



MARCH 15-19

# ICBA Event Schedule

Preliminary-Subject to Change-updated 3/3/17

*Marriott Rivercenter events are in Blue*

## WEDNESDAY, MARCH 15

6:00 a.m. - Registration  
6:30 a.m. – 7:30 a.m.

### Fun Run/Walk

*Marriott Rivercenter*

7:00 a.m.

### “Ask Me Staff” (5 locations)

- Lower Level-Marriott Rivercenter
- Lobby of-Marriott Riverwalk
- West Lobby/Lila Cockrell Entrance-Conv Ctr

7:00 a.m. – 7:00 p.m.

### ADA Shuttle (*Special Needs*)

Continuous loop between Marriott Rivercenter and Hilton

8:00 a.m. – 6:00 p.m.

### Attendee Registration/Banquet

#### Reservation Desk

*Sponsored by: Visa*

Hall 2 Registration Area

8:00 a.m. – 6:00 p.m.

### Gray Line Tour Reservation Desk

Hall 2 Registration Area

8:00 a.m. – 4:00 p.m.

### ICBPAC Office Open

Room 302 A & B

8:00 a.m. – 6:00 a.m.

### Exhibitor Registration

Hall 2 Registration Area

9:00 a.m. – 12:00 noon

### ICBA Expo Open

#### ICBA Central-Booth #430

*ICBA, ICBA Services Network, CBU, ICBPAC*

### Taste of Texas

#### ThinkTECH

Hall 2

10:00 a.m. – 4:00 p.m.

### Bank Director Current Issues Seminar

*(additional registration required)*

9:15 a.m. – Registration

10:00 a.m. – 4:00 p.m.

Seminar - Room 221 ABC

Lunch – Room 225 BCD

10:00 a.m. – 11:30 a.m.

### Welcome Gathering

*(by invitation)*

*Rio Vista, 2<sup>nd</sup> Floor,*

*Marriott Rivercenter*

11:00 a.m. – 2:00 p.m.

### Large Community Bank Roundtable

*Sponsored by: Check Printing Contract Consulting*

*(by invitation)*

Room 301 C

12:00 p.m. – 4:00 p.m.

### ICBPAC Help Desk

Hall 2 Registration Area

4:00 p.m. – 6:00 p.m.

### Welcome Reception in Expo

*Sponsored by: D+H*

Hall 2

## THURSDAY, MARCH 16

7:00 a.m. – 8:00 a.m.

### Yoga

Conference Room 1, 3<sup>rd</sup> Floor  
Marriott Rivercenter Hotel

7:00 a.m. – 3:30 p.m.

### Attendee Registration/Banquet Reservation Desk

Sponsored by: Visa  
Hall 2 Registration Area

7:00 a.m. – 3:30 p.m.

### Mobile App Desk

Hall 2 Registration Area

7:00 a.m. – 4:30 p.m.

### ADA Shuttle (Special Needs)

Continuous loop between Marriott  
Rivercenter and Hilton

7:15 a.m.

### Complimentary Coffee by Education Zone

Workshop Hallways 221 A-D & 225 A-D

7:30 a.m. – 8:25 a.m.

### Education Zone

Room's 221 A-D & 225 A-D

- Outlook for the Ag Economy
- The Overlap of Enterprise Risk and Vendor Management: Effectively Assessing the Risk
- Proven CRA Strategies for the Community Development Test
- Bigfoot is Alive: And Other Shocking News for Community Bankers
- Balance Sheet Strategies for 2017: Unleashing the Power of Analytics
- Must-Have Strategies for Serving Small Business Customers

- Cybersecurity Advancements for Community Banks
- Addressing Three Succession Issues: Management, Owner Board and Ownership Succession

8:00 a.m. – 11:30 a.m.

### ICBPAC Help Desk

Hall 2 Registration Area

8:00 a.m. – 1:00 p.m.

### Gray Line Tour Reservation Desk

Hall 2 Registration Area

8:30 a.m. – 3:30 p.m.

### Exhibitor Registration Desk

Hall 2 Registration Area

8:00 a.m. – 4:00 p.m.

### ICBPAC Office Open

Room 302 A & B

8:40 a.m. – 9:35 a.m.

### Education Zone

Room's 221 A-D & 225 A-D

- Position Your Bank to Handle a Troubled Farm Economy
- What Would You Do If...?
- The Anatomy of a Deal: Bank M&A in 2017
- Relationship Banking: There's Not an App for That
- Bankruptcy
- Millennials: How to Attract, Recruit, Onboard, and Retain Them (they are your customers too!)
- Your Roadmap to Digital and Branch Transformation
- Great Boards: 2017's Best Practices in Board Governance & Director & CEO Succession

9:30 a.m.

### Complimentary Coffee General Session

Pre-Function Area Stars at Night  
Ballroom, 3<sup>rd</sup> Floor

10:00 a.m. – 11:30 a.m.

