

MBA PEER FORUM



Michigan Bankers Association

All winter and early spring forums will be held
via Zoom 10 a.m. - Noon EST.



BRANCH ADMINISTRATOR FORUM

Are you looking to increase your knowledge and skills to better serve your customers and your bank? The MBA Branch Administrator Forum provides an opportunity for branch managers to share ideas. We'll discuss areas related to quality supervision, service and efficient bank operations, to name a few.

Facilitator:

Kathleen Wheelihan, MBC Training & Development LLC

Schedule:

February 10

May 13

September 29

\$ FINANCE FORUM

Are you looking to improve your effectiveness as a CFO/Controller? We'll discuss topics such as accounting issues, ALCO, financial reporting, banking profitability, CECL, and your own personal growth as a CFO.

Facilitator:

Tom Hauck, ProBank Austin

Schedule:

February 25

May 18

September 23





OPERATIONS AND FACILITIES FORUM

- Discuss current industry challenges
- Learn how other banks are handling their management of all of the processes, people, tools, and assets
- Hear from experts in security, technology and facilities management

Facilitator:

Vicki Smith, Plante Moran

Schedule:

May 20

September 14



CREDIT ANALYST/MANAGER FORUM

The MBA Credit Analyst/Manager Forum is professionally led and encourages idea sharing in lending and credit administration. We'll discuss everything from appraisals, evaluations to structuring, organizing and effectively managing the credit function.

Facilitator:

Kari Gerber, CPA, Rehmann

Schedule:

April 29

September 28



CASH MANAGEMENT/TREASURY FORUM

In an ever-evolving payments environment shaped by changes in technology, competition, policy, and customer behavior, the Cash Management Forum provides a venue to share knowledge and engage in dialogue.

Facilitator:

Karl Nelson, KPN Consultants

Schedule:

January 27

May 26



MARKETING FORUM

The MBA Marketing Forum provides a peer-to-peer, idea exchange, providing marketing and retail lending staff the opportunity to discuss bank marketing strategies, tactics and results.

Example Forum Topics:

- Onboarding new customers
- Customer retention
- Social media strategies
- Advertising
- Mobile banking
- Branding

Facilitator:

Eric Cook, WSI Internet Consulting

Schedule:

May 11

September 30



TRAINING OFFICER FORUM

- Identifying, selecting, and training in-house employees to conduct training within the bank
- Discuss ways to deliver effective, dynamic training with results
- Find new ways to improve the performance of your bank by developing and enhancing the skills of your team

Facilitator:

Shelley Riebel, MBC Training & Development LLC

Schedule:

May 25

October 5





SENIOR LENDER FORUM

The MBA Senior Lender Forum provides an opportunity for bankers to discuss issues critical to your bank's lending success. Form lasting relationships with non-competing senior lenders. We offer two forums based on asset size and bank location.

Example Forum Topics:

- Business development
- Regulatory issues
- Lending and risk issues
- Improving the profitability of your loan portfolio

Facilitator:

Robert Goldi, Kotz Sangster

Schedule:

January 29

April 30

October 22



TECHNOLOGY FORUM

Our peer-to-peer idea exchange will help you, the IT manager or officer, with solutions to help strengthen existing IT capabilities, develop operational efficiencies, and create business continuity solutions, and more.

Facilitator:

Jessica Dore, CISA, Rehmann

Schedule:

February 19

June 11

September 24



ADDITIONAL INFORMATION



WHY ATTEND AN MBA FORUM?

- Totally participant driven
- No sales pitches, no lectures
- No lengthy discussions on topics of little interest
- Open idea-exchange format with peers from around the state
- Bring your own questions!
- You make the agenda (topics on the agendas are submitted by attendees)

Ever wondered what it would be like to attend a forum? Well, now is your chance. If you have never participated in one of our forums and would like to try it out, you can now sign up to attend your first one at no charge. Please indicate this on your registration. We look forward to your participation!

LOCATION:

MBA Education Center
507 S. Grand Ave
Lansing, MI 48933

For detailed directions, click "About the MBA" at www.mibankers.com.

SCHEDULE:

All winter and early springs forums will be held via Zoom. 10 a.m. - Noon EST.

QUESTIONS:

Please contact us at (517) 342-9057 or fsfisher@mibankers.com.

OTHER NOTES:

- Dress is business casual
- Confirmation will be emailed upon receipt of registration

ACCOMMODATIONS:

Please ask for Michigan Bankers Association corporate rates.

Courtyard by Marriott

2710 Lake Lansing Rd.
Lansing, MI 48912
(517) 482-0500

Please ask for the sales office to guarantee rate.

Courtyard by Marriott Lansing Downtown

600 East Michigan Avenue
Lansing, MI 48912

<https://www.marriott.com/event-reservations/reservation-link.i?id=1608575623814&key=CORP&app=resvlink>

(517) 377-6677

CANCELLATIONS:

Registration fees will be refunded, if received in writing, more than three business days before the event. Substitutions are always welcome. Please e-mail mbaregistrations@mibankers.com with your substitution or cancellation request.

**REGISTER
HERE**

2021 FORUMS REGISTRATION

MBA Education Center | Lansing, Michigan

IT'S EASY TO REGISTER!

Mail: Michigan Bankers Association
507 S. Grand Ave
Lansing, MI 48933

Phone: (517) 485-3600
Email: mbaregistrations@mibankers.com
Online: www.mibankers.com

Name: _____

Title: _____

Bank: _____

Address: _____

City/St/Zip: _____

Phone: _____

Cell Phone (in case of bad weather, etc.): _____

Email (required for registration confirmation): _____

Please check here if you have a food allergy or require a vegetarian lunch. And please indicate allergy here: _____

SELECT YOUR FORUM

- | | | |
|--|---|---|
| <input type="checkbox"/> Branch Administrator | <input type="checkbox"/> Credit Analyst/Manager | <input type="checkbox"/> Cash Management/Treasury |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Marketing | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Operations and Facilities | <input type="checkbox"/> Senior Lender | <input type="checkbox"/> Training Officer |

PRICING:

One Forum\$200

Please indicate which date you plan to attend: _____

Two Forums.....\$300

Please indicate which dates you plan to attend:

_____ AND _____

Three Forums.....\$400

This is my first forum.....Complimentary

TOTAL: \$ _____

METHOD OF PAYMENT:

Checks make payable to: Michigan Bankers Association

ACH (Please on contact us at mbaregistrations@mibankers.com if you'd like to pay by ACH)

Charge to my: MasterCard Visa AMEX Discover

Credit Card Number: _____ Exp. Date: _____

Cardholder Name: _____ CSC: _____

Signature: _____