



# COMMUNITY BANKING CONFERENCE

**AUGUST 25-27, 2021**  
KANSAS CITY, MO

A background image showing several hands of different skin tones reaching up from the bottom and sides to form a circle around the central text.

**BANKING  
AND YOUR  
COMMUNITY  
GO HAND  
IN HAND**

WHAT A  
GREAT IDEA



\*\*\*  
***Early Bird  
Registration***  
**\$500 cash  
drawing\***

See inside for rules.

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# CONFERENCE AGENDA

## WEDNESDAY, AUG. 25

10:00–11:00 a.m. Exhibitor Set Up

12:00–1:00 p.m. Registration and First Time with Exhibitors

1:00–1:10 p.m. Welcome and Introductions

1:10–2:10 p.m. Brand Storytelling  
*Chukwukere Ekeh, EP + Co*

Whether you realize it or not, your brand is already telling a story: The question is, is it worth engaging in? In a society where people are overwhelmed with options and inundated with marketing messages, many will simply choose the best story, that being the message that resonates with their needs and beliefs. This session will discuss the importance of a brand narrative both internally and externally for an organization. We'll explore several storytelling examples and dissect them to understand why they're powerful. And ultimately, we'll leave you with the tools and inspiration to better pursue the mission of being a financial provider of choice in the communities you serve.

2:10–2:25 p.m. Refreshment Break with Exhibitors

2:30–3:40 p.m. Social Media and Your Bank  
*Moderator - Ben Pankonin, Social Assurance*  
**Social Media Panel:**  
*Sandy Brown, State Nebraska Bank & Trust*  
*Luanne Cundiff, First State Bank of St. Charles*  
*Chukwukere Ekeh, EP + Co*  
*Amanda Lee, First State Bank of Purdy*

Learn how social media has been moving from brand awareness to necessary communication channels for many community banks. These first-person stories will help to highlight the strategies, value and opportunities present for social media. Learn from the front-lines of social media practitioners, strategists and content creators.

3:45–5:00 p.m. Sailing The Seven C's-Principles of Leadership  
*Mitch Holthus, Voice of the KC Chiefs*

Communication, Communication 2.0, Connect, Creative, Courage, Conviction and Conduit. See how these Seven "C's" lead to remarkable results in the sports and business world.

5:00–7:30 p.m. Themed Reception in the Rooftop Bar of the Hotel

## THURSDAY, AUG. 26

7:00–8:00 a.m. Continental Breakfast

8:00–9:00 a.m. The Currency of Trust: Activating Your Community  
*Ben Pankonin, Social Assurance*

You responded when your communities faced crisis in their own backyards. Your team worked around the clock to do the right things when businesses and borrowers needed it the most. You invested in your community. But what has that earned you? The "currency" of trust you built in the first half of 2020 has a lasting value. What can you do now to create messaging that bridges the impact you have made with the heroes across your community?

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9:05–10:05 a.m. The Accidental Banker: My Journey from Foster Care to CEO  
*Orvin Kimbrough, Midwest BankCentre*

Orvin Kimbrough is unlike any other bank CEO in the nation. Orvin shares his journey from foster care in North St. Louis to CEO of the United Way of Greater St. Louis to the Chairman and CEO of St. Louis' second largest privately owned bank. From humble beginnings, he shares the defining moments that helped him become an inspiring leader who has boosted the life trajectory of tens of thousands of people through his purpose-driven work. Orvin will share his perspective on the current economic climate and how community banks must evolve in order to remain the economic engines of Main Street and the people who live there.

10:05–10:20 a.m. Refreshment Break with Exhibitors

10:20–11:15 a.m. Top Ten Signs that Your Bank is Vulnerable to Fraud  
*Tom Danielson, CliftonLarsonAllen, LLP*

Fraud happens. After every fraud, the victims realize that red flags were missed. This must see session will use examples of real-life thefts to explore the warning signs to look for and ways to minimize your exposure.

11:20 a.m.–12:15 p.m. Breaking the Myth of Work-Life Balance  
*Denise Purdy, Purdy Your Image, LLC*

In this session, you will hear about a new approach to feeling balance personally and professionally.

12:15–1:30 p.m. Buffet Lunch

1:30–2:30 p.m. **BREAKOUT SESSION I**

**What are We Seeing Now that the Economy is Starting to Open Up**  
*Allen North, Federal Reserve Bank of St. Louis*

Hopefully, by the end of the summer, the economy will be largely open again. Allen will provide a brief banking update and discuss lessons learned and what the future may hold. As with the previous financial crisis, there will be practices that were rapidly adopted that make a lot of sense and should be continued, while others should be eliminated because they didn't work as well during the pandemic. Lastly, he'll cover the latest key considerations as bankers and regulators alike adjust to the new work environment and any permanent structural changes.