### General Session-Opening

Sponsored by: Moody's Analytics

Speakers:

Cam Fine, President/CEO, ICBA  
Carey Lohrenz, First Female  
F-14 Tomcat Fighter Pilot  
Stars at Night Ballroom, 3<sup>rd</sup> Floor

11:30 a.m. – 3:00 p.m.

### ICBA Expo Open

### ICBA Central-Booth #430

ICBA, ICBA Services Network,  
CBU, ICBPAC

### ThinkTECH

Hall 2

12:00 p.m. – 1:00 p.m.

### Lunch with the Exhibitors

Sponsored by: CSI

Hall 2

12:30 p.m. – 2:00 p.m.

### ICBA's Luncheon for State Regional Partners Presidents and Executives

(by invitation)

Room 301 C

2:00 p.m. – 3:15 p.m.

### Engage with the Experts: Banker Roundtable

Room 301 A & B

2:00 p.m. – 3:30 p.m.

### Mutual and Thrift Roundtable

Room 302 C

## THURSDAY - CONTINUED

3:00 p.m. – 8:00 p.m.

**Exhibitor Booth Teardown**  
Hall 2

5:30 p.m. – 7:00 p.m.

**Large Community Bank Reception**  
*(by invitation)*  
Conf Room 12, 3<sup>rd</sup> Floor,  
Marriott Rivercenter

7:00 p.m. – 9:00 p.m.

**State/Regional Affiliate & Exhibitor Receptions** *(by invitation)*  
*Receptions to be held at the Marriott Rivercenter*

7:30 p.m. – 9:00 p.m.

**Independent Bankers Association of Texas Reception Honoring R. Scott Heitkamp**  
*(by invitation)*  
*Grand Ballroom Salon K, 3<sup>rd</sup> Floor, Marriott Rivercenter*

9:30 p.m. – 11:00 p.m.

Doors open at 9:00 p.m.

**Late Show – Singer/Songwriters**  
Featuring: Jeffrey Steele, Victoria Shaw and Casey Beathard  
*Sponsored by: ICBA and IBAT*  
Marriott Rivercenter

## FRIDAY, MARCH 17

7:00 a.m. – 8:00 a.m.

**Yoga**  
Conference Room 1, 3<sup>rd</sup> Floor  
Marriott Rivercenter Hotel

7:00 a.m. – 3:30 p.m.

**Attendee Registration & Banquet Reservation Desk**  
*Sponsored by: Visa*  
Pre-Function Area, 2<sup>nd</sup> Floor

7:00 a.m. – 8:00 p.m.

**ADA Shuttle (Special Needs)**  
Continuous loop between Marriott Rivercenter and Hilton

7:15 a.m.

**Complimentary Coffee by Education Zone**  
Workshop Hallways 221 A-D & 225 A-D

7:30 a.m. – 8:25 a.m.

**Education Zone**  
Room's 221 A-D & 225 A-D

- Blocking and Tackling: The Fundamentals for Developing a Deposit Franchise
- 5 Trends That Should Be on Every Bankers Mind in 2017\*
- Eight Habits of Effective Leaders
- Low Hanging Fruit: Ten Ideas for Increasing Shareholder Value & Eliminating Adverse Consequences
- Beating Goliaths in the Small Business Credit Market
- Automating the Commercial Loan Process & Maintaining Your Traditional Customer Relationships are not Mutually Exclusive!
- EMV: 18 Months After the Liability Shift
- Steady as She Goes: Investment Strategies for 2017

8:00 a.m. – 1:00 p.m.

**Gray Line Tour Reservation Desk**  
Pre-Function Area, 2<sup>nd</sup> Floor

8:40 a.m. – 9:35 a.m.

**Education Zone**  
Room's 221 A-D & 225 A-D

- Winning Against Your Toughest Ag Competitors
- How to Educate Your Board & Customers on Managing Risk & Reducing Cyber Fraud
- FOCUS on What Matters- Getting Control of Your Distractions
- Fighting the Tide: Strategies for Remaining Independent in a Consolidating Industry
- Turbo Charge Your Credit Process
- Merger & Acquisition, Community Bank Valuation & Capital Markets Update
- Guerrilla Marketing: Generating Buzz on a Shoestring Budget
- Regulatory Hot Stuff

9:30 a.m.

**Complimentary Coffee General Session**  
Pre-Function Area Stars at Night Ballroom, 3<sup>rd</sup> Floor

10:00 a.m. – 11:30 a.m.

**General Session**  
*Sponsored by: Visa*  
Speakers:  
Rebeca Romero Rainey, ICBA Chairman  
Mark and Scott Kelly, NASA Astronauts and Retired U.S. Navy Captains  
Stars at Night Ballroom, 3<sup>rd</sup> Floor

11:45 a.m. – 1:00 p.m.

**Regulators Buffet Luncheon**  
*Sponsored by: CSBS*  
*(by invitation)*  
Room 301 C

## FRIDAY - CONTINUED

1:00 p.m. – 1:55 p.m.

