

JOIN US IN TRAVERSE CITY!

WHAT IS A LEARNING JOURNEY?

Learning journeys are beneficial to organizations because they encourage employee engagement and professional development, while creating a culture of learning. Having an effective learning journey will facilitate behavior changes that coincide with the goals of your bank.

TENTATIVE AGENDA

MARCH 20

- 1:00 p.m. Registration Opens
- 1:00-6:00 p.m. Exhibitor Set-up
- 1:30 p.m. Taste of the Village Departs
- 4:00 p.m. Taste of the Village Tour Returns to Resort
- 6:00-7:00 p.m. Welcome Reception with Exhibitors

MARCH 21

- 8:00 – 9:30 a.m. Breakfast and Opening Keynote
- 9:30 – 10:00 a.m. Break with Exhibitors and Morning Stretch
- 10:00 – 11:50 a.m. Breakout Sessions
- Noon – 1:30 p.m. Luncheon Keynote Featuring Financial Literacy Awards and Scholarship Recipients
- 1:30 – 2:30 p.m. Breakout Sessions
- 2:30 – 3:00 p.m. Break with Exhibitors and Afternoon Stretch
- 3:00 – 4:00 p.m. Breakout Sessions
- 4:00 – 5:30 p.m. Happy Hour with Exhibitors
- 5:30 p.m. Rising Leaders and Perry Schools of Banking Mixer

MARCH 22

- 8:00 – 9:00 a.m. Breakfast Buffet
- 9:00 – 10:30 a.m. Breakout Sessions
- Adjourn and Hotel Checkout

MEET THE KEYNOTES

THREE WAYS TO POSITIVELY DISRUPT YOUR MINDSET EVERY DAY

TONY RUBLESKI, PRESIDENT, MIND CAPTURE GROUP

The past few years have seemed like an episode of the Twilight Zone crossed with the Hunger Games. We'll learn how we can grow, adapt, and keep thriving from a combination of the past (wisdom) and present moment (improvement)! Tony shows us how keeping a curious mindset each day helps us:

- Allow space for breakthroughs, growth, fun and innovation
- It keeps life, work, and relationships dynamic and interesting
- It helps to combat boredom and getting stuck in a rut



FROM TURNOVER TO THRIVING WITH A JOYFUL CORPORATE CULTURE

ROBIN SHEAR, JOY COACH, BESTSELLING AUTHOR AND FOUNDER OF JOY TO THE WORLD COACHING



If you're ready to decrease turnover and employee disengagement, you'll appreciate the difference these strategies will make in your corporate culture. This experience is fun and interactive, inspiring real change in your team from the top down to the bottom up!

LEARNING TAKES YOU PLACES!

BANKERS EDUCATION SUMMIT & TRADE SHOW

BEST Conference

MARCH 20 - 22 TRAVERSE CITY



LEARNING SESSIONS

CHOOSE YOUR TRACK OR HOP AROUND

COMMERCIAL LENDING

- Economic Update
- Stress Testing in Commercial Real Estate Lending
- LOS - Lessons Learned
- Understanding Policy Statement on Prudent Commercial Real Estate Loan Accommodations
- Capital Access Participation and Collateral Support
- C and I Hazards and How to Avoid Them
- Peer Roundtables

CUSTOMER SERVICE/SALES

- We Don't Have a Sales Culture. But We Have to Grow Deposits/Loans
- You'll Have to Call Deborah. I'm Only a Teller
- Renewable Deposit Sources: IRA, HSAs
- Ins and Outs of Auto Loans
- Marketing Through Digital Channels with an Emotional Connection
- Driving Efficiency and Customer Engagement: Leveraging no-code for Banks

HUMAN RESOURCES

- Avoid Talent Gaps: Succession Planning
- Managing Mortgage Origination Compensation
- Harnessing the Power of DEI and Belonging
- HR Bingo – Legal Update
- Is Your Culture Costing You?
- The Good, The Bad and the Ugly: Group Disability Insurance and Supplemental
- Peer Roundtables



MARKETING

- AI Tools Reshaping Marketing
- Marketing Through Digital Channels with an Emotional Connection
- Google Tools Tips and Tricks
- Making the Most of Your Financial Literacy Program
- Protecting Customers from Fraud
- Making the Switch to .Bank
- Peer Roundtables

RETAIL LENDING

- The Return of Strategic Defaults
- CFPB: New Rules
- MSHDA's Homeownership Programs
- Core Audits on the Mortgage Side
- Mortgage Servicing Rights Valuation
- Strategies for Loan and Deposit Pricing
- Peer Roundtables

OPERATIONS/TECHNOLOGY

- Responding to a Data Breach: A Roundtable Discussion
- Cybersecurity: Trends You Should Know and Monitor
- Are you Really Managing Your Vendors?
- Why Instant? Why Now?
- Mitigating Business Compromise Risks
- Unlock Value and Drive Efficiencies with Cash Automation
- AI and Security

FUEL YOUR MIND



The BEST Conference will be live illustrated! Our illustrator will combine session takeaways, discussions and BEST ideas all into one cohesive map so you can refine these ideas and build on them post-conference.

ACCOMMODATIONS

Grand Traverse Resort & Spa
100 Grand Traverse Village Boulevard
Acme, MI 49610-0404

Book online: <https://book.passkey.com/go/MBA2024>

\$159 Hotel Room

\$219 Tower Room

RESERVE BY FEBRUARY 22.

I'M ATTENDING!

Single registration \$369

Two or more registrations \$329
(must be submitted together)

Scan the QR
code to register
TODAY!



Connect with Michigan Bankers by
sponsoring or exhibiting.
Contact us! fisher@michigan.bank

OPTIONAL BEST ACTIVITIES

WEDNESDAY, MARCH 20

TASTE OF THE VILLAGE TOUR

On this unique tour, guests will experience a taste of the many things The Village, formerly known as the Traverse City State Hospital, has to offer. Experience the 1883 brick steam tunnel on your brief walk to The Barrel Room at Left Foot Charley, learn about the preservation and reuse of the former state hospital. Taste a variety of wines created by Left Foot Charley before walking to neighboring Brewery, Earthen Ales, where you will sip and savor while learning about their delicious offerings. \$75 per person. Luxury transportation is provided with BEST goodie bags!

TRAP SHOOTING

It is your turn to give it your BEST shot! Join us for an afternoon outdoors clay target shooting.

SPONSORED BY: Weltman

Visit <https://michigan.bank/best> for more BEST session details. And visit our mobile app, *mibankers* in your app store.

"I can't over emphasize how good it felt to be in person with the MBA staff and the great way they make everyone feel comfortable and welcomed. This is one of our favorite conferences"

John Pitts,
Federal
Reserve Bank
of Chicago