**Serving Your Clients Global Needs: The Importance of a Robust International Offering**  
*Stephen Kuhl, Western Union*

It's time for community banks to think globally. In today's banking environment, domestic and international services are both critical functions for customers and could be a key competitive differentiator in an increasingly competitive industry. Discover strategies and best practices for using international payments for success.

**Cybersecurity Basics for Everyone**  
*Cole Holloway, MIB*  
*Jon Booth, MIB*

We will review current threats and trends in Cybersecurity and learn how to protect you and your family from becoming the next victim.

2:30–2:45 p.m. Refreshment Break with Exhibitors

# CONFERENCE AGENDA

2:45–3:45 p.m.

## BREAKOUT SESSION II

### Economic and Banking Update

*AW Spellmeyer, First Bankers' Banc Securities, Inc.*

### Is SAFE Cannabis Banking Possible? An Overview of the Legal and Regulatory Issues Involved in Marijuana and Hemp Banking

*Paul Cambridge, Armstrong Teasdale, LLP*

Our speaker will provide insights into the issues financial institutions face when determining whether to bank marijuana and hemp customers, including updates on the status of federal and state legislation such as the SAFE Banking Act.

### Understanding Debit Card Fraud Today

*Damon Gardner, TransFund*

In this session, you will be given keys to mitigation and prevention of debit card fraud.

3:50–4:45 p.m.

## BREAKOUT SESSION III

### Trends & Best Practices in Community Bank M&A in the Midwest

*Bert Purdy, BKD*

*Wyatt B. Jenkins, CPA, BKD*

The speakers will share current M&A trends and discuss the framework of a transaction and highlight M&A best practices in this interactive session.

### Bringing Community Banking to Life Through Community Events

*Amanda Lee, First State Bank of Purdy*

A strong bank and a strong community go hand-in-hand. This presentation tells the story of using collaborative events, ideas, and community involvement to transform how your current and future customers look at local music, food trucks, and the banking local experience.

### Case Examples in Merchant Services and What Challenges Your Customers are Facing

*Mike Higgins, Talus Pay Consulting*

We will review the dynamic payments environment and the challenges businesses are facing with payment acceptance solutions. Actual case examples are reviewed to reinforce learning. Specific topics such as core fee categories businesses incur, key contractual terms, trends in fraud and PCI compliance will be covered. Attendees will gain a clear understanding of the challenges and issues their commercial customers are facing and will be able to provide direction to their customers.

4:45 p.m.

## Exhibitor Tear Down

**MIB**  
Midwest Independent  
BankersBank



★ ★ ★  
**Early Bird  
Registration**

**\$500 cash  
drawing\***

See inside for rules.

★ ★ ★

## FRIDAY, AUG. 27

7:15–8:15 a.m.

### Buffet Breakfast

8:30–9:30 a.m.

### King of the Hill

*Dave DeFazio, StrategyCorps*

Right now, fintech disruptors are helping tech-savvy consumers reimagine banking tasks while enticing them with new places to keep their funds — instead of a checking account at your financial institution.

9:30–9:45 a.m.

### Refreshment Break

9:45–10:15 a.m.

### The Federal Reserve and Payments Modernization

*Kim Robbins, Federal Reserve Bank of Kansas City*

As part of its mission as the nation's central bank, the Federal Reserve works to promote a safe, efficient, and accessible U.S. payments system. Learn how collaboration with the industry has been a key strategy for payments improvement, from work to advance payments security to efforts that foster the goal of nationwide reach for faster payments. Hear about the FedNow Service, an instant payment infrastructure under development by the Federal Reserve that when launched in 2023 will operate around the clock, 365 days a year.

10:20–11:45 a.m.

### Faster Payments Panel

*Moderator - Kevin Olsen, AAP, NCP, APRP, CHPC*

#### **Faster Payments Panel:**

*Susan Doyle, AAP, EPCOR*

*Steve Ledford, The Clearing House*

*Reed Luhtanen, U.S. Faster Payments Council*

*Sheila Noll, MIB*

*Kim Robbins, Federal Reserve Bank of Kansas City*

Join in on a panel discussion with payments experts to learn more about what is happening in the world of faster payments so that you can prepare to offer services and solutions to meet your account holder needs.

11:45 a.m.

### Conference Wrap Up

12:00 p.m.