### Education Zone

Room's 221 A-D & 225 A-D

- The Evolution of Banking: Creating a Universal Experience in the Branch Environment\*
- Deciphering Digital-Your Phone is Your Wallet
- The Leap of a Lifetime: Taking that Single Monumental Irreversible Jump to Significance
- Fintechs, Neobanks and Beer Garages-What are they? Fear, Fight or Join them to Grow Your Bank?
- Millennials, Mobile and Mortgages
- DIY Credit Stress Test: Steps to Create and What the Numbers Tell You
- Surviving Disruption: Three Indispensable Skills for Achieving Sustainable Growth
- Regulators Consumer Compliance Update

2:10 p.m. – 3:05 p.m.

### Education Zone

Room's 221 A-D & 225 A-D

- What Your Farm Customers Need to Know About Marketing to Ensure Prosperity
- How to Become the "Go To" Expert on HOT Topics with Your Local Media
- Proven Strategies to Increase Profitable Fee Income
- How to Effectively Manage 5 Generations of Employees and Serve 5 Generations of Customers

- Schemes & Scams: Fraudulent Check Deposits and Online Banking Fraud
- Keeping Up with Cyber Security
- Faster Payments-A Key to Future Revenue
- Warning-Attention Required Before Your Next Exam!

4:30 p.m. – 5:00 p.m.

### ICBPAC VIP Silent Auction Preview and Champagne Reception

*(by invitation)*

Stars at Night Ballroom, 3<sup>rd</sup> Floor

5:00 p.m. – 7:00 p.m.

### ICBPAC Silent Auction

Stars at Night Ballroom, 3<sup>rd</sup> Floor

- Leading a Service-Based Organization
- The New Administration and Your Balance Sheet
- Affordable Lending: A Good Business Decision
- Universal Representation of Consumer's Identity-Is it Possible?
- Creating Funding Stability During Uncertain Times
- A Deep Dive into CECL-Implementation Experiences of Community Banks

8:00 a.m. – 1:00 p.m.

### Gray Line Tour Reservation Desk

Pre-Function Area, 2<sup>nd</sup> Floor

8:40 a.m. – 9:35 a.m.

### Education Zone

Room's 221 A-D & 225 A-D

- Becoming a Top 1% Performer
- Building an Innovation Team to Grow Your Financial Institution
- Netflix, Amazon and YOUR Performance
- How to Leverage Fintech Companies to Grow Your Own Bank
- Preparing for Your BSA Compliance Exams
- Securing Payments From Risk to Resilience: Protect Your Bank From New Threats
- Incentive Compensation: New and Emerging Trends Bankers Need to Know
- The Digital Dozen: 12 Key Components of a Digital Marketing Strategy

## SATURDAY, MARCH 18

7:00 a.m. – 12:30 p.m.

### Attendee Registration & Banquet Reservation Desk

*Sponsored by: Visa*

Pre-Function Area, 2<sup>nd</sup> Floor

7:00 a.m. – 2:30 p.m.

### ADA Shuttle (*Special Needs*)

Continuous loop between Marriott Rivercenter and Hilton

7:15 a.m.

### Complimentary Coffee by Education Zone

Workshop Hallways 221 A-D & 225 A-D

7:30 a.m. – 8:25 a.m.

### Education Zone

Room's 221 A-D & 225 A-D

- Top Ten Tips for Protecting Your Bank From Problem Loans
- Unfair, Deceptive, or Abusive Act or Practices (UDAAP)

## SATURDAY - CONTINUED

9:00 a.m. – 2:00 p.m.

### **ICBPAC Office Open**

Room 302 A & B

9:30 a.m.

### **Complimentary Coffee General Session**

Pre-Function Area Stars at Night  
Ballroom, 3<sup>rd</sup> Floor

10:00 a.m. – 11:30 a.m.

### **Final General Session**

*Sponsored by: Mastercard*

Speakers:

Scott Heitkamp, ICBA Chairman-  
Elect

Drew Bledsoe

Stars at Night Ballroom, 3<sup>rd</sup> Floor

5:00 p.m. – 10:00 p.m.

### **ADA Shuttle (*Special Needs*)**

Continuous loop between Marriott  
Rivercenter and Hilton

6:00 p.m. – 6:40 p.m.

### **Chairman's Reception**

*Sponsored by: FIS & Travelers*

Pre-Function Area Stars at Night  
Ballroom, 3<sup>rd</sup> Floor

7:00 p.m. – 8:15 p.m.

### **Annual Banquet**

*Sponsored by: FIS & Travelers*

Stars at Night Ballroom, 3<sup>rd</sup> Floor

8:30 p.m. – 9:30 p.m.

### **Stage Show- Featuring Big & Rich**

*Sponsored by: FIS & Travelers*

Stars at Night Ballroom, 3<sup>rd</sup> Floor

## SUNDAY, MARCH 19

### **No planned Activities**

**Note:** Rooms and times may vary-  
please refer to the Convention Program  
Booklet or Mobile App on-site for  
definite times and locations.