customer and financial information (as well as meets the requirements of the regulators).

- Risk assessment regulatory requirements review
- Issues with completing a risk assessment
- Repeatable risk assessment process
- Traditional way of completing a risk assessment
- Emerging processes to complete a risk assessment
- Tools to facilitate your risk assessment

During the conference, special time will be provided for you to visit with representatives from the companies listed on the enclosed sheet who will be exhibiting the products and services they offer!

12:15 p.m. Luncheon and Trade Show Fair Break

1:00 p.m. Breakout Sessions - attendees will have an opportunity to attend two of the three sessions offered.

1) "NetWorks: Update and Outlook"

Pat Gibbons, Marketing Officer, NetWorks

2) "ACH 201"

Larry De Palma, TDK-Phenix

3) "Vendor Management"

Dr. Kevin Streff, Founder & Managing Partner, Secure Banking Solutions

2:00 p.m. Break

2:15 p.m. Breakout Sessions...repeated

3:15 p.m. Break

3:30 p.m. "Banking in a Social Networking World"
Eric Cook, Certified Internet Business Consultant, WSI Internet Consulting

From financial calculators and e-mail marketing to blogging, sending Tweets and using fan pages to "make friends" - what should community banks have on their radar screen to connect and retain customers who prefer to interact digitally? In this session you'll hear from a former community banker turned Internet consultant on ways that community banks can begin leveraging the Internet as a strategic relationship building tool to not only attract new business to your bank, but help to ensure those that are banking with you now stick around.

4:30 p.m. Reception in the Trade Show Fair Area and Exhibitor Prize Drawings

5:30 p.m. Trade Show Area Closes / Dinner On Your Own

Wednesday, February 10, 2010

8:30 a.m. Continental Breakfast

9:00 a.m. "Technology as Strategy for the Upturn"
Lee Wetherington, Senior Vice President, Goldleaf Technologies

In tight times, banks typically get back to basics: reducing expenses and increasing profitability. Recently, though, getting back to basics was not so basic in the face of a dismal economy, declining deposit growth, the advent of mobile banking and Web 2.0, and the rise of non-traditional competitors in both banking and payments. So, what to do now? The answer is simple but profound, and at its core is technology. Banks that leverage technology wisely will capitalize on growth trends in payments, win the core deposit land grab, and, most important, secure that small percentage of customers who make banks profitable. Join us for a practical review of the strategies, tactics, and technologies that will help your bank exploit the extraordinary opportunities that lie ahead.

11:30 a.m. Adjourn



February 9 - 10, 2010
Cornhusker Marriott Hotel, Lincoln

2-01/15/10web

Financial Institution: _____
Bank/Branch Address: _____
City/Town: _____ Zip: _____
Phone# (_____) _____ Fax# (_____) _____

| Please register the following individual(s): | | | Last 4 digits of Social Security # | E-mail Address: If you have an e-mail address please provide it so that we can keep you informed of other upcoming programs. | Lincoln February 9 - 10, 2010 Cornhusker Marriott Hotel |
|--|----|-----------|------------------------------------|---|---|
| First Name | MI | Last Name | | | |
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Registration
NBA Members: \$215.00 (per person)

Registration
Non-NBA Members: \$355.00 (per person)

Registration after 02/01/10 will have a \$20.00 late fee charge in addition to the registration fee.

Three Ways to Register:

- FAX: (402) 474-2148
- Mail: NBA Education Center
PO Box 80008, Lincoln, NE 68501-0008
- PHONE: (402) 474-1555

Payment Choice (check one):

- Bill Institution
- Check made payable to Nebraska Bankers Association
- Master Card
- VISA

Card Holder Name: _____

Card Number: _____

Exp. Date: _____ Signature: _____

TOTAL DUE \$ _____

2009 - 2010 Operations Committee

Chairman:

Keith A. Knudsen

Security National Bank
Laurel

Cindy L. Brummond

State National Bank & Trust
Wayne

Kerry K. Eilenstine

Town & Country Bank
Ravenna

Angela A. Finn

First Bank & Trust Co.
Minden

Karen L. Helmberger

Union Bank & Trust Co.
Lincoln

Scott McCormack

First National Bank of Omaha
Omaha

Kyle D. Poppe

Adams Bank & Trust
Ogallala

Sandra A. Stalder

American National Bank
Humboldt

Carol L. Wasenius

Two Rivers Bank
Blair

Shelley L. Winter

First State Bank & Trust Co.
Fremont

Registration Information

This fee includes all conference materials, continental breakfasts, luncheon, break service, and the reception.

The deadline for registrations and refunds for cancelled registrations is **Monday, February 1, 2010**.

Any registrations received after that date will be an additional \$20 per person and subject to space availability.



Hotel Information

Reservations can be made by calling the following location directly:

Cornhusker Marriott Hotel

333 South 13th Street, Lincoln
(402) 474-7474
(866) 706-7706

Be sure to mention that you are with the NE Bankers Association room block to receive the negotiated rate.

*Please feel free to dress casually.
To ensure your comfort, please bring a light jacket or
sweater to the program.*

Notice: If you have a disability that may affect your participation in this event, please forward a statement regarding any special needs to the Nebraska Bankers Association. We will contact you to discuss accommodations.

233 South 13th Street, Suite 700
Lincoln, Nebraska 68508
Phone: (402) 474-1555
Education Center Fax: (402) 474-2148
www.nebankers.org

NBA Nebraska Bankers Association