### Adjournment

## PLANNING COMMITTEE

### Greg Ankrom

The Bank of Missouri  
Bolivar, MO

### Jeremy McHugh

Corn Growers State Bank  
Murdock, NE

### Carrie Burgi

Peoples Bank of Seneca  
Seneca, MO

### Sheila Noll

MIB  
Jefferson City, MO

### Donna Harden

MIB  
Jefferson City, MO

### Chris Schmit

Cattle Bank and Trust  
Seward, NE

### Holly House

MIB Banc Services, LLC  
Jefferson City, MO

### Camielle Silence

Tri-Valley Bank  
Randolph, IA

### Amanda Lee

First State Bank of Purdy  
Purdy, MO



***They say the  
early bird gets  
the worm, but in  
this case it's...***

To be considered an early  
bird registrant, you must be a  
community banker and your  
registration and payment  
must be received by MIB  
**no later than June 15.**

# \$500!

One lucky early bird  
registrant will receive  
**\$500 CASH** at our  
Wednesday evening  
reception.\*

*\* Must be present at reception to win*

# SUPPORT YOUR TEAM WEDNESDAY!

## WEDNESDAY AFTERNOON

Wear red or  
KC Chiefs apparel

## WEDNESDAY EVENING RECEPTION

Wear your favorite  
football team apparel

Aug. 25-27 — Kansas City, MO

Conference Hashtag #MIBCBC21

Bank Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

Name of Attendee \_\_\_\_\_

Title \_\_\_\_\_

E-mail address \_\_\_\_\_

Name of Attendee \_\_\_\_\_

Title \_\_\_\_\_

E-mail address \_\_\_\_\_

Spouse/Guest (if registering) \_\_\_\_\_

☐ Debit Account at MIB # \_\_\_\_\_

☐ ACH (Please Originate to ACH ABA 086505273 acct 212400)

☐ Check Enclosed

☐ Invoice my Bank

☐ Credit card ☐ MasterCard ☐ Visa ☐ Discover ☐ Am Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC# \_\_\_\_\_

## Registration Fees for both:

### Shareholder

\$299 (check/ACH/DDA)

\$315 (credit card transactions)

### Non-shareholder

\$349 (check/ACH/DDA)

\$365 (credit card transactions)

\$99 (Spouse/guest\*)

## Hotel Information:

Intercontinental Kansas City at the Plaza  
401 Ward Parkway  
Kansas City, MO 64112

### Reservations:

816-756-1500

\$169.00 (Group code: CBC)

Call for reservations or go to our event page on  
[www.mibanc.com](http://www.mibanc.com) for a link.

### Reservation deadline:

**Monday, July 26, 2021**

After this date, reservations will be accepted on a "space  
available" basis.

## FOUR WAYS TO REGISTER



573-556-1324



Mail registration form & check to:  
(make payment to MIB)

MIB  
Attn: Donna Harden  
P.O. Box 104180  
Jefferson City, MO 65110



DHarden@mibanc.com



[www.mibanc.com](http://www.mibanc.com) (click on Upcoming Events)

In registering for this conference (or on behalf of the person for whom I am registering), I agree to provide business contact information (if requested) and authorize MIB to include my name, title and business affiliation in the conference participant list for the benefit of all attendees. I understand that this list may be transmitted to all conference attendees.

I understand the event for which I am registering (or the person for whom I am registering) may be photographed. In consideration of my participation in this event, I authorize MIB to create recordings of the event and my image in connection with the event. I hereby authorize MIB to use the material at their discretion, and affirmatively authorize it to be exhibited, displayed and/or performed, as still photographs, videos, electronic images or documents, web pages, or any other media, in a format now known or hereafter discovered in connection with MIB's marketing material and website.

## Registration Fees

Fees include meals, refreshment breaks and conference material.

\* Guest is a spouse, significant other or friend who is not in a financial services organization. A co-worker or an associate within financial services may not be considered a guest.

## Dress Attire

Casual business attire is recommended for all sessions. Meeting room temperatures and personal comfort zones vary greatly. It is recommended that you bring a sweater or jacket to the sessions.

## Special Needs

Please let us know if you have any special needs or dietary needs that may affect your participation in this event. We will contact you to discuss accommodations.

## Conference & Hotel Cancellation Policy

Full refunds will be given for cancellations received at MIB by August 13, 2021. After that date, an administrative fee of \$25 per cancelled registration will be retained.

Cancellations will not be accepted and no refunds will be given after August 20, 2021. However, substitutions are always permitted.

Registrants are responsible for cancelling their own hotel accommodations.

## CDC Guidelines Will Be In Place

PO Box 104180  
Jefferson City, MO 65110

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Midwest Independent BankersBank CONFERENCE

**AUGUST 25-27, 2021**

Intercontinental  
Kansas City at the Plaza  
Kansas City, MO

First Class  
U.S. Postage  
**PAID**  
Jefferson City, MO  
Permit No. 129

A special **THANK YOU** to the sponsors for helping provide exceptional, yet affordable, conference content to our attendees.

**\* Platinum Level \***

**\* Gold Level \***



**\* Silver Level \***

**\* Bronze Level \***

